

FOCUS:

COMMERCIAL FLOORING INSTALLATIONS:

Customers Lifted to New Heights by Professional Workmanship of Commercial Flooring Installations, Inc.

Imagine leaving work one day and coming in the next to a brand new carpet...and you didn't have to pack, unhook, or dislodge one single item on your desk. This ultimate convenience comes courtesy of Commercial Flooring Installations, Inc., a Rochester, Minnesota-based flooring installation group that excels in completing tough projects that far exceed a customer's satisfaction.

Commercial Flooring Installations, Inc. (CFI) delivers this service through its ability to lift work stations and install carpet tile with no down time to the end user.

"We work after office hours and can complete about 100 yards of installation per night, with no disruption to daily working routine."

"In the past, for an office to get new carpeting, work stations were packed and moved, files were inaccessible, and the whole work environment was thrown into a state of flux. It was a big disruption and loss of productivity for that company. Now, we work after office hours and can complete about 100 yards of installation per night, with no disruption to daily working routine," says Dave Bahr, CFI owner and president.



About Commercial Flooring Installations

Commercial Flooring Installations, Inc. is a full-service flooring installation company that works with carpeting, VCT, and sheet vinyl. CFI services western Wisconsin and all of Minnesota. Just some of the jobs completed by CFI include:

Target Center Suites

Minnesota Governor's Mansion

Charter Communications Call Center

Minneapolis Convention Center and Skyway

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CFI's lift system, which Bahr says is the only system in the Rochester area and one of the few in the entire state of Minnesota, raises stations about two inches, leaving enough room to remove the old carpet and install new carpet tiles.

"We've done hundreds of jobs, and with each one, we're getting faster and faster without losing quality workmanship," Bahr says.

Having the ability to work in unique environments has also created a niche market for CFI with Minnesota libraries. CFI with its system is able to move book stacks, and so far, more than 20 libraries have benefitted from getting new carpeting without packing a single tome.



"It seems like every carpet mill has their own particular brand of backing and adhesives and installation requirements and it's very difficult to keep up with everything. We pride ourselves in keeping track with all new developments via ongoing training of our men."

In fact, CFI offers monetary incentives for their employees if they complete skill-upgrade training. Conversely, if a mechanic falls behind, he is most likely the first one out the door if layoffs arise. Bahr says that all of his installers are



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"We did some work for seven Washington County libraries. Once word got around, others in the state started to call," Bahr said.

Working with the lift system is not easy, but CFI relies on its reputation to tackle tough jobs as a key marketing angle for the company. "We take on the hardest jobs that others can't or don't want to touch," Bahr said. "And we do them well. It takes a commitment to training and a real attention to detail. We don't cut any corners and it shows in our work."

The installers of CFI are all members of the Twin Cities affiliate of the International Standards and Training Alliance (INSTALL). INSTALL is a career-long training and certification program offered to floor covering installers throughout the United States and Canada through the United Brotherhood of Carpenters (UBC). Major mills and manufacturers such as Milliken, Shaw, Pergo, Mohawk, Armstrong and Mannington partner with UBC training experts to help keep the flooring curriculum in tune with changing industry trends.

And that's a plus for a progressive company like CFI, Bahr says.

certified to work with Collins & Aikman, Lee's, and Armstrong products, and the majority of them are certified Forbo master mechanics.

Commercial Flooring Installations started in the 1990s in a partnership between Bahr, a flooring veteran of more than 40 years, and the equally experienced Jim Hughes, who already operated an installation company. "We wanted to put together a first-class installation company that places only highly trained installers on a jobsite. By becoming an INSTALL contractor, we're able to offer our men good wages, good benefits, healthcare, vacation, and excellent training, and their response to that quality of life has been a diligence in being the best installers in the market," Bahr says.

"The ultimate winner is the customer."