


Headline News

Karastan Collection Highlights.....	1
Enigma & Touchstone	
Shop for the Cause.....	2
Attention Registered Members	
Vintage Classics Hardwood.....	3
Collection & Display Features	
Wells Fargo Program Additions.....	4
Effective 9/19/16	
Godfrey Hirst.....	4
Changes to Stafford II	
Promotional Calendar.....	5

Entrepreneurial News

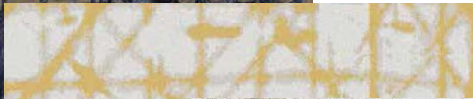
Training Session with Shaw.....	1
Cut A Rug	
Cut A Rug.....	2
Frequently Asked Questions Answered	
3 Weeks AWAY - Summit 2016 in Pittsburgh.....	3
• LAST CHANCE TO REGISTER	
• Reserve your spot for the baseball game	
• Need your transportation & flight information	

Where Alliance Flooring Members Turn for Information

 **CLICK** for up-to-the-minute news! members.carpetsplus.com

Karastan[®] RUGS

COLLECTION
HIGHLIGHTS



Enigma

[CLICK HERE](#)
[TO SEE MORE!](#)




Touchstone

[CLICK HERE](#)
[TO SEE MORE!](#)



Where Alliance Flooring Members Turn for Information

 **CLICK** for up-to-the-minute news! members.carpetsplus.com



Attention SHOP FOR THE CAUSE Registered Members:

If you have not done so already, please send in your charity logo to Ann Moore by tomorrow – August 31st



Below is a highlight of some of the per yard/carton rebates being offered for your registered charity for Shop for the Cause! In the next few weeks, you will receive your exclusive SFTC POP kits with personalized banners & posters! Within this package you will also have a detailed list of participating suppliers, qualifying programs/products, and the rebate being offered per unit sold. A summarized order form will be issued for ease of tracking all qualified orders/invoices. This will need to be submitted by November 17th for reimbursement, and then you will donate the money you earned to your registered charity!



Collections/Fiber: **All First Quality Collections (Non-discounted)**
 Rebate Amount:
Earn \$2 per carton




Collections/Fiber:
Wear-Dated & Sorona
 Rebate Amount:
Earn \$1 per yard



Collections/Fiber: **ComfortSoft Premier & Inspired Home**
 Rebate Amount:
Earn \$1 per yard



Where Alliance Flooring Members Turn for Information

 **CLICK** for up-to-the-minute news! members.carpetsplus.com

COLORTILE
 VINTAGE CLASSICS
 HARDWOOD

100% Private Label Collection!

To help fight the growing trend of online pricing shopping, this program has been private labeled in both **style & colors!!**



Collection Advantages

- Each product line features a unique combination of character and charm, and takes full advantage of individual detailing within each plank.
- Accommodates the demand for wider and mixed widths, along with longer and random lengths.
- All 5 styles are backed with a 35 year limited residential warranty.

Display Features:

- Large 22 1/2" x 36" sample boards
- 42 SKUs
- Three individual step-up displays




\$299 FOB Warehouse

CT Name	Mill Name	Width	Thickness	Length	# SKUs	Species	East Sq Ft Carton Price	West Sq Ft Carton Price	Central Sq Ft Carton Price
Stately Appeal	Noble Castle	10.25"	9/16"	7 LF	4	Oak	\$6.27	\$6.03	\$6.19
Renowned Courtship	Roma	Mixed	3/8"	Random	4	Hickory	\$2.99	\$2.99	\$2.99
Skilled Artisan	English Pub	7.5"	1/2"	7 LF	7	Maple	\$4.29	\$4.06	\$4.17
					5	Hickory	\$5.04	\$4.80	\$4.91
Harvest Beam	Ale House	7.5"	1/2"	7 LF	6	Maple	\$4.28	\$4.28	\$4.28
					6	Oak	\$4.78	\$4.78	\$4.78
Legendary Charm	Tuscan	Mixed	9/16"	Random	3	Hickory	\$5.28	\$5.05	\$5.16
					1	Walnut	\$5.72	\$5.49	\$5.60

Depending on state/area, products are sold direct or through distribution.

*Reflects direct prices

Where Alliance Flooring Members Turn for Information

 **CLICK** for up-to-the-minute news! members.carpetsplus.com



Wells Fargo Program Additions

As a program enhancement – 3 new plans have been added to the program!

Effective 9/19/16

Special Rate with Equal Monthly Payments

Plan: 1805

Special Rate of **5.99%** APR
 With 24 Equal Monthly Payments

No Interest If Paid In Full* With Regular Monthly Payments

Plan: 2849

No Interest
 if paid in full within 16 months with regular monthly payments

Plan: 2850

No Interest
 if paid in full within 17 months with regular monthly payments

* This is a deferred interest promotion. This means that if the purchase balance is not paid in full within the special terms promotional period, interest will be charged to the account from the purchase date at the regular APR for Purchases. Making only regular monthly payments will not pay off the purchase balance within the promotional period.

Together we'll go far



See complete details on the Member Backroom

Godfrey Hirst

C A R P E T S

Effective Immediately - Stafford II has been shipped

The following colors in the original Stafford are **DROPPED**:

- Aruba
- Carolina Beach
- Cobblestone
- Irish Coast
- Panama
- Woodbark



The following colors are **carried forward** into Stafford II:

- Castle watch
- Foggy Bottom
- Sandlewood
- Warmstone

The following **NEW** colors have been **added** to Stafford II:

- Apsley
- Barwon
- Kendle
- Oban

Contact your local Godfrey Hirst rep if you have not received your new Stafford II sampling.

Promotional Calendar

Effective Dates	Sale Event	Supplier	Category	Promotion Details
8/15/2016 - 9/30/2016	Inspired Design Sale: Fall Fashion Debut	Armstrong	Hard Surface	\$3.00 per carton RSA SPIFF
		Shaw	Hard Surface	Promotional Pricing on select Resilient Full Spread, Locking & EVP
		Karndean	Hard Surface	Summer Summit Excitement: Win \$500
		Karndean	Hard Surface	Promotional Pricing on Knight Tile, Van Gogh, and Loose Lay
		Johnson Hardwood	Hard Surface	Promotional Pricing on ALL Vintage Classic Products
		Akua	Hard Surface	\$325 Complete Display - \$175 Boards Only An Additional 8% Discount on All Orders
		Shaw/Tuftex	Carpet	Promotional Pricing on Shaw and Tuftex Destination Deckboards
		Shaw	Carpet	Earn Double the Points in Capture the Spirit Program
10/1/16 - 10/31/16	Shop for the Cause	Mohawk	Carpet	Earn \$1 per yard on Wear-Dated & Sorona
		Beaulieu	Carpet	Earn \$1 per yard on ComfortSoft Premier & Inspired Home
		Emser	Hard Surface	Earn \$2 per carton on All First Quality Collections (Non-Discounted)

*All prices published in this newsletter or on your Member Website are always FOB Mill.

Greg Payne & Ann McDermott of SHAW Stopped By for a Training Session



Greg Payne and Ann McDermott of Shaw stopped by our Alpharetta office to give us a training session on their exclusive Cut-A-Rug program. They showed us how easy it was to use and how the program has been developed and tweaked over the past few years. It is now catching fire in the industry because this program allows you to be in the area rug business without stocking rugs: NO inventory, NO labor and NO worries. You are able to build a rug in your store to your customer's specifications, give your customer a price on their custom rug, order and have it delivered within 2 weeks of order all while you are making a recommended 50% built in margin.



A custom rug designed with 3 different styles of carpet



3 options to choose from for binding
1. Leather 2. Serged 3. Canvas



Ann, Carly, Kristen, Christine, Ann & Greg

This program is different than those offered in the big box stores; the big box stores only allow for standard sizes and bounding as the binding option. The Shaw Cut-A-Rug program will allow you to choose from any branded Shaw soft surface product, every size and shape, and the choice of 3 different binding options: bound, canvas or leather. We are so excited about this program and have already placed an order for 3 custom rugs for our office. The process was easy once we decided the styles, sizes and binding we wanted. This program is just one more profitable extension you should be offering in your store. All you need to do to get set-up is get in touch with your Shaw representative and let them provide you with the samples and know how you will need to get this program rolling.

We Asked, They Answered – Cut A Rug's Frequently Asked Questions

1. How does a member access the portal? <https://shawonline.com/tuftextrugcalculator/CustomRugPortal.aspx>
2. How do the member and their sales people set up user names and passwords? Your www.ShawOnline.com usernames and passwords will work. You can also contact CutARug@shawinc.com for setup forms and to add multiple usernames and passwords.
3. How does the member customize the site with his or her logo? Email logo in .jpg format to CutARug@shawinc.com
4. How does the member link the portal to his current store website? We are not setup for consumer access.
5. What styles are on the Cut A Rug program? Any Tuftex style, Caress, HGTV HOME, Soft Shades, Anso Colorwall, Anso Living and Clearly Chic.
6. Are these products loaded already on Cut A Rug? Yes.
7. Is a markup included? Yes, 100% markup resulting in 50% margins, price down from there.
8. How do I adjust mark up if needed? Email CutARug@shawinc.com with your account number and % markup desired.
9. What if I want to create a rug not available on the Cut A Rug (for example an octagon)? Email CutARug@shawinc.com with your request, diagrams and dimensions and your quote request will be processed.
10. How are the custom rugs shipped? 8' and under are shipped FedEx. Over 8ft are shipped via common carrier.
11. How is the pad shipped? Non-slip rug pad ordered is wrapped inside the custom area rug.
12. What is the time frame for making a custom rug? Normally rugs ship in 2 weeks, 3 weeks max.
13. What is the max size I can make on the cutting edge? 24' wide by 36' long.
14. Is there a "Promo Code" in the calculator? Is that set up differently for every member? We can setup Promotional Codes in general or by specific member.
15. Is there a "special backing required" for large oversized rugs (for example 14' x 36')? Yes, in fact any time a seam is required, black felt backing is applied. This is cosmetic to cover the seaming on the back.
16. Is there a different recommendation for a rug pad over carpet vs. over a hard surface floor? No, the non-slip rug pad is good for either carpet or a hard surface floor.
17. Is there a refresher for the training of using the rug calculator? Your Tuftex or Shaw Territory Manager is available to train.
18. If I need to speak with someone regarding general questions or technical issues, how do I contact the Cut A Rug Department? Call 877-224-7429, choose option 3 or email CutARug@shawinc.com



ONLY 3 Weeks AWAY!

Last chance to register! We cannot guarantee room rates after this week.

REGISTER NOW:

1. [CLICK HERE](#)
2. Go to the [Member Backroom](#) & Click on the Events Tab
3. Call Ann Moore in Member Services at 800-261-6456

If you are interested in attending the Pittsburgh Pirates vs. Washington Nationals baseball game on Saturday night, the cost is \$60 and includes transportation to and from the game. You will need to reserve your spot today by contacting Carly in Member Services at 800-261-6456 or by [clicking here](#).



**WE NEED YOUR TRANSPORTATION
& FLIGHT INFORMATION!**

Please contact Carly in Member Services ASAP at 800-261-6456 or by [clicking here](#) to provide us this information.

