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Floor Covering Weekly

Hearst Business Publication

NEWSPAPER

Winter Market Dates

Chicago	Jan. 9-14	New York	Jan. 16-21
Helmtex	Jan. 12-16	Atlanta	Jan. 22-26
Seattle	Jan. 14-17	San Francisco	Jan. 23-28
Dallas	Jan. 16-21	Minneapolis	Feb. 2-6
CMMA			Dec. 2-5

The World's Largest Floor Covering Publication

Volume 31, Number 40 October 4, 1982 Second class postage paid at New York, N.Y. $1.00 a copy

alifornia Resolution Seeks doption of Toxicity Testing

by Patrick A. Toensmeier

SACRAMENTO, CALIF.—In a move that could have far-ching implications for the carpet and rug industry, the ifornia Legislature has passed a resolution which is de-ned to provide the state with a test that would rate all materials used in high-density buildings for combustion toxicity. Under the wording of Assembly Concurrent Resolution No. 146, the State Fire Marshal, in conjunction with the Dept. of Industrial Relations, will examine current toxicity test methods for the purpose of recommending one for use by the state.

Such a measure is of importance to the carpet industry because, at present, none of the half-dozen toxicity tests in use throughout the country can be used to accurately test non-uniform, composite structures such as carpet and rugs. The National Bureau of Standards, which authored the best known of these tests, has conceded, for example, that its protocol is a research tool and should not be used for regulatory purposes.

Consequently, there is con-

• Continued on page 12

lied Promotes tavia to Market evelopment Post

EW YORK CITY—Chico via has been promoted to newly created position of nager, con-t market-and market elopment Allied Fi-& Plastics according Robert F. llet, vice sident and eral man-Home Furnishings Opera-s.



Chico Batavia

this position, Batavia will e overall responsibility for interpretation and demon-tion of Allied's product line existing and new applica-ns designed to stimulate ic introductions by key ls. In the contract field, he ll be responsible f and coordinating

• Contin

iber Shipn ise in Aug

NEW YORK CITY er shipments inc g August, follo nths of decrease hest levels of 1 6 million lbs. of pped that month, el since July 198 lion lbs. were sh These figures, c lied Fibers & P lected industry on filament, nylon staple, yester, acrylic and olefin. st noticeable were the reases recorded in BCF and ple.

Nylon staple shipments aled 60 million lbs. in gust, up from 44 million lbs. July and 48 million lbs. in ne. Filament figures were 58 llion lbs. in August, up from million lbs. in July and 47 llion lbs. in June.

In August, domestic ship-nts of polyester fibers totaled million lbs., acrylic ship-nts amounted to 1 million , and olefin filament ship-

60 Firms to Show At Arizona Market

PHOENIX—Sixty exhibitors will participate in the Arizona Floor Covering Market at the Ramada Townehouse here on Oct. 5 and 6. The event, which will run from 3 p.m. to 10 p.m. on both days, is being sponsored by the Floor Covering Association of Arizona.

Market co-chairman Dan Bienenfeld reported that this is the association's first effort at organizing a regional market. It is being put together, he said, for the benefit of those retailers who are unable to attend the major markets in Dallas and San Francisco.

Dealers from Arizona, California, New Mexico, Texas and Nevada are expected to attend the show. The exhibitors will feature a broad range of products, from residential and contract carpet, area rugs, resilient and wood flooring, to tools, supplies, accessories, displays and cleaning equipment.

A fiber panel featuring representatives from Allied, DuPont and Monsanto, will open the market with a presentation at 2 p.m. on Oct. 5. No reservations are required.

Harrogate Activity Seen As

DESTINATION OSB. | RUB. NO. 98071 | CLASSMARK VEA | COLOR 13/67

Vol. 31
Nos. 40-53
OCT.-DEC.
1982

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☑ Bind as is
☐ Manila rope

Remarks: Bind as is

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of 7,992, it was nevertheless "delighted" with the number in light of the restrictions on travel and buying imposed on businesses by the recession.

Of the trade visitors who attended the show, 37% represented the retail market. What was considered significant about their presence is that a broad mix of store owners were in attendance, from the so-called "big-hitters" to the "mom-and-pop" operations.

Overseas attendance was off slightly from the 1981 show, ITF reported, and constituted 10.5% of the total overall.

Co. to draw attention to the four-store operation before the beginning of the Fall selling season.

"This was by far the biggest promotion we have ever run," said Don Riddle, president. "He drew between 500 to 600 people that day and we received coverage in six or seven local newspapers and on the radio. It was very successful for us."

The newspaper coverage included stories both before and after the event, and appeared in papers that Howard's does not advertise in as well as those in

Backhamre Interview:

Asbestos to Affect Market In U.S., Says Tarkett Pres.

by Bob Barrett

NEW YORK CITY—In the next four to six months, the issue of asbestos and the health hazards it may cause will "create a panic in the U.S." that will have wide effects on the floor covering industry, predicted Ingvar Backhamre, president of Tarkett, Inc. Not only will resilient sheet vinyl manufacturers be hurt until they can replace products containing asbestos with those that do not, but distributors who inventory these products will suffer financial losses when they cannot sell it, he said.

Speaking in a recent interview with FLOOR COVERING WEEKLY, Backhamre also predicted that if U.S. manufacturers do not begin producing asbestos-free flooring within a

• Continued on page 13

Spirer Appointed Sales Manager At Southland Floors

POMPANO BEACH, FLA.—Sidney Spirer has been appointed field sales manager of all divisons by Southland Floors, Inc., according to Kenneth Henick, president of the distributor. In this position, Spirer will oversee the activities of 13 sales representatives who cover Florida. He will report to Dave Hardy, vice president.



Sidney Spirer

Spirer comes to Southland from Kane Carpet Co., Secaucus, N.J., where he had served as sales manager of the Mannington Div. Prior to that he was associated with Tri-State Floors of Westbury, N.Y., for 19 years, rising to the position of senior vice president with responsibility for Congoleum sheet goods as well as residen-

• Continued on page 7

Far East Expo, Toxicity Updated At CRI Meeting

DALTON, GA.—More than 100 members of the Carpet & Rug Institute attending its second membership meeting of the year were told that the Dept. of Commerce has endorsed the CRI's traveling minimarket program to the Far East, and that steps were underway to pursue the question of carpet toxicity in relation to hotel fires.

Ten mills have committed themselves to the traveling market, which will depart from the U.S. Mar. 4. Sites already confirmed include Tokyo and Osaka, Japan, with the possibility of Seoul, South Korea being added.

"These locations are not existing markets but represent

• Continued on page 8

Clark & Mitchell's Carpet Auction Set For Oct. 15, 16

FORT WAYNE, IND.—Clark & Mitchell Floor Coverings, a retail concern which also maintains interests in distribution, will conduct an auction involving as much as $500,000 worth of its carpet inventory on Oct. 15 and 16 at the Memorial Coliseum here.

The auction, according to C & M president Bill Mitchell, is neither a distress sale or one mandated by pressing financial considerations. Rather, it is an effort to clean out inventories that have not moved well for at

• Continued on page 2

Hawaii Assn. Declares Floor Week

HONOLULU—The Hawaii Flooring Association has declared Oct. 31 to Nov. 6 Floor Covering Week in Hawaii as a promotional service to its members.

Space has been reserved in the Honolulu Advertiser and Star Bulletin that will highlight advertisements from participating HFA members and suppliers. According to executive director Tim Lyons, the program is voluntary and all industry members are welcome to take part.

Retailers are being encouraged to make extra efforts at promoting their shops during Floor Covering Week by announcing sales and other special events that will heighten consumer interest in floor coverings.

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in London; others
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appearance at Heim
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not likely that these
will affect exhibitor
or Harrogate. In fact
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Asbestos to Affect Market In U.S., Says Tarkett Pres.

ued from page 1

r, Tarkett will not have
pacity to supply the U.S.
This, he said, will mean
ge of non-asbestos sheet
and tile, which will open
U.S. market to European
nufacturers who have
s-free lines.
asbestos issue "will
all here," as it has in
rope, said Backhamre.
though Sweden and Norway
e only countries that have
regulating the sale of
estos products, "there is no
ner of selling them in Ger-
y, the U.K. or France," he
adding that several years
these countries did not
the issue of asbestos
ucts would ever take effect
had in Scandinavia.


Ingvar Backhamre

Not Publicizing Issue

We are not trying to public-
advertise the problem in
," said Backhamre, "but
predicting what will
pen." He noted that in
weeks, the mass media is
more attention on the
ject. And a consumer study
ducted by Tarkett, indicated
asbestos is the industrial
duct consumers are most
ncern."
n asked, "Would you
mind having asbestos products
your home?" Gerry Muller,
ector of marketing services,
orted, "The response was
erwhelming against it. We
still digesting the facts and
ures," he continued, "but we
find that consumer aware-
about asbestos is very high,
ween 70% to 85%."
Not only is consumer aware-
high, but so is distributor
areness, noted Backhamre.
We are surprised at how the
ttitude of the distributor has
anged," he said. "When we
st informed our distributors
the asbestos issue in Febru-
January did not understand
oday, there is a strong
derstanding; in our own
kyard with so many of our
competitors' distributors." Most
distributors who are changing
om asbestos flooring are
proaching Tarkett before the
mpany contacts them, he re-
orted.
The distributors who have the wrong inventory are in real trouble," said Backhamre. "If they have inventories of asbestos products and the issue snowballs, they will not be able to sell it, and if the manufacturers do not buy it back, they will lose their money and the confidence of their retailers.

"If you look at the 10 biggest distributors today and the 10 biggest at the end of 1983, I would guess that there will be at least a 50% change in the group," he predicted.

Adds Distributors

Tarkett has added several distributors to its network in the year since it acquired GAF. Among these are AW Industries, Baltimore; Floor Services, Spokane, Wash.; Architectural Floors, Chicago; Flooring Technology, Houston; Rodefeld, Indianapolis; Akers & Chrysler, Auburn, Me., and I.H. Hershner, York, Pa.

Many of these distributors have dropped their former resilient lines and picked up Tarkett because of the asbestos issue, said Backhamre.

"There is no question about what this product can do to you, and no question about the legal and liability confusion going on," said Jack Lee, vice president of marketing. "There is no question of what the man in the street thinks about it, and no question of what is going to happen to the value of these products."

The Tarkett people feel floor covering installers will be the first group to strongly protest against the use of flooring containing asbestos. Retailers, once they are aware of the consumers' concerns, and see that they will ask for non-asbestos products, will follow. And builders, who will have trouble renting or selling space that contains products with asbestos, will also react.

"The risk from the manufacturing point of view," said Backhamre, "is that if the U.S. manufacturers do not drop asbestos in time, it will open up the market for Europeans, and that can change the whole flooring industry."

Asbestos is used as a filler in vinyl floor products. With seven years of experience in research and development, Backhamre said there are adequate substitutes that do not affect the quality of the product.

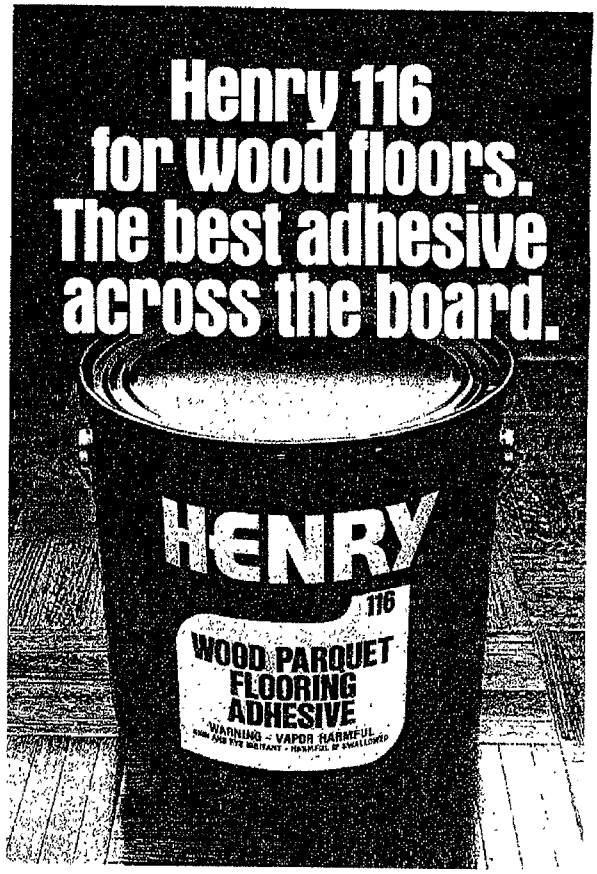
Responsibilities Cited

"We are very concerned about our responsibilities as manufacturers," he said. "We have responsibilities to our distributors, retailers, builders, consumers and employees. The U.S. manufacturers have not yet taken full responsibility," he contended.

Tarkett had tried for many years to enter the U.S. market, but was unable to establish a sufficient distributor network until it acquired GAF last year. "The U.S. is a big country, and it was important for us to be here," said Backhamre. "We

• Continued on page 16


FORMER HOUSTON
sales manager Glenn
(left) of Congoleum Corp.
presented Dennis Kershn
manager of the Houston B
LDBrinkman Co., with
Salesman of the Year
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manager in April. Thomso
rently director of field s
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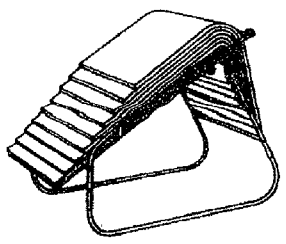
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BEST DISPLAYS
Goods Well Displayed Are Half Sold"

Asbestos to Affect Market In U.S., Says Tarkett Pres.

• Continued from page 13

have a proverb: In the U.S., an hour is 40 minutes."

The bad economy has helped Tarkett establish itself here. It has kept Tarkett's competition from being as aggressive as it could be, believes Backhamre, which has allowed Tarkett to make inroads. "When the bad economy stops, we will be ready."

Tarkett will be ready with more than resilient sheet vinyl and tile. The managers believe in a package approach to the marketplace, with several products being offered. "But these have to be the right products," said Backhamre. For Tarkett, this includes contract vinyl, DIY flooring and hardwood, in addition to its general line. This does not include carpet.

No Carpet Sales

Despite some interest in a couple of carpet manufacturers in the U.S., Backhamre was insistent that the firm will not get involved in the carpet industry "as long as I am president of Tarkett, Inc. As a manufacturer, there is not enough profit."

Tarkett has "just launched the first phase of a five-year plan to inform the consumer of the Tarkett name," said Muller. Advertising in the traditional women's service magazines is spearheading the campaign.

The company is also planning to introduce "a revolutionary sheet vinyl product before the end of the year," said Backhamre.

Abdul-Jabbar Draws Crowd At Retail Promotion

• Continued from page 1

which he does.

"This is something floor covering dealers do not do enough of," noted Riddle. "When they are having a special event, they do not go after publicity. As long as you do not abuse the privilege, most local newspapers welcome the story ideas."

Riddle tries to measure the end results of all of the advertising and publicity campaigns he runs. But this event, he said, was hard to measure because it was geared to draw attention to the stores, rather than generate sales for a particular day. Additional events, planned for almost every weekend this season, will build on the notoriety gained from this one.

Abdul-Jabbar was chosen because of his seven-foot size, which tied into the theme of Howard's biggest sale. The sports figure was also appropriate because he had bought his own carpet at Howard's a year earlier.



KAREEM DE LA CREME: Bigelow representative Jackie Talbot shakes hands with Kareem Abdul-Jabbar during the Howard's Rug promotion.

"We are a high-end sto... did not want too much of... and-pony show," said R... "The turnout was exactl... we wanted, families with... children to meet Abdul... and have him sign autogr...

Abdul-Jabbar appear... two of Howard's four s... the one here and or... Arcadia. To get him from... to store, Riddle rented a... fire truck and drove him... ing more attention along... way. "It was quite a sight... this giant riding in an ol... fire truck," he remarked.

Riddle's father, Ho... opened the first store a... Rosemead location 39... ago. They now bill them... as "San Gabriel Valley's... largest and most resp... center for fine carpeting at... petitive prices." A 40th an... sary celebration is plann... January.

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After writing your classified advertisement count the number of letters, punctuation marks and spaces between words. Count the headline separately.

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Growing New Jersey contract dealer needs additional experienced sales professionals to call on General Contractors, Designers, Architects and end users. Should have Contract experience, be able to make take-offs and figure plans. Liberal draw against ...commission—High Potential—...e the best lines in the coun... Box 2476

...med 3 man sales agency ... representing Grass ...facturer in the N.E. We ... in NY/NJ/CT/&/PA. ... to Box 2475.

PET AGENCY

Anso IV, and Mar...mercial/residential ...s, La., Ga. Contact

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