

# Find . Flooring *fast*

## A BUYER'S GUIDE

**ANDERSON HARDWOOD FLOORS**  
864.833.6250  
www.andersonfloors.com

**ARMSTRONG**  
*and its family of brands*  
**ARMSTRONG™**

**BRUCE®** Hardwood Floors  
**HARTCO®** Quality Wood Flooring  
**ROBBINS®** Fine Hardwood Flooring  
1.888.ARMSTRONG  
www.armstrong.com

**BR-111**  
800.525.BR111  
www.br111.com

**CARPET NETWORK**  
800.821.1635  
www.carpetnetwork.com

**CARPETSPLUS® COLOR TILE**  
800.261.6456  
www.carpetsplus.com  
www.colortile.com

**COMFOTEX WINDOW FASHIONS**  
800.843.4151  
www.comfortex.com

**CREATIVE EDGE MASTER SHOP**  
641.472.8145  
www.cec-waterjet.com

**C.W. INDUSTRIES, INC.**  
For Vesantri and Wexford  
800.241.4088  
www.cwii.net

**THE FLOORING NETWORK**  
www.flooringnetwork.com

**MINWAX®**  
800.523.9299  
www.minwax.com

**MOHAWK INDUSTRIES, INC. CREDIT**  
800.2.MOHAWK  
www.mohawk-flooring.com

**NATURAL CORK**  
800.404.2675  
www.naturalcork.com

**PRINCE STREET HOUSE AND HOME**  
800.423.4709 ext.2219  
www.princestreethouseandhome.com

**SI FLOORING SYSTEMS**  
800.635.2308  
www.sind.com

**ALLOC**  
877.DO.ALLOC  
www.alloc.com

**AMERICAN HOME DESIGNS**  
518.828.3200

**AMERICAN OLEAN**  
1.888.AOT.TILE  
www.americanolean.com

**AMTICO**  
www.amtico.com

**ANCESTRAL FLOORS**  
www.ancestralfloors.com

**ARTISTIC FINISHES**  
888.783.0374  
www.artfinishes.com

**BHK FLOORING SYSTEMS**  
800.663.4176  
www.bhkuniclic.com  
www.bhkmoderna.com

**BOA-FRANC**  
418.227.1181  
www.boa-franc.com

**BONA KEMI USA, INC.**  
800.872.5515  
www.bonakemi.com

**CARPENTER CO.**  
**STAINMASTER™**  
Carpet Cushion System  
www.carpenter.com

**COLORADO STONE PLANKING**  
888.810.8133  
www.coloradostoneplanking.com

**CONGOLEUM CORP.**  
www.congoleum.com

**CROSSVILLE INC.**  
800.221.9093  
www.crossvilleinc.com

**DAL-TILE CORP.**  
800.933.TILE  
www.daltile.com

**DECOR GRATES**  
800.903.9036  
www.decorgrates.com

**DESIGN MATERIALS INC.**  
www.DMIKC.com  
800.654.6451

**DILMAGHANI**  
www.dilmaghani.com

**DOMCO-TARKETT**  
www.domco.com  
www.tarkettusa.com

**FABRICA INTERNATIONAL**  
800.854.0357  
www.fabrica.com

**FLOORCO**  
800.261.6456  
www.floorcodirect.com

**FORBO LINOLEUM**  
866.MARMOLEUM  
www.themarmoleumstore.com

**FAUS GROUP INC.**  
888.231.3287  
www.fausinc.com

**FLORIDA TILE INDUSTRIES**  
800.789.TILE  
www.floridatile.com

**GRUPPO CERAMICHE SAICIS**  
877.675.3772

**GULISTAN**  
www.gulistan.com

**HONEYWELL ANSO® NYLON**  
www.AnsoNylon.com

**J MISH**  
800.655.8613  
www.jmish.com

**JAMES HARDIE for Hardibacker**  
www.hardibacker.com

**KAHRS INTERNATIONAL**  
404.206.9910  
www.kahrs.com

**KATHY IRELAND HOME**  
www.kathyireland.com or  
www.shawfloors.com/specialcollections

**KEMIKO CONCRETE STAINS**  
903.587.3708  
www.kemiko.com

**KRONOTEX U.S.A., INC.**  
www.kronotexusa.com

**LAUFEN**  
800.321.0684  
www.laufenusa.com



design my room  
with Armstrong

BEFORE

AFTER

## A Fabulous Floors FIND...

### Armstrong Makes Shopping Easy ...

From Armstrong comes Design My Room<sup>SM</sup>, room makeover software to answer the question "How will this floor look in my home?" Consumers can "try on" a new Armstrong floor and get a complete virtual makeover (to include Armstrong ceilings and cabinets) before investing. Simply load a digital room photo, ID what you want changed, then select a product. Design My Room creates a realistic picture of how selections will look. The program also allows users to share their ideas with friends and family via email and create a shopping list based on the final selections. By special arrangement, Benjamin Moore<sup>®</sup> and Sherwin Williams<sup>®</sup> paint palettes also are programmed in. Software is fully updateable. Purchase direct via download (\$9.99) or by CD shipment (\$12.99). Available at www.armstrong.com.

LAUZON DISTINCTIVE  
HARDWOOD FLOORING  
877.427.5144  
www.lauzonltd.com

LIZ CLAIBORNE FLOORING  
Available Exclusively at  
Carpet One Retailers  
800-carpet1  
www.CarpetOne.com

MANNINGTON MILLS  
856.935.3000  
www.mannington.com

MARGARITELLI USA, INC.  
866.730.2026  
www.margaritelli.com

MASLAND CARPETS & RUGS  
800.633.0468  
www.maslandcarpets.com

MULLICAN  
800.844.6356  
www.mullicanflooring.com

OSHKOSH FLOOR DESIGNS  
920.582.9977  
www.oshkoshfloors.com

PERGO  
800.337.3746  
www.pergo.com

PONTE VECCHIO USA  
352.237.9810  
www.pontavecchiousa.com

OCEANSIDE GLASSTILES  
www.glasstile.com

OPT CONCRETE  
www.optconcrete.com

QUICK-STEP, INC  
www.quick-step.com

SHAW INDUSTRIES  
800.441.7429  
www.shawinc.com

SONOMA TILEMAKERS  
707.837.8177  
www.sonomatilemakers.com

STAINMASTER CARPET  
800.438.7668  
www.stainmaster.com

STONE XPRESS  
877.355.7866  
www.stonexpress-usa.com

TRI-COM PICTURES  
800.333.2008  
www.tricompictures.com

WESTBAY DECORATING &  
FLOORING CENTER  
440.835.2980  
www.westbaydecorating.com

Photos on pages 24, 64 & 65 courtesy of  
UNDERFOOT FLOORS  
ke@underfootfloors.net

WILSONART® FLOORING  
800.710.8846  
www.wilsonartflooring.com

WOOD RUG  
www.woodrug.com

## features/designers

### PG 28 MAKING FOR A COLORFUL GRAND ENTRANCE (KIPS BAY DESIGNER'S SHOW HOUSE)

**Designer:** Katherine Stephens  
**Photographer** Ryann Cooley  
**Photos** Courtesy of Minwax®  
**Furniture** by KPS, NY, NY available through  
Designers only. **Fabrics and Trimmings**  
Brunschwig & Fils, NY, NY available through  
Designers only. **Medallion Refinishing and  
Stencil Application**, Scerri Quality Wood Floors  
212 472 0671

### PG 48 DESIGNER'S WALK

David Landy of David Landy Interiors, Inc.  
Mineola, NY Phone: 516 739 3419  
David Landy, CID NY State  
President Elect ASID NY Metro Chapter  
**Floor Mechanic:** A.T. Mulligan

### PG. 52 WHAT INSPIRES YOU? PART II

**By Richard Howland**  
**Designer:** Sally Carpenter, Albany Tile, Albany, NY  
**Homeowner:** Michele Curry, Saratoga Springs, NY  
**Builder:** Dean Durst

### PG 54 COUPLES THAT CLICK

**Homeowners:** Tom Kingsley and Ingrid Hylkema

### PG 56 THERE'S A NEW FASHION ERA

### PG 60 HOW ABOUT A LITTLE SUMMER ROMANCE?

**Designer:** Sarah Barnard, ASID of Sarah  
Barnard Design, Los Angeles, CA  
310.823.7331

### PG 64 GREENING IS SPROUTING

**By David Adamson**  
David Adamson, Founder of EcoBuild and a  
manufacturer's representative and materials  
consultant specializing in "Environmentally less  
impactful building materials"

### PG 66 CARPET CLEANING 101

**By Joe Denman**, Flooring Industry Veteran and  
Certified Cleaning Technician by the Institute of  
Inspection Cleaning and Restoration Certification

### PG 68 CONSUMER NOTEBOOK

**By Nancy Stevens**  
**Homeowner:** Colleen Urschell

### PG 74 QUICK CHANGE ARTISTRY TO SUIT YOUR HOME

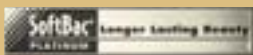
**By Elise Demboski**

### PG 80 LIVING AND WORKING ON THE CREATIVE EDGE

**By Sonna Calandrino**

## ASK FOR IT!

There's a lot going on behind your carpet. Because beauty's more than skin deep, look into its backing — it's actually the foundation of your carpet fashion. It's what ultimately determines its lifetime strength, softness and lasting beauty. On premium Shaw carpet, for example, you'll find Softbac® Platinum developed specifically for those reasons and for a soft, wrinkle-free installation that'll keep its shape and good looks for years and years.



Bill Pawson, owner of WestBay Decorating and Flooring Center, left, Publisher Sonna Calandrino and M.J. Mylen of Honeywell Anso® Nylon.

# PUBLISHER'S SCRAPBOOK

## We're Coming To Meet You!

We love talking about consumers and retailers and their fabulous floors. That's why we take every opportunity to come out to meet with you in person during events sponsored by top specialty retailers around the country.

In May, owner Bill Pawson invited us to co-host "An Insider's Look At Tomorrow's Flooring," part of the 25th anniversary of his WestBay Decorating and Flooring Center in Westlake, Ohio. Several hundred guests, designers, builders, customers, VIPs and lifestyle media, plus the local mayor, celebrated with us and got a glimpse into the future of flooring. That night, our editors also unveiled a look at the coming top trends in interior and flooring decor: colors, wider wood planks and exotic woods, laminates in wood, cork, stone and tile plus the biggest trend of all, custom design.

Founded in 1980, WestBay Decorating and Flooring Center is now a 10,000-square-foot facility featuring the area's leading names in floor covering and design for both residential and commercial flooring, carpet, hardwood, ceramic tile, stone, and vinyl plus granite countertops and window treatments. Debby Palmer and Theresa Kunz of the Arthritis Foundation, one of WestBay's leading community efforts, also were honored with more than \$9,000 raised in the night's silent auction.

Among the co-hosts and guests were Anso Nylon, Queen/Sutton division of Shaw, Mohawk, USG Fiberock Flooring Distributor, Kraus Source, Virginia Tile, Star Architectural Group, Masland Carpet & Rugs, Durkan Patterned Carpet, Dal Tile, Certified Carpet Distributors, IDA Designing Inc. and Latina and Latina builders.

We love hearing what you have to say. We want to meet you and find out what inspires you, then share your experiences with other readers. We hope to see you soon for another "Night of FABULOUS FLOORS."