



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association Announces Winners of 2017 Gold Standard Awards

***Sergenian's Floor Covering Wins Top Ranks in
Over \$10-Million Category; Classique Floors & Tile
Takes Honors for Under \$10-Million Group***

February 6, 2017 - Dalton, GA – Scott Humphrey, Chief Executive Officer, World Floor Covering Association (WFCA), today announced the annual winners of the Gold Standard Award which recognizes stores that have created an outstanding consumer retail experience. In the category including retailers with sales over \$10-million, Sergenian's Floor Covering based in Madison, WI took home the honors. In the under \$10-million category, Classique Floors & Tile based in Portland, OR was recognized.

The first place winner in the over \$10-million category received a choice of one of the following: two-day on-site custom CFI carpet seaming class; two-day on-site custom sales training; or one-year online WFCA University tuition. The first place winner in the under \$10-million category received the same options as above but only a single day of classes.

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In addition to the recognized winners, each award category recognized 2nd and 3rd place recipients. Second place winners in both categories received six-months online WFCU University tuition while the 3rd place winners in both categories were honored with three-months tuition to WFCU University online. Additional winners included:

Over \$10-million:

- 2nd place – Coles Fine Flooring (San Diego, CA)
- 3rd place – Carpetland USA (Davenport, IA)

Under \$10-million:

- 2nd place – Independent Carpet One (Westland, MI)
- 3rd place – Brian's Flooring & Design (Birmingham, AL)

Sergenian's was an instant standout for 1st place prize in the over \$10-million category because of their commitment to second-to-none customer service and their aggressive efforts to ensure their company honors sustainable, eco-friendly practices in all facets of their business. The retailer has been committed to, and involved with, sustainable efforts and organizations within Madison for over eight-decades. In 2007 the company started the first and only comprehensive carpet reclamation program in the state of Wisconsin. Through this initiative Sergenian's guarantees that no carpet removed will end up in a landfill. To date, Sergenian's has recycled over 12-million pounds of carpet.

In addition, the company has received national recognition and awards on multiple occasions including: Sergenian CEO, James Garner's induction into *InBusiness Magazine's* Hall of Fame for industry-leading sustainability initiatives in 2012; *InBusiness Magazine's* Sustainability Award for best eco-product or service for 2010; Mohawk's Greenworks Dealer of the Year in 2009; Starnet Design Best Overall Project in 2005; and America's Rug Retailer of the Year in 2003.

Classique Floors & Tile was a slam dunk for the under \$10 million category as they have continually demonstrated company growth as well as a total commitment to customer satisfaction. In addition, with a keen understanding of the purchase process, Classique offers a highly organized and easy-to-navigate showroom floor that helps to streamline the buying process for customers.

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Enhancing this feature, the company also is committed to ensuring that each customer that walks through their doors receive top notch service from the same salesperson throughout the entire selection and installation process. The retailer has also identified innovative ways to facilitate the design and selection process by integrating access to digital content from various online sources through screens mounted in their showroom. Following every sale, Classique surveys their customers about their experience and they use this insight to improve and further deliver on their customer's needs and expectations.

To receive the Gold Standard Award in either category, companies are reviewed and judged based on:

- Knowledge – ensuring a knowledgeable management and staff who work to remain informed on the state of the industry at all times;
- Customer Service – providing courteous service and offering customers help throughout the purchase and after-purchase processes;
- Quality of Store Image – a clean, professional, well maintained store must be presented both inside and out at all times; and
- Code of Conduct - the facility must adhere to the WFCA Code of Conduct.

A company also must be a member of the WFCA, have been in business for at least 3-years, and have a clear Better Business Bureau report.

To be considered, applicants must complete a multiple-page submission form and present multimedia marketing materials and other collateral that is factored into the review process. The submission deadline for the 2017 award was December 31, 2016.

Companies interested in entering or nominating an entrant for the 2018 Gold Standard Awards can visit wfca-pro.org for more details.

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About WFCA

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org. and WFCA-PRO.org.

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