

# Flooring Business Is Greener In Detroit

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*After Only Three Years, RD Weis' Top-performing Detroit Office is not your Run-of-the-Mill Commercial Flooring Provider*

There are plenty of rays of sunshine filtering through the dark clouds that loom over the city of Detroit, you just have to know where to look for them. Head north of the city to RD Weis Companies and discover a bright green patch of business success in Madison Heights that is the local office of an east coast based, full-service commercial flooring provider.

With a strong belief in Midwest values and culture, coupled with deep roots in the state of Michigan, Randy Weis decided to take advantage of a business opportunity and open a branch office of his successful New York based commercial flooring business in Detroit during 2006. Just three years later, with great people, business savvy and determination to do business differently than the competition, the Detroit office has proven to be the fastest growing of the company's seven offices.

So, what makes this multi-faceted company different from your run-of-the-mill commercial flooring contractor? Spend time with the company's founder Randy Weis, Chris Mancus (General Manager in Detroit) or any RD Weis employee and experience a common thread of solution-based customer engagement, constantly evolving process improvement, strong corporate social responsibility, support/buy local mentality and core message of respect for the environment.

A clear corporate philosophy that focuses on providing comprehensive solutions to their customers is a strategy that continues to prove successful for RD Weis. The company strongly supports the concept of being "relationship focused versus transactional" with clients. "We engage with our customers on a personal level," says Randy Weis, founder and CEO of RD Weis Companies. "We don't have a lot of control over the product we install, but we can control the customer experience." For a typical commercial flooring contractor, 95% of their business is derived simply from the sales and installation of carpet. At RD Weis, about 50% comes from the sales and installation with the remaining 50% stemming from maintenance and service.

Giving back to the communities they serve through charitable support and a "buy local" mentality is also very important at RD Weis. Each office champions local "pet projects" where employee personal involvement is strongly encouraged. The Detroit office supports the local chapter of the Pajama Program, a non-profit organization that provides new, warm pajamas and books to children in the U.S. and around the world who are waiting to be adopted. Supporting the local economy by doing business with restaurants, suppliers, designers and public relations firms in the region provides additional means for giving back to the communities they serve. "It's important to support the local economy," says Chris Mancus, General Manager of RD Weis' Detroit office. "What a great way to allow our business success to help people and ripple into the entire region."

At RD Weis, being "green" is about much more than just recycling office paper. Every flooring product, installation procedure, maintenance service and operational practice supports sustainability. Dana Swartz, a LEED (Leadership in Energy and Environmental Design) AP designer with 15 years of experience, heads up business development for the Detroit office and is one of two LEED certified specialists the company employs. "In today's world, 'green' begins with design and product specification," explains Swartz. "The products are gorgeous, exciting and eco-friendly — and the selections are limitless!"

RD Weis also believes that from a "green" perspective maintenance services are vital. Customers are offered ongoing education regarding the maintenance and care of the flooring material. Regular, diligent maintenance of quality flooring with green products and practices allows the flooring to last longer. While RD Weis can provide a myriad of options for eco-friendly reclamation and flooring replacement, extending the life of the existing flooring is definitely regarded as "greener" than having to replace it.

Having found a bright spot in the business realm of greater Detroit, RD Weis hopes that by telling their story, other regional businesses will begin to spread the news about their success as well. "We are excited about being in Detroit and want to share our success story for the benefit of the local business community and morale of the residents," says Mancus. "We're not just in business to make money, we're here (in Detroit) to build relationships and make a difference... in more ways than one."

### **About RD Weis Companies**

Founded in 1990 by Randy Weis, RD Weis Companies is a full-service flooring provider specializing in safe and environmentally friendly flooring solutions for commercial use. A long-time member of Starnet Worldwide Commercial Flooring Partnership, RD Weis Companies offers commercial clients and design professionals a broad range of floor covering products at the industry's most competitive prices. RD Weis' services include environmentally safe carpet care and maintenance; reclamation and recycling programs for used carpet; fabric and upholstery cleaning and maintenance; flooring installation including low-profile access flooring and furniture lift systems; grout restoration and preservation; barrier matting entryway systems; and nationwide flooring solutions, including maintenance, to the multi-location retail and franchise retail markets. For more information on RD Weis Companies visit their website at [www.rdweis.com](http://www.rdweis.com). To reach their Detroit office, contact Chris Mancus at 313-384-4366 or [cmancus@rdweis.com](mailto:cmancus@rdweis.com).

### **About Starnet® Worldwide Commercial Flooring Partnership**

Since 1992, Starnet Worldwide Commercial Flooring Partnership has been a dedicated alliance of commercial flooring contractors throughout North America. Their mission is to provide collective strength, integrity, shared best practices and advocacy of training across the industry. Through strong partnerships with leading flooring manufacturers and related service providers, Starnet members ensure complete customer satisfaction through excellence in project management, installation and service. The membership's combined efforts create an annual

volume of nearly two billion dollars. For more information, call 1-800-787-6381 or visit [www.starnetflooring.com](http://www.starnetflooring.com).