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World Floor Covering Association
Sends Carpet Plus
Home With the Coveted Gold Standard Award

Charlottesville-based Retailer
Sets Bar for Industry Nationwide

February 17, 2010 - 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. Carpet Plus, a one-store, independently- owned shop in Charlottesville, VA, 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 2010 in Las Vegas, NV.

“Carpet Plus stood out from the crowd for a number of reasons,” said Davis. “Everything from the way they answer their phones to their post-sale follow-up rituals set them apart. It was apparent to all of the judges that Carpet Plus has a relentless focus on serving their customers and making sure they receive the highest quality products and services.”

Carpet Plus is owned and operated by husband-wife team Duane Cassis and Cindy Adams.

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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 31st.

Companies interested in entering or nominating an entrant for the 2011 Gold Standard Award can visit 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, 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 and wfca-pro.org.

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