

Distributors See New Laurelcrest Broadlooms

Subtle pattern effects, striking colorations plus popular price appeal feature the new broadloom fashions introduced by Laurelcrest Carpets at its Distributor Sales Meeting.

Key executives from Laurelcrest distributor companies across the nation were given a preview of the new grades by Robert V. Dale, vice president of styling and design.

Self-toned colorations form understated designs in "Satin Elegance," a "satiny" looking plush tufted on a cut-and-loop machine. The luxurious pile is made with Anso 10-denier nylon filament yarns and is available in 25 colorations.

Mr. Dale noted that the soft fine-denier nylon yarns and the "semi-patterned" styling prove a combination of luxury and elegance that will give Satin Elegance "across-the-board appeal."

"Royal Welcome" is the name of a new heavyweight plush by Laurelcrest. It is also tufted of a 10-denier Anso filament nylon

face yarn. A key styling feature is the choice of 25 "high-fashion" moresque coloration.

The moresqued yarns, Mr. Dale pointed out, actually pick up some of the moresqued colors used in the design of Satin Elegance. "Royal Welcome should be one of the outstanding new broadlooms in the industry this Fall," he said.

The third new item offers a combination of "popular styling and exceptional value," according to Dale. Called "New Star," it features a Saxony finish in a luxuriously dense nylon plush.

"The crisp definition imparted to every tuft by the heat-set Saxony finish is undoubtedly an important sales point with consumers as this is probably the most popular texture in the industry today," Mr. Dale commented.

"The fact the New Star will sell at a very popular price point will give this fabric special appeal to retailers and consumers," he concluded.



At the Laurelcrest Distributor Sales Meeting, Francis X. Larkin, left, president of the Fieldcrest carpet and rug marketing division, exchanges views with Frank H. Wood, Jr., president of George T. Wood & Sons, Inc., and Bob Nicoll, vice president of sales for Laurelcrest.

Laurelcrest Meeting

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ing; Robert V. Dale, vice president for styling and design; George V. Grulich, vice president for marketing services; J. Paul Kitchens, division vice president-rug and carpet manufacturing; Bruce Stuckel, merchandise manager for Laurelcrest products; Robert E. Venturini, national distributor sales manager, and Larry Owen, general manager of Laurelcrest Carpet manufacturing.

Laurelcrest distributors represented at the four-day conference included Bramlet & Company, Camelot Carpet Corp., General Floor Products, Inc., Kabat Distributing Company, Keystone Floor Products, Midwest Floor Covering, Orgill Bros. & Company, Rauschenberger Floor Covering, Spear-Newman, Inc., State Distributing Corp., Tri-State Supply Company, Inc., and George T. Wood & Sons, Inc.

Mr. Nicoll explained that "Service with a Style" was chosen for the meeting's theme because the "key words 'service' and 'style' clarify our goals for developing a large and mutually profitable business with your fine organizations."

Mr. Binford, who was assisted by Mr. Stuckel, is responsible for the development, pricing and merchandising of products, stressed that Laurelcrest's orientation is "to design, manufacture and price products that fill a need in the marketplace and generate substantial business with the ultimate consumer. So we start with the



NEW STAR is the name of this new Saxony nylon plush introduced by Laurelcrest Carpets. It features the Saxony heat-set finish which gives each tuft crisp definitions and comes in 19 colors.

consumer and work backwards."

Three new broadloom fashions being introduced by Laurelcrest for the Fall were unveiled by Mr. Dale. They include a new Saxony nylon plush called "New Star," a self-toned patterned fine-denier Anso nylon broadloom called "Satin Elegance," and a heavyweight moresqued plush, also of fine-denier Anso nylon yarns, called "Royal Welcome."

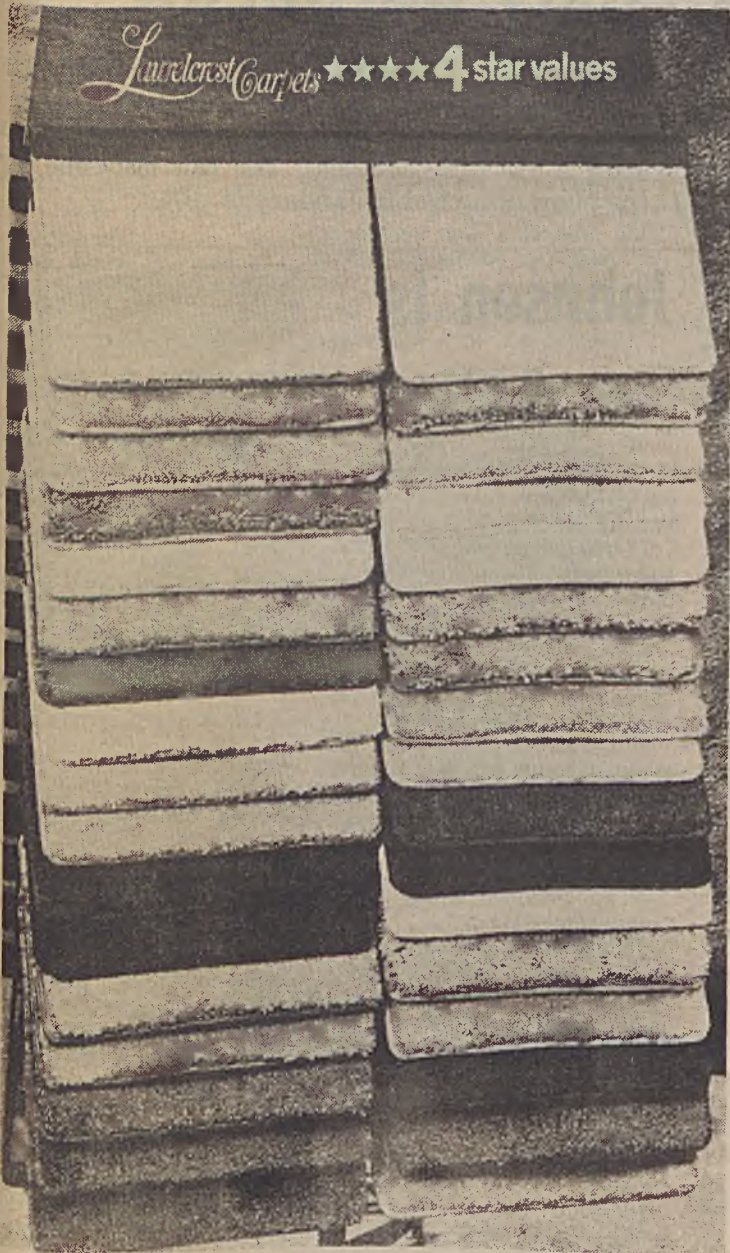
New advertising and merchandising materials were presented to the Laurelcrest distributors by Mr. Grulich. This included material for suggested

retail ads plus several display fixtures available to Laurelcrest dealers through their distributors.

One of the units, called the "Four-Star Swinger" broadloom rack, permits the display of four complete lines on a fixture measuring just 38-inches wide and 78-inches high.

It is currently being offered as a complete package to Laurelcrest dealers with all three of the new lines plus "Leisure Class," an Antron nylon plush with a wavy self-

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FOUR STAR SWINGER broadloom rack is being offered by Laurelcrest with its three new lines for fall plus the "Leisure Class" grade introduced in the spring.

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