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PATRIOTIC WAVE FUELS DOMESTIC PRODUCTION

By Ken Ryan

The Made in America mantra has been a rallying cry for American manufacturing interests for many years. But that movement has definitely gained steam in recent months following the election of President Donald Trump, who signed an executive order directing federal agencies to implement the “Buy American, Hire American” rhetoric of his campaign. It’s all part of the President’s effort to prod U.S. businesses to invest more money domestically and create jobs for American workers.

Starting on page 12, FCNews highlights some of the new developments in support of the Made in America movement.

Trump’s policies aim to boost manufacturing

By Reginald Tucker

Lower corporate tax rates coupled with a slightly weaker dollar, less regulation on business and renegotiation/restructuring of historically lopsided trade deals. These are the key measures that, Harry Moser—president of the Reshoring Initiative and one of

the foremost authorities on all things related to onshoring—believes will give U.S. manufacturing a much-needed shot in the arm. “If President Trump gets those things passed, I see millions of manufacturing jobs coming back to the U.S. over the next 10 years.”

Following the election of President Trump, leaders of the Reshoring Initiative—a non-profit advisory group focused on bringing American jobs back home after they were outsourced to other countries—recommended a robust national strategy to achieve then President-elect Trump’s goal of returning millions of U.S. manufacturing jobs. During the campaign, Moser said, candidate Trump focused on seemingly



Harry Moser, president of the Reshoring Initiative, says corporate announcements proclaiming a commitment to bring manufacturing back to the U.S. have doubled since November 2016.

uncomplicated actions such as imposing 35% to 45% tariffs on Mexican and Chinese goods, renegotiating trade agreements such as NAFTA and cutting the corporate tax rate to 15%.

President Trump, he noted, will need to utilize a broader portfolio of actions, especially those that are proven and can be unilaterally implemented by the U.S. and passed by Congress.

“The country has a unique opportunity to address a broad range of economic and social issues,” Moser said. “Reshoring’s success bringing back hundreds of thousands of jobs in the last six years despite the headwinds faced by U.S. manufacturing is proof that millions can, and will, be brought back when the headwinds are eliminated.”

That movement may have already begun, Moser said. By his count, the rate of reshoring

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‘Building for Bravest’ honors Lorberbaum, Brodsky at gala

By Steven Feldman

NEW YORK—The floor covering industry came together en masse earlier this month to honor its own at the inaugural Footsteps to the Future Gala, held here at One World Trade Center. Honorees Jeff Lorberbaum, chairman and CEO of Mohawk Industries, and Howard Brodsky, co-founder, chairman and co-CEO, CCA Global Partners, along with Peter Dunn, president of CBS Television Stations, were feted for their extraordinary support of Building for America’s Bravest, a program of the Stephen Siller Tunnel to Towers Endowment.

The foundation was started to honor the memory of Stephen Siller, a firefighter who laid down his life to save others on Sept. 11, 2001. Its goal is to

continue Siller’s legacy through its programs that support our nation’s first responders and catastrophically injured service members.

In 2011, the foundation offi-



Jeff Lorberbaum, Mohawk; Frank Siller, Stephen Siller Tunnel to Towers Foundation; and Howard Brodsky, CCA Global Partners.

cially began Building for America’s Bravest, a program that constructs smart homes for

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Retailers cite standout intros of 2016

When asked to identify the best flooring introductions of 2016, retailers cited a bevy of wood, laminate, carpet and LVT/WPC products. One highly regarded product was Mannington's Adura Max, which received praise from multiple retailers for

its new visuals. Other notable 2016 introductions touched on key product innovations spanning wood, laminate and resilient lines, soft carpets/rugs and industry-wide updates to styles and designs. Following is an overview of the new products that stood out in 2016:

By Lindsay Baillie



'WITH THE NEW MULTIPLE SIZES AND BLENDED COLORS IT HAS BEEN A REAL WINNER AS A CHOICE BY THE CONSUMERS.'

—Bill Hildebrand, C.R. Floors, Campbell River, B.C., Canada

Alterna Reserve by Armstrong

About the product: Alterna Reserve luxury vinyl flooring is available in 16 x 16, 24 x 12, 16 x 8, 8 x 8 and mixed kit. It has a urethane wear layer and lifetime limited residential warranty. Shown is Historic District in Farmhouse Linen.



'IT'S VERY IMPORTANT TO SELL A PRODUCT FROM A COMPANY THAT CAN BACK IT UP. CONGOLEUM HAS A VERY GOOD BRAND NAME THAT'S RECOGNIZABLE TO PEOPLE. IT'S A REALLY GOOD-LOOKING PRODUCT AT A GREAT PRICE POINT.'

—Matt Carter, 50 Floors, Tucker, Ga.

Triversa by Congoleum

About the product: Triversa is a 100% waterproof, rigid core product with a SmartLock Clic installation system. Available in various collections—Applewood, Oakcrest and Sandstripes, to name a few—the product also has a 20-mil urethane wear layer. Shown is Sandstripes Yosemite Sand.

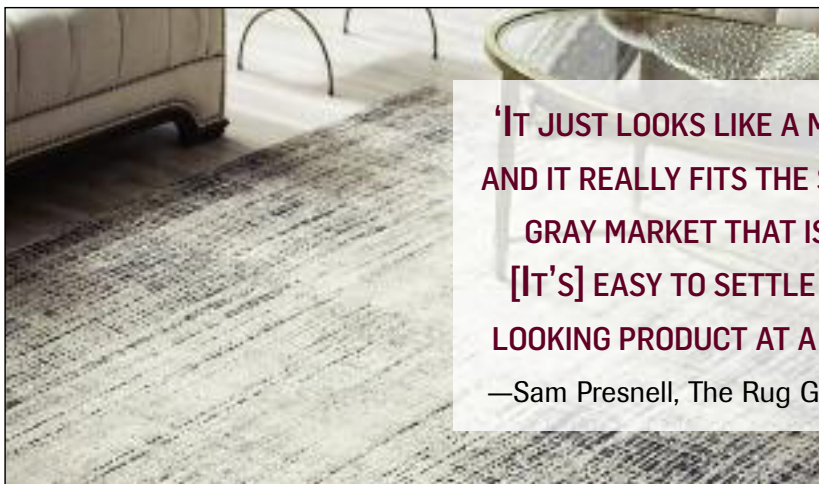


'ARTISAN IS A WIDE-PLANK, LOW-GLOSS WOOD IN GOOD COLORS AT A GREAT PRICE. IT FITS EASILY INTO BUILDER PROGRAMS AND IS VERY ON TREND.'

—Laurie Baum, Designer Showroom of Texas, Austin

Artisan wood collection by Green World Industries

About the product: The Artisan collection is made from European white oak and includes a Treffert UV oil finish to bring out the natural highlights of changing grain patterns. Shown is Artisan Montmajour.



'IT JUST LOOKS LIKE A MILLION BUCKS AND IT REALLY FITS THE SOFT, NEUTRAL GRAY MARKET THAT IS BIG TODAY. [IT'S] EASY TO SETTLE FOR A GREAT LOOKING PRODUCT AT A GREAT PRICE.'

—Sam Presnell, The Rug Gallery, Cincinnati

Easton, Everest and Marina area rugs by Couristan

About the products: All three area rugs are made using face-to-face Wilton woven construction. Easton features 100% heat-set Courtron ultra-fine polypropylene, while Everest and Marina are made with 100% heat-set Courtron polypropylene. Shown is Couristan Easton Suffolk area rug.



'THE CUSTOMERS AND MY SALES STAFF LOVE THE SELECTIONS, COLORS AND TEXTURES: THEY ARE FRESH AND QUITE REALISTIC.'

—Catherine Buchanan, Independent Carpet One, Westland, Mich.



'KARNDAN PRODUCES A QUALITY PRODUCT THAT MANAGES TO STAY ABREAST OF THE CURRENT STYLE AND COLOR TRENDS.'

—Bobby Merideth, Flooring America OKC

Weather Heart Pine LooseLay Longboard by Karndean Designflooring

About the product: Weather Heart Pine's reclaimed timber features natural open grain and manmade markings. The LooseLay Longboard planks come in a 59 x 10 format and are easy to install.

AduraMax by Mannington

About the product: AduraMax features Mannington's HydroLoc waterproof core, patented ScratchResist with aluminum oxide surface protection and is available in 6 x 48 locking planks. Shown is the Lakeview Adura Max plank in Treeline.