



## **Kraus Expands *Service with Style*™ Quick-Ship Program at Surfaces 2007**

**Performance Broadloom Orders up to 500 Yards are Guaranteed  
to be in Stock for Immediate Shipment in a Single Dye Lot;**

**Mid-Priced Quick-Ship Styles Feature High-End Warranties:  
An Impatient Customer isn't Always a Low-End Customer**

**LAS VEGAS, NV | 6 February 2007:** Kraus expanded their *Service with Style*™ Quick Ship program of mid-priced commercial broadloom. The program grew from 30 to 65 colorways, including multicolor loop patterns, some in solution dyed nylon others in Strudon® poly-nylon, as well as coordinating solid-color loop and cut pile carpets. Sample portfolios are arranged by color family, to make it easy for property managers to coordinate complementary carpets without having to call in an interior designer.

"We started our Quick Ship program with six patterns in thirty colorways of mid-priced, high-performance commercial broadloom," explained Kraus USA National Sales Manager Michael Eckhardt. "We picked our best sellers, classic Kraus products with our famous *ZipperLock*® backing that's guaranteed not to unravel and our *No Exceptions*™ *Lifetime Commercial Stain Warranty*. The program was immensely successful for Kraus and for our customers. After 18 months and literally thousands of orders, we only missed our inventory commitment on seventeen orders. Our customers have come to rely on our 99.1% in-stock success rate."

"While most firms in our industry focus all their middle-to-upper commercial carpet inventory at one central location, Kraus is committed to keeping inventory of better contract goods in our regional warehouses in twenty cities across North America," explained Brad Vollrath, EVP of Kraus' Distribution Group. "It's a false stereotype that the user who waits until the last minute to order new carpet necessarily wants base-grade, Kleenex carpet. In the past, many of these users had to settle for base grade, because the regional inventory in our industry is mostly low-priced goods. At Kraus we've had a huge hit with the midrange contract goods in our Quick Ship program. These items start at US\$8 to the dealer and go up from there. But they've got *ZipperLock*, they've got *Lifetime Commercial Stain Warranties*, and they've got the styling appropriate to their price point."

"One of our customers recently told me when he used to get called to a hot-rush project, he'd take out a folder of 20-ounce olefin loop from one of our competitors, because that's what he could access most quickly from regional inventory," commented Dave Mumford, Kraus Northeast VP. "He told me he now takes out Quick Ship books instead, preferring to make 40% on \$12 per yard instead of 40% on \$4 a yard. Our Quick Ship program is equipping him to make more money."

**About Kraus:** Kraus is an integrated global manufacturer of carpet and fiber, and a leading North American distributor of flooring products. Kraus' 1000 employees serve global markets from manufacturing facilities at Waterloo, Ontario; Dalton, Georgia; and Queensland, Australia and from more than twenty distribution centers across North America. Kraus carpet products are best known for their premium performance features such as the proprietary *ZipperLock*® backing system.

*Media Contact: Walter Eckhardt  
Senior Vice President, Marketing  
519. 501.7127 mobile  
519.884.2314 x430 office,  
walter@krausflooring.com*

*www.krausflooring.com  
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