

PRESS RELEASE

CFI-Congoleum Resilient Certification at Carpet Tile in Davenport, IA

May 19-20, 2015 Carpetland USA of Davenport, IA, opened their doors to a CFI-Congoleum Installation Training Event sponsored All Tile and the World Floor Covering Association. Eric Langan and Doug Bertrand of Carpetland USA coordinated the event for the installers. For over 40 years, the Langan family has been dedicated to providing superior floors and services at 9 locations in Iowa and Illinois. The two-day, hands-on class concentrated on the installation of resilient flooring, including LVT. Joe Cea, Installation Specialist for Congoleum and CFI Senior Certifier and members of the CFI Team, Tony Buckhardt and Jay Zurn demonstrated requirements, including product knowledge, substrate preparation and installation, as well as the importance of professionalism and customer satisfaction.

Mike Griffin of All Tile Inc. sponsored the event and also attended the sessions. All Tile is a major distributor of hardwood flooring, ceramic and porcelain tile, resilient and laminate flooring, cushion and sundry items. This event focused on Congoleum resilient flooring. Mike said, "At All Tile, we understand how important installers are to the existing and future business in floor covering. With all of the new installation technologies that are flooding our markets daily, we need to do what we can to assure that the skilled labor force is educated and masters of their craft. I hope that this event leads to other CFI certification seminars in all of All Tile's 14 state footprint. It's a "Win-Win" situation for all involved."

Tom Jennings, Vice-President of WFCA spoke to the installers concerning customer service and the vital role this plays for the dealer in return business. "You have to be more than a flooring installer; you must know how to present yourself and your services and pay attention to detail, said Jennings. "Good manners and things like calling ahead to let the customer know what time you will arrive; makes your day and theirs more enjoyable." Jennings elaborated on many things that define a professional flooring installer and explained how the installers' business will grow when these are incorporated into the job planning.

Doug Bertrand, Executive Vice-President of the Langan Group coordinated the event with CFI with 16 installers attending from six of the store locations. Bertrand commented, "CFI and the installers who represent our stores were all extremely professional. I was proud that the installers worked so hard and completed all tasks that were required to successfully earn their CFI Certifications. The comments that I

received showed it was well worth the investment and I look forward to scheduling another product category event in the future.”

Jason Neubauer, National Sales Manager of the Moreland Company donated the lumber, Congoleum furnished all the flooring materials and All Tile supplied numerous items for the sessions.

“Carpetland is a stronger company today because we have raised the bar of our installation crew. We will be set with existing crews along with several opportunities to grow crews in the future. We express our thanks to CFI and Congoleum for making this possible along with Tom Jennings and WFCFA for their participation, guidance and support,” continued Bertrand.

“The course began with moisture-testing requirements and the important role this plays in resilient flooring installation,” said Joe Cea, Installation Specialist for Congoleum and CFI Senior Certifier. “We covered safety, the types of substrate and subfloor, grade levels, concrete flatness and patching compounds. Also included was the general rules of removing the existing flooring, using trammel points, figuring the pattern match, repairs and the installation of various types of resilient flooring, including LVT and Groutable LVT.”

Tony Buckhardt commented, “We start at the beginning of the installation and we are there to share the methods that are successful to assist the installers in achieving the ultimate in customer satisfaction. This group of installers was eager to participate and each one commented that it was well worth their time to attend as they had learned a lot about resilient flooring installation.”

“For the CFI Team, it is very rewarding to know that we make a difference for installers by sharing with them the CFI Proven Methods and the manufacturer’s requirements to avoid difficult situations,” said Jay Zurn of Wisconsin. “We have been fortunate to work with installers all over the country who share their ideas with us and in turn, we can help others. We can never learn too much in this business.”

“Doug Bertrand was an excellent host and was concerned that the installers benefited from the training. Carpetland is to be commended for providing this opportunity to a great group of installers who are assets to the company,” said Cea. “Congoleum’s focus is to assist with installation training to ensure that our products are installed in the required manner. It is always rewarding to work with a group as eager to learn as this one.”

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