starlog™

An ongoing series of bulletins that address floorcovering issues

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Want to Score a Perfect "10" on Your Flooring Projects?

...Work With a Starnet Member!

StarNet is a Member of...

American Subcontractors Association, Inc.

ASID

BOMA International

Carpet America Recovery Effort

CRI

FCICA

IPMA

IIDA International Interior Design Association Corporate Member

WFCA Success By Association

Want to Score a Perfect "10" on Your Flooring Projects?

Work With a Starnet Member!

In 1992, a handful of independent professional flooring contractors from around the country came together to discuss a novel concept. By sharing knowledge, skills and resources with each other, they realized they could become a positive force for the betterment of their trade, and help their customers do *their* jobs better, too. Fifteen years later, and now 168 Members strong, these industry leaders hold true to their original vision. By doing so, they continue to earn the respect and trust of architects, designers, facility managers and the flooring industry's premier manufacturers.

So...how can a Starnet Member help you? Let's count the ways!

"Partnering with Starnet strengthens our position in the marketplace as environmental leaders and helps us create the right solution for every project whether broadloom or carpet tile."

— Anthony Minite
President,
Bentley Prince Street

1 Coast-to-coast North American availability for your one building or multiple-location project.

With independent contractors located in the top markets across the U.S. and Canada, there's a Starnet Member nearby who will be happy to service your single project in any region, or any number of installations in multiple regions. ***No matter where you're located, how many locations you have, or how many types of floorcovering you need,*** you can count on consistent, professional service for each and every job.

starnet worldwide
COMMERCIAL FLOORING PARTNERSHIP

"Starnet members have led the charge in improving business relationships and selling value in what they do, and we see it, as does the ultimate customer."

— Bob Baird
Milliken
Global Business Manager

2 High standards and strict entry requirements ensure that you're working with only the best flooring contractors and manufacturers.

Entry into Starnet is highly controlled. Members have earned peer approval and must demonstrate a proven track record. Our high standards translate to ***peace of mind for you and your customers.*** Our code of ethics includes compliance with the flooring industry's best practices, financial stability, a commitment to the environment, and the ability to provide a broad spectrum of services prior to, during and after installation.

3 Full service ownership to ensure your project's success.

We have an unrivaled commitment to better project outcomes. This includes anticipating job requirements, planning for the right products, correctly storing products according to manufacturers' recommendations, using the best tools and most highly trained labor to install flooring, scheduling correctly to help facilitate and coordinate the installation with other interior fixtures and finishes, and last but not least, providing post-installation clean-up.

4 We're your one-stop shop for all commercial flooring needs: carpet, resilient, hardwood, ceramic and raised access.

Our ***strong relationships with the nation's premier flooring suppliers*** offer you a wide range of quality products and related installation accessories for your project. We'll help you select products that meet your aesthetic, performance and maintenance expectations. We'll guarantee that they're correctly installed with the right accessories, such as underlayments and seaming adhesives for floors, that perform as great as they look.

5 The partnership between contractors and suppliers brings best-in-business solutions to you, our customers.

The spirit of camaraderie between Starnet contractors and manufacturers is at the core of the partnership's strength. The respect that Members have for each other and for their vendors fosters cooperation. ***Working together, the unified team can accomplish much more on a facility manager's, architect's or interior designer's behalf.*** That includes working with our valued suppliers to resolve any issues, should they arise.

"Our commercial portfolio of products is getting broader and deeper, and we need contractors who have the ability to sell, service and install the product to the satisfaction of the end user. Starnet fits that formula."

— Randall (Gabe) L. Gablehouse
Armstrong Commercial Floor Products
General Sales Manager

6 Our vast amount of collective knowledge is a free and valuable resource for you.

Your regional Starnet Member has ***access to the greatest pool of floorcovering information available anywhere.*** Partners share their acquired knowledge freely with each other and with customers. We're committed to educating each other about the latest in flooring products, tools and techniques, and we will be happy to advise you when you have questions about product selections and related project details.

7 The security of working with a local professional who seeks to build long-term client relationships.

We're experts at understanding and trouble-shooting issues unique to your region. That's because we've built our businesses locally and regionally. Our local experience is an invaluable resource. Our reputations help drive our success. You benefit by us being here today *and* tomorrow.

"Our ultimate success as a world class manufacturer goes well beyond the design and manufacture of quality flooring products. Our job is not done when we ship it out the door. In fact, our carpeting is only as good as its installation — making The Mohawk Group's partnership with Starnet a valuable, collaborative effort to ensure we meet and exceed our customers' expectations."

— Al Kabus
President
The Mohawk Group

"Starnet's commitment to excellence and continued growth brings real value to our mutual customers who benefit from our best products, best practices deliverables."

— Randy Phillips
Wilsonart Commercial Flooring
National Sales Manager

8 A range of auxiliary services that are easy on the environment.

Our access to specialty tools and services can ***save you time, money and installation-related headaches.*** All of our Members are committed to ***reclamation*** and ***recycling*** services to help reduce environmental impact. Also, many Members offer environmentally friendly maintenance services that will improve the look and life-cycle of your floors.

9 Special needs? We can handle it.

The devil is in the details, and our Members are well-prepared to handle them. For example, we can turn to our proprietary Liftman™ equipment to reduce time, labor and potential damage associated with library, retail and office flooring installations. If parts of your facility require specialty flooring such as ***raised access, slip retardant or ADA-compliance,*** you won't need to look for a specialty contractor or second source for installation — Starnet Members are knowledgeable about these requirements.

10 Our worldwide network can be trusted with your flooring investment.

Choosing, installing, maintaining and disposing of floorcovering represents major decisions and a significant investment. The wrong choice can bring serious consequences. ***Starnet Members, individually and collectively, have earned the trust of scores of facility managers, architects and interior designers over the past 15 years by helping them make the right decisions.***

And still counting!

Looking to the future, the Starnet Worldwide Commercial Flooring Partnership is expanding geographically and looking at new services they can provide to our customers. Our biggest asset is the network that exists between Members and flooring suppliers that brings added value to floor covering projects. This partnership will continue to improve our promise to be the "go-to" source for facility managers, architects and interior designers and general contractors across North America.

Welcome to the latest edition of *Starlog!*

We hope you'll be as excited about it as we are — since its main focus is ***10 Reasons Why You Should Use a Starnet Member,*** it's sure to be an excellent resource and project management tool for you.

The reasons for choosing to work with Starnet Members are many. These experienced professionals know the ins and outs of all types of commercial installations — from the most basic, to the most challenging — such as raised access, fast track healthcare, ADA compliancy and moisture challenged projects.

Furthermore, when you work with Starnet Members, you are working with owner/operators who have a stake in your project's outcome — so you'll benefit from their best practices techniques and methods. And, because of the vast Starnet Network, our Members can help you with a single project, or with multiple installations in different regions — without missing a beat.

Starnet Members can be found in virtually every North American market, and we're broadening our base every day. Because our Members are geographically diverse, they are expert at dealing with any regional issues that may crop up, whether they be environmental or construction-related.

Lastly, no discussion about the value of working with a Starnet Member would be complete without touching on our "no-limits" carpet reclamation program and the revolutionary trend of incorporating sustainable products into our industry. Starnet Members make it their business to keep current on these products, and can cut through the hype to identify the ones that make sense for your project.

Best wishes for a happy, healthy and ***headache-free*** new year. Remember that working with Starnet Members can be your "secret weapon" for achieving great results, whatever your project may be!

Jeanne D. Matson

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President and CEO, Starnet Commercial Flooring

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To locate a Starnet Professional near you call or visit us online at **www.starnetflooring.com**
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One in a series of bulletins from your Commercial Floorcovering Professionals at:

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