



VOLUME I, ISSUE 4
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Special points of interest:

- Customer Service
- Training
- Communication
- Connectivity

news@gsfloor.com



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Ground Floor News

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



L-r: Paola Ramirez, Paul DiTommaso,
Nicole Sullivan, Angelica Fraser and
Howard Odle

Redesigned Customer Service Team Ready to Help You!

On Monday, August 18, 2008 the G.S. Floor Designs, Inc. Senior Leadership team, led by President George Stevenson, unveiled the newly redesigned Customer Service Program in the Arlington Heights, Illinois corporate offices. This program, managed by Nicole Sullivan, was strengthened and revamped in order to better respond to all customer and partner store issues. According to George Stevenson, "My goal has always been to ensure my customers and the Home Depot stores I support are 100% satisfied with the service my team and the affiliated independent sub-contractors provide,

period. Sometimes you have to work and rework a process until it's right - and we won't stop until it's perfect."

The new Customer Service program is centrally located and managed by Nicole Sullivan and supported by two Customer Service Representative, Paola Ramirez and Angelica Fraser. In addition, two Foreman, Howard Odle and Paul DiTommaso, are on staff to provide repair and training expertise.

"I've been with G.S. Floor Designs for a long time," Nicole comments, "and it feels that all my experience so far has been aiming at this

position. I've been on the other end of the installation process, I've worked with the installers & stores and understand where they're coming from and I've learned from George that no matter what, if you don't make it your business to satisfy the customer, you're out of business. My main goal is to ensure we get the job done, done right and done in a timely manner, no exceptions."

If you have any customer issues, please call Nicole and team at (847) 394-4000, Option 4 or send an email to:

ChicagoCustomercare@gsfloor.com

Acoustical Concrete - Not All It's Cracked Up to Be

What exactly is acoustical concrete? It's actually very similar to regular concrete, except it's made using a sand base instead of crushed gravel or stone.

Why do you need to know about acoustical concrete? Because this is the material used for many years in residential construction of apartment buildings and condos. Used primarily as a fire block and sound barrier (hence it's name), acoustical

concrete is found in the majority of multi-level residential buildings with 4 to 5 floors, commonly called "4 plus ones" in the city and suburbs.

Acoustical concrete raises many issues when it's discovered during an installation. Since it's a sand-based mix, it's gritty and dusty and over time, develops cracks, voids and crevasses, which need to be filled before installing new flooring.

What about the new flooring? Well,

tile cannot be installed over acoustical concrete unless the concrete is sealed with a latex sealer. In order to install floating or glued down wood over this material, the concrete first needs to be prepped by filling cracks with a latex crack isolation membrane, otherwise, after the wood is installed you'll hear a crackly sound similar to walking over a bag of potato chips.

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COMING SOON NEAR YOU—EXPEDITOR TRAINING!



Meet G.S. Floor Designs: Bryan Seeds

Hailing from Orlando, Florida, Information Technology Manager Bryan Seeds brings a wealth of software and website development expertise to G.S. Floor Designs.

Formally a member of the United States Navy where he attained the rank of Petty Officer 3rd Class, Bryan was deployed aboard

the USS C. Stennis on CVW-9 (Carrier Air Wing) in the Persian Gulf.

After obtaining an honorable discharge from the Navy, Bryan worked as a Lead Electrician while completing his eCommerce and computer programmer studies.

Fluent in web architecture, software engineering, web design, system repairs, plat-

form configurations, closed circuit installations, UNIX network and database administration, Bryan has led the charge in updating all company software and IT processes.

With his love of surfing and fishing leftover from his sunny Florida days, Bryan also enjoys golfing, baseball and playing guitar.



Meet MeasureComp: Andrew Antonucci

Vice President of Operations Andrew Antonucci comes to MeasureComp with a lifetime of retail and flooring product knowledge. Andy began his career with K-Mart Corporation in the flooring retail division, before

joining New York Carpet World where he spent his next 22 years in sales and management positions. It was at New York Carpet World where Andy gained the skills and knowledge of the floor covering industry. Andy is

now with MeasureComp managing the daily operations from measuring to the calculation application and quote building.



Crew Spotlight: Christensen Installations, Inc.

Independent contracting company Christensen Installations, Inc. began 25 years ago by owner Kip Christensen.

Originally from Palatine, Illinois, Kip learned the carpet installation busi-

ness while working as a helper for George Stevenson, early in his career as a carpet installer.

Fully insured and incorporated in the State of Illinois, Kip and his crew serve customers through-

out the Chicago area and believe in “doing the job right the first time.”

Consistent high performer in the IPP process, Kip and his family support adult literacy programs and local youth basketball.

Tip of the Month: New Pick-Up/Delivery Process

On Monday, August 18, 2008 G.S. Floor Designs implemented a new truck route to better serve the stores in the Chicago market. According to Lori Miglieri, Office Manager of the Arlington Heights facility, “We’ve updated the way we do business in just about every aspect; with today’s gas prices, it’s silly to *not* have a plan for the trucks.”

Highlights of the new process include an email address used

for submitting a request, delivery@gsfloor.com or faxing request to Lori at (847) 394-4011.

Due to the tight schedule, all pick-ups need to be ready when the driver arrives at the store and checks in at the Service Desk. The wait period for product pick-up is 15 minutes; any product not ready within that timeframe will be added to the next scheduled store pick-up. Unfortunately,

we will no longer be able to pick-up material at the store Receiving Department.

On Friday, August 22, an email was sent out detailing this process and the daily store route; if you haven’t received this information or have a question, please be sure to send a message to delivery@gsfloor.com for more details.



Have a question?

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

Send us an email at

news@gsfloor.com

Fuzzy Side Up: Walls & Baseboards

Is it possible to install carpet without dinging or scratching walls or baseboards? Sure, it’s possible...but not very likely.

Why? Because even the best carpet installers can’t control the layout of a room or the size of a carpet roll or how stiff carpet backing may be.

When installing a product that’s either 12 or 15 feet wide, the space to maneuver is limited.

Add to that the tools needed to stretch the carpet or remove the old product, as well as the conditions of the walls and baseboards, not to mention a customer’s expectations, and you’ve got an issue.

The overwhelming majority of complaints about damage to walls and baseboards aren’t really damage at all; they’re the result of a normal carpet install. The con-

tract that every customer signs prior to install spells this out and should be discussed before the installers arrive on-site.

If excessive scuffing or scratching has occurred, a Foreman will be able to tell beyond a doubt if it was caused by the installer or if the areas in question were already in poor condition.

Call us at (847) 394-4000, option 4- we can answer all your questions.



Need a past copy of Ground Floor News? Send an email to

news@gsfloor.com

Hard Surface Scoop: Plumbing

What does plumbing have to do with hard surface flooring? Quite a bit, actually, especially if your customer is having a new bathroom or kitchen floor installed.

As you know, the G.S. Floor Designs affiliated Service Providers can remove a toilet, sink or refrigerator if the customer has chosen that option and if the existing conditions are acceptable. What does that mean? If the Service Provider is removing a vanity, they will need to shut off the water valves that are

connected to the sink or a waterline connected to the ice maker in the refrigerator.

But what happens if the valves are old and cannot be shut off? If they’re broken? What if they aren’t where they should be? That’s a job-stopper, since no installer should assume the role of plumber and become liable for water leaks or seepage due to poor plumbing conditions.

How can this type of situation be

avoided? Talk to the customer, have them check to ensure the water valves are in place and in working condition. If not, the customer will need to have a certified plumbing professional come out and repair prior to the flooring installation and return when the installation is complete in order to reconnect the toilet, sink or waterline.

Call us at (847) 394-4000, option 3 for further details on what can be removed and replaced!





G.S. FLOOR DESIGNS &
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855 West University Drive
Arlington Heights, Illinois 60004

Phone: 847-394-4000
Fax: 847-394-4011

www.gsfloor.com



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Acoustical Concrete - continued from page one

In order to help you understand what's involved with the various types of flooring installations over acoustical concrete, which the customer can find out if they have in place by contacting their building association or condominium board, we've developed a quick guide:

For ceramic tile - installer will remove existing flooring, vacuum all loose sand, dust and grit then skim-coat the entire surface with a latex-modified thinset. Over that, a layer of anti-fracture membrane in order to solidify the concrete. Then the tile can be installed as usual.

For a glue-down or floating wood floor, in addition to vacuuming all loose sand, dust and grit, and applying a skim coat of latex-modified thinset, the installer will most likely apply a leveling product to ensure the surface is completely level before completing the installation.

It's vital to understand that this sub-base is solid with good integrity. The concrete can be cracked, because these cracks will be contained and filled with the skim-coating, but if there are voids and/or crevasses, or loose in any way, the concrete should be removed entirely. If

this is the case, carpet would be a better choice than a hard surface product; but keep in mind, extra preparation would be involved as well to ensure a quality job.

Of course, all installations that involve acoustical concrete will be different. But as long as the customer is aware of the possible additional labor and materials that may be involved, the correct expectations are set and the surprise factor is removed.

Please call us at (847) 394-4000 if you have any questions on this or any other installation process!



Tech Talk with MeasureComp - Scheduling a Measure



A note from Greg Karenke

Trying to schedule a measure for a customer with time restrictions can be challenging, to say the least!

In order to overcome these situations, it is important to have procedures in place. By following this process, we can ensure the customer's request is handled properly. Please take time to read this important message on dealing with time restrictions:

First find out precisely what their time restriction is - can it be handled by an AM or PM Time Slot? AM Time Slot means the customer is available between 8am & 1pm (for the entire time slot)

PM Time Slot means the customer is available between 12pm & 5pm (for the entire time slot)

Put a comment on the order (no need to call the Management Team).

If it's an after 3pm type of restriction, put a comment on the order and call 847-318-8633 to make the Management Team aware of the situation.

If it's an after 4pm or later type of restriction, explain to the customer we measure on Saturday. On Saturdays we offer NO accommodations for time restrictions. Select a date the customer is available during normal business hours. If there is no other options schedule the customer out a week in advance and call 847-318-8633 to speak with the Management Team. We will work out a date and time with customer.

Third Party Situations (any situation requiring a professional to step in for the customer to meet us at the job site), Real Estate Agent or Seller, Contractor or Interior Designer - we measure these at 9am only. call 847-318-8633 to speak with the Management Team.

MeasureComp LLC.

Local Management Team

Phone: 847 318-8633

Greg Karenke (Manager)

gkarenke@measurecomp.com

Thomas Karenke

(Assistant Manager)

tkarenke@measurecomp.com