

CDI

## The Monthly Newsletter of Central Distributors, Inc.

### October 2009:

#### Stylesetter Carpets and Pad

Our supplier of rebond cushion has announced yet another price decrease on *Competitor* and *Ultrabond* pad. A new price list dated September 28, 2009 reflects the changes.

Notification recently had been sent out by the major carpet mills of a price increase effective October 3, 2009 on all residential and main street commercial carpet products. We have been informed this price increase will not take effect, it has been rescinded.

**Carpets of the month are as follows:** *MONTANA* and *PROMISES*, cuts at roll pricing.

#### Tarkett Vinyl Flooring

The Tarkett Fall Decorating Sale continues this month. *Infinity* is on sale (both cuts and roll), as well as *Fresh Start* (rolls only). This special pricing continues for Tarkett displaying Retailers through the end of the month.

Tarkett Cash Card program offered cash back on Lifetime, Easy Living, and Inspire. Tarkett has decided to extend the current lineup of products (*Lifetime, Easy Living and Inspire*) for one more month. So, for October the same products continue.

#### Bostik Adhesives

Bostik recently announced that their *D-70 Proflex* Thinset mortar has recently been modified to now offer a ten year crack suppression warranty. This addition is significant for large commercial jobs by saving a necessary step of installing a crack suppression membrane. Residentially it provides greater peace of mind that the tile will not crack. For complete details, ask the CDI Order Desk or your CDI Rep for a copy of the warranty..

#### Balterio Laminate

Balterio has quite a bit in the works for this fall. To begin with, Balterio has recently introduced a new product, *Grandeur*. This is an extremely unique product, it measures 9.37" x 80.27"! This huge plank is embossed in register and features the Chrome Zone technology. There is nothing in the market quite like it.

Another new product just introduced is *Pure Stone*. *Pure Stone* is a 4 color travertine look that will eventually replace *Revolution*. Timing is late 4<sup>th</sup> quarter.

They are also just putting the final touches on a Retail Sales Person promotion for the Holiday sales season. Look for more information on it very soon.

#### Carpet Binding Services

For years, CDI has offered carpet/rug binding done at our Des Moines office. Recently, we announced that we had added a Serged Binding to our offerings. Our newest announcement is that we have also now added the ability to attach new fringe onto rugs. Oriental fringe is available in 11 styles, lengths, and colors. Now CDI can attach binding, serged binding, and fringe onto an area rug for you.

We have also received numerous calls for rug repair. While there are limits as to what *can* be repaired, if your customer has a rug that they would like to repair, give CDI a call. Based on your needs, we can provide a quotation on the necessary repairs.

#### Urine-Off

The number of Retailers using Urine-Off in their own homes has been growing steadily. If you have a pet in your home, problems sometimes occur. Don't just deodorize the area, eliminate the smell and stain with Urine-Off. Try it yourself and see just how well it works. Then offer it to your customer because you know it works.

Have a safe and happy Halloween!

For more details on any of the above items, please contact your CDI rep or call 800-383-3080.