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Kevin Logue, co-COO and executive vice president marketing and Ryan Dunn, co-COO and executive vice president of sales

Alliance Flooring embraces new normal

By Kacey Perinelli

[Chattanooga, Tenn.] Alliance Flooring Inc. (which includes CarpetsPlus Colortile, Floorco Flooring Gallery and Carpetland USA) held its annual member event, this year titled Connect 2021, completely virtually earlier this month. Following the event, the group’s executive vice president of marketing Kevin Logue offered key takeaways from the event and what is on the horizon for Alliance Flooring throughout the rest of 2021.

Logue said the message the group would like its members to remember is “that we will always be stronger together, and we are greater as one.” It is important to Alliance Flooring to know its members feel a sense of connectivity both with the group and with each other. “Our members are resilient and have persevered through the tough times, and we want them to know how much we appreciate their strength and spirit,” Logue said.



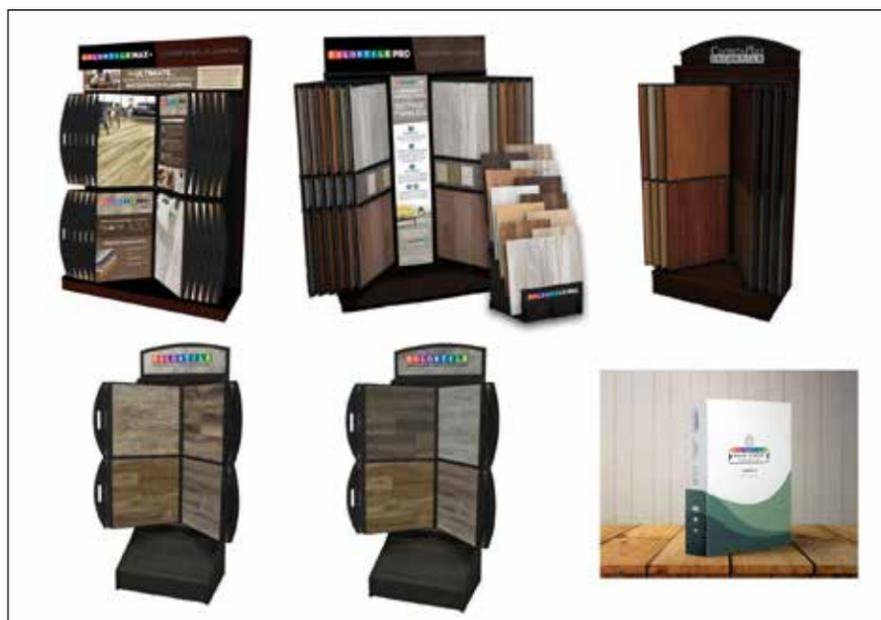
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Throughout the year, Alliance also plans to ramp up the digital marketing tools it offers to its members. “The ‘new normal’ for today’s consumer makes having an impactful online presence even more critical for retailers. Engaging websites with SEO that’s dialed in, as well as social media marketing are a must for our members,” noted Logue.

And though there are many great things on the horizon for the group, Logue said the most exciting will be seeing members in person. “We are most excited about seeing our members again in person at our Alliance Flooring Family Reunion event this October in Orlando, Fla. We are looking forward to being together for networking, fellowship and fun as we all experience the magic that happens when our group comes together.”



The Connect '21 virtual product showcase highlighted a new assortment of ColorTile brand hard surface products, including rigid core LVP (luxury vinyl plank), waterproof hardwood, and ceramic and porcelain tile, Logue said, adding, “Now more than ever, it is important to differentiate yourself at retail with a unique product assortment that cannot be shopped online. Our private labeling and ColorTile branding in hard surface accomplish this, while giving RSAs the training and selling tools they need to be successful.”



Alliance launched several new hard surface displays to members online