

BizSnaps

A Snapshot look at local businesses



Carpets Plus

OF WISCONSIN

COLORTILE

Carpets Plus of Wisconsin

Michael Peters, President/CEO

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Hours: Weekdays: 9 am-8 pm.

Sat.: 9 am-5 pm. Sun.: Closed.

When was the business started? 1971.

Describe your products/services. Residential and commercial floor covering.

How many employees are involved? 10 inside staff. Approx. 10 outside - estimator, and installation contractors.

What do you do, product, service or philosophy, which differentiates you from your competitors? I can't speak for the competition, but our preferred practice is the lowest practical employee turnover and highest possible customer satisfaction.

How did you get interested and/or started in the business? I left WSU-Whitewater (now UW-Whitewater) in 1971 to start this family business with my parents and sister.

What kind of training or background do you have? In the field of customer's homes, in the show-rooms as well as Mohawk University. Armstrong factory training, Pergo Academy as well as numerous seminars at Carpets Plus University.

What are your future plans for your business? To keep the product offerings fresh and complete with latest upgrades and innovations.

What or who has had the most influence in the way you do business? The economy is an ever present influence on the expense side. Customer needs and trends influence the sales aspect.

Do you have a favorite saying that applies to your business? "It's more than the floor," because it is so much more.

What have been some of the challenges you've faced and how did you work them out? We've been at this long enough that we remember introducing computers and the subsequent enhancements and upgrades over the decades. In terms of product line, the evolution from 100% soft surfaces (carpet) to today, where half our sales consist of hard surface products, including wood and tile. In either instance training and minimizing turnover were key.

What do you find most rewarding about this type of work? Two things: The personal and career growth of the employees, and of course the transformation of our customer's floors.

Tell us about your customers. Our customers are like snowflakes...no two are alike.

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