

## Columbia Flooring Launches Pagosa, Character Floor

Columbia is pleased to announce the introduction of the Pagosa collection for 2010. The character-rich Pagosa collection, replaces Drayton. It is accented by rustic scraped details and random chatter marks, creating the authentic beauty of sculpted flooring and further enhancing the rustic appearance. The Pagosa Collection is available in a total of seven colors; five Hickory and two Maple in 3/8" x 5" planks. This collection provides a rustic look with a casual elegance that compliments the existing character collection in the Columbia hardwood assortment.



As with all Columbia engineered floors, Pagosa is produced with environmentally friendly Purebond® adhesive which helps contribute to LEED® points.

**columbia**  
FLOORING ORIGINALS™



### Two E.J. Welch Employees Win Big at Awards Night

**CONGRATULATIONS** to Nora Scarpelli and Larry Giampa. The CFA (Chicago Floorcovering Association) in Chicago, IL. awarded Nora with the honor of **SALES PERSON OF THE YEAR** and Larry walked away with the **PRESIDENTIAL AWARD OF THE YEAR!**

### E.J. Welch Company Helps Out an Elkhart, IN Charity

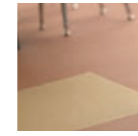
E.J. Welch, Southbend, helped out a local charity and donated 25 cartons of Award Hardwood to Southwind Flooring, Inc. of Shipshewana, IN. This was for their Second Annual Southwind Garage Sale. The garage sale was a HUGE success, and overall, Southwind Flooring raised \$5000! All proceeds went to God's Kitchen of Elkhart, IN.

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*We Are...*

**PEOPLE  
PRODUCTS  
SOLUTIONS**



■ SUMMER ■ 2010

## Tarkett Introduces PermaStone Updates for 2010



**T**arkett NAFCO® Luxury Tile, a leader in LVT, is proud to introduce their 2010 PermaStone® update collection. These updates are designed to expand and differentiate their position in this growing industry. Tarkett placed much emphasis on the depth of design and the coloration of each new pattern while developing this collection. The PermaStone update collection consists of five new patterns and 19 colorways.

**Limestone**—With bold color choices and the characteristic depth of natural limestone, this collection will add rugged, rustic beauty to any room in your home. Hues range from dark

browns and golds in Bark to medium browns in Chestnut. Biscotti is a beige, sandy stone while Magma echoes the look of melted lava with rich, deep reds.

**Firenze**—The Firenze collection blends the textures and colors of natural concrete to achieve a contemporary look and feel. Go bold with Leather featuring warm deep copper hues. Try Olive for a sophisticated, subtle green. Or stay neutral with the soft, understated tones of Sand or Antique White.

**Travertine**—Introduce Old World charm into your home with Travertine. Patterned after the classic European stone, Travertine provides a unique earthy look in four rich colors. Choose Sundance or Caramel for warm or deep, golden tones. Let Cashmere add elegance with cool grey and white patterns. Or consider their taupe, Weathered Beach, for a nice, neutral look.

**Modern Slate**—Patterned after the beautiful natural stone, this Modern Slate collection will help you achieve casual everyday elegance. Choose from the three stylish options: Aspen, featuring icy white and gray tones; Charcoal, the always popular deep, warm grey tones; or Bisque, with beige tones for a marvelously modern appeal.

**Indian Slate**—Welcome the unexpected into your day-to-day with the multicolored sophistication of Indian Slate. Say hello to yellow and orange with Sunset Gold or go green with Verde. Or, for floors that say sleek and sophisticated, choose Canyon, featuring deep blue and gray tones or Dune, in a simple, subtle everyday beige.

With its performance and lifetime warranty, the PermaStone Collection offers superb quality when compared to any LVT in the market, the entire collection is Made in the USA., it features Tritonite® protection against stains, scuffs, scratches, and wear.

The complete PermaStone Collection consists of 35 colors, segmented into 12 designs; Natural Slate, Bombay, Washed Travertine, Glaze, Tumbled Marble, GemStone, Biscayne, Travertine, Firenze, Limestone, Indian Slate, and Modern Slate. The entire line is available in GroutFit®, GroutLess™ or GroutFil™ options.



## E.J. WELCH COMPANY

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# WELCOME ABOARD *E.J. Welch extends its family.*

## Bill Snowden—Vice President of Sales and Residential Products Manager, Earth City, MO

**BILL** has over 30 years of experience in the flooring industry, including manufacturing, distribution and retail levels. Most recently, Bill was employed for 13 years at L.D. Brinkman, a large flooring distributor in Texas and with the Flooring America Division of CCA Global Partners for five years.

In his spare time, Bill loves to read, travel with his wife, Dianne, and being a grandpa to Caroline, Elliot and Luke.



## Jeff Reed—General Sales Manager, North Sales Region

**JEFF** first became involved in floor covering at Westcott Hindmarsh, where his father was part owner. That was 34 years ago and since, has been a Territory, Product and General Manager at companies such as Carson Pirie Scott and most recently, Florstar.

Jeff is happily married to his wife, Heidi of 14 years, and has one daughter and two sons. His hobbies include, golf and softball, and is a big fan of the Chicago Bears, Cubs & Blackhawks.



## Amy Robinson—Commercial Sales Manager, North Sales Region

**AMY** was employed as a sales representative, prior to E.J. Welch, calling on the A&D community with lines including Expanko, Nood and Lumicor. She also owned her own retail business in Chicago for seven years, which showcased art from local and international artists.

Amy is an artist in her spare time and enjoys traveling, reading, going to concerts and spending time with friends.



## Ellen Sweeney—Flooring Solutions Specialist, WI

**ELLEN** brings to E.J. Welch, experience of commercial interior design from one of the largest global architecture firms in Chicago. Originally from the Northwoods of Wisconsin, she was beyond excited about the opportunity to move back to the homeland and is thoroughly enjoying living in Madison, WI.

On weekends, you will find her on the golf course, bike path, or kayaking the lakes. And yes, she does like eating cheese curds and drinking beer.



## Rich Kulisek—Territory Manager, Chicago, IL

**RICH** comes to E.J. Welch with 19 years of experience in the flooring industry. His career experience spans from manufacturing to distribution. Rich attributes his success to a positive leadership style that is shaped by a strong set of values.

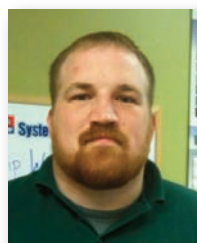
Rich is husband to Toni and father to two young adults - Jason and Kristin. He volunteers with As Good as Gold—Golden Retriever Rescue, and serves his church as Bible study leader, video camera operator and sings in the contemporary choir.



## Drew Sweeney—Customer Service, Chicago, IL

**DREW** started with E.J. Welch in the fall of 2009. From March to July of 2009 he lived abroad in Italy where he played football for the Bologna Doves. He had previously worked in the customer service industry for a pool company. Responsibilities included resolving issues people encountered and trouble shooting equipment problems.

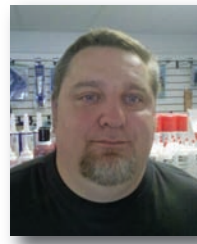
Drew's hobbies include watching the Chicago Blackhawks, Cubs, and Bears, reading, and spending time with his family.



## David Bradt—Branch Manager, Peoria, IL

**DAVID** has 15 years of experience in the commercial and residential floor-covering business. He was a warehouse manager for 11 of those years and owned his own carpet binding business for four.

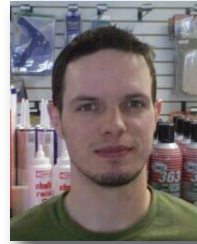
In his spare time he enjoys spending time with his family and coaching his nine year old son Hayden, in JFL tackle football. He will also be welcoming a new baby girl in September, with wife Rhonda, and can't wait to start a new chapter in his life.



## Jeremy Gill—Driver, Peoria, IL

**JEREMY** Jeremy has over six years experience as a courier/driver. Born on the west side of Peoria, he is quite familiar with the surrounding area, is quick to learn and willing to go above and beyond to satisfy the customer.

When he isn't working, he likes to read, watch television and hang out with friends. During the summer, he is an assistant coach to a little league team for his two nephews.



## Larry Graham—Warehouse, Springfield, IL

**LARRY** was an installer for three years prior to E.J. Welch, and helped establish the company, 3 Guys Flooring, LLC in 2007.

When not working, Larry spends time with his wife, Cindy of 14 years, daughters, Kristin, 21 and Mackenzie, 13. He enjoys watching movies, woodworking, working out and watching his daughter play at her soccer games.



# It's A Green Thing!

## Recycled Content in Azrock Tiles

The A&D community is placing greater emphasis on resilient floorcoverings that are "green." This becomes more difficult when the end-user has a tight budget and timeline while balancing their environmental concern with floorcoverings that have proven durability. If that isn't enough to think about, the specifier, contractor and end-user have difficulty in getting precise information in an easy to understand format with quantifiable information in relevance to LEED. Azrock has made the choice and process easier for the specifier, contractor and the end-user by introducing post consumer recycled content into their Vinyl Composition Tile; a product known for its low cost and excellent durability. In addition, Azrock offers a unique Spray adhesive which withstands a higher moisture rating than traditional trowelable adhesives, while reducing installation time and allowing immediate occupancy. The inclusion of a minimum of 10% post-consumer recycled content allows Azrock to be the **ONLY** Manufacturer of VCT that affords achieving MR4.1, 4.2 credit. The inclusion of Eco-Scorecard on our website- [www.azrock.com](http://www.azrock.com). is the icing on the cake. EcoScorecard may be accessed on our website. Simply input the SKU's chosen and a PDF print-out can be generated in a clear, concise format indicating where the products can help contribute to LEED points for the project.

Azrock Tile Category	Amount of Recycled Content
Achieve SVT	2 - 5% pre-consumer
Advance VCT	25% pre-consumer
Asset Premium VCT	10% post-consumer (Granite) 10% pre-consumer (Granite) 5% post-consumer (Solids & TQ)
Asset Standard VCT	10% pre-consumer 10% post-consumer With 20% total recycled content

**Go green!**

*We will continue to make life better one floor at a time. Look for more green information in the next newsletter and remember to...*

## Reduce, Reuse and ReCycle.

## Johnsonite iQ™ Homogeneous Flooring...A Better Solution!

**W**hat you don't know, could be hurting you and your customers. iQ™ Homogeneous Flooring, by Johnsonite, has something no other vinyl floor offers; **A No Wax, No Finish For Life!** No other commercial flooring can live up to this claim, because no other floor has the proprietary iQ™ Construction. Read the fine print in the maintenance instructions of other products, and you'll find that they need to be waxed or finished at some point in time. iQ™ Construction means no waxing or finishing for the lifetime of the floor. It's that simple. All that is required is a minimum amount of wet cleaning, some dry buffing and none of the waxes, polishes, strippers and other chemicals that add needless maintenance and needless expense. How does Johnsonite know it's true? More than 240 million square yards of iQ constructed products have been installed by customers all over the world.

This homogeneous floor has what it takes to keep everyone happy. For specifiers, it's project friendly, with a wide array of colors and patterns. Facility managers have found that it strikes the perfect balance between cost and performance. They like the payback that comes from reduced maintenance and chemical costs. This cost efficiency means fewer resources and man-hours expended to keep it looking its best, which leads to happier, more productive people, and healthier, more profitable companies. This vinyl floor is easy to coordinate with other elements. From finishing borders (wall base) and stair treads to accessories and other flooring options like linoleum or rubber, the system lets you tie up loose ends, end chaos, and keep people at their happiest, most productive levels possible.

George Washington Carver Elementary School in Tupelo, MS (pictured on right) recently installed iQ Optima. The states of Mississippi and Tennessee are pushing for iQ constructed flooring to become the standard floor in all public schools.





# SPOTLIGHT

## The Center—East St. Louis, IL

The Center, Comprehensive Behavioral Health Center, located in East St. Louis, IL, couldn't be happier with their new remodel. When choosing the floor, the fact that The Center services more than two thousand people each year, was taken into consideration. "The flooring materials, Azrock's Milano and Cortina Grande, specified throughout the lobby, were selected not only for their sense of visual appeal, but for their durability. We were pleasantly surprised as to how closely the floor tile mimicked the appearance of terrazzo. Additionally, the "no wax" feature was a positive for the maintenance staff and for life cycle cost budgeting," said Dian Reim, Interior Designer for The Korte Company. The Korte Company, from St. Louis, MO, also served as General Contractor. The floor was installed by Paul Abt Flooring, of Belleville, IL.



## OrchidPorcelain by corona

### E.J. Welch Introduces Evoke and Inspire...Two New Porcelain Tiles, From Orchid Ceramics



#### EVOKE

Taking its cues from the contemporary minimalism of a sandy riverbed, Evoke® by Orchid Porcelain is the new standard of eco-chic. Whether in a Chicago loft or a secluded cabin getaway, Evoke is designed with great lifestyle in mind, offering superior quality and striking design. Evoke Porcelain is available in Sabbia, Sienna and Nero, 18" x 18", 12" x 12" tiles and a 12" x 12" decorative mosaic mesh.



#### INSPIRE

Inspire, by Orchid Porcelain will bring richness to any interior or exterior space with warm earth tones ranging from Beige to Gold to Noce. The classic, yet modern look is inspiring. Inspire Porcelain is available in 19" x 19", 12" x 12" tiles and a Listello mosaic and glass decorative mosaic mesh.

## Chameleon, By ALTRO... When hygiene is important!



**A**ltro Chameleon is an economical designer wall option for feature walls in shops and bars, as well as areas where the performance benefits of Altro White-rock are desired or needed. It provides a high gloss smooth surface that can be used as an accent to an existing wall, or as a primary wall. Chameleon is highly durable, and can provide a water-tight, seamless, wipe clean, smooth surface that is easy to clean and can withstand high capacity public areas. And now, using the latest technology, the new welded joint provides an even better hygienic finish. Available in two panel sizes, 4 ft. x 8 ft. and 4 ft. x 10 ft. See your local E.J. Welch Representative for more information.



## ANNIVERSARIES

### 5 YEARS

**Lisa Caruso—Elk Grove Village, IL**  
**Jon Heinzen—Elk Grove Village, IL**  
**Jason St. Mary—Elk Grove Village, IL**  
**Scott Moore—Earth City, MO**  
**Michelle Mues—Earth City, MO**

### 10 YEARS

**Kathi Grau—Earth City, MO**

### 15 YEARS

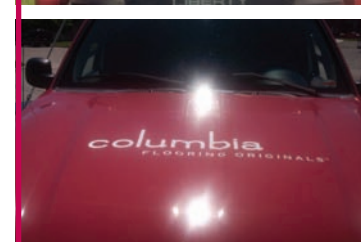
**J.B. Knechtel—Evansville, IN**

### 25 YEARS

**Keith Throm—Earth City, MO**

## BIRTHS

**CONGRATULATIONS! It's a Girl!**  
**Averi**—Born to Scott & Katie Moore  
 on 5/18/10—8.5 lbs., 18.5" Length  
**Gabriella**—Born to Corey & Tracey Schroeder  
 on 10/15/09—7 lbs.-12 oz., 19" Length



## Columbia Flooring Offers A Co-Op Advertising Program

**W**hat began as an inspiration has become a new direction in flooring. Now, you can transform your fleet from ordinary to extraordinary! Use the valuable space that is moving in front of customers every day and wrap the vehicles that are transporting your product.

Carpet Values, located in Cape Girardeau did just that. Lenny Martin, store owner, said "We've been open for just over two years, and when the opportunity arose for us to expand our relationship with E.J. Welch, by becoming a Columbia flooring retailer, we felt this would be a great opportunity. When we saw the opportunities Columbia offered us in furthering our brand name in conjunction with theirs, we jumped at the chance. We are located in a small town, and like other family businesses, make daily trips across town. With our corporate logo and store information covering our vehicle, those trips are no longer just "trips to town", they are now an advertisement on wheels! Thanks E.J. Welch for allowing us to be the FIRST vehicle wrap from Columbia Flooring!"

## Installing Fiberglass Sheet Vinyl Flooring?

**HENRY® has the Perfect Solution for Releasable or Permanent Installations**

**HENRY® 650 R Releasable Bond & HENRY® 650 P Permanent Bond** are premium pressure sensitive adhesives specifically formulated to install fiberglass reinforced sheet vinyl flooring with a foam/cushion backing. Henry 650 adhesives provide excellent alternatives to "loose-lay" installations when flooring manufacturer guidelines permit adhesive use.

### HENRY® 650 R Releasable Bond Pressure Sensitive Adhesive for Fiberglass Sheet Vinyl Flooring

- Easy roll-on application
- Plasticizer migration resistant
- Solvent free
- Non-flammable



Releasable Bond (easy to remove) Installation Formulated with releasable bonding properties that firmly adhere throughout the service life of the floor, yet the flooring can be easily removed at any time without causing damage to the subfloor. The easy roll-on application, makes HENRY 650 R the ideal adhesive for reducing the remodel workload in rental units, condominiums or other spaces that undergo frequent replacement of floor coverings.

### HENRY® 650 P Permanent Bond Pressure Sensitive Adhesive for Fiberglass Sheet Vinyl Flooring

- High-bond strength
- Pressure sensitive or wet-set
- Plasticizer migration resistant
- Solvent free
- Non-flammable



Permanent Bond Installation develops outstanding bond strength to achieve a truly permanent flooring installation. HENRY 650 P is versatile enough to be used as a pressure-sensitive or a wet-set adhesive based on installer preference.

HENRY® 650 R and HENRY® 650 P are environmentally friendly GreenLine® adhesives that are solvent free, low odor and they can contribute toward LEED® points for qualified projects.



# SPOTLIGHT



## Miller Coors—Chicago

When Miller Coors decided to move their headquarters to Chicago, they chose the Chicago architectural firm VOA to design their interiors. VOA chose Expanko Thin Mosaic & Terra Tile Light cork tiles for the main entertainment area. The installation was performed by Flooring Resources Corporation of Chicago. The Thin Mosaic was installed in an ashlar (brick) pattern along the length of the space. The overall look was very clean and modern. VOA and the client chose the cork for its acoustical & comfort under foot properties, as well as its 'green' story.



## Johnsonite® Introduces Contract Plus—Homogeneous Sheet And Tile Flooring & Space—A Modular Resilient Flooring System

Contract Plus offers a new alternative. Contract Plus' homogeneous construction means colors and patterns run throughout the material, helping maintain good looks for the life of the floor, up to 20 years or more.

A semi-directional design and durable construction makes it ideal for use in hospitals, schools, offices, retail, and commercial applications. The new line is available in 13 fresh and modern colors. Seven colors are within Johnsonite's Color Foundations program, and six neutral color palettes with

guaranteed availability across all Johnsonite product lines. All Contract Plus colors are available in sheet and tile, allowing for flexibility in design and installation.

Contract Plus expands sheet and tile flooring beyond function to new avenues of design. This high-performance solution is a component of the world's most integrated flooring system, offering coordinated solutions across rubber, linoleum, and vinyl flooring, stairwell management, wall base and floor finishing accessories.

Johnsonite, developer of the world's most integrated high-performance flooring system, introduces Contract Plus, which is a harmonic balance of aesthetics, performance and value.

When the budget is limited but an exciting design expression is still required,

Space Resilient flooring offers an array of patterns and applications to complete any space. This floor offers an additional option for raised access applications, and has stunning textile patterns for high-end offices and reception areas. It also offers rich wood patterns for office and administration areas, as well as warm leather patterns to create the most luxurious of spaces.

Space resilient flooring installs quickly using a releasable adhesive, so it can be repurposed as easily as carpet tiles. Space's extremely durable Polyurethane (PUR)-reinforced wear layer contributes to its long life and is resistant to abrasions, stains and tearing. Space is not only comfortable underfoot, it boasts good acoustic properties. It is also made from 33% recycled content, making it environmentally friendly.



Nothing comes close to the power of **OIL-FLO 141** to **REMOVE URETHANE...EVEN CURED URETHANE!**

## It's the "Urethane Buster"

You already know what a great job Oil-Flo does at removing difficult materials like asphalt, chewing gum, mastic adhesives and ink.

But, did you know that Oil-Flo 141 also removes urethane adhesive better than any other product on the market? In fact, it's the **ONLY PRODUCT THAT EFFECTIVELY REMOVES CURED URETHANE.**



Anything AFTA could do, **CS-22 CAN DO...BETTER!**

Now that AFTA has been **banished from the marketplace, are you worried about finding a suitable replacement?**

**Don't be.**

Because, not only does Cleaning Solvent 22 clean as well or better than AFTA ever did, it's also a much safer solvent to use.

- Non-flammable, with much less odor
- Packaged in a safer, more convenient container
- Dries quickly with no residue or need to rinse with water



# SPOTLIGHT



## Methodist North at Allen Road—Peoria, IL

The public joined with local dignitaries to officially open the area's newest outpatient health center. Methodist North at Allen Road, in Peoria, IL, held a public open house and ribbon cutting April 22. Farnsworth Group, Inc. located in Peoria, IL designed a beautiful new 79,000 square foot building in response to the growing health care needs of the community. It is a medical office facility, housing diagnostic testing, women's health, pediatrics and family medicine. Janelle Payne, IIDA, LEED AP used an aquatic theme in the pediatric suite which was highlighted with a ripple of water through the nurses station with Johnsonite Melodia homogeneous sheet good. To add warmth to the space, LG Naturelife was used throughout the corridors and exam rooms.

In marking the event, Methodist President and CEO Michael Bryant said, "Methodist North at Allen Road is not just another medical office building. It's a state-of-the-art health-care facility that embodies the Methodist vision of 'Taking You Well Into the Future.'" Central Illinois Floorcovering of Peoria, IL, installed the project.



## The **BEST** Selling VCT in 16 TOP Colors.

Versatility and quality come beautifully ...oriented array of contemporary colors, patterns and styles that coordinate and interact in virtually endless ways. E.J. Welch has taken the 16 **BEST** selling VCT colors and are calling it our **Sweet Sixteen Collection.**

- 85% of VCT raw material is limestone
- 100% of all production overage recycled back into VCT
- 12" x 12" tiles

Ask your E.J. Welch Company sales representative for details.

