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Alliance Flooring coCEOs Ryan Dunn and Kevin Logue with third generation RJ Dunn and Ethan Logue

Member-First Mentality

Alliance Flooring looks to its members to help shape Perfect Home Flooring

BY MALLORY CRUISEMCGRATH

[Adairsville, Ga] Alliance Flooring is putting the success of its Perfect Home Flooring selling solution in the hands of its members. Here at its Perfect Home Flooring Showcase, 44 of the First 50 members to sign onto the private label program met with key vendors to view and provide feedback on which products to include in the program that will have a meaningful impact on their showroom floor.

"We've got suppliers coming out of the woodwork for this — we're super excited," copresident & CEO Ryan Dunn shared with attendees here on opening night of the Showcase. "You are the next pioneers to push through this vision that Kevin and I have had in our heads."

A lot has happened over the last seven months since convention in Austin, noted copresident & CEO, Kevin Logue. "It's interesting to see how this has all unfolded with members, prospective members and with suppliers," he said. "This is an entirely new direction for the company. We're passionate about this. This is where we see the next 10 years going."

It's different, he said, from how the group has done things in the past. "And people are recognizing," added Logue. "The industry is changing. We've got to continue to add value to our members and our suppliers, by bringing marketing tools on the digital side. We've got to continue to evolve with retailers — we recognize and embrace that."

Logue continued, "We're trying to reach the younger consumer but also the younger flooring professional with this program."

PREFERRED & PROFITABLE PRODUCT

Here at the Perfect Home Flooring Showcase, our members provided feedback on product from manufacturers being considered for the hard surface portion of the program. Explained Logue, "We've looked at a lot of product already. Everything you see are things that should be considered as part of the program — color, construction, and manufacturers in general."

Dunn shared that while the group has always brought in its buying committee members ahead of time, this is different. "We have the best 14 vendors in hard and soft surface showing product. We want to hear from you guys. And really, what angle do you want to look at this? Longterm, I see this being a program that is regional. That's going to be important."

Phase 1A of the program centered on residential carpet and has already launched with many of the First 50 receiving samples now. "We exceeded our goal of a November [launch]; we already shipped by Showcase," shared Logue. Suppliers for the Phase 1A portion of the program include Anderson Tuftex/Shaw, Engineered Floors, Mohawk, Phenix and Tarkett Home.

Phase 1B of the program, which was a key focus for the group here, includes the LVT Colorwall and laminate flooring island. "[We're] currently styling out the assortment for Phase 1B," said Logue. "We have many opportunities to do some things that are customizable for this program — decors and colors, etc. Those are the doors this program is opening."

Emphasized Dunn, "We want to hear from you for this piece of this. You guys are telling us and we're listening to each and every one of you to consider what our next plans are as we talk more to vendors."

At convention in 2024 there will be a focus on LVT with stone visuals. "We want to hear back on what size tiles, how many do we need?" said Logue. "We know we need LVT, we know we need stone visuals. We're starting to hear for more demand for these visuals and we're starting to see more of it being shown to us on the supplier side. 2024 is going to be the year of the tile visual whether its porcelain, LVT, SPC or WPC."

Phase 2 consists of the Dream Designs Tile Collection which has also evolved since convention in March which will feature Daltile as well as Emser products in one display.

"Emser is offering decorative wall tile;

Daltile is a whole home design concept — one sample with floor tile, wall tile and mosaic curated together on a single board," explained Logue. "Really cool, really exciting." Products will reflect the latest overarching trends and will be shown at convention in March 2024.

In 2025, Phase 3 will be focused on engineered wood. "We know what we need to do in the wood program is tap the people where wood is their core, their competency, main business and wheelhouse," noted Logue. "Wood is a difficult category because it is more regionalized so we need to think this through. We think it needs to be nicer, more aspirational products."

Phase 3 in 2025 will also potentially see a decorative carpet program featuring broadloom and area rugs. "We know there is a need for more of a decorative carpet program," said Logue.

Throughout the next year or so, the group will hold its first Perfect Home Flooring Summit, noted Dunn. "We flipped the script — we want to hear from you guys, continue to make this not a cookie cutter program. Is this a store within a store? How do [we] plan long term?"

TECH PLAYS A ROLE

While product is indeed important, so too is the technology component of the program which is supported by the group's Tech Avengers including Roomvo, Form Films, Showroom Pricing and QFloors. "We need to figure out what we can do as a group, collectively, to go above and beyond with this thing," said Dunn.

Samples will be QR coded with the ability to be plugged into the Perfect Home room visualizer powered by Roomvo. "Part of the whole Perfect Home experience is the IDC [which] gives every store a designer," said Logue.

Added Dunn, "With room visualizers and what Roomvo is able to do now, collections are being shown by design and style."