

## January 2010 Newsletter:

### **STYLESETTER CARPETS and PAD**

Carpet suppliers have announced they can no longer continue to absorb raw material cost increases which have occurred since the second quarter of 2009. For this reason, price increases on residential and commercial carpet products have been announced during the month of January, 2010. Increases will range approximately 4 – 6%. Price lists will be available once we receive these changes from the carpet mills. Please call for current pricing after January 4, 2010.

*MALIBU* has been announced as a drop by the manufacturer. Please remove the samples from your showroom floor.

A new product has been added to our in-stock rebond pad line. *Stainmaster Select* is a premium rebond with a moisture barrier and is anti-microbial treated to resist bacteria, mold, and mildew. It is lower in price than *Stainmaster Plus 450*, which will now be a special order item. Refer to the enclosed price list for more features on *Stainmaster Select*.

### **ROPPE RUBBER and VINYL PRODUCTS**

Some additions, deletions, and a few price changes have been announced by Roppe. Price lists dated November 1, 2009 are now available. Please contact the CDI Order Desk or your CDI Sales Representative to receive a copy.

### **TARKETT VINYL**

Tarkett has announced special pricing on three series of vinyl, *Lifetime*, *ComfortStyle*, and *Inspire*. Both *Lifetime* and *Inspire* are specially priced on rolls and cuts. *ComfortStyle* is specially priced on rolls only. CDI faxed out a new price list effective January 4<sup>th</sup> and these special offers are included. If you have not received one of these new price lists, please call our CDI Order Desk to receive your copy.

As of this writing, Tarkett has not announced either a continuation or a deletion of their Cash Card program that ran for all of 2009. We will fax out information to Tarkett Displaying Retailers once an announcement is received from Tarkett.

### **RESPONSIVE VINYL FLOORING**

After many favorable comments and positive recommendations, CDI will be offering a showroom display for *Responsive Luxury Vinyl Tile*. LVT is a fast growing segment of the flooring industry. The success that we have had selling Responsive from small samples, along with the comments made from those customers that have installed Responsive have pushed us to develop a display program for Responsive's LVT line.

For those attending Surfaces next month in Las Vegas, be sure to put Responsive on your list to see. They have some interesting new products to show that we're sure you will be interested in seeing.

### **SUNTOUCH / WARMWIRE FLOOR WARMING SYSTEMS**

When their old floors are as cold as they are right now, your customers are primed for a new floor warming system with their new floor. The best way to close the deal is with a counter display that shows them just how warm their new floor can be. Ask your CDI Rep about just how inexpensive a new *SunTouch* display can be. These systems can add hundreds, if not thousands to the job total and provide you with important add-on profits.

### **TOOL SPECIALS**

No better time than now to buy a vinyl roller. Crain rollers now come in a protective case that also has wheels. See our Tool Special flier in this newsletter.