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**The Rug Gallery Goes the Extra Mile**  
**According to the World Floor Covering Association**

***Cincinnati-based Retailer***  
***Lands Gold Standard Award***

February 1, 2011 - Anaheim, CA – D. Christopher Davis, President and Chief Executive Officer of the World Floor Covering Association (WFCA) recently announced the annual winner of the Gold Standard Award for excellence in retailing. The Rug Gallery, a one-store, independently- owned shop in Cincinnati, took home the honor, which included a \$5,000.00 check, a Gold Standard Trophy, press recognition, acknowledgement on the WFCA website and a customized WFCA seal for their store entrance. The presentation was made during the Opening General Session of Surfaces 2011 in Las Vegas, NV.

“We received a stellar line-up of entries for this year’s award but The Rug Gallery stood out from the crowd,” said Davis. “With a 21,000 square foot showroom The Rug Gallery has a lot of ‘ground’ to cover but they truly operate a very tight operation. Their research is second to none, they excel in customer service and they have strong incentive programs in place as well as ongoing educational classes for their staff. Their strategic positioning and solid programs kept their business strong in a tight market. They are a true leader in our industry.”

The Rug Gallery is owned and operated by Sam Presnell.

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

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

In addition, companies must also be a member of the WFCA, have been in business for at least 3 years and have a clean Better Business Bureau report.

To enter, applicants filled out a multiple page submission form and presented multimedia marketing materials and other collateral that were factored into the review process. The deadline cutoff for submissions was December 31<sup>st</sup>.

Companies interested in entering or nominating an entrant for the 2012 Gold Standard Award can visit [wfca-pro.org](http://wfca-pro.org) for more details.

The World Floor Covering Association, official sponsor of Surfaces™, is the floor covering industry's largest advocacy organization representing flooring retailers, contractors and allied service providers throughout North America. The WFCA is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website — [wfca.org](http://wfca.org), providing unbiased information about every type of floor covering and connecting customers to member retail stores.

The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [wfca.org](http://wfca.org) and [wfca-pro.org](http://wfca-pro.org).

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