

FCW

F L O O R C O V E R I N G W E E K L Y



FCW asked Kevin Logue and Ryan Dunn about the group's new product offerings and what they add to a member's showroom.

Profit Boosting Products

New private label product launches developed to drive sales was a key priority for Alliance Flooring (which includes the CarpetsPlus, COLORTILE and Carpetland brands) to bring to its 2022 convention earlier this month.

“We’re bringing more value by adding upgraded and more realistic looks in WPC rigid core, waterproof hardwood, laminate and SPC rigid core,” said Alliance Flooring co-president Kevin Logue. “The consumer still motivated to have a beautiful home and is directing a large amount of money they didn’t spend on travel and going out to restaurants into the home.”

And despite what is going on in the world, consumer confidence remains relatively high, Logue shared, adding, “Inventory is low, commercial is coming back and builders can’t keep up with demand.”

WPC was the No. 1 selling product for the group but that has since led way to SPC taking the top spot.

“Our No. 1 WPC rigid core brand is COREtec and we’re bringing a full private label COREtec WPC program [to members]. We’re streamlining the SKUs and offerings and focusing on the best sellers and adding great visuals,” said Logue. “There was opportunity to jump in with [Shaw] and offer a full private label program.”



The new program will include three categories: Essential (entry level with micro bevels); Choice (featuring painted bevels); and, Premier (EIR and all new 14 SKUs with integrated bevel tech and heightened realism). Logue said products will be held in two displays with each holding 56 SKUs and features QR codes for more in-depth product knowledge.

The group also debuted private label program with COREtec Grande called COLORTILE Prime XL that is an 8 SKU offering in a stacker display with two new color intros. “With this program we’re complementing the COREtec WPC package,” Logue said. “It’s very clean and consistently merchandised.”

COLORTILE HD is a new LVT collection with Happy Feet. “It has higher res visuals and EIR. Two collections make up this offering: Pinnacle is available in 12 colors with EIR and a 28 mil wearlayer and Perseverance which comes in 7 colors,” Logue offered.

Laminate will make a big comeback in 2022, Logue predicted. “It’s price point and availability, it’s made in USA, is driving the rebooting of the laminate category,” Logue said. To address this resurgence of laminate the group is launching COLORTILE Ultra HD Signature Flooring. “It comes with EIR visuals, an HDF core and in pecan and hickory,” Logue said, adding, “It is waterproof and comes in planks that are 8x54. It’s a new and exciting upgraded Revwood product. There will be 12 colors to start and a new display that can expand up to 6 wings to hold 24 SKUs total. We’re a big fan of the Revwood line.

COLORTILE Ultra HD Waterproof Flooring is new product featuring Mannington Restoration laminate. “We’re coming out with Anthology, Revival and Haven. Products are digitally printed with EIR and 20 individual plank designs. We’re choosing the best of the best from the Restoration program. Planks are 12 mil 1/2 inch thick. The program will come in two private label tower displays for a total of 24 SKUs,” Logue shared. “Between RevWood and Restoration we have two of the best laminate programs out there.”

A new SPC program with Engineered Floors, COLORTILE Pro Waterproof Performance Flooring, features 10 SKUs in an updated display and 12 mil wearlayer format.

With waterproof hardwood gaining popularity, COLORTILE Nature Mark

Hardwood comes with the patented Wetprotect technology which prevents water from entering plank joints and features Hydro seal finish. “We’re relaunching program here — it’s housed in the same display as Signature laminate — and it comes with Uniclic locking system in 20 colors — 17 European oak visuals and three hickory.”

High-end carpet

With 40 percent of the group’s mix still owned by carpet, Logue said members are selling better, higher margin carpet.

“It’s been seven years since we launched the Destination program and it’s enabled us to get to place where we could sell more aspirational products, more patterns and design-oriented product, more branded nylon,” he said. “We created a flagship vehicle for showrooms and transformed what it looked like at retail. The program expanded and has grown and now features two updates: Pet Performance Destination is a new Anso program from Shaw featuring Anso High Performance PET products made for active homes with pets. It’s easy to clean and durable with built-in stain protection and is fade and bleach resistant.”

Under the brand Happy Pets, the group’s new program focuses on pet performance. “Happy Pets is exclusive to Carpetland and CarpetsPlus,” said Logue. “Pet performance is a compelling story; its near and dear to consumers. Twenty-nine products will be private labeled on 20 cards telling that pet story. Products range from 40-70 ounces and are a new cornerstone to the Destination program.”



A new 22 pin Destination Display under the Happy Pets brand is 100% solution dyed nylon plus microbran antimicrobial protection from Phenix.

The Elite Performance Home Collection featuring SmartStrand is the group’s No.1 brand with Mohawk. “A brand new collection of SmartStrand with Happy Pets warranty; Home Gallery is a P.E.T. polyester fiber for budget conscious consumers,” said Logue.



The new Home Solutions with Tarkett Home is an all new collection of ComfortSoft SD solution dyed PET that is available in broadloom or custom sized area rugs. “It’s all made using 10 gauge construction is dense products and many styles that comes with 3M Scotchgard and in textures, tonals and patterns.”

A Powerful Program

Patrick Warren, vice president of residential sales, dealer and showrooms at Daltile, offered attendees an overview of the company’s Power 5 program. Daltile, Warren said, is the group’s No. 1 tile supplier.

“The Power 5 includes 1.) RevoTile, a floating floor designed for installers to install tile; has click on all four sides and is a true porcelain product. You can’t just have a good looking product, you need product that offers solutions 2.) Step Wise reduces the likelihood of slipping by 50 percent. 3.) Pro-Exchange is a portal to do business with Daltile on your time not Daltile’s. 4.) Exteriors, we have great product for exterior applications; and, 5.) DEFEND. There’s no better time to attack the concerns customers have, whether consumer, builder or commercial. DEFEND is guaranteed to reduce bacterial growth of mold and mildew,” Warren shared. “We’re here to being solutions to all projects going forward.”