



G.S. FLOOR

VOLUME I, ISSUE 5

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Special points of interest:

- Partnership
- Trust
- Communication
- Connectivity



news@qsfloor.com



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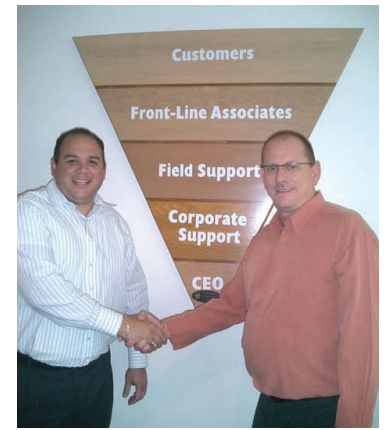
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Ground Floor News

*G.S. FLOOR DESIGNS & HOME DEPOT
PARTNERS IN PROGRESS*



George Stevenson & Hector Padilla at the new Home Depot Midwest Store Support offices



G.S. Floor Designs, Inc. – Custom Support for The Home Depot

When George Stevenson, President & CEO of G.S. Floor Designs, Inc. was challenged by the local Services team to create The Home Depot “Value Wheel” and “Support Pyramid”, he jumped at the opportunity. “This was just so much fun to pass up,” George explains. “We really wanted to surpass all expectations on this project and we succeeded!”

Using the same hardwood flooring material that’s installed in customer’s homes, George and his team recreated, on a much larger scale, these designs for display in the new Midwest Store

Support offices in Schaumburg, Illinois.

Isn’t it difficult to move from flooring to creating large custom wall art? Yes and no. “It’s more a matter of changing perspective,” George says, “instead of installing something like a floor inlay, we were able to use the same craftsmanship to build something amazing. It’s all in how you look at it.”

Indeed, G.S. Floor Designs has become adept at working with The Home Depot to create something amazing. Over the years, George and his staff have been

working with many people and departments within The Home Depot.

“As a Service Provider, it’s easy to simply put your head down and just work toward an expectation, VOC score, what have you,” George says. “But I believe that true partnership means pushing yourself to reach for the stars in order to help your partner reach their goals. Thankfully, we’re involved with a great company and good people.”

F&I Carpet - Labels Needed!

As you know, an important part of the selling process is the price - customers want to see the prices of the flooring product they’re interested in buying in order to make an informed decision.

In order to ensure the F&I carpet in your Flooring Department is fully labeled, we’ve developed detailed instructions on how to print the

necessary labels for the F&I sign boards.

Locate the Mobile Ordering Cart and make sure that the two-inch white “business card” labels are loaded in the cart.

Make sure the Cart is on; the screen should read “Home Depot Mobil Ordering System”. If not, touch any part of the screen to have this appear.

When it does, you’ll need to:

- Click the arrow next to the box that says “Select User Name”
- Scroll down until you see the word “Vendor” and select.
- In the password box, type 1234

(continued on page 4)



Meet G.S. Floor Designs: Lori Miglieri

Arlington Heights Office Manager Lori Miglieri strives to ensure all G.S. Floor Designs, Inc. customers and accounts are satisfied and happy with the services we provide.

Before joining G.S. Floor Designs, Lori worked as a Supervisor in the collections department for Quill Office Supplies.

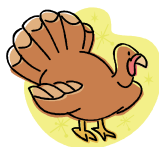
Beginning her tenure at G.S. Floor Designs in 2003 as a part-time employee, Lori's dedication has propelled her through various positions and departments, including Estimating and Area Rugs, Receiving and Data Entry.

In her current role as Office Manager, Lori is responsible for the Scheduling, Receiving and Delivery departments, as well as general

account support.

Residing in Island Lake, Illinois and soon to celebrate her nineteenth wedding anniversary, Lori and her husband Len have two children, Anthony and Sabrina.

In her spare time, Lori enjoys decorating, horseback riding and frequent trips to the local Emergency room.



Meet MeasureComp: Dwayne Picinni

Dwayne Picinni brings a wealth of real-work experience to his role as MeasureComp Eastern Regional Operations Manager.

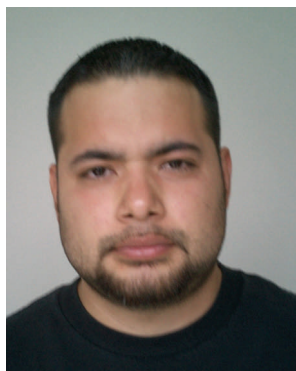
Born in Detroit, Michigan, Dwayne began his career in the construction industry where he worked in roofing, siding, windows,

brickwork and concrete, to name just a few areas.

Joining MeasureComp as a technician in 1998, Dwayne moved up through the ranks to become Market Manager of the Michigan market, as well as National Trainer, where he had the opportunity to assist in expanding Measure-

Comp's operations in New York, New Jersey, Virginia, Tennessee, Texas, California and Missouri, as well as other states.

In his current role, Dwayne is responsible for operations from the Midwest throughout the East Coast markets.



Crew Spotlight: J&A Carpeting, Inc.

Independent contracting company J&A Carpeting, Inc. has been installing carpet for 7 years.

Originally from Guanajuato, Mexico, owner Jose De Jesus Herrera learned the flooring business while working with his father.

Fully insured and incorporated in the State of Illinois, Antonio and his two crew members can be counted on to deliver complete customer satisfaction and outstanding results.

Proud of the special services he provides, Jose is constantly recognized by customers for

his dedication in going "above and beyond" and ensuring the job is done right the first time.

Currently a resident of Chicago, Jose and his family are dedicated to sports—from the Cubs to the Bears, the Sox to the Fire—they support all the local teams with enthusiasm.

Tip of the Month: Area Rugs

As you know, G.S. Floor Designs, Inc. offers a wide range of custom services, including the fabrication of area rugs.

When you're ordering carpet for an area rug, it's important to add six inches to the finished size.

Why is this important? "I need that extra measurement in order to ensure that I can cut the carpet straight and still get the size that the customer wants," says Kellie Metoxin, Area Rug Fabricator. "It doesn't seem like a lot, but it can make all the difference, espe-

cially with pattern matches."

As well, when you place an order for an area rug, it's important to include the finished size of the rug in the "Special Instructions" portion of the Purchase Order. "I receive so many orders without finished sizes that just sit because I need to have the store confirm what size the customer is really looking for. If the measurement is off, it ruins the entire order," Kellie explains. For example, if your customer wants an area rug that measures 10 feet by 8 feet,

you'll need to order a 12 foot by 8.6 foot piece of carpet. "I just need to know that there's a bit of play with this product", Kellie continues, "so that the customer is satisfied. Also, when ordering an area rug using a carpet piece with a pattern, make sure to add one full pattern match to the finished size; this will allow us to center the pattern correctly within the rug."

If you have questions about area rugs, contact the local G.S. Floor Designs facility near you!



Have a question?

Want to suggest a topic for next month's newsletter?

Send us an email at

news@gsfloor.com



Fuzzy Side Up: Padding

Why is it important to order the right kind of pad when selling a carpet order?

Because certain pads are used specifically for certain kinds of carpets - if you purchase a loop pile or Berber carpet, a dense, lower profile Berber pad is required. Although a plush carpet can use a berber pad, typically a "Plush" series

pad would apply.

You need to have the right pad for the right carpet, otherwise the carpeting will not perform in the correct manner. You'll also never have the "right feeling" when walking on it, but more importantly, it's the manufacturer's recommendations that dictate the proper pad usage.

As a general rule of thumb, the smaller profile carpet, the smaller profile pad, because these products are created to be used together.

Call us - we can answer all your padding questions.



Hard Surface Scoop: Shower Tile

With all the tile options available for a shower, are there any guidelines for the customer?

You bet! When installing tile on a shower wall, it's better to avoid natural stone. Why? Because it's porous, which means it absorbs water and can lead to failure and water leaks.

Since they're non-porous, ceramic and porcelain tile are much better choices for long-term du-

rability and performance.

The size of the tile is important as well when installing a shower pan; in order to allow water to flow to the shower drain, you need a slight pitch which cannot be done correctly with large tiles. It's better to use smaller size tiles to create this necessary angle.

Larger tiles can be used for a shower seat, but remember that these will need to slope slightly

away from the wall in order for water to drain properly, just like the floor.

Today's ceramic and porcelain tiles come in a wide range of colors and textures and many offer the look of natural stone but in a more consumer-friendly format.

Call us for further details and all the scoop on shower tile.





G.S. FLOOR DESIGNS &
HOME DEPOT
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next month's newsletter?

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F&I Carpet Labels - *continued from page one*

Select the "Print Signs" icon,
then choose "Print Signs by
SKU/UPC", then click "OK".

In the box that reads "Stock
Type in Printer", select "2 Inch
White"

- Click "SKU" (not UPC) on
the round circle next to the box
- On the right side of this
selection, there is an area that
looks like a number pad; click
this pad
- Using the number pad that
appears, type in the SKU
- Look for the box that reads
"Print Minimum Quantities ON"

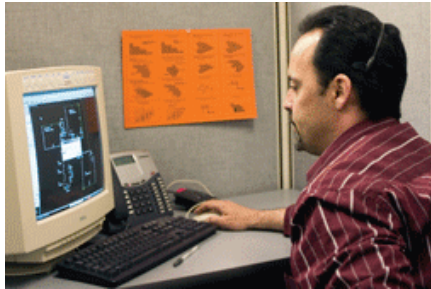
- Click this button until it
reads "Print Minimum Quanti-
ties OFF"

- At the bottom of this
screen, click on the button that
reads "Change Sign Size"

Look for the selection that says
"Business Cards". Use the ar-
rows on the right side of this
selection to increase or decrease
the number of cards you want to
have printed. It's important to
make sure ALL of the other sizes
read as "0". After you've done
this, select "Print".

The list of all of the F&I carpets
and SKUs to use for this exer-
cise:

DESTINY-DOESKIN 72HR CAR- PET ONLY	487166
DESTINY-OYSTER 72HR CAR- PET ONLY	187831
DOMINANT-CARMELLA 72HR CARPET ONLY	486187
DOMINANT-SEDONA 72HR CAR- PET ONLY	486647
FULL THROTTLE-SUEDE 72HR CPT ONLY	817029
GENESIS-SANDSTONE 72HR CPT ONLY	817062
SAND DOLLAR-SAND DUNE 72HR CRPT ONLY	122826
SYNERGY-LEATHER 72HR CAR- PET ONLY	817227
THOROUGHbred-CHESTNUT 72HR CRPT ONLY	587710
THOROUGHbred-DAPPLE GRAY 72HR CPT	817293
THOROUGHbred-PALOMINO 72HR CRPT ONLY	587725
TORRENT-WARM SAND 72HR CPT ONLY	817425
VANQUISH-ALMOND SILK 72HR CPT ONLY	817524



Tech Talk with MeasureComp



A note from Greg Karenke

During the last few weeks of
visiting stores, I have received
excellent feedback from the
Expeditors and Store Associ-
ates regarding the various
MeasureComp programs and
pilots, which I'll be sharing
with you over the next few
months.

Home Depot, MeasureComp
and G.S. Floor Design have
ONE common GOAL and that
is customer satisfaction.

**Together we can accom-
plish that goal.**

Have a very happy Thanksgiv-
ing, everyone!



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