

# floor trends

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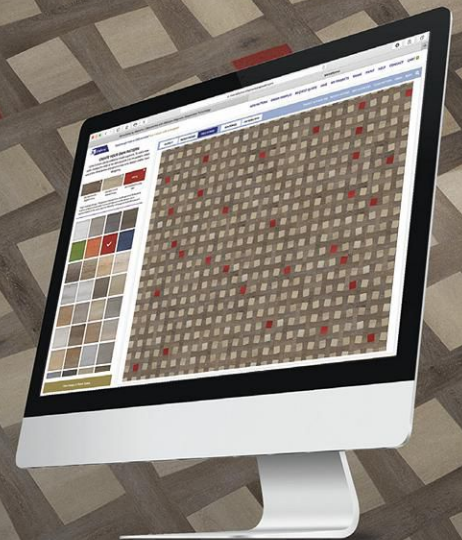
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**On the Cover:** Automata is the newest modular carpet collection in Mannington Commercial's Xpress Program, which can be shipped in five days or less. Inspired by Cellular Automata, the collection captures patterns that are suited for office, education and commercial spaces. See more commercial solutions on page 28.

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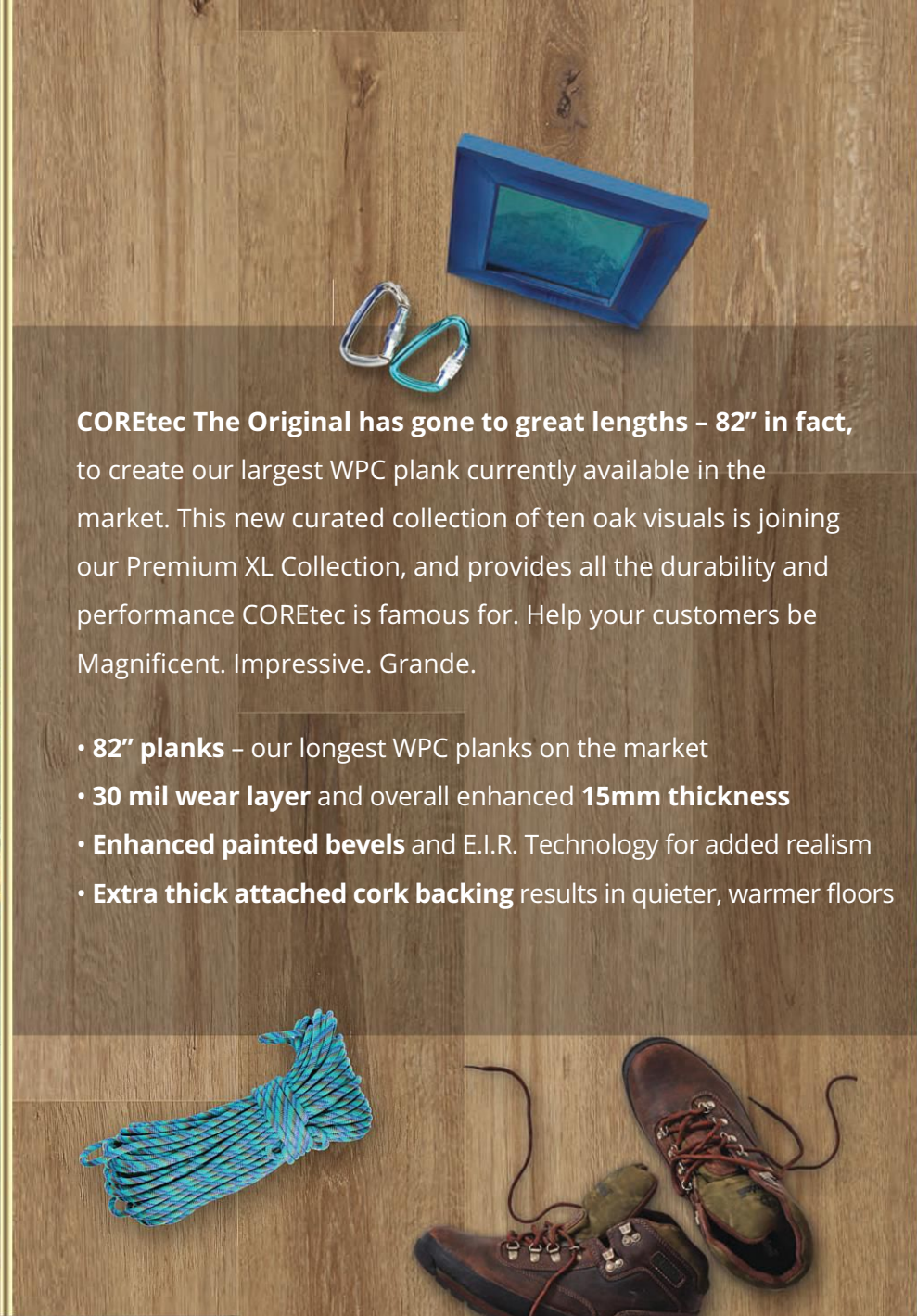
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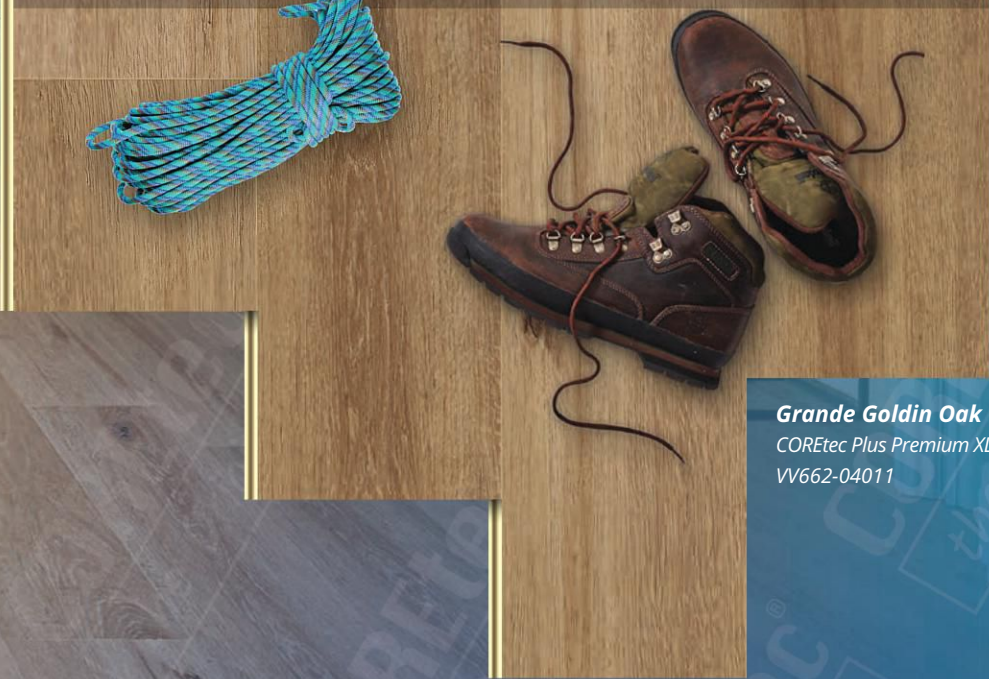






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## THE POWER of eLearning

Since the COVID-19 outbreak, online learning has become more central in people's lives. In no case is this more evident than the rise of continuing education courses flooding our inboxes the last few months, offering architects and designers a host of opportunities to gain new skills.

In fact, we've seen a surge of activity on our CE Center [<https://continuingeducation.bnpmedia.com/>] in the past few months at BNP media, which in April saw an average 66% increase in visits, pageviews, and tests taken as compared to April 2019. We even hit a record with number of new registered users—almost 2,500 new users in the month of April alone.

If you haven't checked it out, grab a coffee and

take a peek. Some recent flooring topics include Acoustics, Flooring and the Built Environment, The 21<sup>st</sup> Century Classroom: Flooring for Learning, and The Quiet Multifamily Home.

I anticipate that the post-pandemic world will continue this drumbeat of online learning, particularly with so many of our industry shows and educational opportunities cancelled or postponed this year. We are pleased to offer the CE Center as the top resource for free AIA continuing education, offering a large library of free courses for architects and designers. Have an idea for flooring CEU? Reach out to us at [kernt@bnpmedia.com](mailto:kernt@bnpmedia.com).  

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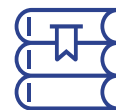
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# LOGISTICS AND FLOOR COVERINGS

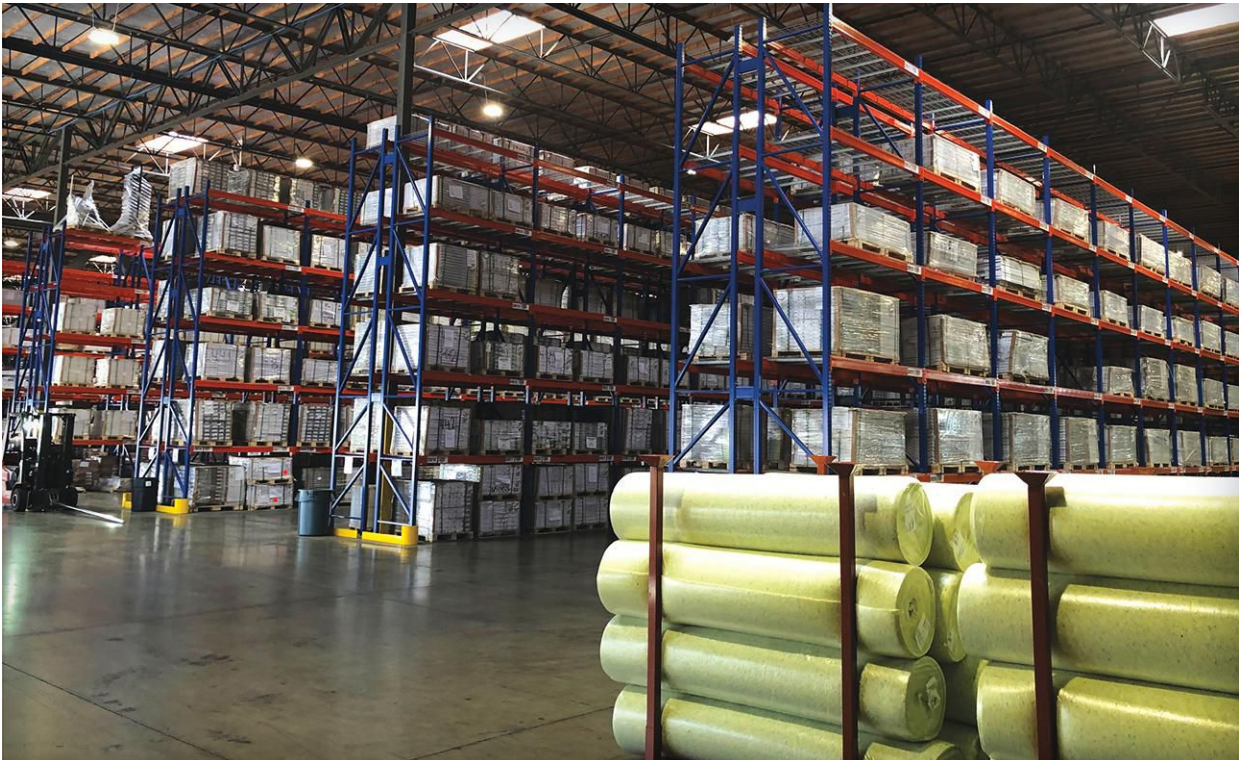
## A Conversation with Xpress Global CEO Darrel Harris

Shipping and logistics have always been an important part of the floor covering business. Changes in the industry certainly have driven changes within the trucking business and the inverse is also true, changes in the trucking industry have always and will continue to drive changes in the flooring industry. We had an opportunity to sit down with Darrel Harris, CEO of Xpress Global Services, a firm that specializes in logistics within the floor

covering industry, to look at this relationship and what we can expect in the future.

You can listen to this conversation in its entirety at [floortrendsmag.com](http://floortrendsmag.com). The following are excerpts of that conversation.

**Below: Xpress Global's warehouse in Chino, Calif.**



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**TF: I am sure most are aware of the Xpress Global organization but talk about the organization and its relationship with the floor covering industry.**

**Harris:** Sure. Xpress Global Systems has been around for about 36 years. We really started off specialized in the transportation of roll goods and that is really at the core of the company and who we are, and it is what makes us unique and special. We take pride in that. As a result, we have always had a pretty close relationship with the floor covering industry. As the floor covering industry continues to evolve, we continue to evolve with it.

Back in December 2018, we were acquired by Aterian Investment Partners, a private equity firm based in New York, who has really come in and helped us elevate ourselves in the space with investments, additional facilities, and significant expansion. As a result we have had a great deal going on throughout 2019 and early 2020 to really help put the company in a position for growth and scale.

**TF: The transportation needs of the industry have changed a great deal over time. Talk about some of those changes.**

**Harris:** I think the competitive nature within the space, and as you are aware, there is a certainly a competitiveness within this space that raises the bar of expectation for any vendor and supplier provider of services for the industry. I think that is something we all embrace here at Xpress Global Systems and the challenges that our customers face

continues to increase. We must increase the quality of our service and frankly it is created a nice environment that has driven us to provide additional solutions for our customers that maybe we did not provide 20 years ago.

**TF: I looked at your website and it seems like the company has a great many locations around the country. Talk about the network of cities and regions that Xpress Global serves.**

**Harris:** Our network is the largest in floor covering transportation. We have 30 of our own locations, meaning that we have company drivers in these delivering locations to support the delivery of goods throughout the highly concentrated areas and population in the nation. We also use a network of partners in some of those medium to smaller cities such as Des Moines or Omaha. We have these types of facilities throughout the nation. So, when you really look at our network, we have well over 40 facilities combined that can help provide the transportation of goods throughout the nation. And many are tied to a major metro markets such as Chicago, Dallas and Los Angeles. But when you look at our map you are going to pretty much take coverage throughout most of the highly populated areas in the nation. And that is one of the things that separates us from our competition.

**TF: How does the company work in tandem with major producers?**

**Harris:** We have an interesting and a diverse group of customers. We basically provide more truck capacity than anyone else out of Dalton. So, we have a unique relationship



**Darrel Harris, CEO of Xpress Global Services.**

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and a very close relationship with all the manufacturers. We also support manufacturers in other ways. Manufacturing in the floor covering space has evolved and changed a great deal over time and as a result we offer many services for manufacturers that are not necessarily centralized in Dalton. We have warehousing capabilities and have cut services as well as pick and pack and many other services, things that are outside of simply the transportation of the goods from point A to point B.

**TF: Every retailer in the industry has been affected by COVID-19 and the accompanying stay-at-home orders. Talk about how it has affected trucking in general.**

**Harris:** This certainly been a unique time for all of us in our personal and professional lives. First and foremost, here at Xpress Global it is the safety of our employees as with many of the companies throughout the nation, that we are concerned about. We have been hard at work over the last few weeks discussing the importance of safety and the guidelines of the CDC to help educate our employees on how to properly attack this, respecting social distancing, keeping work surfaces, trucks and forklifts disinfected and clean at all time. It has been really challenged throughout the network.

Talking about our customers, it has been volume, the sharp incline in volume. Trucking is a density-based business. The more density you have the better service you can provide, the more creative you can get and it's how you can keep cost in line. Whenever you see volume fall sharply as we have seen as a reaction to the coronavirus it becomes a much more challenging environment to operate in. This has certainly been a challenging time for us and one that our team is heavily focused on trying to continue to work to provide the best solution that we can despite the challenges.

**TF: Let me ask you about the transportation industry in general, not necessarily connected with coronavirus. What do you see happening in the future that will bring change in the transportation sector and specifically the floor covering industry?**

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**Harris:** What we see on our side of the business is how global the decision-making process is becoming, whether you are looking at it from a purchasing perspective from a perspective of the consolidation that has been happened. There is a lot of movement in these areas that it is creating a different landscape. There are core decision makers and mills that have been historically in the Dalton area that we have enjoy a great relationship with. But with the growth in LVT space and hard surfaces in general there is a different landscape when you look at it from a trucking perspective. Companies are launching goods, importing them and launching them from various parts in the country, creating an opportunity to modify, change and enhance one's network from a trucking perspective to meet those needs. So, it is quite a bit different and it continues to evolve and change over time.

**TF: I have heard estimates that at some point we can expect to see 10 percent of floor coverings to be sold online. How do you expect this will affect the transportation business?**

**Harris:** It is hard to say, but it is something we have been watching as well and talking with our customers a great deal about. In the trucking environment how those sales are generated does not really affect us too terribly much until someone is ordering online from resident and expecting the delivery directly to that residence. Of course, in our environment today we have some of that but most of our deliveries go either directly to the retailer, a dealer, or the installer.

In anticipation of these changes we have modified our delivery truck format where now about 40% of our units are now box trucks, straight trucks with a lift gate that allows us to be a little more nimble whether you're going be it a residence or not and we are continuing to keep our eyes on these patterns and how they developed so we will be in position to best execute on the delivery side.

**TF: Looking at the retailer community, what are the most frequent misconceptions retailers seem to have about transportation and logistics?**

**Harris:** The one we come across a great deal is that many retailers feel that they are too small to take an interest in controlling their transportation. Some do take an interest in it, but many do not. They are extremely focused on their business, but there is a great deal that can be done to help streamline and reduce cost for retailers. One thing they can do is partner with someone like Xpress Global. We not only handle the trucking side of it but we also offer transportation management services. We are also a brokerage and can broker freight that exists outside of our network, such as truckload or other expedited services. We provide all of these services so what we bring to the table for a retailer is something that can help them to focus on their core competency while allowing us to handle the details of their logistic. Many retailers underestimate the cost of transportation and logistics and they often underestimate what their capabilities are to control it. **ft**

## New Courses Educate, Entertain



**Carpet Fiber & Performance by Antron.**

Events were canceled, people were quarantined, and people turned to online learning. While the coronavirus pandemic didn't bode well for our economy, it did contribute to increasing interest in online education. Here are some brand new flooring-related CEUs and courses aimed to help you hone your skills and prepare you for when the tide turns.

### **Carpet Fiber & Performance by Antron**

To help designers understand why they should include a fiber specification to their carpet selection, this CEU, registered as 1 value with Interior Design Continuing Education Council (IDCEC), explains the difference of various fiber types and fiber shapes as it relates to long-term performance. To locate the course, search for the IDEC course number 110850.  
[antron.net](http://antron.net)

### **Discovering Trends & Color in the New Decade by Mannington Commercial**

This CEU presentation by Samantha Fletcher, creative manager, Mannington Commercial, explores the importance of

color in design, as well as our everyday lives, and the need for a universal color system. It how Pantone determines the Color of the Year by examining macro and micro trends for the year and decade.  
<https://www.manningtoncommercial.com/representatives/>

### **Improving Installation Methods by Ardex Americas**

The new Ardex video library on YouTube showcases projects, product demonstrations, along with an "Ask the Expert" series. The short videos are available in English, Spanish and French.  
<https://www.youtube.com/user/ARDEX101/videos>

### **Schönox Social Distance Learning**

While Schönox traditionally offers subfloor preparation trainings at its facility in Florence, Ala., it amped up technical training for contractors, installers, retailers and distributors via the web during the coronavirus pandemic.

<https://hpsubfloors.com/distance-learning-webinars/> **ft**



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1

## **1** Nourison Goes Bold in Newest Collections

Nourison's latest area rug introductions offer bold, linear designs. Included in the lineup are Colorado and Highlands collections. Pictured here, Colorado has a hand-tufted loop texture in low-shed wool fibers and versatile earth-tone colors. Highlands is a modern shag collection, featuring a thick high-low pile in a neutral palette. [nourison.com](http://nourison.com)



2

## **2** Smooth and Subtle in

**Carlisle's Tranquil**  
Carlisle Wide Plank Floors is meeting the growing demand for smooth face flooring in a low matte, layered finish in warmer tones with the introduction of the Tranquil Collection. "For the Tranquil Collection, our product development and design teams worked together to create a special process that deposits a subtle layer of color without brushing," said Chris Sy, president of Carlisle. The result is a smooth, refined floor surface that imparts the organic feeling of a naturally 'aged' material. [wideplankflooring.com](http://wideplankflooring.com)



1

## 1 Lapitec Surfaces for Outdoor Projects

Lapitec allows extreme versatility of use in open-air spaces. Perfect for the coating of terraces and swimming pools, the material, formed from a mixture of 100% natural mineral powders, is offered in three collections, 17 shades and seven surface textures. [lapitec.com](http://lapitec.com)



2

## 2 Fashion-Forward with Modern

### Contours from Phenix

Phenix Flooring's Modern Contours collection is a sophisticated, fashion-forward line of three designer-curated palettes that showcase coordinating patterns and textures that mimic the luxury fabrics, materials and knitting techniques guaranteed to bring a vibrant couture look to any room. Modern Contours features Phenix's SureSoftSD fiber as well as the lifetime protection of Microban antimicrobial technology. [phenixflooring.com](http://phenixflooring.com)



## HOW COVID-19 CHANGES FLOORING

### New Ways of Collaborating

**W**ith shelter-in-place orders limiting interaction, and travel at a standstill, staying in touch has been of key importance not only for business but also as a support network for the flooring community at large.

Shannon Cochran, Patcraft's vice president of creative and design, said teams across all departments, from marketing to design, regularly communicate with their customers to find out what's happening, discuss trends, and generate ideas.

"For us as a brand, it's really important that we stay connected to the market, and to find out what the needs are," Cochran said. "And clearly, those needs are chang-

ing rapidly. As part of our design process, our team really got together and started talking about what's changing and what's going to be important when we get back to work."

Indeed, the Patcraft creatives have gained valuable insight about how people function in their spaces. As we all come to terms with a new normal for work and play, that knowledge will help to create flooring that is flexible and functional.

Customer feedback sessions are used as a tool to shape product plans. Formerly, teams often traveled across the country with account managers for



**Left: Anew features modern wood visuals and the incorporation of a stone look to bring a touch of nature indoors.**

**Above: Shannon Cochran, Patcraft.**

these in-person sessions, but now technology is being used even more to help bring people together. Manufacturers and clients can talk on the phone or via the web, and virtual meetings are now an ideal forum for discussing color or detailing, especially when showing hard-surface products.

Cochran noted that they are using renderings and swatch previews to share with their clients. “We’ve set up digital feedback, and we’re actually doing it in hard surface. There’s not as much texture and inconsistency like there is with fiber or carpet. You can really see the artwork because of the way it’s printed on the hard surface.”

Yet Patcraft isn’t solely focusing on new designs. They are also providing essential flooring so that projects already underway can be completed on time and under

budget. “We have Anew, which is an LVT collection that’s made in our plant here in Georgia, and it’s quick-ship. Having a product that is local and can be shipped quickly is going to be very important,” Cochran added. Fully produced in the United States, it is available to ship in just ten business days.

As we are changing how we interact with one another in existing spaces and are designing interiors to complement our new way of living, flooring will be a central component. Having flooring that is easy to clean is also going to be key in commercial spaces, as individuals are expressing concern about their health and are seeking out antimicrobial flooring options.

“We know that cleaning protocols are going to be different, and this is a product that helps to meet an immediate need,” said Cochran.



**Left: MRGE is the latest from Ava by Novalis, featuring a 20-year commercial warranty.**

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## Innovations and Opportunities for LVT

Novalis, which has seven manufacturing facilities in China, was one of the first to learn how to deal with effects of the pandemic.

“Even before the official lockdown began [in the United States], we were already pivoting and changing our teams to work differently,” said CEO John Wu. “We essentially banned all the travel for business at the end of February, including myself.”

Wu implemented remote working and encouraged his teams to virtually stay in contact with distributors and customers to make certain they were receiving the same level of service they expect from Novalis. A crew deep cleans and sanitizes company facilities each week, and everyone is asked to wear a mask and wash hands

frequently. He began bringing in individual boxed lunch for the team each day to reduce their chances of getting infected.

“Our first priority is to keep everyone safe,” Wu said. “At this time, no Novalis employee has been furloughed, and I feel really good about that.”

Novalis has a diversified customer base and some have been able to stay open during the pandemic.

“We have home center business, which continue to stay open, so that helps. We also have a strong commercial business, and there are a lot of inquiries coming from healthcare, daycare and school projects. They are going to be shut down for the next few months



Above: John Wu, Novalis.

and can do renovations through July or August.”

Looking ahead, Wu said he is intrigued by how the crisis will affect flooring long term.

“Now is the chance to slow down and take time to learn, and I am encouraging my team to attend seminars remotely.”

Some of this learning could inspire future projects, including changes in healthcare and education, where there is an increase in interest in antimicrobial flooring.

“LVT will come up stronger than any other product because it’s just so much easier to take care of,” Wu said.

With an eye toward that future demand, Novalis’ \$30 million plant in Dalton, Ga., should begin producing its first LVT in the third quarter this year.

“A key focus for me has been how do we keep everybody employed at this time? These are good people who have been with me for many years. As a business owner, it’s my responsibility to keep their best interests in mind. It’s not always about the bottom line. Let’s keep things moving so we can all have a better future.”

## What’s Next for Corporate Design

With so many employees working from home during the pandemic, a renewed focus has settled on the future of corporate and home offices.

“We are going to see corporate offices will remain a need and necessary in great part because it does facilitate collaboration with colleagues and it helps perpetuate corporate culture,” Robert Langstaff, director of design, Metroflor. “The one big thing that will come out of this situation is employees that have been able to from home and use IT will find that they are more confident in how

they feel about having to work remotely.”

The situation with COVID-19 encouraged people to give more thought what goes into creating home office.

Certainly, comfort is important. You need to have task lighting and ambient lighting—and for Zoom calls, you don’t want to be backlit by windows or have poor sound quality.

“The easiest and most affordable solution are cork board panels on the wall—of



**Above: Robert Langstaff, Metroflor.**

course we don't want to go too far back into the 70s—but draperies can add some sound reduction,” Langstaff said. “The other thing is the view. If you're lucky

enough to have a window, it's important to take advantage of that. People respond to biophilic influences. If you do not have a window, it's important to have some nice pictures so that you can take a mental break.”

For offices, LVT is becoming one of the largest-growing categories, residentially and commercially.

“A big part for the cost factor what you get back from the aesthetics and function is great bargain. In the home office, it allows you to clean it easily, it offers some sound abatement for those below and above you in a multifamily structure, and we have a product Ultrafresh that helps inhibit the growth of bacteria, and you can also use disinfectants.” **ft**

## Stay up to date with valuable training materials for flooring professionals from *Floor Trends*

### A. 2020 BNI Home Builder's Costbook - \$110.95

The *2020 BNI Home Builder's Costbook* is the first place you should turn, whether you're preparing a preliminary estimate, evaluating a subcontractor's bid, or submitting a formal budget proposal. It puts at your fingertips accurate and up-to-date material and labor costs for thousands of cost items, based on the latest national averages and standard labor productivity rates.

### B. Ceramic Art Tile for the Home - \$29.95

This book is a wonderful introduction to art tile, loaded with ideas and resources that will charm and inspire. Hundreds of breathtaking photographs of installations in and out of the home show the work of today's leading contemporary tile artists. Insightful text guides readers to an informed appreciation of this timeless art and its marvelous suitability for all areas of the home.

### C. Environmental Impact of Materials: Floor Finishes - \$60.95

This report provides a review of how floor coverings have been assessed within The Green Guide to Specification, including the application of the Environmental Profiles methodology which underlies it. The way in which floor coverings are addressed in building level environmental assessment schemes such as BREEAM and the Code for Sustainable Homes is also explained.

### D. Fabulous Floor Patterns (With CD) - \$34.95

Explore hundreds of floor patterns, from checkerboard patterns and wild tile configurations to floral carpets and faux marble magic. These timeless historic designs are applicable to any number of contemporary applications. As a bonus, a fascinating exploration of curves and spirals provides a valuable tool for integrating borders and patterns. The enclosed CD-Rom presents the images in various formats, making it easy for designers to experiment with, manipulate, and apply images.



Contact Katie to order: 248-244-1275 or [zarrillik@bnpmedia.com](mailto:zarrillik@bnpmedia.com)  
or shop online at [www.floortrendsmag.com/books](http://www.floortrendsmag.com/books)

**floor  
trends**





STYLE TREND:

## SPACESHIP YOUMO

Fly into the future in Spaceship Youmo with a smile.

Sit back, relax and travel first class into the future on Spaceship Youmo. Roughly translated, “youmo” is the Chinese word for “humor”, and through the use of texture and technology, celebrity designer and television host Jennifer Farrell of Jennifer Farrell Design, created a feeling of joy that appealed to several senses in this TISE Style Hub at the DISH pod.

“The concept is that lighting can be playful,” Farrell explained. “Technology can be here to make us feel good. So that as we are flying into the future in Spaceship Youmo, we are doing it with a smile on our face.”

In this clean, bright, ultra-minimalist space, Farrell replaced hard edges with modern organic shapes. When met with

Shaw Floors’ Rhythm in Hip Hop, light bounced off of the 3D tile, illuminating the space in a playful way, just as Farrell intended.

Using an on-trend color pallet of intensified pastels, Farrell strategically placed Classic Blue—a design favorite and Pantone’s 2020 Color of the Year—on the pod’s ceiling for a pleasurable effect. “If you look up, it puts a smile on your face.”

As we know, technology will hold a significant place in the future, but Farrell says it can be used to make us feel good, rather than leaving us feeling cold and isolated. Demonstrating how that can apply to interior design, Farrell created an LED accent wall that brilliantly enhanced the mood of the moment within the pod with each image change. **ft**



# THE FUTURE OF ARCHITECTURE & DESIGN POST COVID-19

BY KATHLEEN CLOUD, PRESIDENT, HIGGINS FLOORING

**T**op architects and designers are experienced with change throughout the design process to reflect varying client needs. The COVID-19 pandemic will add even more design challenges in 2020 and beyond in the healthcare, education and corporate markets.

The healthcare segment is the most obvious area for change. “Anticipate and be ready,” says Derek Noble, principal at Shepley Bulfinch. Shepley, with offices in Boston, Hartford, Conn., Phoenix and Houston, wants to assist emergency departments in beefing up to create surge units in the event of future health crises.

Where can large numbers of care providers and staff sleep in the hospital at the time of such events? Terri Frink, principal at S/L/A/M Collaborative, says that hotels may be owned by hospitals for this purpose so they can expand the bed capacity for patients and and/or staff. SLAM recently acquired Heery Design to expand their geographical reach and horsepower. Across the country, the flooring focus

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**Above: Going forward, healthcare facilities will see a lot of change, according to Cloud. Higgins Flooring recently completed an installation at The Lighthouse Surgery Center at St. Francis Hospital.**

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might need to be on hard surface flooring to allow spaces to be more readily changed. Such spaces will need to have an alternate plan to show proper circulation paths, bed layout, and how well they are ventilated. Flexibility will be key.

“What can we do to create a better environment for employees to feel safer?” asks Tom Quarticelli, principal at Amenta Emma. With offices in Boston, Hartford and New York, Amenta Emma acknowledges that the corporate environment has many concerns to ponder. Some considerations include staggering workstations, modifications such as panels and plexiglass, reduced capacity in meeting rooms, touch-free door handles, self-cleaning technology that can kill bacteria on surfaces, and the use of anti-microbial materials such as copper. Workplace protocols in place will be important to keep workspaces cleaner. Signage will also be important to help navigate the flow of people in an office as well as highlight when the space was last cleaned. Technology needs will also be important to address with clients. Video meetings and remote work will still be important. Since the “cat is out of the bag” now about the merits of working from home, more user-friendly technology will be required.

“How do you make buildings more vibrant in the future?” Frink asked. There is a great desire to develop places people can come together safely to share ideas. We need to be able to build community in a different way while still attracting top talent.

Education may look very different in the future, with more questions than answers. As online classes expand, how does a campus retain its relevancy? Will college campuses go to single room occupancy? Can a college dorm be built in such a way

that it can be converted into a healthcare space if needed in a crisis? If so, doors would have to be wider and flooring would need to adapt to the change in purpose. K-12 systems may go back to less dense neighborhood schools where smaller, safer classrooms are the focus.

These questions provide fodder for A&D firms to work through with their clients. All three firms agreed that two key things still exist when meeting with owners. The first is to collect data on the preparation needed to get back to “normal” work and how they can assist. The second includes assessment services offered. Since one size does not fit all, “clients still want to do master plans and high-level cost estimates for budgets” Noble said. “Priorities have to be in place,” reminded Quarticelli. Only then can we really understand what our customers value.

Aside from the design challenges at this time, there are some positive outcomes that can be highlighted. Made in the USA products will be in the forefront. Many flooring manufacturers already produce materials in house, such as Armstrong, Daltile, Mannington and Roppe, to name a few. The manufacturing community as a whole has a big opportunity to source more locally.

Companies can now have more confidence in their staff working remotely. Improved techniques were acquired by management on staff engagement and making sure everyone felt a sense of worth during this work from home period. Back at the office, the environment will be cleaner and healthier for its employees. According to Quarticelli at Amenta Emma, the best outcome from this pandemic is probably our awareness and appreciation for the simple things in life that we previously took for granted. Not a bad perspective overall. **ft**

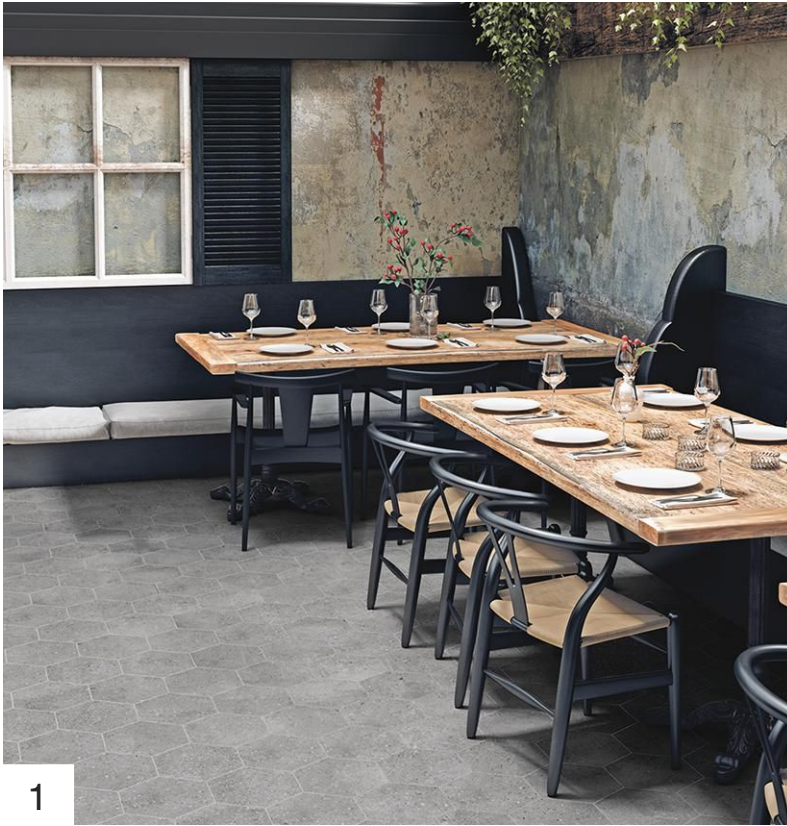
# 2020 COMMERCIAL FLOORING PRODUCT GUIDE

BY FLOOR TRENDS EDITORS



**D**uring this unprecedented year, flooring manufacturers have been working hard behind the scenes to keep showrooms and A&D partners flush with beautiful products to use in their projects. We've rounded up a selection of some of the hottest introductions launched by our creative and determined friends in the industry. How do you plan to showcase the latest in flooring in your commercial spaces this year?

Above: Designed by Virginia Langley for Durkan, the Ambience carpet collection is an artistic play on light and contrast with harmonious textures that dance in rhythmic patterns of shade.



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## 1 Ann Sacks

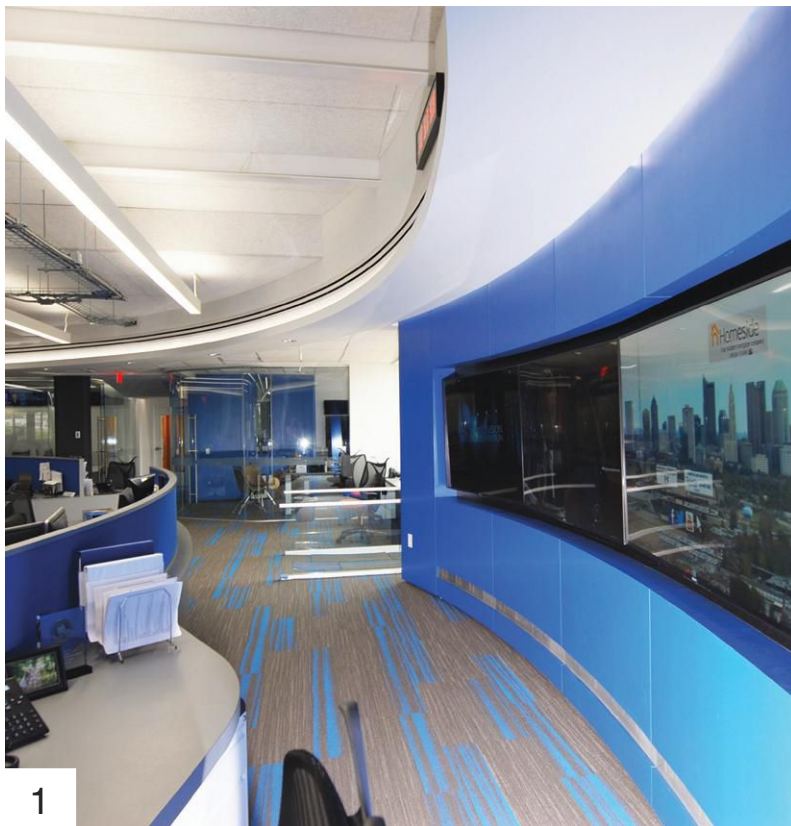
Teigen captures the simple beauty of Terrazzo in an easy maintenance, lighter-weight porcelain tile, and the fresh, modern color palette, makes it an ideal candidate for most surfaces in and outside the home. Crafted in Spain, Teigen's large-format design—available in a 24x24-in. square field tile, a 10-in. hexagon, and complementing 3x24-in. bull nose—is sold by the box with additional sizes available by custom order. Teigen requires only one to two week's lead time and is competitively priced. [annsacks.com](http://annsacks.com)



2

## 2 Armstrong

MedinPure with Diamond 10 Technology Coating is a PVC-free homogeneous sheet alternative that integrates science, technology, and design to advance quality of care in healing environments. Its patent-pending formulation—including coordinating PVC-free weld rods for aseptic areas—is shaping the future of resilient flooring. The Diamond 10 Technology coating is a no-polish, low-maintenance solution that offers category-leading scratch, stain, scuff, and slip resistance that's vital in the healthcare community. MedinPure is free of Ortho-Phthalates, Halogens, Isocyanates and Red List Chemicals of Concern. [armstrong.com](http://armstrong.com)



## 1 ASM Modular

The Starnet Low-Profile Wire Management System by ASM is a raised access flooring system delivering data, electrical power, voice, and audio visual products anywhere you need them. Ideal for new construction and commercial office renovations, the flooring system provides easy maintenance access for upgrades and repairs, along with accepting a variety of floor coverings to beautify the space.

[starnetflooring.com](http://starnetflooring.com)



## 2 Aspecta

Aspecta Contours offers the design community four new patterned flooring design platforms for ultimate design flexibility. Two plank patterns include Chantilly, a whalebone single plank (think large-scale herringbone); and Tarascon is a long and wide plank with a pre-assembled basketweave design. Two chevron designs include Chambord, a single plank chevron, which creates a large-scale chevron pattern; and Versailles, a pre-assembled chevron plank which, when installed, produces a smaller scale chevron pattern. Available in eight colors.

[aspecta.com](http://aspecta.com)



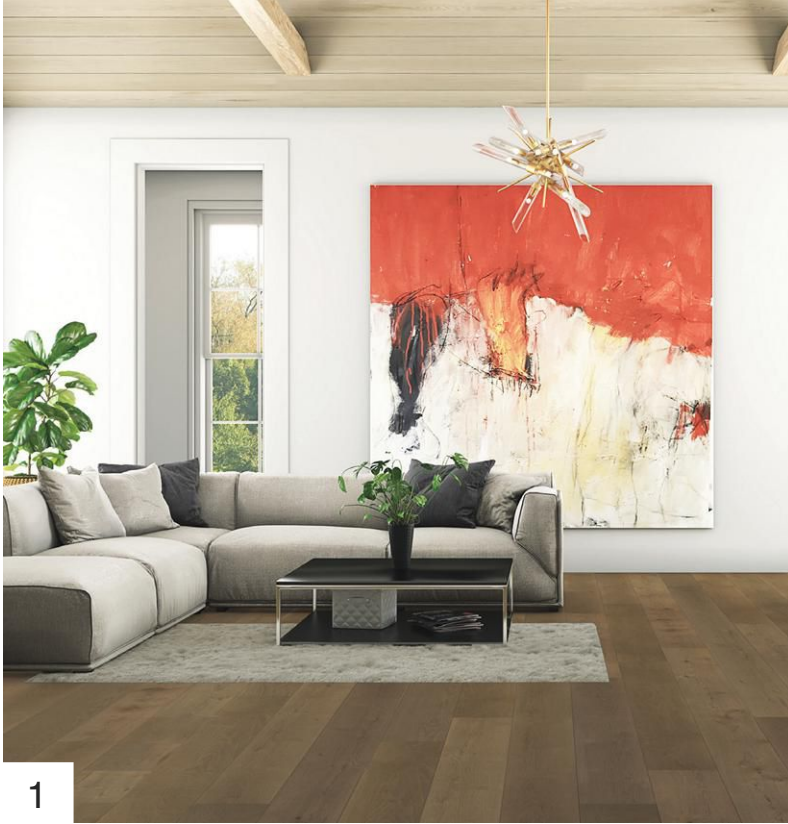
## 1 Ava by Novalis

Meticulously designed to look like hardwoods and built to endure heavy traffic, Ava 2DSGNTM glue-down planks offer soft wood grains and contemporary styles with a balanced palette of 22 colors. The Alpine and Tuscany collections feature registered embossed finishes with microbevel edges while the Peninsula and Weathered collections are straight-edge planks. The durable AMP finish provides 30% more scratch resistance over typical coatings, making 2DSGN suitable for high-traffic retail, healthcare, education and corporate environments, as well as multi-family settings. [avaflor.com](http://avaflor.com)



## 2 Bentley

Everyone has it in their wardrobe—a proverbial uniform, that go-to, ensemble. Now you have it in your design repertoire too, with Suitable from Bentley. Dress it up or dress it down, Suitable fits a variety of spaces, from education interiors and corporate offices to quick turnaround jobs to tight-budget projects. Its deeply textured pattern is reminiscent of tweed plaid, and the product's 14 colorways are just as timeless. Available in 18x36-inch and 24-inch square carpet tiles and 12-foot broadloom. [bentleymills.com](http://bentleymills.com)



## 1 Carlisle

The Tranquil collection was created to meet demand for smooth-face flooring in a matte, layered finish in warmer tones. Available in 8-in.-wide signature-grade planks the collection comes in six soothing colors. A special process deposits a subtle layer of color without brushing, resulting in a smooth, refined surface. A UV-cured oil eliminates the need for specialty cleaning products or frequent reapplications of finish. Offered in  $\frac{3}{4}$ -in. plank thickness and in two- to 12-foot lengths, with a choice of engineered or solid construction. Planks are end matched for ease of installation.

[wideplankflooring.com](http://wideplankflooring.com)

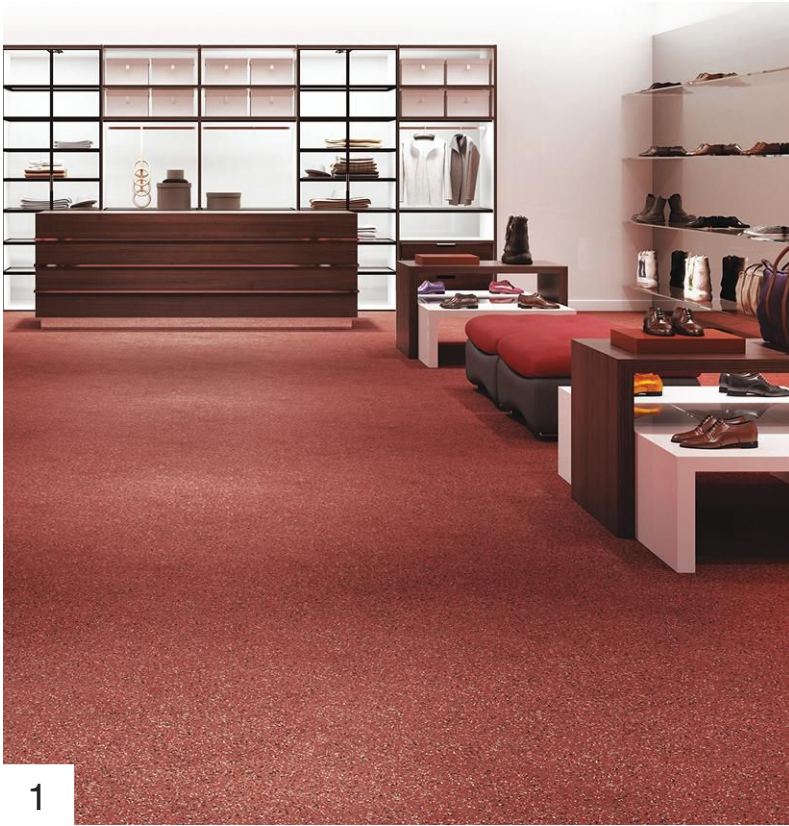


## 2 Concrete Collaborative

Concrete Collaborative partnered with Cooler Gallery to manufacture artist-designed tiles for the architecture and interiors market. Each artist selected was either known for bold pattern making or beautiful craft in ceramics. The tinted encaustic patterns are unidirectional, multidirectional, or randomized and made through a labor-intensive hand process in Concrete Collaborative's California factory.

<https://concretelove.com/collections/cooler-gallery>





1

## 1 **DinoFlex**

Sophisticated and elegant, Nature's Collection blends the durability and versatility of recycled rubber with the style of sustainably harvested cork. By infusing cork granules, the company adds depth and texture to the surface, while the vivid colors of the EPDM offer contrast, coming together for a perfectly balanced design that is sure to leave you impressed.

**dinoflex.com**

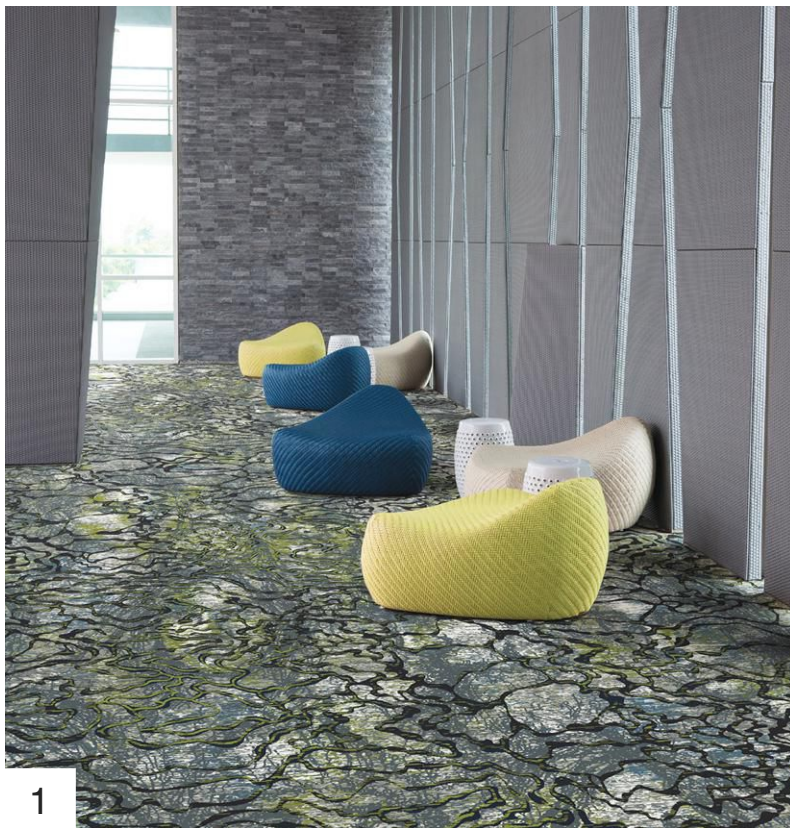


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## 2 **Durapalm**

Sustainable interior finishes pioneer Smith & Fong Co. introduces six new colors to its award-winning palmwood flooring. "We have worked hard to develop a strong supply of high quality palm from our sources in India," said company founder and co-owner, Dan Smith. "And the success of this has enabled us to develop the next generation of palm flooring products, including rich new colors and textures, the convenience of click-lock installation and sustainable eucalyptus or bamboo core materials, which provide superior stability."

**durapalm.com**



1

## 1 Durkan

### The Inherent

Spontaneity carpet collection explores the intersection of design and play for hospitality. Designs and textures within the collection were created by exploring everything from identity and politics to travel and handicrafts. Suitable for public spaces, corridors, guestrooms and other hospitality environments, the collection features in Definity, a sustainable technology that creates multi-level textures and superior performance. Available in Precision Dye Injection (PDI) carpet tile in 12" x 36" and 24" x 24" formats and broadloom.

[durkan.com](http://durkan.com)

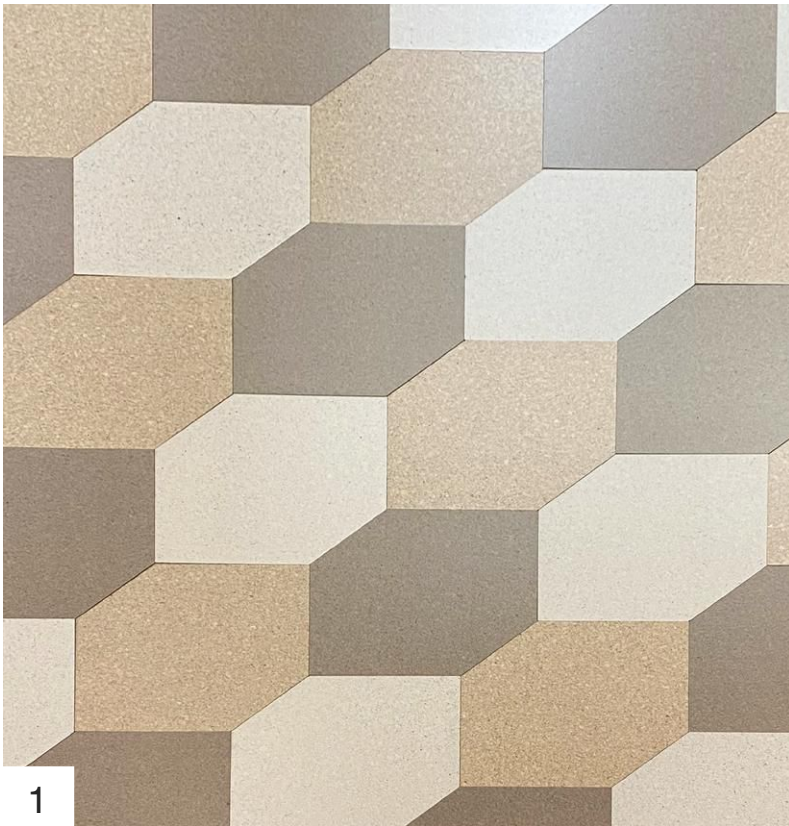


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## 2 EF Contract

Game On and Contact Sport from EF Contract are two playful patterns perfectly paired to complement one another in scale and contrast. The collection is offered in a spirited color palette so that you can find your true colors and get in the game. The 24X24-in. solution-dyed carpet tile comes in six colorways and is constructed of Encore SD Ultima nylon and Nexus modular backing.

[efcontractflooring.com](http://efcontractflooring.com)



**1 Expanko**  
Expanko Stain Cork introduces four new colors: Whitewash, Cornsilk, Fossil and Sable to be used in combination with the custom pattern guide. Acoustics, thermal warmth, comfort under foot, and sustainability are features with Expanko cork flooring and make it ideal for use in any commercial or residential application. [expanko.com](http://expanko.com)



**2 J+J Flooring**  
Tweed by J+J Flooring celebrates the timeless appeal of woven fabric in 12x48-in. carpet tiles. The rugged texture and 17 earthy colors make this enduring Donegal tweed design a classic, yet fresh and essential backdrop. [jjflooringgroup.com](http://jjflooringgroup.com)



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## 1 Mannington Commercial

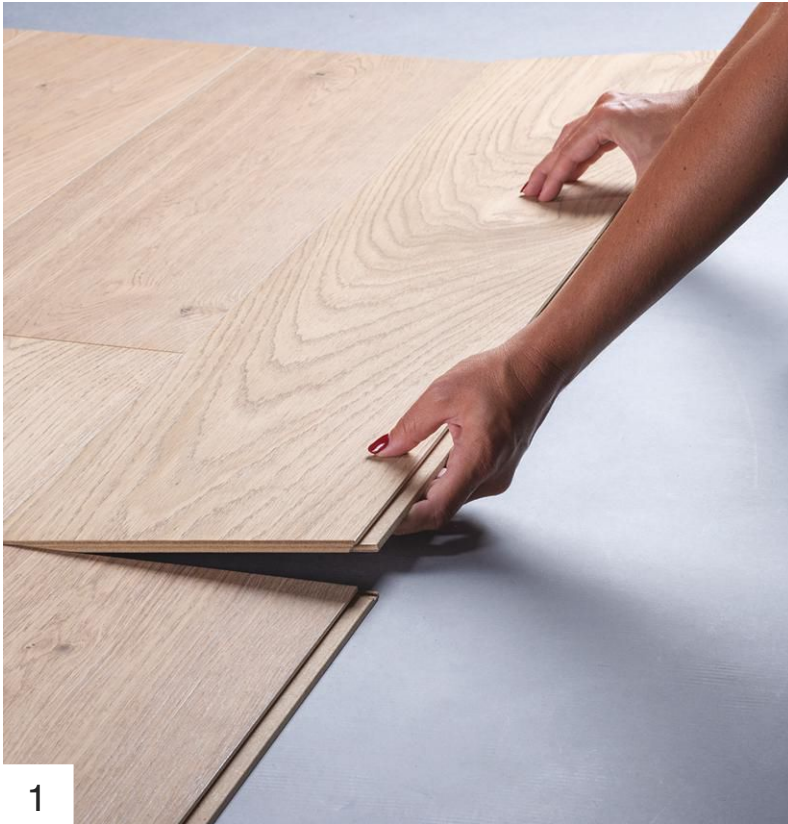
Bloom is three coordinating styles of high-performance heterogeneous sheet designed for healthcare and senior living spaces. As part of the launch, Mannington Commercial is also announcing a partnership with Mercy Medical Angels, a non-profit organization that provides medical transportation to patients in desperate financial need. For every square yard purchased, the company will donate 3% of the purchase price to Mercy Medical Angels. Each new style of Bloom is available in eight colorways. [manningtoncommercial.com](http://manningtoncommercial.com)



2

## 2 Mohawk Group

Large & Local is a wide-plank resilient collection that celebrates nature and domestic manufacturing operations in the North Georgia mountains. Eight clean wood visuals with minimal graining, together with eight rustic visuals with coarse graining and a circle-sawn texture. The line is recommended for specification in a variety of contract interiors, from workspaces to restaurants and retail, and is produced using 100% pre-consumer recycled materials. [mohawkgroup.com](http://mohawkgroup.com)



## **1** Nydree

The Maverick Collection takes Nydree's high-performance floors to the next level for condominium, apartment, hotel guest room, and commercial spaces. Specifiers are often forced to choose between cost and performance, Maverick bridges the gap by offering world class performance, fast installation, and value pricing. This click floor uses Woodura technology to harden the real wood veneer.

**[nydreeflooring.com](http://nydreeflooring.com)**



## **2** Panaget

The French company, long known for supplying flooring for retail and hospitality, introduces two new French Oak floors in Café crème and Honey finishes. Café crème is an alternative to natural parquet. Its subtle veil, slightly milky, gives it both charm and modernity and the floors feature knots, slits and traces of heart. Honey parquet appeals to fans of ultra-natural finishes. Its golden color, crème brûlée style, makes it a new classic.

**[panaget.com](http://panaget.com)**

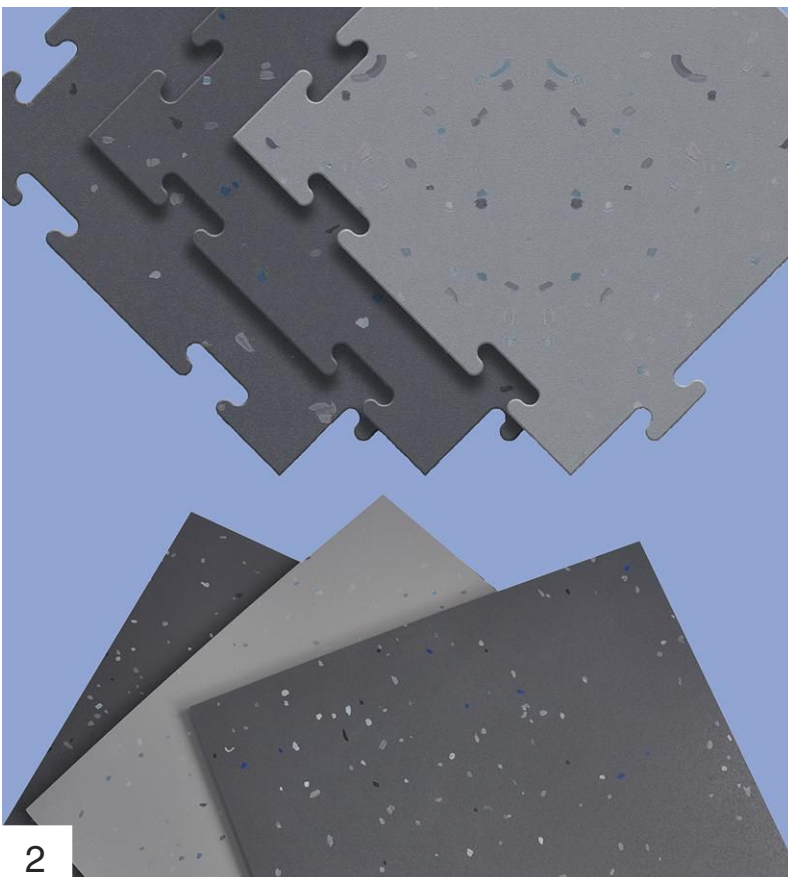


## **1** Patcraft

Anew is a 7.75x48-in. resilient collection directly inspired by designers' requests for a widened plank format. Featuring modern, updated wood visuals, and the incorporation of a stone look for unique installation options, the collection is USA made and available in 2.5 mm and 5 mm thicknesses. The ExoGuard finish provides enhanced scratch and stain resistance, and products are available to ship within 10 business days.

**patcraft.com**

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## **2** Protect-All

The new Protect-All Designer Series is manufactured with the same durable vinyl properties as traditional Protect-All flooring, and was developed to bridge the gap between functionality and aesthetic appeal. Featuring a solid base color with varying accent colors throughout, this unique flooring can withstand high-traffic areas without showing wear while enhancing the design of any space.

**protect-allflooring.com**



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## 1 Shaw Contract

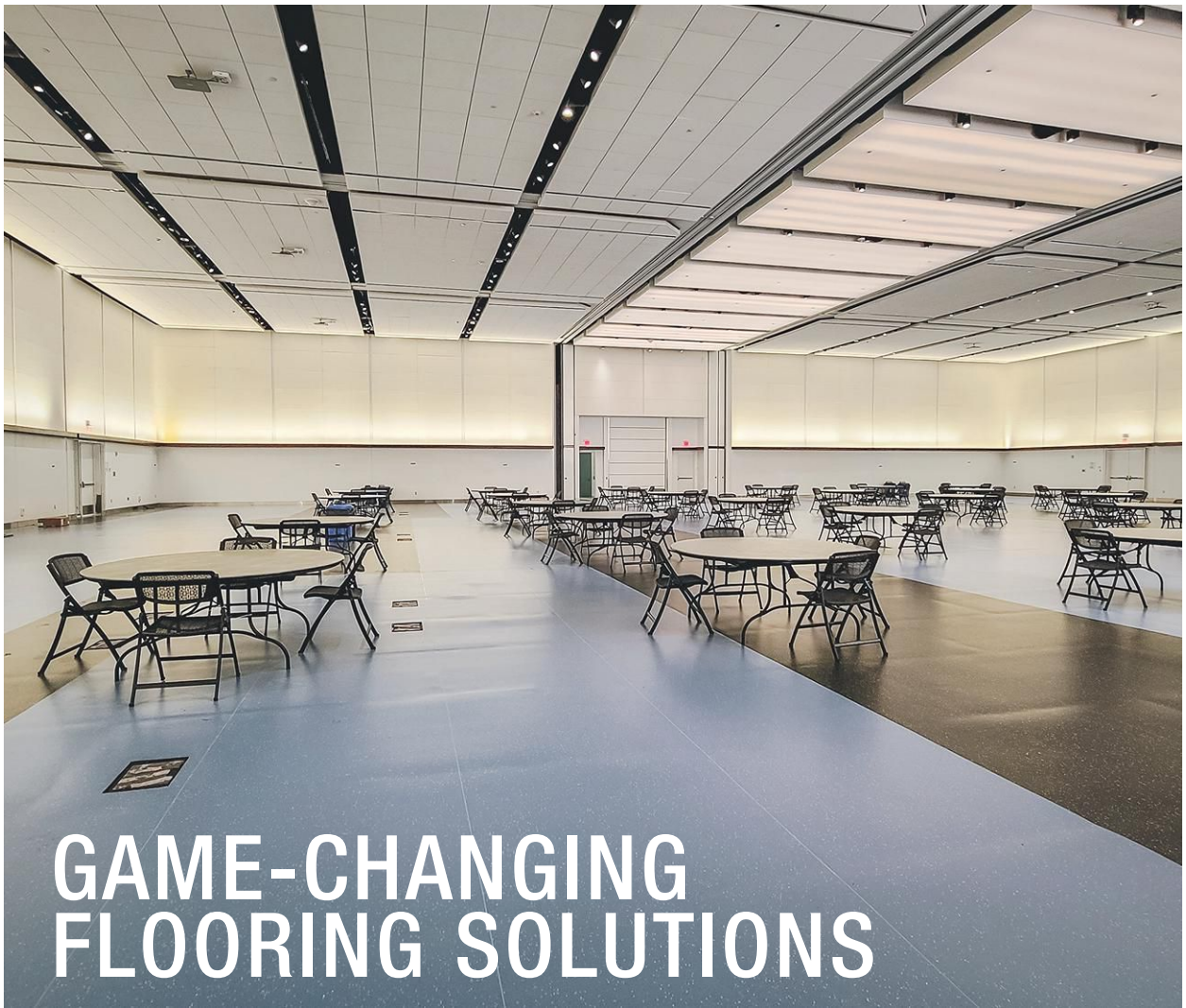
Creating Space is a new Cradle to Cradle Certified Silver collection of 18 x 36-in. carpet tiles that represents an eco-friendly, durable style in four patterns. Designed for the adaptive spaces of today, the collection focuses on the impact of designing healthy spaces and environments with a focus on wellbeing. The soft, abstract, textural patterns of this collection establish zones of calm and concentration that provide the visual cues to move through the day in a mindful way. The line features PVC-free material chemistry, biophilic design and textural and acoustical. [shawcontract.com](http://shawcontract.com)



2

## 2 Tarkett

iD Latitude is a sustainable and affordable LVT flooring for almost any interior space. Recently third-party certified carbon neutral, every installation helps to decrease the company's carbon footprint, reduce greenhouse gases and reverse the effects of climate change. It also contributes to improving the health and wellness of the space with low TVOCs and is certified asthma and allergy friendly. The line features a clear, stronger layer of protection, while its matte finish eliminates distracting glare. [Tarkettna.com](http://Tarkettna.com)



# GAME-CHANGING FLOORING SOLUTIONS

BY DANIELLE CLAIR SIMPSON

**C**ommercial spaces are being thoughtfully designed to meet the needs of the public. Whether a space is being transformed within days to serve its community during a pandemic or it's being renovated to make the work and multifamily living space more comfortable and functional for all, flooring is enhancing these spaces in a big way.

## **A TEMPORARY FIELD HOSPITAL MIAMI BEACH CONVENTION CENTER MIAMI**

As the number of coronavirus cases continued to rise in the U.S., national,

state and local governments partnered with the U.S. Army Corps of Engineers (USACE) to convert 250,000 square feet of the Miami Beach Convention Center—nearly the size of five football fields—into a temporary field hospital. The \$22.5 million project led by USACE, alongside RLF Architecture Engineering Interiors and construction firm Robins & Morton,

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**Above: nora premium rubber flooring was selected for the temporary field hospital created at the Miami Beach Convention Center due to its inherent properties well-suited for healthcare spaces.**



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involved the renovation of existing convention space into a 450-bed COVID-19 facility, freeing up hospital space across the state of Florida.

For this sizeable and urgent project, RLF selected nora by Interface premium rubber flooring due to its inherent properties well-suited for healthcare spaces including durability, seamless installation and ability to mitigate infection control issues, as well as for Interface's commitment to delivering product within an abbreviated timeframe.

### **Rapid Delivery and Installation**

Managing the logistics to rapidly secure products is one of the challenges in building a temporary hospital within 15 days. Interface understood the urgent need and leveraged its global distribution capabili-

ties to deliver 50,000 square feet of noraplan environcare rubber flooring for this urgent project.

“Knowing the importance of this flooring, we ensured that the shipment was prioritized as a critical medical need for a rapid response,” said Tom Hume, Interface vice president healthcare and education in market segment sales. “We were able to deliver materials on time despite challenges in the transportation industry, which is working tirelessly to deliver essential goods across the country. This project was truly a group effort, and we are honored to be involved in

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**Below: Interface quickly delivered 50,000 square feet of noraplan environcare rubber flooring for this urgent project, which was completed in just 15 days.**





**Above: Floors Inc. renovated flooring for Lockwood Development in Omaha, Neb.**

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the creation of a facility that will serve so many during this time of uncertainty.”

### **Flooring Ideal for Healthcare Facilities**

The temporary hospital will support patients and healthcare professionals on the frontlines of the COVID-19 pandemic. The project team selected nora rubber flooring because of its many advantages in healthcare facilities. The extremely dense closed surface of the product is resistant to micro-organism activity, so it does not encourage bacteria growth or propagation. This makes the product a good choice for use in high-risk areas that must be sanitized frequently, includ-

ing recovery rooms, intensive care units, operating rooms, and isolation areas.

“In our work designing high-performance environments, we often specify Interface flooring due to its design and performance, and the company’s overall commitment to sustainability, wellness, and serving the healthcare industry,” said Miriam Ganesh, director of interior design, RLF Architecture Engineering Interiors. “Building materials are essential in effectively reducing the transmission of hospital-acquired infections, and safe, hygienic solutions, such as nora rubber flooring, are critical elements of our design process. We knew immediately that nora was the best choice for this facility to provide the ideal environment for treatment and recovery.”

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**TIME-SAVING INSTALLATION SOLUTIONS**  
**LOCKWOOD DEVELOPMENT**  
**OMAHA, NEB.**

Lockwood Development renovated 14,000 square feet of space for a prominent investment management firm in Omaha, Neb. Floors Inc. was given four weeks to install a total of 900 square yards of nine different carpets, 900 square feet of LVT, four, 600 square feet of wood flooring in a herringbone pattern, 40 square feet of ceramic floor tile and 125 square feet of Daltile (Stone Á La Mod - Contempo White Wedge) mosaic wall tile.

The four-week window was made even more difficult due to the existing subfloor conditions. The floor was very uneven, sloping an average of 2 inches down between column lines. It was in these conditions that Floors Inc. had to remove

the existing adhesives, self-levelers and thinset. Leveling the floor became paramount to successfully installing the herringbone wood flooring, which flowed through the entire space distinguishing different areas, as well as the DIRT Wall Walls that would be installed after the flooring.

In order to meet the deadline and manage the rising cost, Floors Inc. worked closely with the architect, DIRT Wall contractor, Lockwood Development and a representative of the investment management firm to devise a plan that would allow them to strategically level the most critical areas. Floors Inc. then coordinated its efforts so that it was

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**Below: The project was completed in just four weeks.**





**Above: The project consisted of 50 patient rooms and Asante used a lighter color flooring in the hallway and a contrasting color for the patient rooms to help guests better identify spaces within the facility.**

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able to level and install simultaneously. Floors Inc. used a laser level to measure the elevation changes of each square created by the column lines. They also brought in concrete grinders and scarifiers to remove 1-1.5" of concrete around the most critical columns, and 1" in a 3-foot-wide path along the exterior walls. Then, depending on the amount of leveling needed, the company either pumped in Ardex V2100 or leveled by hand using Schönox products.

This was all orchestrated as to allow all trades to keep working without any kind of delays. And as a result, the project was able to move forward on schedule.

### **IMPROVING ENVIRONMENTS FOR PATIENTS AND STAFF ASANTE THREE RIVERS CRITICAL CARE UNIT GRANTS PASS, ORE.**

Asante Three Rivers Critical Care Unit, established in 2001, is one of three Asante hospitals in Oregon. The facility, in Grants Pass, recently underwent a complete renovation of its third floor, which included everything from handrails to flooring.

For this substantial project, consisting of 50 patient rooms, corresponding corridors and nurse stations, Asante selected nora satura to improve patient and staff experience, reduce maintenance costs and needs and improve flooring longevity.

Beyond just maintenance, cleaning and longevity, Asante chose nora rubber flooring because of its color offer-

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ings, using the flooring to aid physical therapists and nurses working to gauge or improve patient mobility. Using different colored circles spaced 25 feet apart, nurses can better understand how far patients are able to walk, improving documentation.

### **Creating Positive Spaces for Patients and Staff with nora**

“I had toured hospitals in Portland and Bend and became a fan of nora,” said Dennis Hayes, real estate project manager at Asante Three Rivers. “The nora sales staff held my hand and led me around the country and showed me nice installs, the cleaning process, and that it’s a green product. As a LEED-certified professional, being able to take the chemicals out of the cleaning conversations made me start liking it. I started sharing those conversations with executive team members throughout Asante, not just Three Rivers.”

As a frequent user of nora products, the Asante team is well-accustomed to the cleaning and maintenance benefits associated with premium rubber flooring. “We now have EVS [Environmental Services] staff in three different hospitals that just love the cleaning process, and they get it,” Hayes said.

### **Using a Seamless Flooring System to Improve Maintenance Efficiencies**

Before selecting norament satura for the October 2019 third floor renovation, Three Rivers installed nora nTx on its first floor to address moisture concerns and improve durability.

For this most recent renovation, Three Rivers opted to utilize rubber flooring for the entirety of the project. “Having

the seamless look is huge,” said Adam Mayle, environmental services operations supervisor at Asante. “And, maintenance is so much easier because you don’t have to use wax, like some surfaces. When cleaning the rooms, or mopping after a discharge, it’s not nearly as slick as the old flooring. And, it feels softer on your feet.”

Creating positive patient outcomes is always the goal of healthcare spaces. The environment should provide patients with quiet hygienic surroundings, eliminate the need for chemicals and support quick turn over needs. For Asante, these goals meant ensuring the renovations were completed before flu season. But, despite these concerns, Asante completed the project early.

“We were able to cut off almost four weeks of scheduled time for the flooring,” Mayle added. “Our big thing is flu season because when the flu really hits, we really need those rooms. Being able to cut off that time, that was a big deal.”

### **Improving Patient Experience and Safety with Color**

Beyond just maintenance, cleaning and longevity, Asante chose nora rubber flooring because of its color offerings.

“Color selection is a big thing,” Hayes said. “Cleaning is always a challenge. We needed to find something that’s not too dark that you feel like you’re in a cave, but not so light that every little hiccup shows.”

The color use in the space goes beyond just maintenance. For those patients with dementia experiencing the associated symptoms of delirium, like reduced awareness,

impaired thinking and emotional disturbances, Asante chose to ease their patient experience and increase safety by integrating way-finding in the space. Asante used a lighter color flooring in the hallway and a contrasting color for patient rooms to help guests better identify spaces within the Three Rivers.

Asante also uses the colored flooring to aid physical therapists and nurses working to gauge or improve patient mobility.

“We marked the flooring with different colored circles to help nurses tell how many feet patients could walk to help us document better,” said Paula Tessen, director of nursing for inpatient services at Asante. “They are 25 feet apart so that physical therapists or the nurses can walk their patients and know how far they were able to walk.”

### **SHOW-STOPPING MULTI-FAMILY DESIGN ASTON APARTMENT HOMES WAKE FOREST, N.C.**

Show-stopping spaces and amenities are a must in the high-end multi-family segment. When Independence Realty Trust was renovating the Aston Apartment Homes clubhouse in Wake Forest, N.C., they were looking for an inviting gathering place that complemented their existing outdoor amenity space. The clubhouse needed to be impressive, welcoming and functional for both prospective and existing residents.

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**Below: The Asante Three Rivers Critical Care Unit selected norament satura by Interface to improve patient and staff experience, reduce maintenance costs and needs and improve flooring longevity.**





## Designing for All with Philadelphia Commercial Solutions

Interior designer Tracey Mitchell was tasked with presenting a dynamic and multipurpose space to her clients at Independence Realty Trust. “I wanted to create an activities space that was for all people of all ages. A space that offered something for everyone. Philadelphia Commercial helped me accomplish this.”

Mitchell selected Philadelphia Commercial resilient style Revival in color Restyle due to its stunning design and durability and even built the design concept for the room around its unique pattern and color scheme. She cited the fluid movement of the product and the vibrant color choices as the reason for making the flooring the forefront of her design.

**Above: Revival in color Restyle was used for its stunning design and durability.**

## Stunning Results

Independence Realty Trust was pleased with the finished project and how the cohesive design brought the outdoors in. They were impressed by how the new space functions as an extension of their existing outdoor amenities and adds the wow-factor their residents seek.

Businesses are as unique as the people who lead them, so every design project comes with different requirements and challenges. As the largest event center in Northern California, the recently expanded Moscone Center in San Francisco offers more than 504,000 square feet of exhi-

bition and conference space, covering more than 20 acres on three adjacent city blocks. When the building's original footprint was ready for an update, several departments were involved as stakeholders, and each one brought an important perspective on the daily activities within the space.

### **A FOCUS ON HEALTH MOSCONE CENTER SAN FRANCISCO**

As a government property within the City of San Francisco, the Moscone Center needed to comply with the city's strict requirements for healthy, sustainable flooring materials. Tarkett's ethos Modular with

Omnicoat Technology is one of only three carpet tile products the city has approved for its non-PVC backing, 45% total recycled content, and lack of hazardous chemicals.

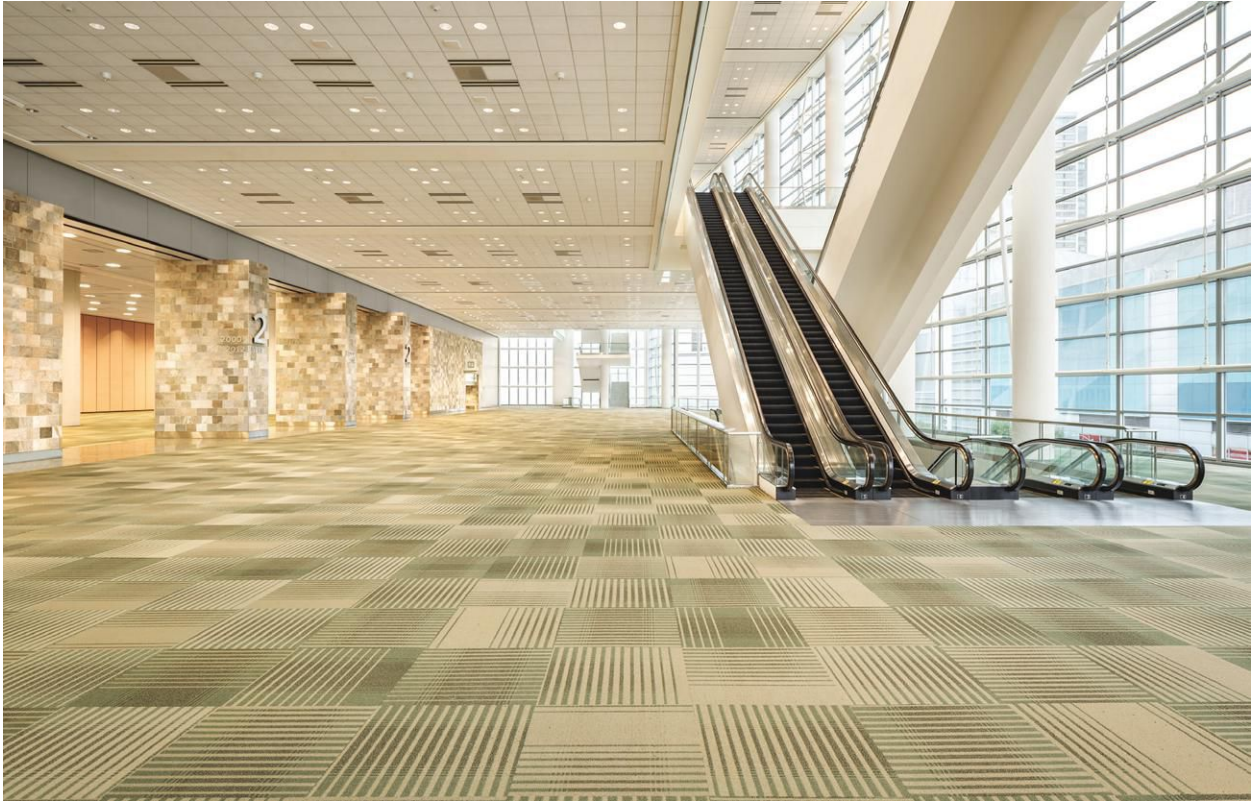
After months of strenuous research, San Francisco officials found that ethos met or exceeded all their standards for people and planet safety and their dedication to circular economy. Between 2004 and 2018, Tarkett diverted close to 23,500 tons of PVB film from 22.8 million windshields in the making of ethos Modular, and the carpet tiles are 100% recyclable at their end of life. Ethos Modular was also an easy selection for the Moscone Center as an efficient way to soften acoustics in expansive lobbies and corridors.



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**Left: Philadelphia Commercial helped interior designer Tracey Mitchell design a dynamic and multipurpose space for all ages for Independence Realty Trust.**





“The development of the city of San Francisco’s carpet purchasing regulation was a lengthy and iterative process,” said Jen Jackson, toxics reduction and healthy ecosystems program manager for the City of San Francisco. “Tarkett staff were responsive and very helpful in providing a substantial amount of information and documentation to verify environmental claims.”

In addition to installing healthy materials, the Moscone team was committed to maintaining their floors with sustainable practices. Tarkett is supporting Moscone’s staff by developing a customized maintenance program for the entire facility—including the spaces that are not finished with Tarkett flooring products.

“The Moscone maintenance program details the everyday cleaning procedures for both hard and soft surface flooring, occasional spot cleaning, and the deeper monthly regimen needed for long-term success of the

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**Above: Tarkett’s ethos modular carpet with Omnicat Technology is one of only three carpet tile products selected for the renovation of San Francisco’s Moscone Center.**

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space,” explained Andy Bayler, product care manager for Tarkett. “There’s a common misconception that effective maintenance routines must involve harsh chemicals.

We’ve found that natural solutions do the job as well or better than traditional chemicals.”

### **Custom Design Collaboration**

The renovation project did not include a design firm, so a collaborative team was assembled with professionals from Tarkett, flooring contractor Hoem Associates and the Moscone Center. The team knew its selection needed to coordinate with existing fabrics and furniture, look consistent in a variety of natural and artificial light, and offer a great deal of color variation for future tile replacements.

Tarkett's Halftone pattern from Suzanne Tick was chosen for all these reasons, but additional custom work was needed to adjust the color and pattern scale. Because convention and exhibition halls have such large volume, flooring is often the only design element in the space. Tarkett's design director, Misty Lewis, worked closely with the local team in scaling the Halftone pattern, developing custom colorways and adjusting Tarkett's manufacturing process to create a version that is in keeping with the volume of the space.

"We think it looks stunning, as in a bright and bold statement that doesn't detract from the purpose of the space," said Bob Sauter, Moscone Center's general manager. "Grand Slam!"

### Design that Works

Good design is important for both visually expressing an organization's personality and functioning well for everyone in the space—from clients and visitors to

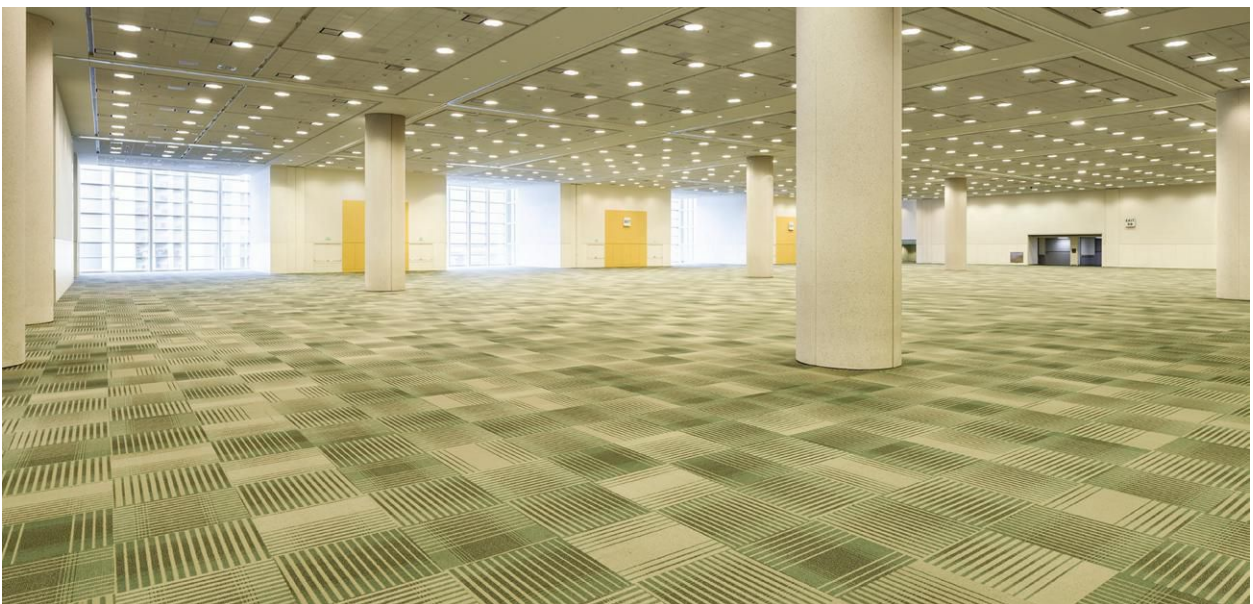
C-suite executives and hourly employees. For the Moscone Center, Tarkett adjusted its manufacturing routine to create the Halftone tiles in a custom 36 x 36-in. size, instead of the standard 24-inch square. This allowed employees to use the modularity of the pattern as a guide for spacing tables and chairs during event setup.

MetalEdge was also used to guide the team to certain areas of the floor. The transition strips were placed around loose-laid carpet tiles that concealed power access panels, helping employees quickly find the panel locations. The streamlined design of MetalEdge was a perfect solution as it was flush and durable enough for forklifts to pass over.

"The most rewarding design projects take into account the individual needs of everyone in the space, and then offer real solutions," said Tarkett sales representative Tonya Sharma. "It was such an honor to work with a diverse, collaborative team on the Moscone Center project. We're already hearing how these unique solutions are improving the daily job functions of the Moscone staff and visitor experience." [ft](#)

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**Below: Tarkett's Halftone pattern from Suzanne Tick was chosen for the project.**



# WHAT'S NEXT FOR WATERPROOF FLOORS

BY TANJA KERN

Consumers want waterproof floors. We take a look at the latest introductions and what's driving the market in 2020.



## Ensignium by Engineered Floors Hard Surfaces

- Dimensionally stable stone composite core.
- High-definition scanning technology captures the image of real wood.
- Advanced digital printing replicates the wood visual and embossing in 3-D.
- The minimal pattern repeat (1 in 30) makes the floor look natural.
- Suitable for residential and commercial traffic.

## Knight Tile by Karndean

- Choose glue-down or rigid core.
- 13 designs in a mix of wood and natural stone looks.
- Offering the same visuals in two formats gives consumers the power to choose the construction that best fits their needs.





### Journey by Phenix

- SPC rigid core LVP
- Impact resistant, comes with an attached sound absorbing cushion.
- Enhanced urethane coating protects against scratches from everyday wear-and-tear.

### Everlife by MSI

- Kid-proof, pet-proof and 100% waterproof.
- Now available in washed hues.
- FloorScore, GreenGuard Gold and USGCB Lead certified.



### RevWood by Mohawk

- Six new waterproof RevWood Plus and RevWood Select collections
- Cleaner visuals and more refined character.
- New species such as maple and hickory will debut along coastal-inspired hues.



### Floorté Elite Series by Shaw Floors

- Provides a treatment to protect against spills and scratches.
- PVC-free mineral core.
- Five-year residential scratch warranty.
- Attached acoustical pad helps reduce noise.

### TruCor 7 Series by Dixie Home

- 100% waterproof rigid vinyl SPC.
- Acrylic coating protects against dirt, moisture, stains and scratches.
- Lifetime residential and 15-year commercial warranty.



### Coretec Stone by USFloors

- Features integrated grout lines to emulate the look of stone.
- Protective layer against scratch
- Rigid mineral core and cork underlayment dampen footsteps.



# Top 50 Design Firms

Design firms were hopeful at the beginning of the year, anticipating that 2020 would bring the tenth year of straight growth. Those hopes for a decade-long boon were dashed, however, as the coronavirus emerged as a public health emergency in the United States in late January. Officials issued quarantine orders and work began to slow down—and in some jurisdictions—halt. Design firms, like the rest of the economy, are watching day by day to see how their markets will be impacted long term.

Taking a look back at last year, the rise in the markets can be seen in the data

collected on revenue earned in 2019 from the participants on *Engineering News-Record's (ENR) Top 500 Design Firms* list. *ENR*, a sister publication to *Floor Trends*, reported that as a group, the firms had a record total design revenue of \$103.24 billion in 2019—up 2.1% from \$101.16 billion in 2018. Market growth was up on the domestic side, rising 8.9% to \$86.80 billion in 2019 from \$80.55 billion in 2018. But revenue from projects outside the U.S. fell 20.2%, to \$16.44 billion. The following is a snapshot of the Top 50 Design Firms. For the complete list, visit [enr.com](http://enr.com).

Rank 2020	2019	Firm	City	Firm Type	2010 Total Revenue \$ MIL	
					Total	Int'l
1	1	JACOBS	Dallas	EAC	9,676.80	2,844.00
2	2	AECOM	Los Angeles	EA	7,967.50	3,530.30
3	4	KBR	Houston	EC	3,331.00	1,148.00
4	5	TETRA TECH	Pasadena Calif.	E	3,179.00	891
5	6	WOOD	Houston	EC	2,680.60	624.8
6	7	HDR	Omaha	EA	2,325.60	252.7
7	8	WSP	New York	E	1,984.30	10.9
8	9	STANTEC	INC.	EAL	1,881.00	0
9	10	BURNS MCDONNELL	Kansas City, Mo.	EAC	1,795.90	103.8
10	14	GENSLER	Los Angeles	A	1,523.10	229.6
11	12	BLACK & VEATCH	Overland Park, Kan.	EC	1,510.60	433.4
12	11	PARSONS	Centreville, Va.	EC	1,510.30	362.5
13	13	ARCADIS NORTH AMERICA/ CALLISON RTKL	Highlands Ranch, Colo.	EA	1,492.00	209
14	16	HNTB COS.	Kansas City, Mo.	EA	1,414.90	3.7
15	15	INTERTEK-PSI	Arlington Heights, Ill.	O	1,395.60	676.3
16	18	SNC-LAVALIN	Tampa	EC	1,143.90	0
17	21	KIMLEY-HORN	Raleigh, N.C.	E	1,120.60	4.5
18	19	GOLDER	Palm Beach Gardens, Fla.	E	1,109.30	804
19	17	BECHTEL	Reston, Va.	EC	1,037.00	431
20	20	TRC COS.	Lowell, Mass.	EC	999	0

Rank 2020	Rank 2019	Firm	City	Firm Type	2010 Total Revenue \$ MIL	
					Total	Int'l
21	22	LEIDOS	Reston, Va.	E	995.5	10
22	24	TERRACON CONSULTANTS	Olathe, Kan.	E	813	1
23	31	KIEWIT	Omaha, Neb.	EC	791.3	33.5
24	27	S&B ENGINEERES AND CONSTRUCTORS	Houston	EC	782.9	6.1
25	23	CDM SMITH	Boston	EC	759.9	103.6
26	25	GHD	Irvine, Calif.	E/ENV	707.2	234.8
27	34	NV5 Global	Hollywood, Fla.	E	683.4	21.7
28	26	PERKINS AND WILL	Chicago	A	670.3	140
29	33	MOTT MACDONALD	Iselin, N.J.	E	633.9	71.1
30	28	EXP	Chicago	EA	634.9	345.3
31	29	MICHAEL BAKER INTERNATIONAL	BAKER	EA	593.6	5.2
32	32	STV GROUP	GROUP	EA	582.5	13.2
33	35	GANNETT FLEMING	Camp Hill, Pa.	EA	552.5	29.2
34	36	POWER ENGINEERS	Hailey, Idaho	E	509.7	28.7
35	37	HOK	St. Louis	AE	485	103
36	38	DEWBERRY	Fairfax, Va.	EA	470.9	2.8
37	40	SARGENT & LUNDY	Chicago	E	470.8	55.9
38	43	T.Y. LIN INTERNATIONAL	San Francisco	EA	467.6	258.1
39	39	ARUP	New York	E	454.2	75.9
40	41	BROWN AND CALDWELL	Walnut Creek, Calif.	E	452	0
41	58	WILLDAN	Anaheim, Calif.	E	443	0
42	42	HKS	Dallas	A	435.6	60.5
43	44	SKIDMORE OWINGS & MERRILL	New York	AE	382.5	163.2
44	45	IBI GROUP	Columbus, Ohio	AE	369.6	256.6
45	46	FUGRO USA HOLDING	Houston	GE	368.2	43.9
46	47	GEOSYNTEC CONSULTANTS	Boca Raton, Fla.	E	360.3	51.3
47	51	HARGROVE ENGINEERS + CONSTRUCTORS	Mobile, Ala.	EC	336.4	0
48	52	RS&H	Jacksonville, Fla.	EA	332	0
49	48	CARDNO	Lone Tree, Colo.	E/ENV	331.9	12.8
50	56	CHA CONSULTING	Albany, N.Y.	EA	330.5	16.6

Key to Type of Firm: A=architect, E=engineer, EC=engineer-contractor AE=architect-engineer, EA=engineer-architect, ENV=environmental, GE=geotechnical engineer, L=landscape architect, P=planner, and O=other.

Other combinations are possible. Firms classified themselves.

Source: ENR 2020 Top Design Firms. To learn more, visit [enr.com](http://enr.com).



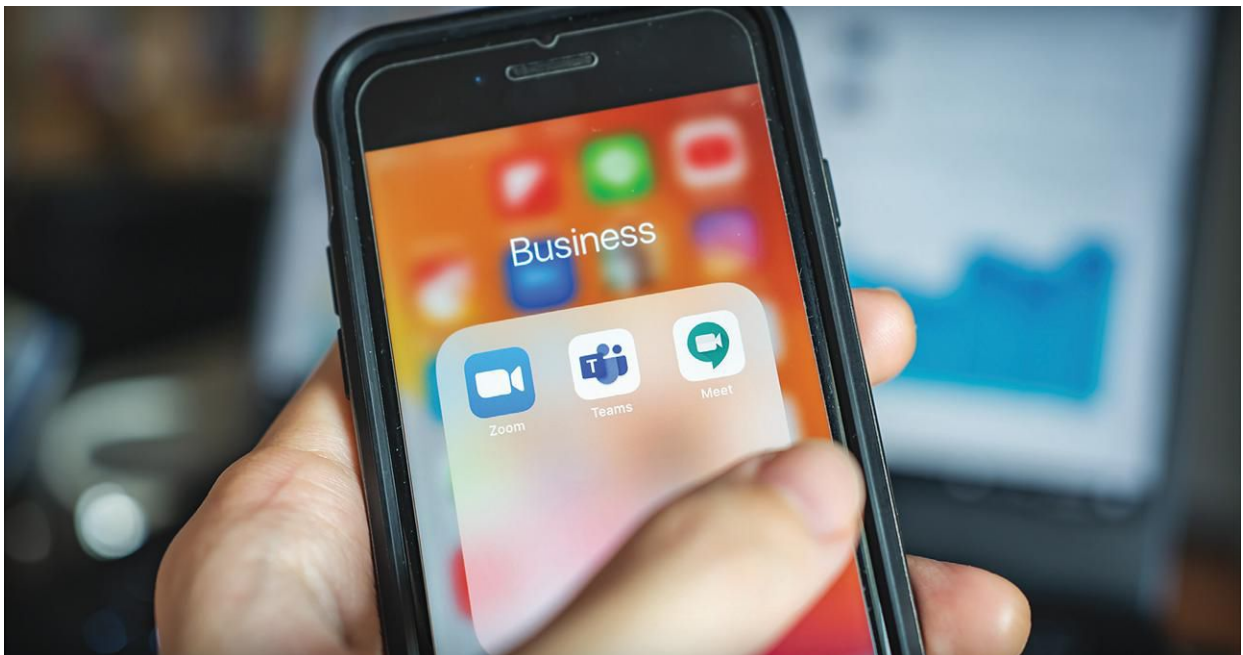
## PUSHING THROUGH Tough Times

**W**e will look back to mid-March of 2020 as the start of a sea change in the commercial flooring industry. Fuse Alliance was fortunate to have our annual meeting which took place in early March at the beautiful Hyatt Regency hotel in Indian Wells, Calif. We had record attendance and our members left with enthusiasm amid very robust sales that began in January and February.

Within a week of returning from the meeting the business climate began to change quickly. We now realize that if our meeting had been scheduled even a week later, we most likely would have had to cancel.

Hindsight provides the opportunity to really look back and examine the good and the bad of life and the good is certainly the power found in our network. We began emailing our membership as early as Friday, March 13, and from there began a period when the network really started to shine. Of course, the downside was that our businesses would be affected by government-imposed shutdowns.

We know that we dodged a bullet as most state governors deemed construction essential, therefore our members were able to continue working. The initial challenge was twofold: 1) how to protect





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our employees and 2) how to protect our businesses.

We moved very quickly with protecting our people. When possible, employees stayed at home. We made sure social distancing and sanitizing were taking place in offices and-at warehouse and jobsites.

Once we took care of phase one we moved to phase two which was protecting our businesses. After the government introduced the CARES Act, we recommended to all our members to take advantage of the Payroll Protection Plan. For many of our members this was a way to keep people employed with the business slowing down. On top of filling out applications for funding, our members got their billings up to date and rigorously worked their receivables. Cash flow is the lifeblood of our businesses, therefore we continued to stress staying on top of the money going in and out.

Our suppliers played a key roll in helping us through this challenging time. Many offered extended terms on all orders while others offered extended terms on a project by project basis. This was key to helping us survive and thrive. We also leaned on them to hold orders when we did not need them because of projects being delayed, and they were more than willing to accommodate us.

Besides assisting members during this challenging time, we could see Fuse members growing closer. We started weekly calls first with our board on Tuesdays, then with our general membership on Wednesdays, to share best practices and update each other on how we were coping with the COVID-19 pandemic

and we all learned a lot. It made us realize that this is why organizations like ours exist. We are here to help our members and all of us jumped in to help.

In retrospect we inundated our members with multiple emails a day and did not hear one negative comment about receiving too many emails. Our third week in one of the members suggested we all use the video feature on our Zoom app so that we could get to know each other better – what a great idea! Seeing everyone working from home, some dressed up but most in casual clothes contributing to the conversation was humbling and very gratifying.

The theme of our conference this year was “Lighting the Future.” We witnessed the birth of a very bright future over the last few months as the true value of being a Fuse member shown through.

It is also important to point out that we grew closer to our suppliers as well. This became a true team effort and all of us appreciated how our suppliers were calling to check in and always asking how they could help.

Everyone talks about a new normal and what we learned over the last several months is there is strength in numbers and as a small business it is better to be part of a group that shares common interests as opposed to doing it all on your own.

I believe all of us have learned a lot in 2020 and I am extremely grateful to work hand-in-hand with the finest people and companies I have ever been associated with! **ft**



## ARE YOU PREPARED for a Crisis?

I went to sleep on a calm June night two years ago. The next morning changed everything. When I turned my cell phone on at 6:30 a.m., there were 35 missed calls, ranging from our CFO, general manager, and the local fire department. In the middle of a night, a horrible fire took place. Our inventory was destroyed, offices were ravaged, and memories on the walls were crushed. Everything was either burnt or drenched by the water it took to extinguish the fire. With so many questions unanswered, there was no time to be angry, to figure out why, or even to be sad. Not a minute could be wasted. As a leader, I had one thing to think about: staying in business. In retrospect, this tragedy refined our company, showed the amazing character

of our employees and crews, and ultimately prepared us for the current COVID-19 crisis.

Here are some tips on how to prepare for a crisis:

**Friendly Competitors.** My first phone call was to my friend Brian Caress, CEO of Redi Carpet in Houston. With more than 30 locations nationwide, I figured Brian would have experienced something like this. Fortunately, he never dealt with such a catastrophe. However, Brian went above and beyond my wildest dreams. He called me back within 30 minutes with a contingency plan. He offered us his warehouse, staff help, and materials to keep our business afloat. Simply amazing!



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**Peers.** The next call was to Javier Gomez, a peer CEO who handles our IT. Fortunately, Dynamic Quest had been working for months storing our information on the cloud. A special thanks to Denise Koontz and James Craig (our CFO and GM) who worked with IT to do this. Javier assured me our files could be restored. He then offered his large conference room to be our operations and accounting command center for as long as we needed it. I will be forever grateful to Brian and Javier for helping us in our time of need.

**Perspective.** Be ready and willing to change your perspective. We went from thrive mode, to survive mode overnight. I was not concerned about my own financial well-being. I was worried about our staff and installation crews who depend on a paycheck. We needed to get our business up and running quickly. We had to communicate with them fast and let them know we had their back. This convincing was done with a great deal of uncertainty on my part. My staff told me they had me covered from an operational standpoint. They told me “Go find us a building and get us back to work!” It was in that moment, my mindset shifted back to thriving. By the grace of God, we found a building and signed a short-term lease. While our equipment was cleaned by the restoration company, we worked out of Redi Carpet, and within a week, we had a warehouse full of inventory. We were back.

**Suppliers.** Keeping good relationships with suppliers, paying them on time, and treating them fairly paid off. They were there for us and helped us expedite orders to fill our temporary location.

**Plan B.** Our GM stepped up and helped me script a Plan B. His years in the military taught him to ask, what three things could go wrong with Plan A? This allowed us to be flexible and pivot when appropriate.

**Strong Financials.** Keeping strong financials was another key to staying in business. You can never be fully prepared for a crisis or tragedy. However, staying on top of your finances sure does help when the unexpected strikes. Having a line of credit as a safety net and providing your banker with updates on a quarterly basis comes in handy.

**COVID-19.** Misfortune yesterday prepared us for today’s events. Much of the items listed above have helped us with fighting the current COVID-19 setback. Being a member of FEI Group, we are grateful to be on conference calls learning how other successful flooring companies are handling business. My CEO peer group has a weekly Zoom call to better understand navigating daily challenges. Our perspective is that of gratitude. We are grateful to be deemed essential. Frequent calls are made to our suppliers are made to ensure inventory and support of each other. Plan B is in place, allowing 50% of our staff to work from home. Finally, strong banking relationships have allowed us some sense of security via lines of credit, refinancing our new facility, and ultimately acquiring the PPP. I hope everyone out there can benefit from this article and flourish when the floodgates open.

Please send me your comments and questions to [mketterman@gotyoufloored.com](mailto:mketterman@gotyoufloored.com). I love to hear your feedback each month. **ft**



### Everlife™ Luxury Vinyl Tile

Everlife™ Luxury Vinyl Tile (LVT) from MSI is flush with on-trend looks. Industry-leading warranties — backed by the largest flooring distributor in America — combined with best-in-class ASTM testing performance in sound, slip-resistance, flammability, and safety. One wet zone at a time, these H2O-friendly luxury vinyl tiles are redefining the concept of worry-free floors. Top-rated vinyl plank flooring certifications include FloorScore, GreenGuard Gold, and USGBC LEED. Everlife™ from MSI is offered in 9 LVT series and a custom-order program.

The Andover™ series offers modern convenience without sacrificing style. A 100% waterproof LVT, Andover™ is protected with 20 mil commercial-grade version of CrystaLux™, an innovative wearlayer that guards against everyday scratches, spills, pet accidents, indentations, and sun damage. This low maintenance 7x48” vinyl plank flooring is

available in an inspirational variety of transitional to contemporary coastal wood styles and it's suitable for all grade-levels in both residential and commercial environments. Offering a custom designed painted beveled edge for a finished luxury look, Andover™ also comes with easy-install locking system and a pre-attached backing for quiet comfort underfoot.

Founded in 1975, MSI is a leading supplier of flooring, countertop, wall tile, and hardscaping products in North America. Headquartered in Orange, California, MSI also maintains over 30 state-of-the-art showroom and distribution centers across the U.S. and Canada. MSI's product line includes an extensive offering of quartz, porcelain, ceramic, LVT, natural stone and glass products imported from over 36 countries on six continents.

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**Above: Andover Bayhill Blonde**



### Engineered Floors Launches Ensignium Rigid Core

While Engineered Floors is well known in the soft surface category, this recent arrival into the world of hard surface looks to build upon that reputation of unparalleled performance and aesthetics. ENSIGNIUM, the new rigid core collection from Engineered Floors Hard Surfaces, is the next step in what can be expected in premium hard surface flooring.

ENSIGNIUM disrupts the industry's coequal rigid core segment and offers a unique waterproof product with unmatched quality and natural aesthetics. Unlike other collections, ENSIGNIUM's low repeat wood patterns are digitally printed directly on each plank's rigid core. This low repeat allows for a much faster, easier installation. There is no paper film covering the plank giving the illusion of real wood, but

rather the clean grains, natural wood feel, and natural colors are engrained directly on each plank. Each distinguished grain looks and feels like the real grain from a tree without the worry and maintenance of actual wood. The clarity in the visual is two times that of regular printed film. Protecting these beautiful wood prints is our Evertuff coating which is AC4 rated and suitable for both residential and commercial applications. Evertuff has a matte finish giving the product a more natural look than that of a glossy film. For natural beauty coupled with unparalleled toughness, look no further than Engineered Floors Hard Surface. ENSIGNIUM brings the power of nature into the home.

For more information, visit [engineeredfloors.com](http://engineeredfloors.com).



## Keraflex™ Super mortar: High-Transfer Technology™ for excellent adhesion

MAPEI's Tile & Stone Installation Systems now includes *Keraflex™ Super*, a highly versatile mortar with a unique dry polymer that is designed for installing large and heavy tile on floors, walls and countertops. This new mortar features High-Transfer Technology for providing a high transfer of material to the backs of tiles while retaining impressive non-sag/nonslump properties. It can be applied over plywood as well as over uncoupling, crack-isolation, sound-reduction and waterproofing membranes.

### **Other *Keraflex Super* features:**

- Extra smooth, creamy consistency for ease of application
- Easy mixing, handling and troweling properties for reducing applicator fatigue
- High resistance to extreme freeze/thaw conditions
- Approved for interior/exterior water immersion applications
- Ideal for lippage control systems applications
- For bond coats up to 1/2" (12 mm) in embedded thickness



**Shaw**  
FLOORS

**floorté** | **HARDWOOD** series

## The best of both worlds: Real Waterproof Hardwood + DIY Installation

Floorté Hardwood Series utilizes a waterproof SPC core to give consumers the beauty of a real hardwood floor with the added stability, strength and protection they expect from the Floorté collection. As with all Floorté products, these hardwood planks are 100 percent waterproof, meaning they won't cup, swell, warp or crack when exposed to water and can be wet-mopped for additional peace of mind.

In addition to being durable, Floorté Hardwood Series features a click profile, meaning the product does not require adhesive and can be installed quickly over existing hard surface flooring or subfloor—perfect for DIY applications. In a 2020 Shaw Floors research study, we learned that 45% of homeowners plan to renovate, purchase or build a home within the next six months. With today's shopping restrictions, Floorté Hardwood Series is the perfect DIY flooring solution for consumers who want to update their flooring, without the worry.

To help retailers navigate the changing retail landscape and promote DIY flooring, Shaw Floors has introduced its Retailer Playbook, a comprehensive online toolkit available through the company's online account management portal, ShawNow. The Retailer Playbook includes free access to the following marketing campaigns:

**Grab + Go** features DIY-friendly installation instructions. Ad packages are available for retailers offering curbside pickup or delivery.

**Shop Local** supports local businesses and features ad campaigns for website and social media promotions.

**Wells Fargo** consumer financing grants 12 months special financing to consumers with approved credit at 0 percent cost to the retailer.

Visit [ShawNow.com](https://www.shawnow.com/login.aspx) [https://www.shawnow.com/login.aspx] to access the Retailer Playbook and download training tutorials or marketing assets.



# Novalis Achieves ASSURE CERTIFIED™ Standard for Rigid Core Flooring

Novalis Innovative Flooring is proud to announce it is one of the first manufacturers to achieve the ASSURE CERTIFIED™ standard for Rigid Core Luxury Vinyl Tile (LVT). The certification was established to create a uniform standard of quality for all Rigid Core LVT, which is the fastest growing sector of resilient flooring in North America. Certification allows manufacturers globally to demonstrate that their vinyl rigid core flooring has been manufactured to the highest standards and meets rigorous requirements for indoor air quality, performance, and heavy metals and ortho-phthalate content.

ASSURE CERTIFIED™ was developed by SCS Global Services and the Resilient Floor Covering Institute (RFCI).

Certification requires Rigid Core products to pass performance testing outlined in ASTM3261-17, volatile organic compound emissions testing, and testing for heavy metals and ortho-phthalates. It also requires

flooring manufacturers to demonstrate quality control procedures through on-site audits.

Certifying products to the ASSURE standard is the latest example of Novalis' commitment to producing flooring to the highest quality, indoor air, and environmental standards. The Novalis factory incorporates sustainable practices in the production of rigid core flooring such as the reuse of production waste and water. Novalis rigid core flooring has FloorScore®, Indoor Advantage™ Gold, and GREEN-GUARD Gold certifications attesting to its ultra-low volatile organic compound emissions. In addition, Novalis issues Health Product Declarations, Declare labels, and Environmental Product Declarations for its rigid core flooring, transparently declaring its contents and environmental impact.

Learn more at: <https://www.scsglobal.com/services/assure-certified>.

**Above: Serenbe® Carrara Marble, Pure.**





## Create Bold Custom Floors with SketchBox Design Tool

Create custom LVT floors with ease with Metroforms SketchBox™—the latest innovation by Metroflor Corporation.

The online design tool allows retailers, architects, designers and end users to select from an extensive palette of shapes, patterns, colors and combinations, to create a unique patterned floor using Metroforms with Attraxion Magnetic Attachment Technology.

Licensed from Magnetic Building Solutions (MBS), the new Attraxion-branded LVT enables the rapid installation of flooring by creating a magnetic attachment utilizing MBS' MagneBuild™ magnetic underlayment—eliminating the need for locking systems or adhesives. Unlike waterjet cut patterns which have a square edge, Metroforms shapes and patterns have micro-beveled edges that provide

definition to the shapes and distinction to the design of the Metroforms floor.

### **Innovative patterns offer endless design flexibility.**

Using SketchBox, you can create complex layouts such as starbursts, chevrons and basketweaves designs with ease. Metroflor's Déjà New LVT provides the palette and the foundation for Metroforms with 38 colorways that can be applied to 10 patterns in an array of visuals ranging from wood and concrete to textiles. SketchBox calculates the amount of Metroforms material needed for a particular space and provides a virtual room photo (using your own photo or room scenes provided) and specifications.

To use SketchBox, visit [metroflorusa.com/metroforms](http://metroflorusa.com/metroforms) or [metroforms.chameleonpower.com](http://metroforms.chameleonpower.com).



## COREtec Grande Goes to Great Lengths A WPC with style, comfort underfoot & a waterproof core

COREtec The Original has gone to great lengths: 82 inches long, in fact, to create an awe-inspiring floor that will set your space apart in grand fashion.

Bold in beauty and design, this unique and innovative floor comes with all the benefits expected from The Original. Each massive Grande WPC plank is 100% waterproof, kidproof, petproof, and will stand up to life's real messes in style. A new 30 mil wear layer allows for the durability promised by The Original, without compromising the crisp and clear visuals of these magnificent designs.

These planks look and feel like real hardwood—simulating engineered wood flooring in all its attributes—through thick WPC construction. To create these ultra-realistic

visuals, COREtec amplifies the beauty of nature through enhanced painted bevels and embossed-in-register technology. The real warmth is also found in Grande's style and looks. From greys to browns to blonds, Grande adds nuance and depth of style through clear and crisp visuals.

An easy-to-install angle-tap system allows for floating installations measured in hours instead of days. After installation, these products are warmer underfoot thanks to a cork underlayment that is also naturally resistant to odor-causing mold and mildew.

COREtec Grande offers the performance benefits of COREtec The Original with authentic aged hardwood visuals and large plank formats.



# THE SKILL OF CONFIDENCE in Selling

**H**ave you ever sold the first customer of the day and noticed what it does to your confidence? Then you sell the second or third customer and you are unstoppable. What makes us suddenly turn into magnificent salespeople with just a little success? Do we suddenly learn something new or get better? Probably not. Are we more charming and outgoing? Probably. What causes this sudden power of confidence and how do we stay powerful?

Within the field of salesmanship, we all puzzle over this occasional dilemma of realizing that yesterday's mojo has inexplicably abandoned us. Where did it go? Why did it go away? What makes confidence such a tremendous connection to our success? And vitally, is there a way to recapture it?

Please understand that in these cases, when speaking of confidence, I am explicitly referring to self-confidence in



terms of a circumstance or situation for a period of time rather than a wide-ranging insecurity in oneself. It is about a full trust in oneself to do the right thing at the right time to produce a positive outcome.

Self-doubt can fill our mind in just a few seconds. It happens to all of us. It's part of the human experience. These limiting beliefs may simply originate from a psyche of sudden unfounded feelings that influence our actions and then become obstacles to our potential. Even the most successful people, suffering from setbacks, may temporarily lose confidence.

Self-confidence is a radiant quality. A confident person believes in themselves, and that quality gives them an inherent capability to gain faith and trust with their customers. Confident people draw people to them, and when we combine it with ability and an unpretentious quality, we become influential. So, while confidence does not guarantee a sale, it always increases our likelihood of success.

It's hard to say where selling confidence begins. Discovering how your confidence operates is like chasing a cerebral merry-go-round. Confidence may all start with success. The apparent conclusion is that success breeds confidence which breeds more success and then more confidence. So, a favorable outcome of something you do creates a source of belief in your abilities, which in turn creates more favorable outcomes. It gets convoluted, doesn't it?

Here is some good news: Self-confidence is a skill, and like any other skill, you can master it over time. When we lack confidence, it is because we haven't perfected and applied those skills. So how do you gain selling confidence? Here

are a few mental actions that will arouse confidence and quiet self-doubt in selling situations:

***“Discovering how your confidence operates is like chasing a cerebral merry-go-round.”***

Here is the deal: Whatever you dwell upon grows. If you allow yourself to focus on your fears and anxieties, you will become anxious. Focus on feelings that motivate you, and you will feel more impassioned. Instead of terrifying yourself by envisioning the possible rejections and negatives, focus on success and what you would like to achieve or have happen. As world champion surfer Layne Beachley says, “Focus on what inspires you, not on what scares you.”

When people are afraid of something, they imagine all kinds of negative outcomes that could happen. By owning up to our insecurities and then realizing those scenarios are the worst-case situations, we move forward knowing that everything else will be a better circumstance. Your customer may not buy anything, but at least it was not because you became paralyzed by your lack of self-confidence.

Start by acknowledging and examining your uncertainties and doubts. Where did these limiting beliefs come from? What led you to this belief? Recognize the falsehood of these limiting beliefs and then recognize them as just that – beliefs. We often create our own deception and faulty logic.

When you want to feel more confident, just think of a time when you had a *focused* determination to achieve something. We all can find a period of mindset in our lives where there was a real sense of *purpose* towards an

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accomplishment. Simply grasp an episode in your life when you felt a strong tenacity to accomplish a particular goal. Allow this vision to become your mental attitude. Once you find a purpose, ordinary people become extraordinary.

Generate a positive word or short phrase you can say to yourself whenever you have feelings of doubt. Such utterances can bring you out of your negative thought patterns and remind you that you are capable and strong. Try this, *“I am a sales leader.”* *“I’ve got this.”* Or, *“I’ve done this successfully many times.”*

***“By owning up to our insecurities and then realizing that those scenarios are the worst-case situations – we move forward knowing everything else will be a better circumstance.”***

Another useful mindset is called the “stop thought” technique. It works like this. Whenever you sense that feeling of lost confidence, order yourself to **STOP!** Imagine a large stop sign in your mind. Then begin replacing those negative thoughts with mental images of confidence and positivity. If negativity sneaks back in, send yourself another large stop order to instantly recondition your thought process. Some people even find it helps to snap a rubber band fastened around their wrist as well.

Expanding the stop-thought technique is a concept from Mel Robbin’s book called *The 5 Second Rule*. Whenever you notice self-doubt creeping into your mind, picture a rocket launch pad with flames and smoke with a five second countdown. Then say to yourself: “5- 4- 3- 2- 1- GO.” At “GO,” envision a mental blastoff in your mind and throw out *all* thoughts of self-doubt and move forward. The counting interrupts the temporary pattern of negative behavior,

distracts you from your fears, and creates a moment of deliberate action.

It may also help to think of yourself as a professional actor. We all act in life, and when selling, we are on stage. Act like it! An actor cannot bring to the stage negative feelings and play the part of someone who is helpful, cheerful, and polite. To help *feel* the part, just find a way to empathize with your customer. Put yourself in her position.

Always learn to become curious about your customers because it stops you from focusing on yourself. What do we do when we are curious; we ask questions and we listen and learn with interest and concentration? With curiosity comes a sense of fun. One of my favorite quotes is from Joe Namath: “When you have confidence, you can have a lot of fun. And when you have fun, you can do amazing things.” Think fun.

Also, get over your perfectionism. Perfectionism stops us from moving forward and making the sale. It weakens our ability to move forward because we are so fearful of not reaching a high standard. Know that we will never do anything perfect and learn to know when something is good enough. We must learn to trust ourselves.

A confident person accepts that each sales opportunity is a new encounter and mistakes are inevitable, and if one should happen, they can be overcome with innovative solutions. We should view any letdown only as an opportunity to overcome and then learn from rather than regard such setbacks as failures. Confident people know when you put forth your best effort, whatever happens will be all right.

Confidence, like an attitude, is something we feel and becomes something we are.

Confidence is related to our perception, beliefs, feelings, and the consistent actions we take. Stop and think about the negative statements you say to yourself when your confidence is down. Examples, “I can’t do this; this isn’t working; he doesn’t like me; my price is too high; I don’t have anything she likes.” Confidence, or lack of it, develops because of what you are telling yourself. If you allow yourself to think negatively, then you will likely fail.

There is no magic elixir or antidote to confidence except perhaps that of a captivating smile. Understand that confidence is exercising a mental or emotional habit, a frame of mind. It is something we feel and becomes something we are. It is not what happens to us, but our response to what happens to us that hurts or helps us. You need to train your mind to react to the negatives—the problems, the criticisms, the failures--no differently than you would the success in your life. By knowing this truth, you can begin to shape and mold your reality to create a crystalline vision of success and confidence.

One thing is very clear to me: When I knew and believed positively that I was going to make a sale, I usually did; and when there was any doubt, I seldom closed the sale. If you cannot convince yourself that your customer is going to buy, I seriously doubt that you will ever be able to convince your buyer to do the same.

Good selling to you! **ft**

Buddy Wisdom has more than 35 years of wholesale and retail sales experience. He is the author of *Selling Retail Floorcovering - A Humanistic Approach* (2015 Edition) <http://www.lulu.com/shop/buddy-wisdom/selling-retail-floorcovering-a-humanistic-approach-a-complete-10yr-write-over/paperback/product-22165170.html> He can be reached at [budhurd1@gmail.com](mailto:budhurd1@gmail.com).

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## LESSONS FROM the Great Recession

It wasn't that long ago that America faced the biggest economic decline since the Great Depression. As painful as that experience was, perhaps it's time to look back and reflect on what strategies served you then and how those may help save your business now as we all struggle to return to some semblance of normal.

Many retailers closed up shop in those days and many of the ones that were left ended up hungrier, leaner for sure and maybe even stronger. A lot of retailers

closed down – we literally saw thousands of stores shuttered – but a lot of retailers also succeeded.

Those that fared best are those that acted fast, acted aggressively, and called in for help – from suppliers, from distributors, from their communities.

No one wants to revisit that time. But you should.

Go back and carefully review all the changes you made, the ones that worked best and the ones that did not. Those



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dark times may be your playbook for the rough times ahead. Learn and relearn those lessons from the past to survive for the future.

### **Government Help**

In spite of Ronald Regan's line about the nine most terrifying words of the English language – "I'm from the government and I'm here to help" – the government is stepping in to provide direct help to small businesses.

It can be daunting to try to handle that on your own. Luckily, the World Floor Covering Association and the National Wood Flooring Association, among others, are offering support in this area with advice and guidance on how to take advantage of the available government programs. Look them up and they can help walk you through the process.

Buying groups, suppliers and others are also trying to help retailers get the help they need – everything from SBA loans, to relief packages. Make this a top priority. The information is out there, help is available, take advantage of it now. After all, the best thing we can do once we've flattened the curve is to get back to work, get back to business, get back to making a positive contribution. Keeping your store open means people have jobs, incomes and opportunities – for you, your people, your customers, your community.

### **Retail Recovery**

Even before the virus hit, we were seeing major chains closing up shop and stores along Main Street – including many smaller specialty retailers across virtually every product category that faced similar fates.

This economic downturn will take a huge toll on smaller retailers and flooring will be no exception.

### **Accelerated Online Buying**

Make no mistake, this shutdown has rapidly accelerated the growth of online purchasing by five to 10 years. One thing we learned, virtually everything, and I mean everything, can be purchased online and delivered to your home in days. After weeks of home delivery of groceries, lunch and dinner, prescriptions and more essential items, that trend is here to stay. I'll remind you that one of the fastest growing trends in mattress purchasing has shifted to online sellers. Who'd have ever guessed that one?

### **From Consumers**

Expect many of the changes brought about by our efforts to curb the spread of the coronavirus – such as social distancing – to remain long after the contagion is controlled.

Not only may handshakes go away for good, but so may other seemingly benign activities. A recent article about car buying predicted (albeit overstating the case) that consumers may never walk into an automotive showroom again given that so much of car-buying activity happens online to begin with. Here's the scariest quote from that article: "They could squeeze out mom-and-pop dealerships that have thrived for decades on personal relationships polished at the Chamber of Commerce or as sponsors of Little League teams."

### **Shop at Home**

While you may think that shop at home services will flourish in this new environment – and I agree, they will – I'm betting that even that will be transformed.

Think of this as a transition from Shop at Home to Shop from Home. Now is





the time to invest and update your website to make it easier for consumers to view your offering, to interact with your sales team, to actually shift as much of their purchasing behavior to your website. Maybe you should even allow them to apply for financing directly on your site without ever having to walk into the store. I can buy a mortgage for my home online so why not finance my flooring purchase?

All of these changes make sense not only from a response to our current situation but as a hedge against future shifts in consumers buying behavior. Do everything you can to make it easier to buy from you, even if it's online. Do it now.

### **Cocooning**

One of the positive things we may experience as a result of being locked away in our homes is a desire to update and upgrade our homes. That is an opportunity you should not overlook. Depending on your competitive situation, this may be a good time to partner with other local retailers for advertising opportunities, for referrals, for ideas and for support.

### **From Suppliers**

Those great relationships that have defined your business may be the lifeline you need right now. You may recall that some suppliers bent over backwards to support their retail customers during the Great Recession. Maybe it was special sales opportunities, or better terms or extended lines of credit. They can be a powerful source of support during these trying times.

These are just some of the steps you can make. Look ahead and try to anticipate the changes that are coming, like Shop from Home. Look back to find the strategies that worked for you in the past – dust off some of the lessons you learned from the Great Recession. And don't forget to look forward to the time when this is behind us and we are in the strong recovery that is sure to follow. **ft**

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Santiago Montero has been covering the flooring market since 1988. He has spoken to hundreds of retailers, manufacturers and distributors as they've generously shared their struggles and their challenges as well as their successes and triumphs during this time of unprecedented change in the industry. He can be reached at [monterosantiago@gmail.com](mailto:monterosantiago@gmail.com).

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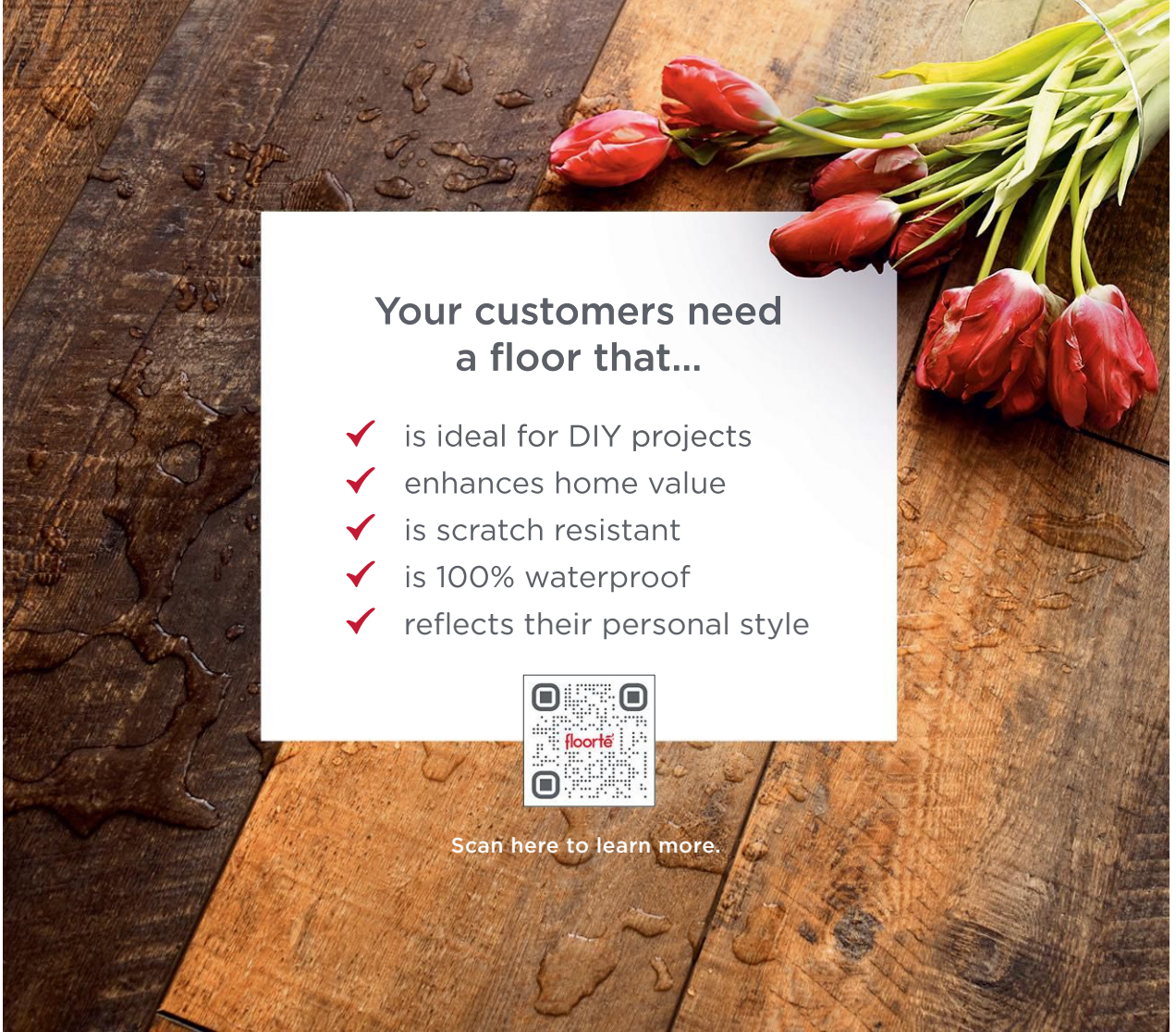
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