

# 'New Tradition' Begun At Rug Sales Meet

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fashions for Fall, 1975 were introduced to the group by Mr. Dale. Displays of the new products surrounded the stage of the large meeting room. In presenting the new "Oriental Reflections" rugs made at the Whiteville Plant, Mr. Dale related that the styling department and management took a bold step in deciding to color the complete collection of classic Oriental designs in rich earthtones — "today's most important fashion colors."

This daring styling concept, he said, gives homemakers the flexibility to decorate the rugs with matching broadlooms or to combine several of the different rug designs in a room or adjoining rooms in perfect color harmony.

Mr. Larkin pointed out that the Oriental Reflections collection had been previewed by major Karastan stores at the New York showroom prior to the meeting. "Their reaction was unanimous," he said. "We expect 1,000 percent. Every dealer who saw the line expressed his enthusiasm for it and asked to be the first in his market to introduce it!"

Mr. Dale then introduced the new Heriz Oriental design rug which has been added to the famous Karastan collection

produced at Eden. He noted that this design will have special appeal to younger homemakers because of its striking geometric motifs and rich colorings.

The new, revived version of the famous "American Eagle" rug was also presented to the meeting. Woven of acrylic yarns, the rug was restored to the line in recognition of the Bicentennial celebration.

Mr. Dale then showed Karastan's broadloom fashions for the fall. He noted that the two new grades called "Allureau" and "Lumineau," which feature ultra-soft, fine nylon yarns, will be merchandised in a special new grouping called "The Intimates" along with the "Paramour" line brought out last year. All are products made at the Laurel Hill plant.

"Intentional Dimensionals" is another grouping created for two new broadlooms called "Design Intrigue" and "Backgammon," he said. These are heavy-duty carpets with bold geometric designs styled and engineered for both heavy-duty commercial use and for active rooms in the home. Karastan's "Progression" carpet will also be included in this group, products made at Eden.

Mr. Larkin explained that the grouping of styles will be a major new advance in "conceptual merchandising" for

Karastan which will be developed in advertising and display materials for retailers. This concept is designed to create new visual interest and excitement in retail carpet displays and to make shopping easier for the consumer.

Mr. Binford gave a review of the current business climate and described the important challenges and opportunities facing the Karastan sales staff this fall.

He cited the anticipated end of fair trade regulations across the country and discussed its effects on future Karastan marketing policies.

He emphasized that every effort must be made to capitalize on Karastan's acknowledged prestige image and strong brand identification during this period to turn the development into greater sales and profits for the division.

Using slides to illustrate his talk, Mr. Binford detailed the merchandising programs for the Karastan product line for the fall. He also cited the growing importance of Karastan sales to the contract market, noting that the division had become an increasingly important factor in this field and that the growth opportunities were virtually unlimited.

Karastan's advertising and promotion program for the fall

was presented by Mr. Grulich. He unveiled a new concept in national advertising revealing that Karastan will be the sole sponsor of all "News Reports" occurring on the ABC television network of over 200 stations. These are the reports of news events of such importance they require interruption of regular programming. Up to now, these reports had been unsponsored.

Mr. Grulich then presented a completely new 30-second TV commercial which will appear during the News Reports. It stresses the quality image of Karastan — "The first step to a beautiful room. Don't just buy a carpet. Invest in Karastan!"

This commercial is the first in a series being prepared for Karastan by the division's new advertising agency, Julian Koenig Advertising. Mr. Koenig, president of the firm, who was introduced at the meeting, is one of only 10 persons honored in the "Advertising Copywriter's Hall of Fame."

Besides the News Reports, Mr. Grulich explained, the new Karastan commercial will also appear on a new Saturday evening network news program over ABC this fall, starting September 13 and probably to be broadcast after the college football games.

A dealer version of the new commercial has also been

prepared and will be made available to all Karastan retailers who will be able to add their own store messages for local broadcasting.

Utilizing slides, Mr. Grulich also showed a new "Action Package" developed for all Karastan dealers. The boxed package contains a series of folders with all the materials necessary to help dealers prepare their merchandising, advertising and promotion programs for the Fall.

This includes planning calendars, suggested retail advertising for all the new grades plus special promotion advertising on selected carpet grades.

A report on the current production situation at all the mills was given by Mr. Kitchens. Important factors affecting pricing and deliveries were explained in detail.

On the second day of the sales meeting, Mr. Pearlman and Mr. Eggleston led a discussion of the legal ramifications of the end of Fair Trade, which was followed by a question-and-answer period with the staff.

A presentation of retail account analysis was chaired by George H. Kim and Edward J. McRae, Eastern and Western sales managers, respectively. The session illustrated how the sales staff can develop comprehensive profiles of each of their retail accounts to help plan effective merchandising and sales programs in all markets.

Brad Sharts, national contract sales manager, led a discussion on the important commercial carpet market in the third day's session. Mr. Guinan, whose experience in the contract field goes back many years, addressed the group on this key subject, describing ways the sales staff can develop new business and exploit the vast potential in this area.

James E. Troy, director of product development, described important new carpet styles designed and engineered for commercial use and woven on Karastan's Kara-loc looms at Eden. He illustrated his talk with a group of samples revealing new designs and textures previously not obtainable on the looms. He also discussed new fiber developments.

J. E. Dougherty, director of technical services for the rug division, gave a slide presentation on the latest developments in carpet flammability tests and described current government and industry attitudes on the subject.

Mr. Larkin closed the three-day meeting with the statement that he was greatly impressed and inspired by the program's content and by the response and professional attitude demonstrated by the sales staff at the demanding sessions.

He expressed his thanks to all who had participated in making the meeting a success with a special commendation for the efforts of Robert W. Schwing, vice president for market development, who played a key organizational role.

# Karastan Receives A.S.I.D. Design Award

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Presentation was made by Norman DeHaan, FASID, to Francis X. Larkin, president of the Karastan Marketing Division, who accepted the award on behalf of the company, and to Robert V. Dale, Karastan's vice president of products, representing the design staff.

"Since its introduction," Mr. Dale commented, "Berbereau has been an outstanding success in terms of widespread acceptance by interior designers, architects and other commercial specifiers as well as in its sales to homemakers. Berbereau today can be seen in many important public buildings across the country, including major corporate offices, banks and even a museum.

"The concept, the design and the development of Berbereau were all a natural outgrowth of the current and very important 'natural look' in interior design," he pointed out.

"The natural look in materials, colors and textures in all categories of home furnishings and building products is a basic trend that has been gaining momentum for several years."

In Berbereau, he said, Karastan aimed at re-creating the natural Berber colors from the North African desert. This was done by mixing tones of sand, stone and wood with tans, grays, browns, charcoal and even blacks in the yarns of 100 percent acrylic. Karastan colorists went a step further in simulating the native Berber look by developing a



At award presentation, left to right, are Norman DeHaan, president of American Society of Interior Design, Francis X. Larkin, president of the Karastan Marketing Division, and Robert V. Dale, division vice president of products.

"homespun" effect in the fabric. This was achieved by blending accent tones in the carding of the acrylic tones.

Also, Karastan's designers created a "handcrafted" look in the carpet which is actually woven on the mill's own Kara-loc loom. This was accomplished by weaving a "bas-relief" geometric design in the thick surface through varied pile

heights of the bulky looped yarns.

Berbereau's widespread appeal among contract specifiers is based on the carpet's style and also its rugged construction, Mr. Dale commented. "The pile of Creslan acrylic yarns is ultra-dense and extra-heavy so that it can withstand a great deal of foot traffic."

Since its introduction,

Berbereau has been widely specified for a number of important buildings. The carpet has been installed in the headquarters of Ingersoll Rand in Liberty Corners, N.J.

It is also featured in the Algemene Bank Nederland and a Marine Midland Bank in Manhattan as well as the offices of the Bethlehem Steel Corp. and Oxford Industries, in New York.