

2017

Expansion of exports of Indian handwoven carpets to the USA

A Report for the Consulate General of India, New York

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Report Summary

- In the backdrop, of India being the source country for approximately 35% of total world imports of handmade carpets and that in FY 2016-2017, USA represented 46% of India's total carpet exports, this research has been undertaken to further understand the USA carpet and rugs market for expansion of Indian handwoven carpets.
- The study has been conducted in 2 phases in the first half of 2017. This entire project has used a mix of research approaches (secondary and primary) along with various technological solutions like online email surveys, Interactive Voice Response System (IVRS) and Computer Assisted Telephonic Interviewing (CATI) to conduct verification/ surveys across both the phases.
- While the study has shown that majority of the wholesalers and retailers, who participated are currently not dealing with Indian handwoven carpets, the current scenario also presents an immense opportunity to understand their business needs and penetrate these segments.
- Awareness about Indian carpets needs to increase. Even though Indian carpet exports to USA have grown by a CAGR of 8.8% over 2012-2013 to 2016-2017, wholesalers and retailers' awareness of India being a major exporting country is low. It could be because they buy locally and hence may not be aware of India being the biggest carpet exporter to the USA.
- Phase II of the study shows that small but seasoned businessmen (be it Partnership or Individual ownership) and having revenues up to US\$ 5 million are a potential segment for Indian carpet exports. In this phase, 86% of the respondents (of a base of 161) had revenue up to US\$ 5 million.
- Currently, carpet companies do not use much of the online medium to purchase carpets.
- The survey shows that be it customers or suppliers, upfront payment is the preferred mode of payment.
- Recommendations for the Government of India and CEPC¹:
 - Expectations from the product:
 - The Government of India and CEPC need to address the following two attributes that are very important when it comes to the carpet business.
 - ✓ Quality – This is the most crucial factor when doing business with a supplier. For example, when companies order carpets, the deliveries need to adhere to order specifications. Quality is also the dominant

¹ Carpet Export Promotion Council

factor when it comes to the appearance of the carpet. For example, sown on fringes is not considered as good quality.

✓ Price – This is the second most important factor.

- There has to be sustained efforts to promote Indian carpets in the mid-price (US\$5-15 per square foot) followed by high-price (more than US\$15 per square foot) segments.

○ Purchase dynamics:

- Carpet retailers are the biggest trade segment. Reaching out to the retailer base and incentivizing them to stock/ sell Indian handwoven carpets will provide a boost to Indian exports.
- Among the end consumers, individuals are the biggest category followed by interior designers.
- Advertisement campaigns should aim to target the retailer base and the end consumers. There could be multiple campaigns that can be created to target these segments separately. For example, the campaigns for the retailer base should address their concerns on quality and price.

○ Expectations:

- Need to focus on quality product along with on time deliveries. Since Indian carpets are exported, there is a need to address issues related to delayed delivery.
- The government/ CEPC needs to examine online media for advertising campaigns. A comprehensive mix of social media, web and email marketing should be used.



Chapter 1 -
Introduction

1.1 History of carpets

Carpet weaving was first introduced in India during the 15th century. The tradition of carpet weaving is a testimony to India's unique craftsmanship and cultural diversity to produce a wide variety of designs. The skill of making handwoven carpets is handed down over generations and today supports around 2 million families.

1.2 Major Types of Indian Carpets and Production Centers²

Indian handwoven carpets can be majorly categorized into the following varieties:

- Indo Persian – Major production centers being Varanasi, Shahjahanpur, Jaipur and Agra
- Silk – Uniquely from Kashmir
- Wool and Silk – Major production centers being Jaipur and Agra
- Hand tufted – Major production centers being Panipat and Bhadohi
- Ziegler – Unique to Agra
- Kilim – Major production centers being Panipat, Rajasthan and Mirzapur

Besides, there are also Recycled carpets (also known 'Chindi') and the modern or contemporary design carpets.

While the major carpet manufacturing states include Jammu & Kashmir, Uttar Pradesh and Rajasthan, other states involved in production are Haryana, Gujarat, Himachal Pradesh, Andhra Pradesh, Odisha, Bihar, Punjab, Madhya Pradesh, Karnataka and Puducherry.

² Carpet Export Promotion Council

1.3 India's Global Carpet Exports

Given that the Indian carpet industry is majorly focused into exports, first this study looks into India's total carpet exports to the world and the share of exports to the USA. While Indian carpet exports have grown by a CAGR of 5.7% over the period of FY 2012-2013 to FY 2016-2017, exports to the USA have grown by a CAGR of 8.8% during the same time period.

Table 1.1: Total carpet exports from India and share of exports to USA

Year (FY)	Total Carpet Exports (US \$ Million)	Total Carpet Exports CAGR (%)	Share of Indian Exports to USA (%)
2012-2013	1424.25	5.7	41%
2013-2014	1579.09		42%
2014-2015	1819.68		42%
2015-2016	1726.51		47%
2016-2017	1779.02		46%

NOTE: Total Carpet Exports is the sum of exports annually by HS Codes 5701, 5702, 5703, 5704 and 5705³; Indian Financial Year (FY), say for 2012-2013 corresponds to April 01, 2012-March 31, 2013

Source: Ministry of Commerce, Government of India

1.4 The USA Carpet Market

Not only is the USA, India's biggest export market but also for the USA, India is its biggest source country for carpet imports. Shown below are the Top 5 countries from which the USA imports carpets.

Table 1.2: Top 5 import source countries for carpets (US\$ Million)

	2012	2013	2014	2015	2016
World	2042.2	2171.5	2454.1	2518.7	2665.8
India	596.9	664.2	794.6	854.4	885.6
China	516.2	522.6	557.9	582.2	566.9
Turkey	189.3	222.2	274.2	296.7	360.4
Egypt	121.2	142.2	140.6	132.1	134.3
Canada	124.6	122.2	124.4	116.8	113.5

NOTE: Total Carpet Imports is for HS Code 57. USA Financial Year, say for 2012 corresponds to January 01, 2012-December 31, 2012.

Source: Foreign Trade Division, U.S. Census Bureau

³5701 – Carpets and other textile floor coverings, knotted, whether or not made up

5702 – Carpets and other textile floor coverings, woven, not tufted or flopped, whether or not made up, including "Kelem", "Schumacks", "Karamanie" and similar hand-woven rugs

5703 – Carpets and other textile floor coverings, tufted, whether or not made up

5704 – Carpets and other textile floor coverings, of felt, not tufted or flopped, whether or not made up

5705 – Other carpets and other textile floor coverings, whether or not made up



Chapter 2 -

Study Objectives and Methodology

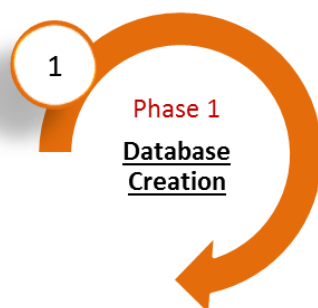
2.1 Overall Objectives

As seen in Chapter 1, given the importance of India's growing exports to the USA and the implications it has on the entire supply chain back in India, the Consulate General of India, New York, has undertaken a multi stage research project to:

- 1) Expand the list of USA based carpet companies to whom Indian companies can reach out.
- 2) Understand the company profiles of carpet dealers in the USA (imports, wholesalers and retailers).
- 3) Understand the perceptions about Indian handwoven carpets, purchase drivers, payment and inventory cycles, current and future trends for purchase of carpets.
- 4) Obtain actionable insights to help the carpet industry overcome challenges and constraints.
- 5) Understand how best the Government of India can shape suitable policies and engage in promotional activities to expand exports.

2.2 Research Objectives

The overall objectives were further broken down to have a more precise direction by designing a set of research objectives which was to be conducted over two phases in a sequential manner.



Database creation that will help to **arrive at a valid universe** of carpet buyers like – Importers, Wholesalers, Retailers



- In-depth understanding of B2B carpet buyer profiles
- Background, market and growth trends, challenges, future plan
- Keenness to increase purchase of Indian handwoven carpets
- Support required from Government of India to facilitate **the export expansion process**

2.2 Phase I Objectives

This phase was to provide:

- 1) A larger pool of companies dealing in carpets in the USA. There was a need to acquire more details about importers, wholesalers and retailers:
 - a. Obtain company details like company name, contact person and designation in that company, address, phone numbers, email addresses, type of business owner, company revenues. However, all details were subject to availability to procure them through secondary research.
- 2) Run an exercise/ verification to check the current business scenario. From the database collation, validation and survey, to know which all companies from the database are doing business in Indian handwoven carpets and are likely to increase business.

2.3 Phase II Objectives

This phase was to provide:

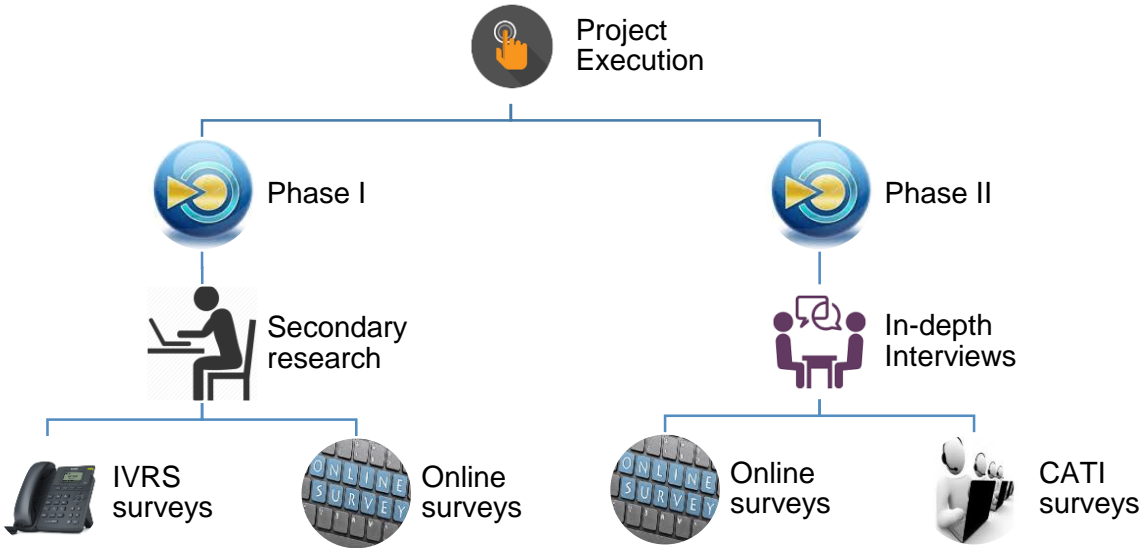
- 1) In-depth profiles of companies engaged in the carpet business in the USA by understanding their
 - a. Sales profile
 - b. Awareness of Indian handwoven carpets
 - c. Current business in Indian handwoven carpets
 - d. Their client profiles
 - e. Important attributes considered when doing business with their suppliers
 - f. Usage of online medium – for both purchase of merchandise for themselves and their customers' preference
 - g. Inventory cycles
 - h. Purchase patterns by companies
 - i. Payment cycles they follow with their suppliers
 - j. Payment cycles their customers follow
 - k. Sales trends for the last 3 years
 - l. Choice of advertising media
 - m. Expected future trends and factors that would impact carpet sales

2.4 Overall Approach and Research Methodology

In this section, the overall study approach is outlined that was followed by using an optimal mix of the following:

- 1) Secondary research
- 2) Primary research by further using the following techniques:
 - a. Interactive Voice Response System (IVRS)
 - b. Online email surveys
 - c. Detailed discussions with officials from the Carpet Export Promotion Council
 - d. In-depth Interviews with select carpet business owners
 - e. Computer Assisted Telephonic Interviewing (CATI)

The use of the above approaches were executed using the following research methodology.



In the following chapters, while the detailed methodology is explained in detail that was followed in each phase, here is the summary of the outcome of the various stages.

Table 2.1: Methods and outcomes for Phase I and Phase II

	Method	Outcome
Phase I	Database acquisition through Secondary Research	28,180 companies
	Database comprising of companies whose numbers could be contacted (were picked up)	15,528 companies
	IVRS+Online verification	415 companies
Phase II	In-depth Interviews with select companies to design a structured questionnaire	9 companies
	Online+CATI surveys for administering the structured questionnaire	161 companies

NOTE: During each Phase, there had been discussions with officials with the CEPC to better understand the dynamics of the carpet business industry and its players



Chapter 3 -
Phase I of the Study

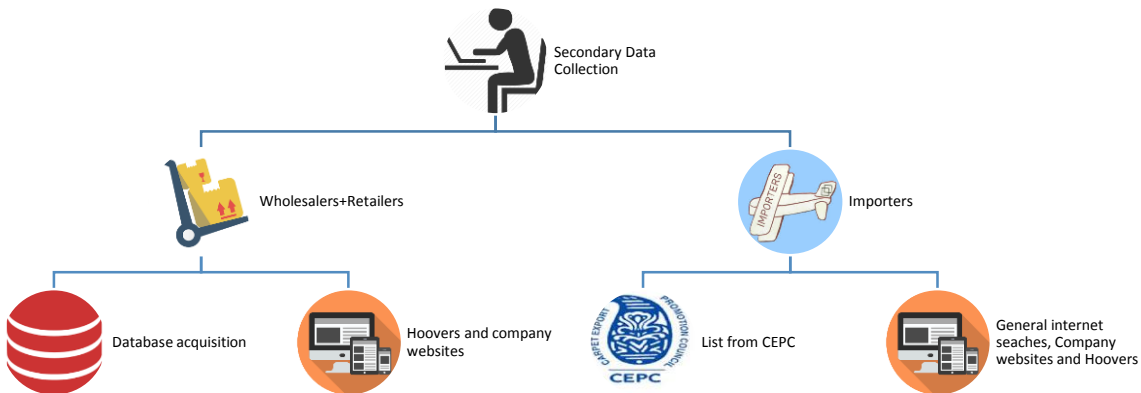
3.1 Introduction to Phase I Execution

The focus was to gather a contactable database of importers, wholesalers and retailers in the USA to be followed by a short survey.

Further, this phase consisted of two steps:

- 1) Step 1 – Collection of company data from secondary resources (Hoovers, company websites, business directories and general internet research)
- 2) Step 2 – Validation of the contact numbers, email addresses and websites by using technology; and running a short verification⁴ to assess the following:
 - a. Whether the respondent is currently dealing with Indian handwoven carpets or not?
 - b. If not, would they like to buy/sell Indian handwoven carpets in the near future?
 - c. How would they majorly classify their business – Importer/ Wholesaler/ Retailer

Shown below is the detailed methodology adopted for data collection.



⁴Refer Appendix I

Step 1

For database creation of wholesalers and retailers, be it through database acquisition or Hoovers or general internet search, focus was on search on the following SIC⁵ codes as followed in the USA:

- 1) Wholesalers:
 - a. 502307 – Carpet & Rug-Distributors
 - b. 502313 – Floor Materials-Wholesale
- 2) Retailers:
 - a. 502304 – Floor Coverings
 - b. 571304 – Carpet & Rug Dealers-Oriental
 - c. 571303 – Carpet & Rug-Pads Linings & Accessories
 - d. 502300 – Home furnishings
 - e. 571305 – Carpet & Rug Dealers-New
 - f. 571306 – Floor Materials-Retail

Once, the above SIC codes were identified, data for companies coming under these codes was acquired.

For importers, CEPC shared an existing list for updating and validation. Besides this, various other websites were researched which provided additional carpet importers. These were then cross checked with company websites.

Step 1 Outcome – Gathered a total list of 28,180 USA based⁶companies under the following categories:

- Importers – 377 companies
- Wholesalers – 945 companies
- Retailers – 26,858 companies

Step 2

In this step, the following activities were conducted:

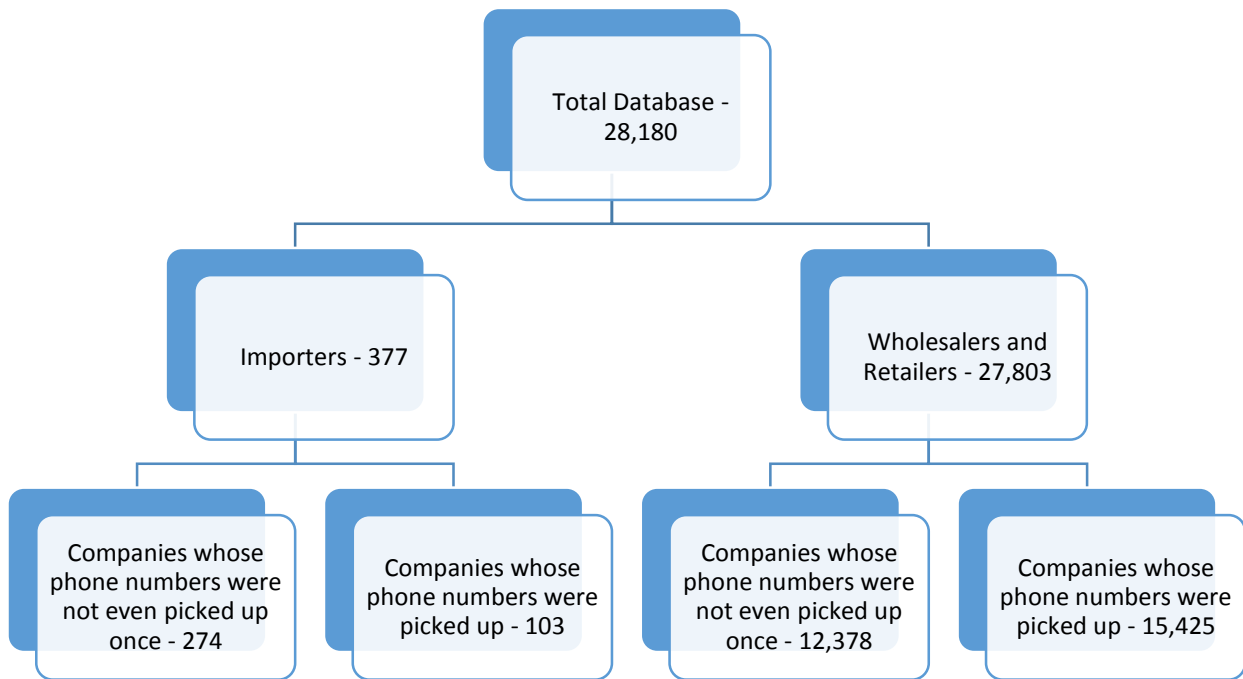
- 1) Ran a validation on the email addresses and websites as available during database acquisition. Those found invalid at that point in time were removed.
- 2) Designed a verification format which was administered while conducting a validation check on the phone numbers through IVRS. This activity was run three times over a period of three weeks.
- 3) The same verification was also administered through online email module (with valid working email ids) – This activity was run three times over a period of three weeks.

In Chart 3.1, the segment wise outcome of the database aggregation and validation exercise has been shown. About 55% of the phone numbers for the companies could be contacted (15,528 companies)

⁵ Standard Industrial Classification (SIC) as used by US government agencies to classify industry areas

⁶This does not include companies which come under the 5 major self-governing territories – Puerto Rico, Guam, Northern Mariana Islands, US Virgin Islands and American Samoa

Chart 3.1: Outcome of the phone number validation process for 28,180 companies⁷



For the IVRS and Online verification, the respondents comprised of the following:

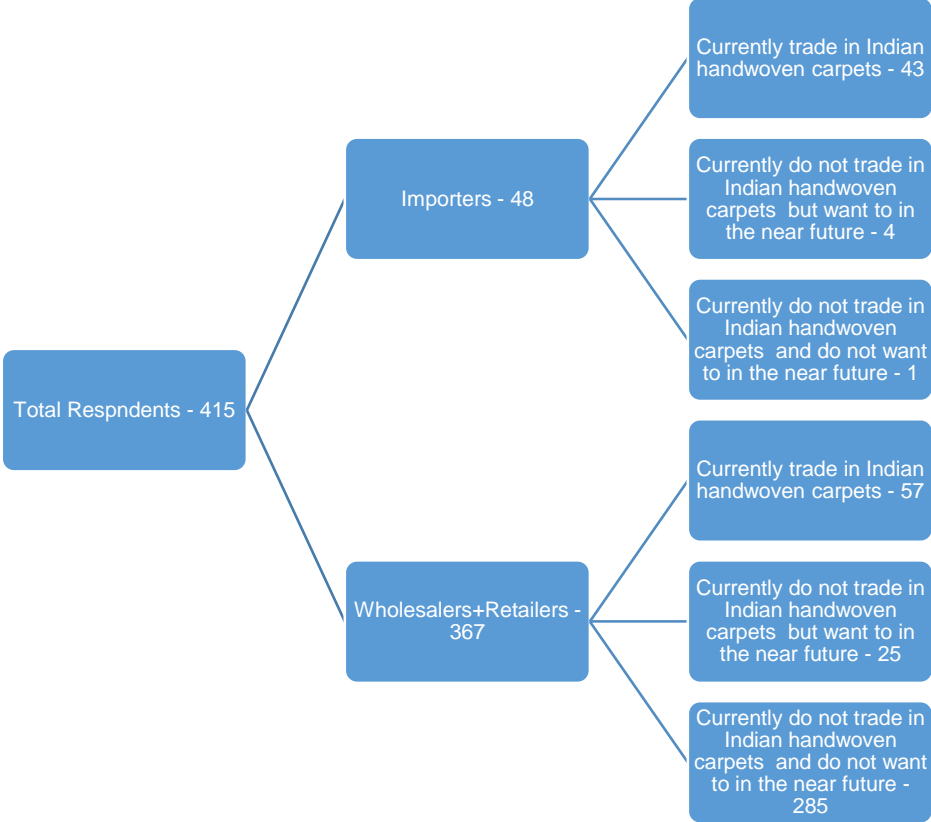
- Out of 103 import companies whose numbers were picked up – 48 companies responded to the verification process.
- Out of 15,425 wholesale and retail companies whose numbers were picked up – 367⁸ companies responded to the verification process.

⁷ Consolidated database of 28,180 companies and another database of companies whose phones were not even picked up once (12,652 companies) have been submitted to the Consulate General of India, New York

⁸ Since many did not complete the entire verification where they asked to classify their major business area, the study went by the SIC codes as per the secondary data acquisition for Wholesalers and Retailers and combined them.

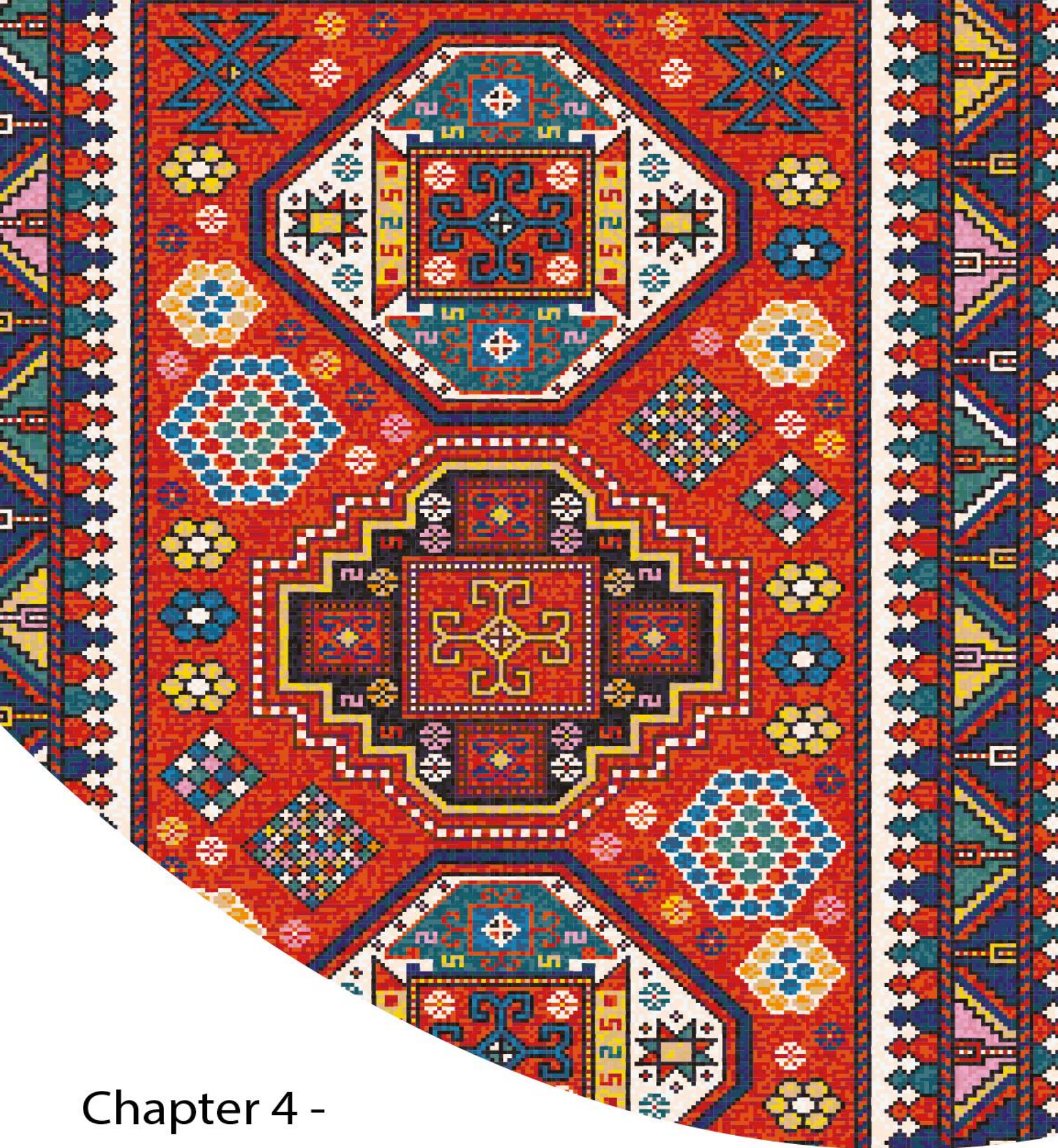
From Chart 3.2, it can be seen that majority of the respondents are wholesalers and retailers, as the database that was put together was predominantly based on these two segments. Importers are majorly dealing with India. However, it is worrying to notice that the wholesalers and retailers are not keen to do business in the near future in Indian handwoven carpets. So, for further carpet exports to USA, demand needs to be generated from the wholesale and retail category.

Chart 3.2: Outcome of the verification (IVRS and online)*



*DISCLAIMER: The data and insights provided through this verification exercise is meant for the consumption of the Consulate General of India, New York and would not be used as part of a public report.

On completion of this phase, Phase II of this study was undertaken which has been further explained in Chapters 4 and 5.



Chapter 4 -
Phase II of the Study

4.1 Introduction to Phase II Execution

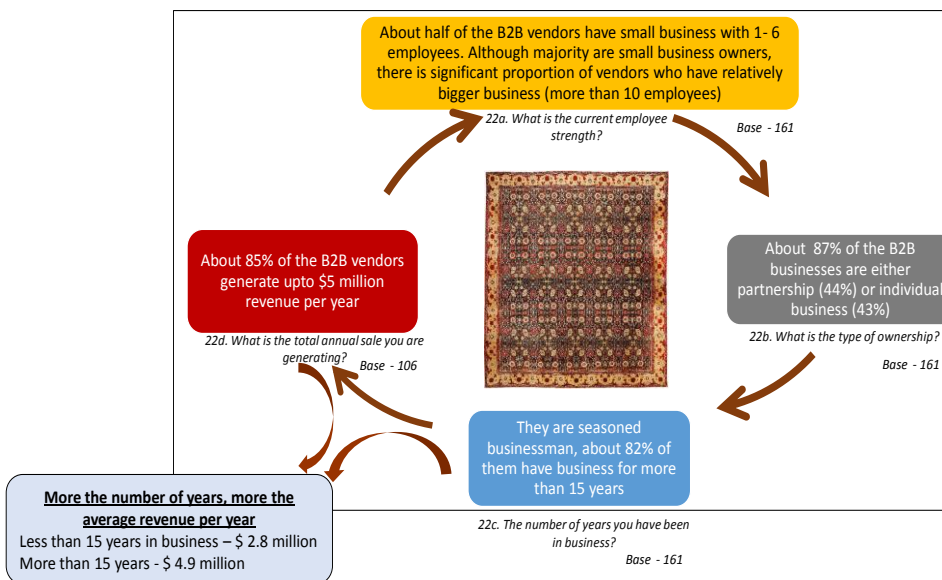
In this phase, a detailed questionnaire was developed which would help obtain a comprehensive profile of the companies in the US domestic carpet business (covering importers, wholesalers and retailers). Once the survey tool was designed, the CATI approach was used to reach out to companies to gain an overall perspective of the business dynamics and market understanding.

The objectives for this phase have already been highlighted in Chapter 2. The process followed in this Phase was:

- 1) Step 1 – Conducted In-depth interviews which were open discussions with company personnel irrespective they were importers/ wholesalers or retailers.
- 2) Step 2 – Based on the above discussions, a structured questionnaire was prepared for CATI.

Shown below, is an overall summary and key insights into the respondent company profile (from the CATI survey).

- 1) Small but seasoned businessman (Partnership or Individual) having revenue up to \$ 5 million can be a potential segment for Indian carpet market. About 82% of the companies have been in business for more than 15 years.
- 2) More the number of years, greater the average revenue per year for the firm.



4.2 In-Depth Interviews

In Step 1 of Phase II, in-depth interviews were conducted in USA to gather inputs to create a structured questionnaire to meet the overall objectives as highlighted in Chapter 2 (section 2.3). Valuable information was obtained on many of the following areas from the 9 respondents over a 3 week period:

- Attributes that affect doing business with suppliers
- Attributes that determine preference for carpets in terms of appearance
- Countries whose stock is kept
- Customer profiles
- Payment cycles followed with their suppliers
- Payment cycles followed by their customers
- Inventory and offloading cycles
- Purchase frequency and use of online medium
- Price segments in which they sell their customers and future trends
- Their market experience for the last 3-5 years and future trends
- Important factors that would impact their business in the coming years
- Support required from the Government of India
- Suggestive awareness methods for Indian handwoven carpets
- Preferred advertising media for running awareness campaigns
- Challenges faced when doing business with Indian exporters

This phase was crucial as open and unstructured discussions helped understand vital areas and supported to gather attributes which were incorporated to get respondent views.

4.3 CATI and Online Survey Execution

Step 2 of Phase II, was survey administration, through CATI and online medium. It was done over a period of 3 weeks. In this section, the respondent profile of the 161 respondents has been provided.

Table 4.1: Business category wise respondents

Business Category	Number of Companies
Importers	3
Wholesalers	22
Retailers	136
Total	161

In the survey, in Q2 (Majorly you classify as Importer/ Wholesaler/ Retailer or a combination), companies mentioned all the segments in which they currently do business. However only unique 161 companies which were classified once as either Importer or Wholesaler or Retailer using Q3 (Which platform generates major business revenue). Hence, all the analysis especially those which was segment specific is as per the above table.

Key Insight 1 – Charts 4.1 and 4.2 exhibit that majority of the companies have a lean organizational structure. This comes across both their ownership structure as well as the employee strength. Since 95% of the companies are either individually run/ a proprietorship/ or a family run business, decision makers can be easily contacted given that majority of the firms have a small employee base.

Chart 4.1: What is the current employee strength?

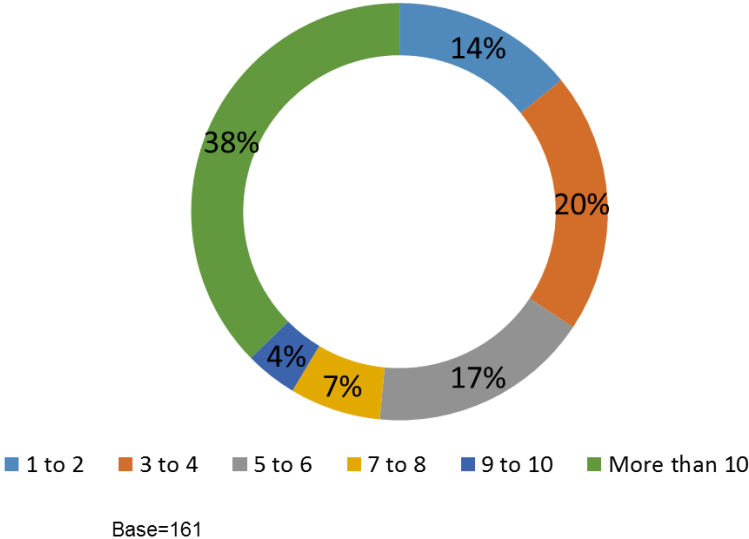
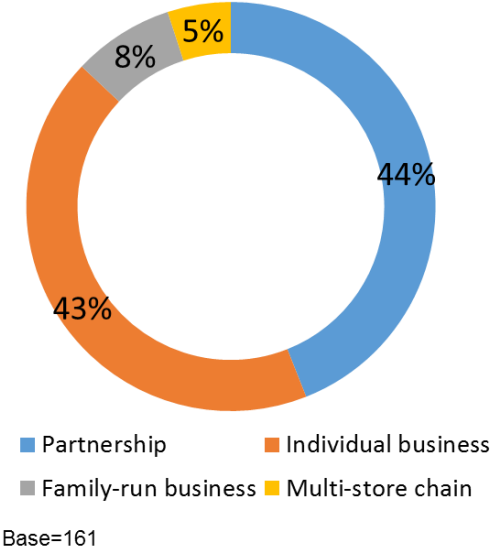
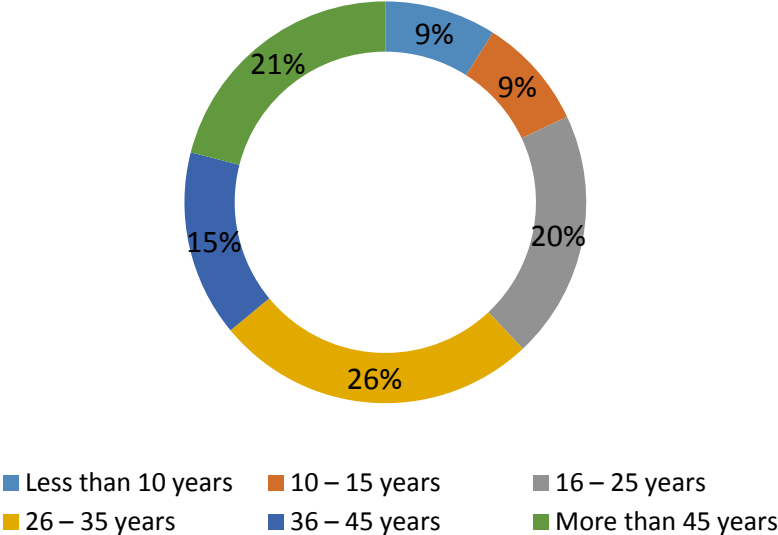


Chart 4.2: Type of business ownership



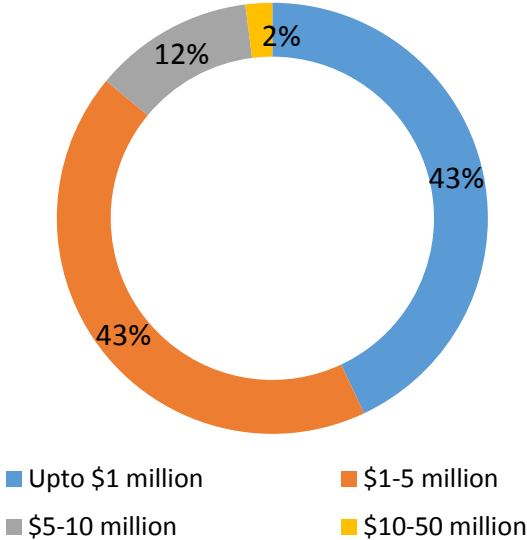
Key Insight 2 – Only 18% of the respondent companies were either less than 10 years or in the 10-15 years of existence in business. Thus, implying that majority of the organizations have huge legacy experience in this industry.

Chart 4.3: Number of years in business



Key Insight 3 – In this survey, 35% of the total respondents chose not to answer this question. Hence, the chart below has been made in proportion to responses received. Thus, base for this question is 106, of which, 86% of the firms have revenues up to \$5 million.

Chart 4.4: What is the total annual sales you are generating?



Insight 4 – Carpet wholesalers and retailers have reported that they majorly keep carpets from USA. Low stock of Indian carpets also stems from the fact that in the survey 77% of the respondents do not currently trade in Indian handwoven carpets. An alternative explanation could be that wholesalers and retailers stock from importers in USA and they may not be aware of manufacturing country of the carpets. However, among those who did recall, India exhibited the highest share.

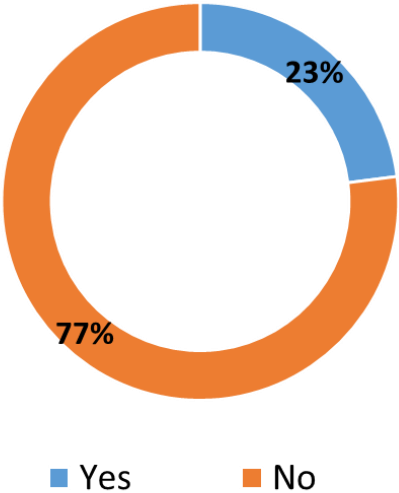
Chart 4.5: Countries whose stock you majorly keep



5a/b. Can you tell us the countries whose stock you majorly keep?
Base - 94

Insight 5 – There is a huge scope in expanding exports of Indian handwoven carpets given 77% of the surveyed respondents do not trade in them currently. There is a need to reach out to the both the retailers and wholesalers to penetrate the US market.

Chart 4.6: Do you currently deal in Indian handwoven carpets?



4.5 Points to Consider

Some points that were considered for this phase of the study are as follows:

- 1) Respondents were included based on those who chose to participate in the study as it was CATI. The CATI approach had to depend on the validated database, resultant from Phase I.
- 2) Since there were only 3 importers out of the total of 161 respondents, reports on questions that were solely aimed at importers could not be presented.
- 3) Similarly, there were only 22 respondents from the wholesale segment. Hence, for all questions, the combined base of 161 respondents have been taken to conduct the analysis.
- 4) There was a dedicated question where respondents were asked current online purchasers of carpets (respondent companies) to list out the benefits of this medium. However, the base being low and being open ended, no meaningful analysis could be derived.



Chapter 5 -

Key Insights from Phase II

In this chapter, the analysis and the key insights that have been shown were derived from the 161 respondent interviews. Present below, is an overall summary which would be followed by a section wise presentation.



Expectations from the Product

- Carpet category is dominated by mid end carpets and this domination is likely to continue in the near future.
- Consumers want high quality, attractive color carpets at a reasonable price.
- Price, growth in the real estate sector and quality of product is likely to impact the future carpet market in USA.



Purchase Dynamics

- Business owners are seasoned individuals who continuously sell and reorder carpets.
- Companies who purchase through online medium remain low.
- Consumers mainly buy carpets through offline medium.
- Be it customers or suppliers, upfront payment is the preferred mode.
- Companies follow a payment cycle which is similar to what they receive from their customers.



Expectations from the Government

- Ensure quality material and better payment options.
- Government needs to examine online media for advertising and running campaigns to spread more awareness.
- Further online media would include social media, web and email marketing.

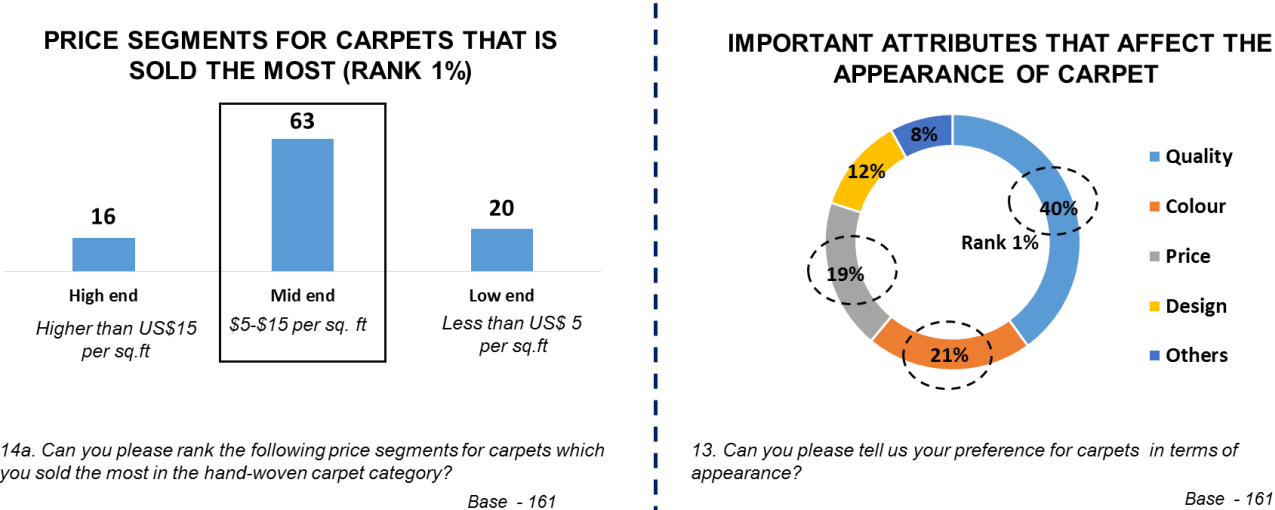
This chapter has been structured into the following three sections to provide the entire analysis as follows:

- 1) Expectations from the carpet manufacturers and understanding their purchase dynamics.
- 2) Understanding the future trends of the carpet market.
- 3) Challenges faced and expectations from Government.

5.1 Expectations from the Carpet Manufacturers and Understanding Their Purchase Dynamics

Insight 1 – Survey shows that the market is dominated by the mid end segment with Quality being the Rank 1 attribute affecting carpet appearance. Mid end carpets having attractive color and price are also seen to be the trend in the market. During the in-depth interviews, one factor that came across was that sown on fringes was not acceptable as good quality. But the dominant factor that defines quality is that deliveries should be as per the order specifications.

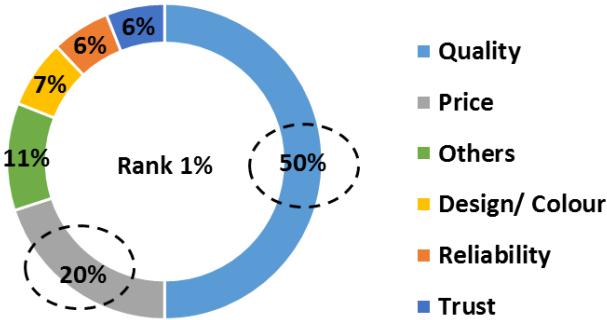
Chart 5.1: Price segment that is sold the most and important attributes affecting carpet appearance



Insight 2 – In continuation with the above, the most important attribute is Quality when doing business with a supplier followed by price. Therefore, supplier should ensure good quality products at an attractive price. During the in-depth interviews, it emerged that carpet dealers visit various exhibitions and fairs and place their order based on what they are shown. But if the deliveries do not match the specifications that were discussed during order placement then that denotes poor quality.

Chart 5.2: Important attributes that affect the business with supplier

IMPORTANT ATTRIBUTES THAT AFFECT THE BUSINESS WITH SUPPLIER



(Others include - Communication, Wide range of products, Replacement policy and Timely Supply)

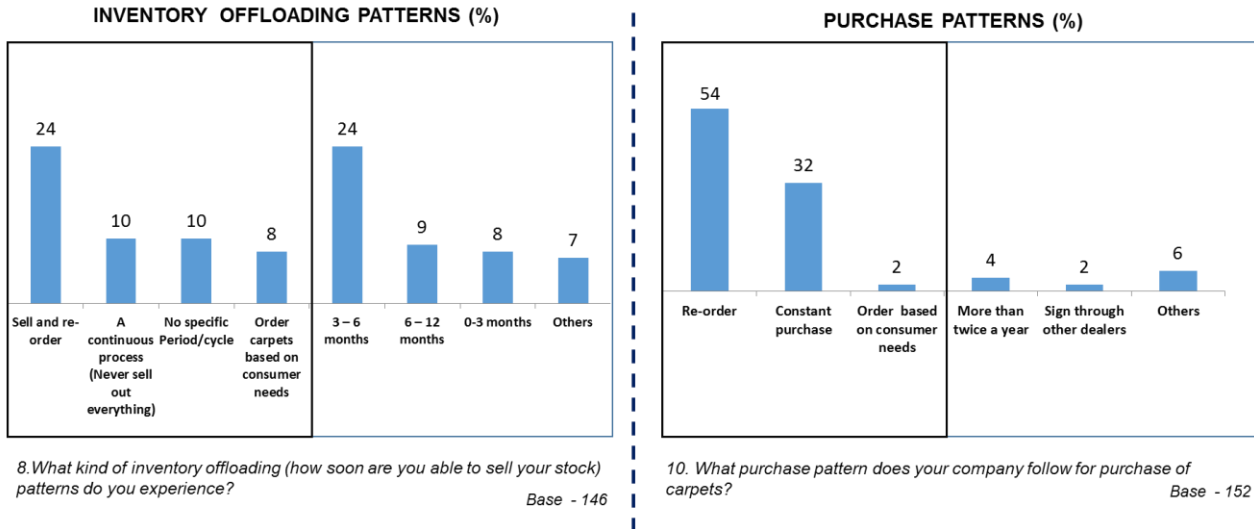
4. Out of the following attributes which are the top 2 ranked attributes that affect the business that you do with your supplier?

Base - 161

NOTE: Even if the attributes given Rank 1 and Rank 2 were combined, still Quality is the most important attribute followed by Price.

Insight 3 – Vendors/ companies follow a continuous/sell and reorder process both for inventory offloading and replenishment. Majorly, vendors do not follow any specific time bound cycle and appear to maintain a lean inventory.

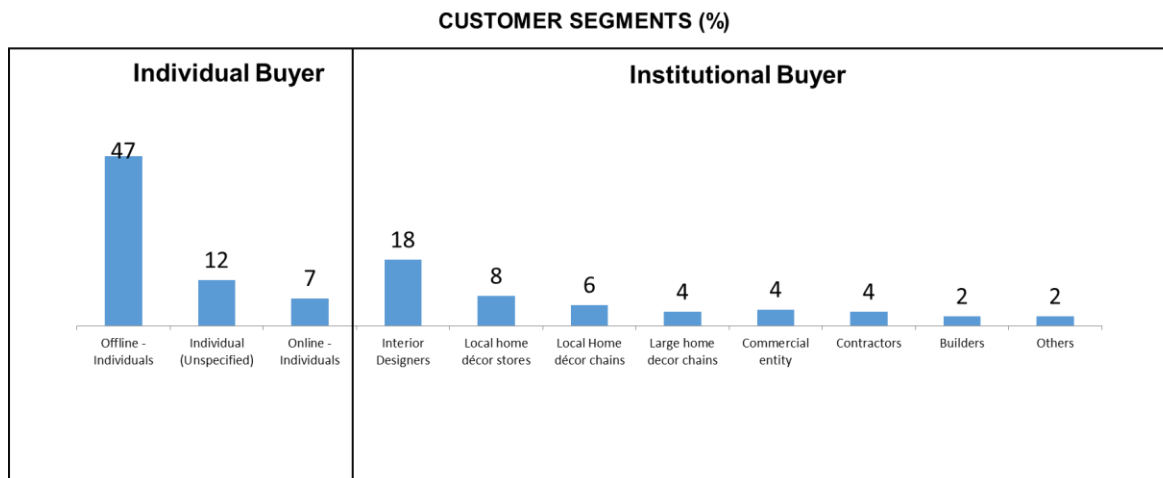
Chart 5.3: Inventory offloading patterns and purchase patterns



NOTE: For both the questions, there were respondents who gave no answers. Hence, the reduced base

Insight 4 – From the survey, which is dominated by retailers, finding shows that they have about equal proportion of buyers who are individual and institutional. Individuals (Unspecified) came from the open category of ‘Others’. Even among Institutional customers, interior designers and home décor stores/chains play a dominant role. Hence, this group’s needs should be further understood and catered for generating greater sales.

Chart 5.4: Customer segments

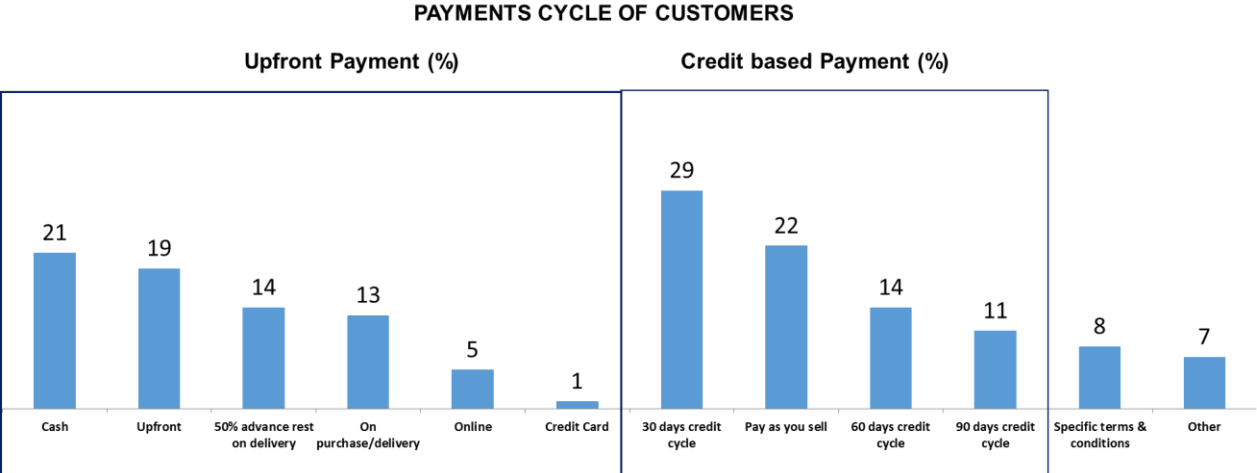


6. Now, we would like to know from you what kind of customer segments give you maximum business?

Base - 161

Key Insight 5 – The dominant payment cycle followed by customers is upfront payment. About 2/3rd of the customers pay upfront. An important payment attribute that came out from ‘Others’ was 50% advance and rest on delivery.

Chart 5.5: Payment cycles followed by customers

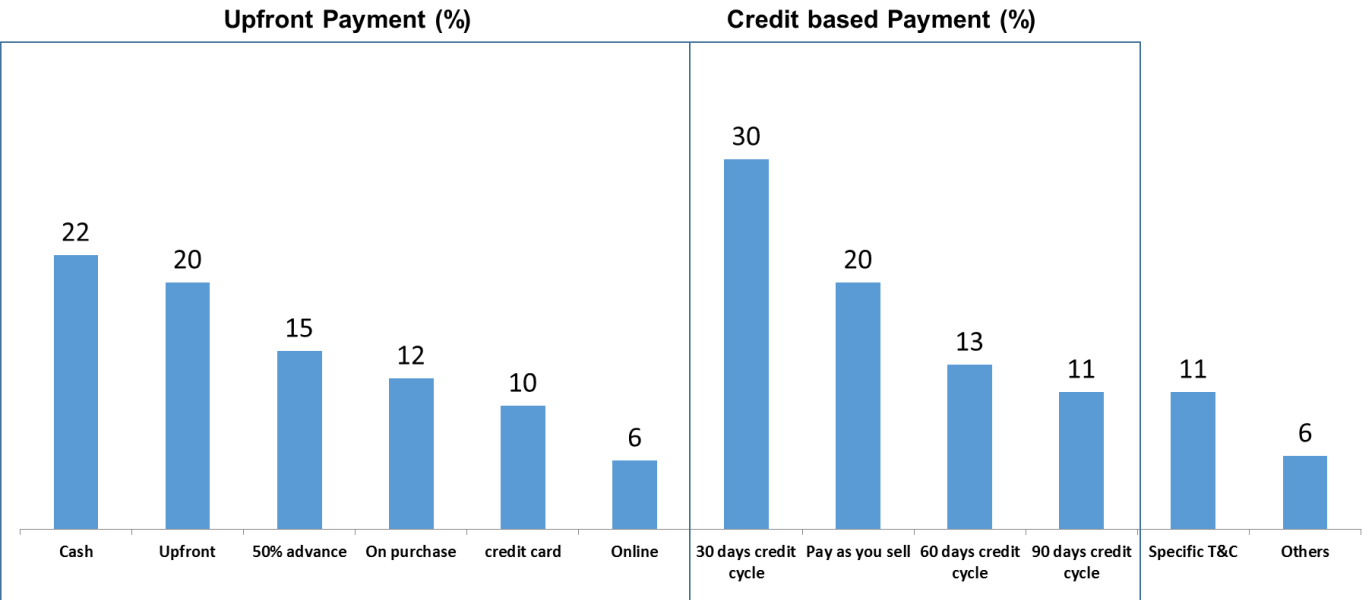


7c. What kind of payment cycles do your Customers follow?

Base - 161

Key Insight 6 – About half of the carpet vendors follow upfront based payment with their suppliers, some of them also follow credit based payment as well. This survey shows that companies follow a payment cycle which is similar to what they receive from their customers.

Chart 5.6: Payment cycles followed by suppliers

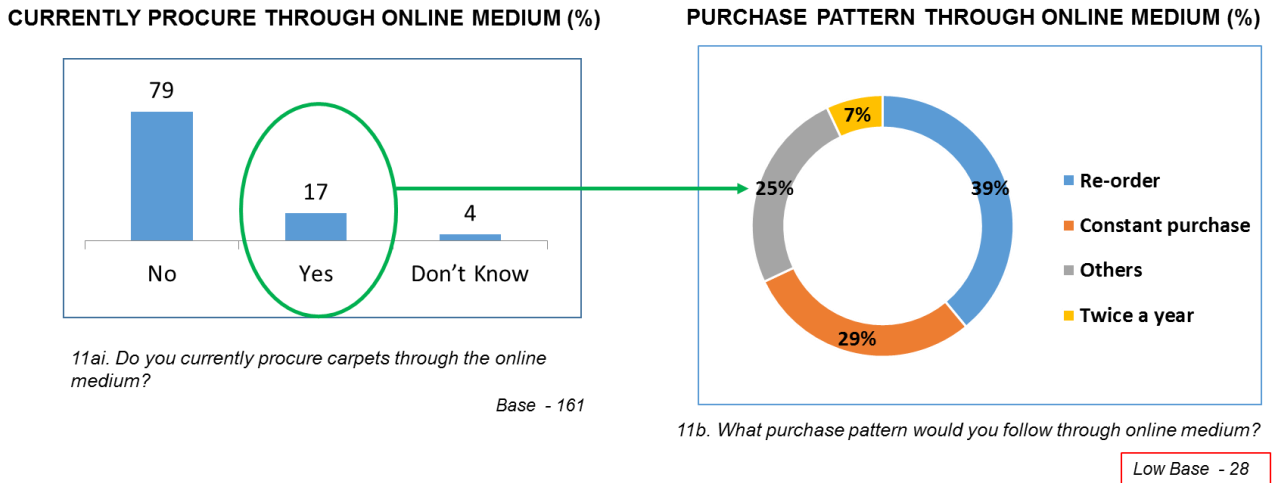


7b Can you please tell us what payment model do you follow with your supplier?

Base - 89

Key Insight 7 –For business owners, online medium is yet to gain much traction in the market. The online buyers majorly follow a Re-order/constant purchase pattern. Hence, this option can be explored for export expansion by addressing needs of quality delivery even through online procurement.

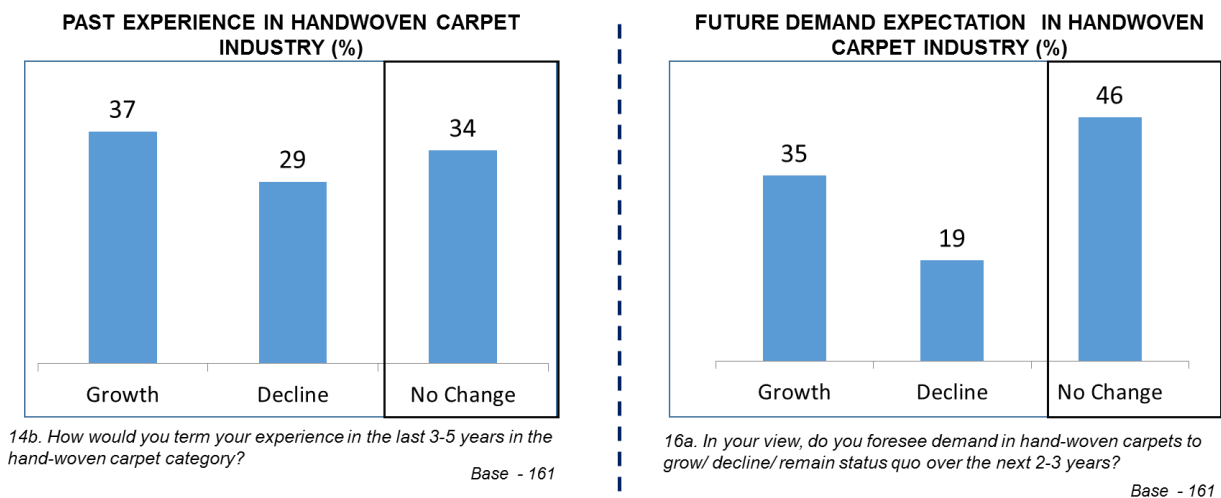
Chart 5.7: Currently procure through online medium and purchase pattern through online medium



5.2 Understanding the Future Trends of the Carpet Market

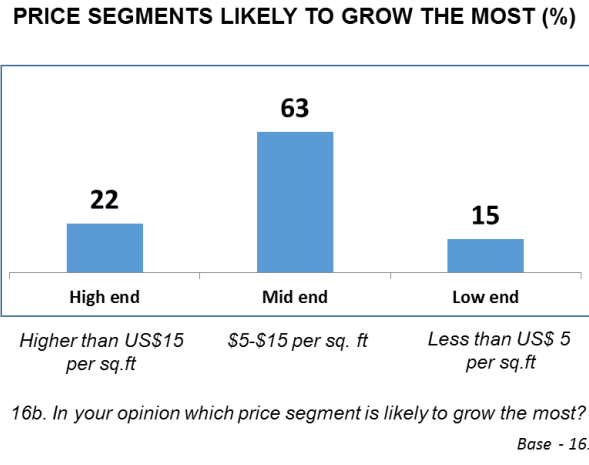
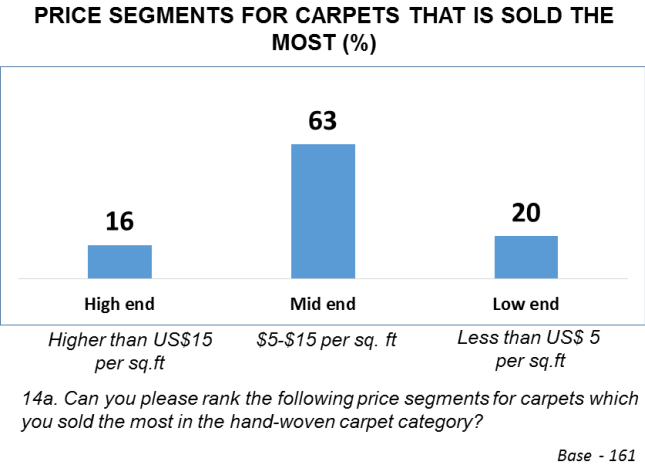
Key Insight 8 – Companies have a slightly optimistic outlook towards the future carpet market in the USA because those expecting a decline in the market have come down.

Chart 5.8: Past experience and future demand expectation in handwoven carpets



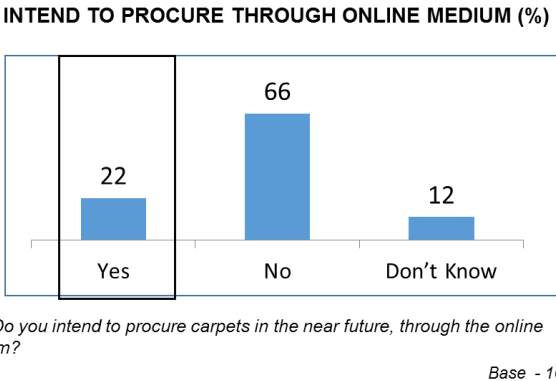
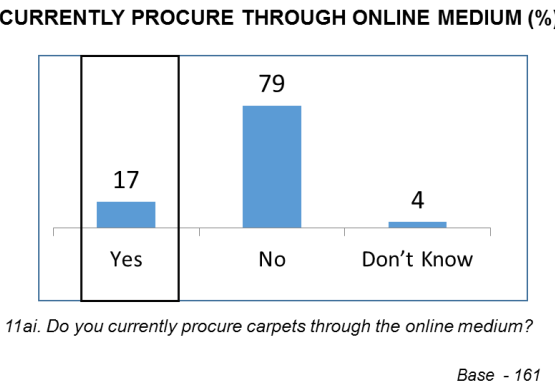
Key Insight 9 – Mid end segment would continue to dominate the market. Demand for high end carpets are likely to increase marginally in the future. When creating awareness for Indian handwoven carpets, the Government of India could focus more on mid and high end segments.

Chart 5.9: Price segments for carpets that is sold the most and is likely to grow the most



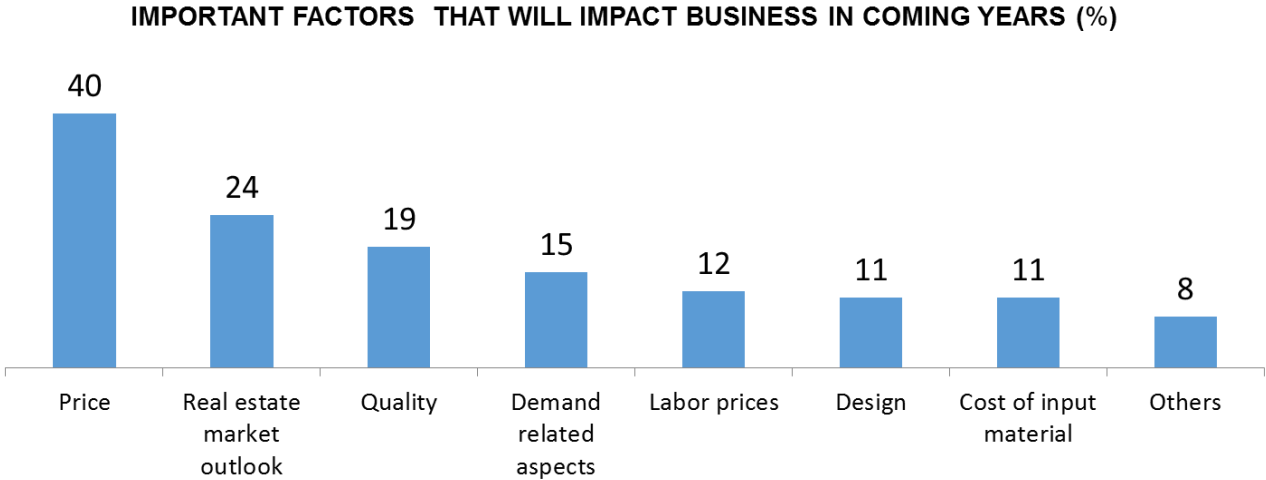
Key Insight 10 – Further, there is a marginal increase in intention to purchase carpets from online medium by respondent companies. An explanation could be that given Quality is the most important attribute when they do business with a supplier, it may not get reflected through an online catalogue.

Chart 5.10: Currently procure through online and intend to procure through online medium



Key Insight 11 – This survey indicates that price followed by real estate market outlook and product quality is likely to impact the carpet market in the future. Given that mid end and to some extent high end carpets are likely to grow, to expand Indian handwoven carpets, Government of India should examine quality expectation for these price segments.

Chart 5.11: Important factors that would impact business in the coming years



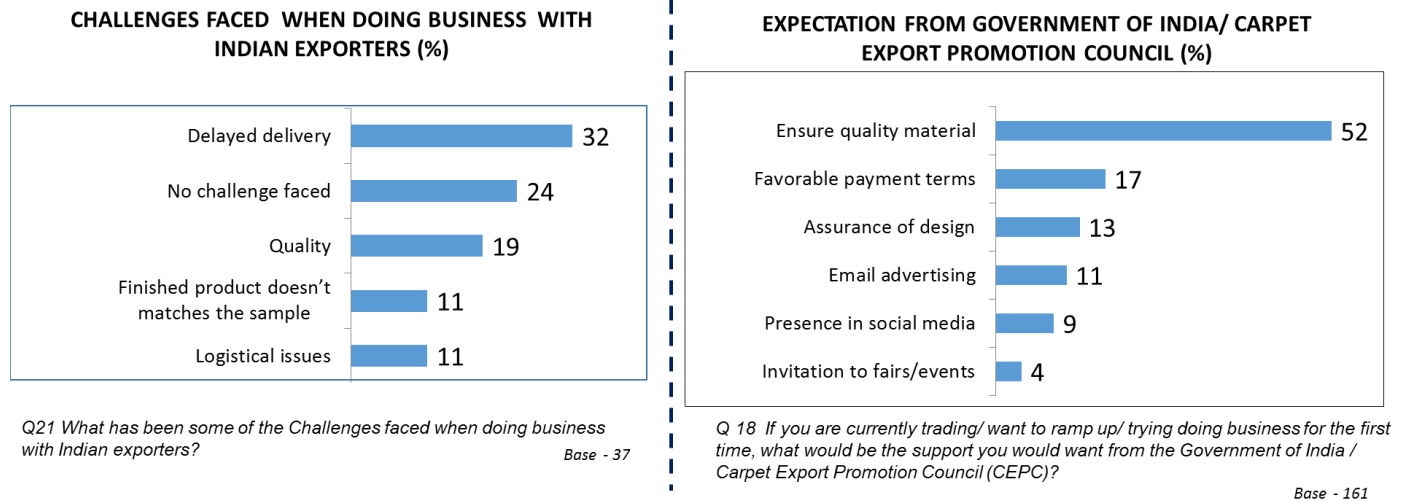
Base - 161

17 What according to you are the important factors that could impact your business in the coming years?

5.3 Challenges Faced and Expectations from the Government

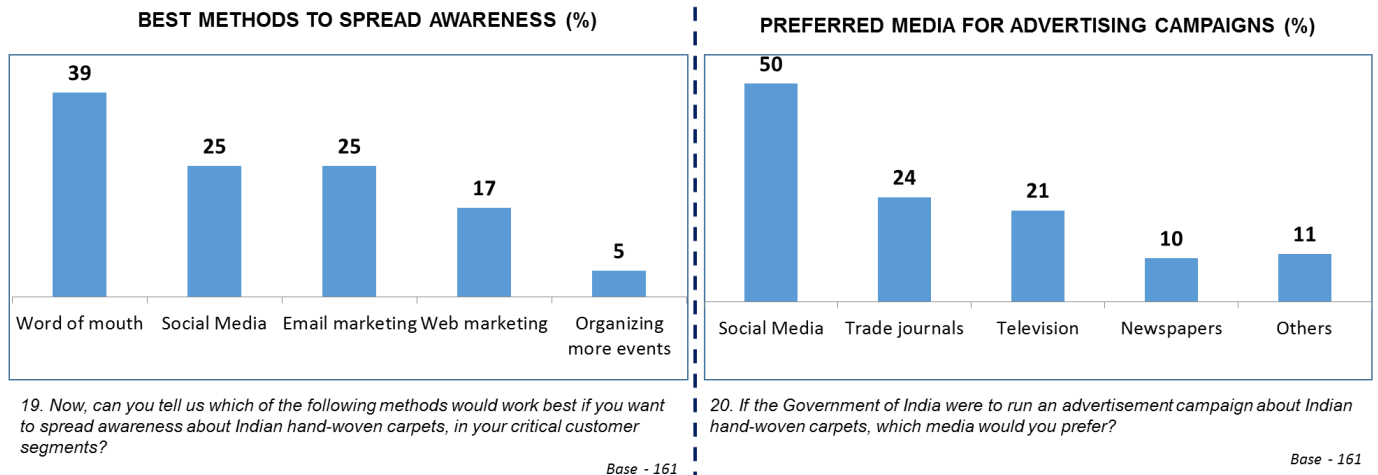
Key Insight 12 – Delayed delivery and quality related issues are the main challenges for a vendor. They expect government to ensure quality of material and design along with favorable payment terms. Further, marketing activities for Indian carpets in both the offline and online space needs to be addressed.

Chart 5.12 – Challenges faced when doing business with Indian exporters and expectation from Government of India and CEPC



Key Insight 13 – Social media and e-mail marketing are seen to be the preferred modes for spreading awareness. Social media advertisement is the most suggested medium for the Government of India. Given equal proportion of Individuals and Institutional buyers, campaigns can be defined and media chosen appropriately for maximum reach.

Chart 5.13: Best methods to spread awareness and preferred media for advertising campaigns



About Karvy Global Services

Karvy Global Services, an arm of the Karvy Group, is a specialist knowledge process outsourcing services provider which involves high value research and analytics. Karvy Global also provides large scale transaction processing. Clients are serviced across North America, Middle East and Asia-Pacific.

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Acknowledgement

Over centuries, the Indian handwoven carpet industry has come to represent India's skills and diversity to execute and adapt to a variety of designs. This industry is also a major source of employment. According to the Carpet export Promotion Council, India accounts for around 35% of total world import of Handmade Carpets. Recognizing the unique craftsmanship of Indian weavers and the intent to further penetrate the United States of America (USA) market, the Consulate General of India, New York, wishes to obtain an updated database of US based companies dealing in carpets and better understand their profile to grow the market for Indian handwoven carpets in the USA.

We at Karvy Global Services are pleased to have been awarded this prestigious research project by the Consulate General of India, New York. This study has benefitted from the inputs of the senior officials of the Consulate General of India, New York.

We would like to thank Mrs. Riva Ganguly Das, Consul General of India, New York, and Mr G. Sreenivasa Rao, Consul (Trade and Commerce) for their encouragement and valuable inputs during the execution of assignment. We also take this opportunity to thank Mr. Mahavir Sharma, Chairman of CEPC for extending support to help better understand the nuances of the carpet business.

Finally, we would like to express thanks to Mr Sachit Gupta and Ms. Antara Nag of our Research team; and Mr Makesh Sankaran, Ms. Aruna Kanneganti, Mr Sudhakar and Mr Kalyan Gudla of our Hyderabad team for successful completion of the study.

Uday Raval
Director

Appendix

Phase I Verification – Used for both IVRS and Online Module

Hello! We are calling from Karvy Global Services. We need just 1 minute for your valuable feedback on just 3 points.

Q1 – Do you currently sell/buy Indian handwoven carpets? **SINGLE CODING.**

Yes	1
No	2

ASK Q1a, IF CODED 1 in Q1, ELSE SKIP TO Q2

Q1a – In the near future, would you like to sell/buy Indian handwoven carpets? **SINGLE CODING.**

Yes	1
No	2

IF CODED 2 IN Q2, TERMINATE CALL, ELSE SKIP TO Q2

Q2– Would you majorly classify your business as that of?

Q2a. An Importer. **SINGLE CODING.**

Yes	1
No	2

IF CODED 2, SKIP TO Q2b, ELSE TERMINATE CALL

Q2b. A Wholesaler. **SINGLE CODING.**

Yes	1
No	2

IF CODED 2, SKIP TO Q2c, ELSE TERMINATE CALL

Q2c. A retailer. **SINGLE CODING.**

Yes	1
No	2

THANK YOU

Phase II Questionnaire – CATI Execution

Section 1: Good morning/ Afternoon/ evening. I amfrom Karvy Global Services, a leading research and analytics organization. We are conducting a study on behalf of the Government of India. We are conducting a research to understanding your views on doing business in handwoven carpets with a focus on India and understanding your business priorities. In this context, we would appreciate if you could spare some of your valuable time to answer some questions.

APPLICABLE ONLY IF CONDUCTING TELEPHONIC INTERVIEWS: NOTE: Stress on confidentiality of information and urge respondents to share their free and frank opinion. [In case, they say how come as a research organization, we can name the client, state that we have the permission from our client. The objective is to understand the USA based carpet industry players for better alignment of policies to boost Indian handwoven carpet sales.]

A. Name of the respondent. **RECORD VERBATIM**

B. Name of the company. **RECORD VERBATIM**

C. Designation of the respondent. **RECORD VERBATIM**

D. Email ID of the respondent. **RECORD VERBATIM**

E. Address of the company. **RECORD VERBATIM**

Building/House No.						
Street						
State						
Zip Code						

Section 2: Overall Company's Details

1. Do you currently deal in Indian handwoven carpets? **SINGLE CODING**

Yes	1
No	2

2. Majorly you classify yourself as _____ **(Read Out Options) MULTIPLE CODING**

Importer	1
Wholesaler	2
Retailer	3

ASK IF CODED MORE THAN ONE OPTION IN Q2.

3. Out of these, which platform generates the major business revenue for you? **(Read Out Options) SINGLE CODING**

Importer	1
Wholesaler	2
Retailer	3

4. Out of the following attributes which are the top 2 ranked attributes that affect the business that you do with your supplier?

Attribute	Rank 1	Rank 2
Quality	1	2
Design/ Colour	1	2
Price	1	2
Reliability	1	2
Trust	1	2
Replacement policy	1	2
Credit policy	1	2
Timely supply	1	2
Communication (clarity, on-time response, etc.)	1	2
Wider range of products	1	2

ASK Q5a IF CODED '1' IN Q2 AND ASK Q5b IF CODED '2' OR '3' IN Q2

- 5a. Now can you tell us the Countries that you do maximum business with? **MULTIPLE CODING**

- 5b. Can you tell us the countries whose stock you majorly keep? **MULTIPLE CODING**

Country	Codes
India	1
China	2
Turkey	3
Egypt	4
Iran	5
Belgium	6
Afghanistan	7
Pakistan	8
Nepal	9
Others specify(_____)	99

6. Now, we would like to know from you what kind of customer segments give you maximum business (Customer Profiles)? **(Read Out options) MULTIPLE CODING**

Customer Segments	Codes
Offline - Individuals	1
Interior Designers/Decorators	2

Online - Individuals	3
Large home decor chains like IKEA, Home depot, etc.	4
Local home décor stores	5
Local Home décor chains	6
Others specify(_____)	99

Section 3: Payment Cycles

ASK Q7a IF CODED '1' IN Q2 AND ASK Q7b IF CODED '2' OR '3' IN Q2

7a. Can you please tell us what payment model do you follow with your supplier? **(Read Out Options)**

MULTIPLE CODING

7b. Can you please tell us what payment model do you follow? **(Read Out Options) MULTIPLE CODING**

ASK ALL

7c. What kind of payment cycles do your Customers follow? **MULTIPLE CODING**

Payment Model	7a	7b	7c
Upfront	1	1	1
On purchase/delivery	2	2	2
Pay as you sell	3	3	3
Cash	4	4	4
Online	5	5	5
30 days credit cycle	6	6	6
60 days credit cycle	7	7	7
90 days credit cycle	8	8	8
Specific terms & conditions	9	9	9
Any other special offers_____ (specify)	99	99	99

Section 4: Inventory Cycles

8. What kind of inventory offloading (how soon are you able to sell your stock) patterns do you experience? **(Read out options) SINGLE CODING**

Offloading Patterns	Codes
3 – 6 months	1
6 – 12 months	2
More than 12 months	3
No specific Period/cycle	4
Sell and re-order	5
A continuous process (Never sell out everything)	6

Others _____ (Please specify)	99
-------------------------------	----

ASK ONLY IF CODED '3' IN Q8

9. What do you think are the reasons behind having a dead stock beyond 12 months? (By dead stock we mean the stock that you have not been able to sell)? **(Read out options) MULTIPLE CODING**

Reasons	Codes
Design related issues	1
Buying related issues (Procurement, overstocking, etc.)	2
Unfavorable market scenario (Lack of demand, etc.)	3
Manufacturing related issues (defects, packaging, etc.)	4
Pricing related issues	5
Others _____ (Please specify)	99

Section 5: Purchase Frequency & Medium

10. What purchase pattern does your company follow for purchase of carpets? **(Read out options) SINGLE CODING**

Purchase Pattern	Codes
Twice a year	1
Once a year	2
Constant purchase	3
Re-order/Purchase as we sell	4
Sign a lot through other dealers	5
Others _____ (Please specify)	99

11ai. Do you currently procure carpets through the online medium? **SINGLE CODING**

11aii. Do you intend to procure carpets in the near future, through the online medium? **SINGLE CODING**

	Codes – Q11ai	Codes – Q11aii
Yes	1	1
No	2	2
Don't Know/Can't Say	3	3

ASK ONLY IF CODED '1' IN Q11ai

11b. What purchase pattern would you follow through online medium? **(Read out options) SINGLE CODING**

Purchase Pattern	Codes
Twice a year	1
Once a year	2
Constant purchase	3
Re-order/Purchase as we sell	4
Sign a lot through other dealers	5
Others _____ (Please specify)	99

12. If you are currently in the online space, what according to you are the 2 most important benefits?**PROBE FURTHER. RECORD VERBATIM.ASK ONLY IF CODED '1' IN Q11ai**

Benefit - 1

Benefit - 2

Section 6: Sales Trends

13. Can you please tell us your preference for carpets and rank top 3 in terms of appearance?

	Rank 1	Rank 2	Rank 3
Colour	1	2	3
Size	1	2	3
Design	1	2	3
Price	1	2	3
Quality	1	2	3
Selvedge & fringe	1	2	3
Others _____ (Please specify)	1	2	3

14a. Can you please rank the following price segments for carpets which you sold the most in the handwoven carpet category? **(Read out options) SINGLE CODING**

	Rank 1	Rank 2	Rank 3
High end - >US\$15 per sq.ft.	1	2	3
Mid end - \$5-15 per sq. ft.	1	2	3
Low end - <US\$ 5 per sq.	1	2	3

14b. How would you term your experience in the last 3-5 years in the handwoven carpet category? **(Read out options) SINGLE CODING**

Experience	Codes
Growth	1
Decline	2
No Change	3

ASK ONLY IF CODED '1' IN Q2

15. What proportion of your total sales come from Indian handwoven carpets? **(Read out options) SINGLE CODING**

Sales Proportion	Codes
Less than 10%	1
10 – 30%	2
31 – 50%	3
More than 50%	4
None	5

Section 7: Future Growth expected& Emerging Market Trends

16a. In your view, do you foresee demand in handwoven carpets to grow/ decline/ remain status quo over the next 2-3 years? **(Read out options) SINGLE CODING**

Overall Market Growth	Codes
Grow	1
Decline	2
Remain Status Quo	3

16b. In your opinion which price segment is likely to grow the most? **(Read out options) SINGLE CODING**

Overall Market Growth	Codes
High end - >US\$15 per sq.ft.	1
Mid end - \$5-15 per sq. ft.	2
Low end - <US\$ 5 per sq.ft.	3

17. What according to you are the important factors that could impact your business in the coming years? **(Read out options) MULTIPLE CODING**

Factors	Codes
Price	1
Design	2
Demand related aspects like substitutes	3
Quality	4
Labor prices	5
Cost of input material	6
Real estate market outlook (Expect new purchases, renovation, etc.)	7
Others_____ (Please specify)	99

Section 8: Awareness and Perception of Indian Handwoven carpets

18. If you are currently trading/ want to ramp up/ trying doing business for the first time, what would be the support you would want from the Government of India / Carpet Export Promotion Council (CEPC)?**(Read out options) MULTIPLE CODING**

Support	Codes
Ensure quality material	1
Assurance of design	2
Favorable payment terms	3
Invitation to fairs/events	4
Presence in social media(Facebook/Instagram, etc)	5
Email advertising	6
Others_____ (Please specify)	99

19. Now, can you tell us which of the following methods would work best if you want to spread awareness about Indian handwoven carpets, in your critical customer segments? **(Read out options) MULTIPLE CODING**

Awareness Methods	Codes
Organizing more events	1
Social Media (Facebook, Instagram, creation of videos on YouTube, etc.)	2
Web marketing	3
Email marketing/advertising	4
Word of mouth	5
Others_____ (Please specify)	99

20. If the Government of India were to run an advertisement campaign about Indian handwoven carpets, which media would you prefer?(**Read out options**) **MULTIPLE CODING**

Preferred Media	Codes
Trade journals – Interior designers/ decorators	1
Social Media (Facebook, Instagram, creation of videos on YouTube, etc.)	2
Newspapers	3
Television	4
Others _____ (Please specify)	99

Section 9:

ASK ONLY IF CODED '1' IN Q1

21. What has been some of the Challenges faced when doing business **with Indian exporters**? (**Read out options**) **MULTIPLE CODING**

Challenges	Codes
Delayed delivery	1
Reduce prices to get business & then compromise on quality	2
Logistical issues like paying extra charges for shipping, etc.	3
Design	4
Quality	5
Reliability	6
Trade promotion activities	7
The finished product doesn't matches the sample	8
No challenge faced	9
Others _____ (Please specify)	99

Section 10: Respondent Company details

22a. What is the current employee strength? **SINGLE CODING**

Employee Strength	Codes
1 - 2	1
3 - 4	2
5 - 6	3
7 - 8	4
9 - 10	5
More than 10	6

22b. What is the type of ownership? **SINGLE CODING**

Ownership	Codes
Family-run business	4
Multi-store chain	1
Partnership	2
Individual business	3

22c. The number of years you have been in business _____ **(RECORD VERBATIM)? SINGLE CODING**

Number of years in business	Codes
Less than 10 years	1
10 – 15 years	2
16 – 25 years	3
26 – 35 years	4
36 – 45 years	5
More than 45 years	6

22d. What is the total annual sale you are generating? **SINGLE CODING**

Current total sales	Codes
Upton \$1 million	1
\$1-5 million	2
\$5-10 million	3
\$10-50 million	4
\$50 million+	5
Don't prefer answering	6

THANK YOU

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List of Phase I - 415 Respondents – Importers, Wholesalers and Retailers

Importers

S. NO	COMPANY NAME	ADDRESS	CONTACT PERSON	TELEPHONE
1	Art Resources	1961 South La Cinega Blvd, Los Angeles	Edmond Simantob	3236589000/2102748011
2	Chandra Rugs Inc.	1067 Union Grove Road, Adairsville, GA-30103	Chandra Tiwari	7066244518
3	Ebisons Harounian Imports	44 East 32nd Street, 7th Floor, New York-10016	Michael Harounian	2126864262
4	EORC	100 Park Plaza Drive, Secaucus, NJ- 07094	Benny Nabavian	2018651885
5	High Country Rugs	Po Box 2754, Avon, Colorado-81620	Jason Leach	9703793225
6	Rugs To Riches	631 Birkdale Dr. Wichita, Kansas-67230	Shahriar Pourhassan	3163934500
7	The Clothing Depot Inc.	4960 Nw. 165 St. Unit B-20, Miami, Florida-33014	Narendra K Gupta	3053362174
8	WW 10 Imports	7647 Hayvenhurst Avenue Suite 39, Van Nuys, California-91406	Arsalan Khalili	8185100289
9	R W Beattie Carpet Industries	Po Box 4	Robert Beattie	7062783637
10	Carpetime Inc	3564 Lincoln Way E	Carpetimebelde n	3308327676
11	Carpet World Plus Llc	46280 Van Dyke Ave	Dan Rumsey	5867267300
12	Abbey Carpet Co	407 S Catlin St	Curt Bowler	4067211810
13	Tex Depots	936 Wall St	John Makibi	2136292827
14	Tepp Team Usa	100 Park Plaza Dr Ste 102S	Djalal Mohammadi	2018638888
15	Aziz Oriental Rugs Imports	2102 N Loop 1604 W	ABDOL AMIR RAD	2108221410
16	Tariq Oriental Rugs Inc	213 E Main St	Tariq Khawaja	5406363566
17	Esmaili Rugs & Antiques Inc	1500 Hi Line Dr	ALEX ESMAILI	2146517847
18	Fairway Trade Village	6250 Shirley St Ste 501	Ali Khorasantchi	2392540166
19	Effandi Oriental Rugs	1210 Montana Ave Ste B	Tom Rashtran	3103196510
20	Pacific Oriental Rugs	8609 Melrose Ave	Sion Javaheri	3106596270
21	Toledo Center Floor Covering	1826 Texas Hwy	Doyle Sciafe	3182565159
22	Custom Carpets Inc	1001 Sterlington Rd	A Nolan	3183236094
23	Owens Carpet Co	Po Box 283	Gary Owens	4053766828
24	Ariana Rug Gallery	457 N Santa Cruz Ave	Siamak Shamouilzadeh	4083995600
25	Fairmont Rug Gallery	2 Tunstead Ave	Eesa Mokri	4154821066
26	American Discount Flooring	3202 E Greenway Rd Ste 1303	Brian Baker	6025694570
27	Pleasant View Carpets	1020 Industrial Dr	Larry Vernon	6157466348
28	Wood Lumber Co	Po Box 528	Ron Goins	6203316818
29	Nouri Rugs	636 E Colorado Blvd	Jay Nouri	6264409500
30	Lux Flooring Specialists	10374 Fairfax Blvd	Armani Mahoozi	7033520042
31	Carpet Store	Po Box 638	Nathan Agam	7068655088

32	Daghlian Oriental Rugs	207 Edison St	Raffi Daghljan	8013637847
33	Golden Looms	2650 W Palmetto St	Mush Paq	8436658655
34	Aman Oriental Rugs & Gallery	759 Pfingsten Rd	Aman Ghafoor	8472050121
35	Marks Designer Rugs	9521 Metcalf Ave	Mark Choan	9138887847
36	Abbey Carpet Co	1103 Central Park Ave	Neal Stanger	9147938330
37	Persian Carpet	5634 Chapel Hill Rd	Nelda Lay	9199680366
38	American Carpet & Interiors	2021 Grant St	Raymond Adal	9549239009
39	Abbey Carpet Co	2565 American Way	Jeff Jacobson	9702418284
40	Carpet Store	847 S Main St # B	Nathan Agam	7068655088
41	Moyer Tile	1174 S State Route 89 Ste 2	April Moyer	9287754044
42	Chelsi Carpets	8687 Melrose Ave	Iradj Kayvan	3102895200
43	Arizona Carpet For Less	710 W Broadway Rd Ste 508	David Nunez	4802367602
44	GED'S CARPET AND TILE	2985 S State Highway 360 #135, Grand Prairie, TX 75052-7615	Gary Campanozzi	9726023584/7062188089
45	Pars Ltd	2919 E Douglas Ave	Ben Raisdana	3166810292
46	Looms Creations	280 State Route 18 Ste A	Surender Jain	7323909963
47	Carpet Castle	110 S Milwaukee Ave	Joseph Dale	8472657000
48	American Carpets	281 Front St	Patrick Vistonti	6077225224

Wholesalers and Retailers

S. NO.	COMPANY NAME	ADDRESS	CONTACT PERSON	TELEPHONE
1	Carpet Industry Clearinghouse	Po Box 788 Dalton 30722-0788	John Anderson	7062772000
2	Iberia Lumber Co Carpet	Po Box 184 Iberia 65486-0184	Tommy Steen	5737936004
3	Hadji Oriental Rugs Inc	7135 Wisconsin Ave Bethesda 20814-4801	G Hadji	3012294472
4	Carpet Barn	410 E Arch St Madisonville 42431-2104	Jamie Crook	2708212601
5	A To Z Carpet Flooring	1210 W Winton Ave Hayward 94545-1406	Naim Rahimi	5107851000
6	Rug Outlet	230 Brookpark Cir Lewisburg 17837-6805	Alex Bernt	5705249494
7	Michaels Flooring	6500 District Blvd Unit 3 Bakersfield 93313-2062	Michael Benny	6618332444
8	Nigohsian Carpet & Rug Co Inc	57 Crawford St Needham 02494-2618	Charlene Nigohsian	7814447847
9	Matson Rugs Inc	892 Farmington Ave Kensington 06037-2217	Jeffrey Matson	8608289969
10	Carpet Barn	141 E Arch St Madisonville 42431-2059	Jamie Crook	2708212601
11	Simpson Carpet Warehouse Sales	7550 Seymour Hwy Wichita Falls 76310-6844	Les Simpson	9406911500
12	Carpet Barn	216 Mulberry Ave Moundsville 26041-1520	Sharon Fritzman	3048455710
13	Carpets By Thad Inc	5110 Atlantic Ave Raleigh 27616	Thad Lewis	9198731115
14	Carpet Industry Clearinghouse	Po Box 788 Dalton 30722-0788	John Anderson	7062772000
15	Iberia Lumber Co Carpet	Po Box 184 Iberia 65486-0184	Tommy Steen	5737936004
16	Noures Oriental Rug Gallery	830 W Main St Ste 800 Lake Geneva 53147-1885	Noure Nateghi	2622482222
17	Oriental Rug Gallery	6022 S Dixie Hwy South Miami 33143-5001	Adan Yamimi	3056616500
18	Capitol Carpet Inc	892 N Military Trl West Palm Beach 33415	Louis morano	5616894100
19	Jays Hiway Furniture	Po Box 367 Ellendale 58436-0367	Douglas Kendall	7013493695
20	Kims Floor Solutions	545 Nw Broad St Lyons 30436-5517	Byron Waters	9125268925
21	Tom Davis Flooring	2374 Us Highway 84 Blackshear 31516-1148	Tom Davis	9128072727
22	Leggett & Platt Inc	Po Box 408 Houston 38851-0408	David Nelson	6624563053
23	Bozatli International	100 Park Plaza Dr Secaucus 07094-3635	Mehmet Bozatli	2015539833
24	Peter Pap Oriental Rugs Inc	470 Jackson St San Francisco 94111-1617	Peter Pap	4159563300
25	Persepolis Oriental Rugs	8453 Tyco Rd Ste B Vienna 22182-2209	Hossein Nilforoush	7038931425
26	Ridglea Rug Gallery	3309 Winthrop Ave Ste 64 Fort Worth 76116-5608	John Azad	8173778598
27	Starr	1 Grand Ave Ste 8 Englewood 07631-3500	Michael Nazar	2015697067
28	Millers Floors & More Inc	120 W Monroe St Decatur 46733-1605	Brennan Miller	2607247946
29	Carpet One Of South Haven	2959 73Rd St South Haven 49090-9364	Don Jenks	2696374464
30	Clt Flooring & Furnishings	1600 W Main St Newcastle 82701-2457	Randy Hershey	3077463335
31	Atlas Discount	2325 Pacific Coast Hwy Lomita 90717-	John	3105394101

	Carpet Inc	2401	Baghoolizadeh	
32	Mehraban Oriental Rugs	545 N La Cienega Blvd West Hollywood 90048-2001	Sam Mehraban	3106574400
33	Oriental Treasures	855 Reynolda Rd Winston Salem 27104-3241	Azam Sarikha	3367229947
34	Foxy Carpets	2615 Se 58Th Ave Ocala 34480-6418	Rob Carney	3526242010
35	Carpet & Tile Contractors	13711 S County Line Rd Mcloud 74851-8608	Gary Norman	4059226680
36	Pasargad Rug Co	2 Henry Adams St Ste 464 San Francisco 94103-5038	Mohsen Khalaji	4154316177
37	Enyart Flooring & Home Dcrtng	577 S 2Nd St Coldwater 45828-1857	Mark Enyart	4196788777
38	Pete & Sons Carpet & Linoleum	9913 Orr And Day Rd Santa Fe Springs 90670-3613	AL Dominguez	5628647771
39	Castle	1840 N Main Ave Ste 302 Scranton 18508-1924	Tony Sard	5708404243
40	Rugs By Jafar	109 Walton Ferry Rd Ste G Hendersonville 37075-3659	Jafar Arbabshirani	6153380480
41	Madison Decorating Ctr	117 E Old Hickory Blvd Madison 37115-3932	Dorothy Upchurch	6158650873
42	Carpet One Carpet Suppliers	9324 Lower Azusa Rd Temple City 91780-3701	Melvin North	6264432744
43	Messerian Oriental Rugs	493 E Colorado Blvd Pasadena 91101-2024	Harry Messerian	6267929858
44	All Carpet Inc	6183 Jericho Tpke Commack 11725-2835	Ralph Tomeo	6314939496
45	Major Carpets Inc	119 Broadview Ter Dalton 30720-3850	John O'neal	7062773341
46	Base King Llc	141 Lower Dug Gap Rd Sw Dalton 30720-9272	Everett Schlisner	7062782604
47	Discount Flooring Ctr	5035 Gulf Fwy Houston 77023-4633	Ta Tu	7139283993
48	Mamas Carpet Co	500 E Colorado St Glendale 91205-1607	Barbara Karaoglanyan	8182431165
49	Baileys Carpet Barn	4976 Old Versailles Rd Lexington 40510-9756	Bill Bailey	8592544852
50	Pulciano Carpet	8961 Central Ave Montclair 91763-1620	Mario Pulciano	9099314470
51	Raphaels Carpet Svc	302 N Plymouth St Fayetteville 28312-5348	Ralph Brewington	9104865348
52	Interior Surface Ents Llc	874 N Jan Mar Ct Olathe 66061-3692	Tim Porter	9133978100
53	Weber Carpet	2851 Iowa St Lawrence 66046-4172	Mark Weber	9134695430
54	G & G Carpets	108 N Avenue D Haskell 79521-5826	Jesse Guadalcazar Jr	9408643966
55	J Z Floors	1180 S Rock Blvd Sparks 89431-5924	Joe Ziegler	7753596388
56	Martins Floor Covering Inc	633 Weavertown Rd Myerstown 17067-2699	John Huber	7178665359
57	Circus Floors Carpet One	5084 El Camino Real Los Altos 94022	Ed Howes	6509640326
58	Ramirez Foams	10875 Shady Trl Ste 108 Dallas 75220-1324	Leo Ramirez	2143501455
59	Carpet Liquidation Depot	1326 Providence Rd Scranton 18508-2244	Nicholas Perfilio	5709618032
60	Cfc Commercial Flooring Corp	350 Woodbine Ave Ste 1 Northport 11768-2961	Matt Benkovich	6317548700
61	Bergeron Floor & Wall Co	807 40 Arpent Rd Raceland 70394-2823	Kyle Allemand	9855373409
62	Gwinnett Carpet Outlet	Po Box 870190 Stone Mountain 30087-0005	Fernan Peralta	7709257423

63	Melbys Home Interiors Inc	Po Box 2012 Columbia Fls 59912-2012	Steven Melby	4068922878
64	Gwinnett Carpet	1232 Jennie Ln Sw Lilburn 30047-6719	Fernan Peralta	7709257423
65	Carpet Mills Outlet	5217 N University Ave Carencro 70520-3017	John Noel	3378968472
66	Fletcher Decorating Inc	414 Court St Beatrice 68310-3805	Darrell Fletcher	4022235204
67	Al Brousseau Flooring	905 Worcester St Southbridge 01550-1387	Raymond Brousseau	5087644453
68	Sunshine Floor Coverings	Po Box 20114 El Sobrante 94820-0114	Dwayne Bal	5102234300
69	Carpet Giant	3407 Gulf Fwy Houston 77003-5439	Jim Wosenitz	7132242213
70	Nck Carpet Plus	Po Box 306 Concordia 66901-0306	Carol Richard	7852431141
71	Waynes Flooring America	330 Sand Island Access Rd Ste 104 Honolulu 96819-2269	Art Longstreed	8088416183
72	Stories Carpet Svc	Po Box 25 Blowing Rock 28605-0025	Nelson Storie	8282957637
73	A Flooring Outlet	Po Box 2073 Banner Elk 28604-2073	Debbie Matheson	8288985484
74	Dalton Mill Direct Carpet	958 S Main St Nicholasville 40356-2152	Theresa Kemp	8598857044
75	Walters Carpet & Interiors	465 N Mill St Ste 19 Aspen 81611-1588	Walter Voight	9705440586
76	C E Buells Carpet Sales	470 N Greenbush Rd Rensselaer 12144-8406	Marcia Buell	5182836143
77	Hampton Floor Covering	2290 El Sol Ave Altadena 91001-5332	George Hampton	6267958445
78	Carpet One Deatons	1000 Highway 45 Byp Jackson 38301-3256	Gary Deaton	7316645200
79	K Faramarz Gallery	932 Great Plain Ave Needham 02492-3030	Faramarz Khedmaty	7814446110
80	Jerrys Carpet Inc	Po Box 4122 Sevierville 37864-4122	Joann Finchum	8654536584
81	Chatham Floors & Decor	166 Main St Chatham 07928-2420	Nancy Ciaramello	9736350700
82	Fast Floor Solutions	2208 Bedford St Johnstown 15904-1125	Brian Jones	8142691356
83	Akers Distributing Inc	1887 Hotel Rd Auburn 04210-8818	Cliff Akers	2077841511
84	Rubensteins Contract Carpet	1313 N Atlantic St Ste 1500 Spokane 99201-2338	Danylle Clutter	5093287220
85	Lexian Trading	733 Harbour Way S Richmond 94804-3610	Maurice Dahan	5109659494
86	Central Carpet	1171 Dekalb Ave Brooklyn 11221-3143	Thomas D'Ambrosio	7185736122
87	R S Global Inc	3373 Garden Brook Dr Farmers Branch 75234-2310	Scott Shaw	9724062930
88	Hardwood Carpet & Flooring	24218 Hawthorne Blvd Ste C Torrance 90505-6597	Mike Harandi	3107915440
89	Genesis Carpet And Paint	Po Box 1215 Chiefland 32644-1215	Kenneth Gallo	3524934431
90	Gillespie's Carpet Center Inc	360 Chadbourne Rd Fairfield 94534	Steve Hoover	7074273773
91	Walker Carpet & Tile World	16330 Halsted St Harvey 60426	Garrett Baumgarten	7083316177
92	Florence Carpet & Tile Inc	1706 Pamplico Hwy Florence 29505-6217	Fct	8436691851
93	Abbey Carpet Of Havre	Po Box 991 Havre 59501-0991	Michael Evans	4062652278
94	Bruce Hill Furniture & Carpet	1610 W 6Th St Chadron 69337-6000	Tyson Hill	3084325536

95	Millers Furniture & Carpet	220 N York St Mechanicsburg 17055-6219	Tom Miller	7177663369
96	Tawzer Carpet Service	23 Lastinger Rd Tifton 31794-9028	Fred Tawzer	2293826019
97	C S Floors	8803 State Route 16 Nw Gig Harbor 98332	Nancy roberts	2538535833
98	Forever Floors Inc	5407 Green Bay Rd Kenosha 53144-3735	David Kirsch	2626546311
99	Dixieland Carpet Outlet Inc	7108 Maccorkle Ave Se Charleston 25304-2941	Pete Schleider	3049252413
100	Uncle Toms Carpet Works	3573 E Lincolnway Ste G2 Cheyenne 82001-6349	Thomas Haynes	3077783173
101	Cold Spring Carpet Inc	Po Box 326 Cold Spring 56320-0326	Virgil Stang	3206853306
102	J & J Carpet & Floor Covering	213 Us Highway 64 W Southmont 27351	Jerry E Mc Cullough	3362496672
103	Chief Carpet Cleanng	1942 Newmark Dr Deltona 32738-6110	Richard Blanchfield	3865329429
104	D & M Forest Products	Po Box 766 Ronan 59864-0766	Donald Perkins	4066754779
105	Abc Carpets & Oriental Rugs	223 E Silver Spring Dr Milwaukee 53217	Batoul Shabahang	4143322486
106	All Teriors Floor Covering Inc	500 S 52Nd St Ste 301 Tempe 85281	Dexter Rose	4809218419
107	Inside Design Inc	2101 Duncan Rd N Wenatchee 98807	James P Mc Donald	5096629500
108	Becwar Tile & Marble	576 Central Ave Ste 1 Dubuque 52001-7051	Scott Becwar	5635881203
109	D & S Decorating Center	Po Box 81 Cambridge 53523-0081	Dwight Christianson	6084234440
110	Floors Plus Inc	742 Amy Dr Holmen 54636-9396	Mathew Freng	6085262557
111	Shermans Flooring Ctr	Po Box 116 Kieler 53812-0116	Brian Sherman	6085683050
112	Cunningham Tile	2671 E Lake Of The Isles Pkwy Minneapolis 55408-1051	Ian Cunningham	6128220304
113	Joh Mar Floor Covering	14330 Ostrum Trl N Marine St Crx 55047-8626	John Block	6514335312
114	Linn's Carpet Service	301 Elm St Farmington 55024-1028	Linn Pierson	6514634887
115	Kids World	102 George Brock Rd Resaca 30735-9328	Jimmy Frazier	7062770723
116	Dean Carpet	4207 Spencer Hwy Pasadena 77504	Abdul S Jimil	7134724040
117	Rapids Floor Mart	530 Dove Ave Wisc Rapids 54494-7804	Les Mews	7154240707
118	Bobs Carpet Mart	311 Missouri Ave N Ste 2 Largo 33770-5000	Brian Dessauer	7275811004
119	Liebold & Son Floor Covering	12598 Seminole Blvd Largo 33778-2746	Gary Liebold	7275844766
120	Carpetmax Inc	669 Cedar Rd Chesapeake 23322	Robert shiro	7574361393
121	Dynasty Flooring Inc	1615 W Waters Ave Tampa 33604-2723	Frank Bronko	8139329800
122	Carpet Shop	3333 Capital Cir Ne Tallahassee 32308-1546	T Wollschlager	8503867139
123	Links Warehouse	4826 Corlett St Tallahassee 32303-6814	Alan Link	8505745465
124	Rug Mart Inc	256 Us Highway 202/31 Flemington 08822	Clarence ownes	9087823831
125	World Of Floors	207 S James St Grayling 49738-1808	Tammy Whitley	9893488934
126	C R Carpet	9606 Stellhorn Rd Fort Wayne 46815-4432	Jeff A Cook	2607492933
127	Carpet One Migala	8646 Shaver Rd Portage 49024-6161	Joe Sikkema	2693273071
128	Carpet Man	11209 E Washington St Indianapolis 46229-3113	Aaron Hartwell	3178940000
129	Discount Carpet	355 Nw Lake Jeffery Rd Lake City 32055-	Brian Conroy	3867550041

	& Flooring	2741		
130	Orlando Carpet & Tile	4868 S Orange Blossom Trl Orlando 32839-1710	Paul Singh	4078594715
131	Carpet Systems Inc	1515 Bayshore Hwy Burlingame 94010-1602	Frank Nazarian	6506926300
132	Carpetile Sudden Cents	705 Warm Springs Hwy Manchester 31816-1148	Harold Garrett	7068463635
133	Presley Carpet & Installation	1667 Lee Rd Lithia Springs 30122-3024	Shirley Presley	7709480004
134	Dons Carpet Ctr	1001 W Walnut St Washington 47501-2435	Don Johnson	8122546635
135	Carpet Mania	1428 10Th St Ste X Columbus 47201-5906	Clinton Mann	8123727577
136	Carpet Center	4256 Blanding Blvd Jacksonville 32210-5421	Herb Mynatt	9047781846
137	Dependable Carpet Svc	1302 Cherokee Trl Plano 75023-4426	Jeff Dell	9724244444
138	Future Foam	708 John Dr Monticello 52310-9473	Lenny Tekippe	3194652085
139	Pride Of Persia Rug Co	1001 West Loop N Houston 77055-7215	Mehdi Abedi	7135227870
140	Sarouk Rugs & Antiques	2610 E Coast Hwy Corona Del Mar 92625-2133	Reza Azadgan	9497201777
141	Silbermans	633 Hope St Stamford 06907-2740	Alan Silberman	2033489946
142	Classic Carpet & Rug	84 Commerce Rd Stamford 06902-4506	Jack Briener	2033593622
143	Floor Craze Llc	125 Water St Guilford 06437-2501	Lee Pelosi	2034580830
144	West Alabama Carpet Distrs	1929 Queen City Ave Tuscaloosa 35401-4648	Jackie Davis	2053455180
145	Carpet Warehouse	817 Shades Crest Rd Birmingham 35226-1901	Tracy Lanier	2058243628
146	Carpet Liquidators Inc	4400 4Th Ave S Ste A Seattle 98134-2355	Mike Fleming	2063320566
147	Floor Show	880 Kootenai Cut Off Rd Ponderay 83852-9720	Chet Whitney	2082635198
148	Floor Show	200 N 1St Ave Sandpoint 83864-1402	Chet Whitney	2082635198
149	Rasa Floors	3417 Steen St Ste C San Antonio 78219-2343	Sudie Galindo	2102124444
150	Coast To Coast Contract Carpet	227 E 56Th St Rm 402 New York 10022-3749	Thomas Bachert	2124214114
151	Kermanshah Oriental Rugs	57 5Th Ave Apt 1A New York 10003-4350	A Kermanshah	2126277077
152	Ebisons Harounian Imports	44 E 32Nd St Ph 1 New York 10016-5508	Michael Harounian	2126864262
153	Floor To Ceiling Store	1001 Nw 4Th St Grand Rapids 55744-2203	Chuck Miller	2183271136
154	Flooring Specialist Inc	10300 Gorenflo Rd Diberville 39540-4921	Roger Hilton	2283920052
155	K & N Carpet Inc	12108 Us Highway 27 S Fort Wayne 46816-9423	Todd Hockemeyer	2606393591
156	West Floor Covering	500 S Grandstaff Dr Ste F Auburn 46706-2057	Paul West	2609253016
157	Battle Creek Tile & Mosaic Co	1338 Michigan Ave W Battle Creek 49037-1992	Frank Zanetti	2699628779
158	Fleeners Home Planning	201 N Main St Leitchfield 42754-1582	Harrell Fleener	2702593271
159	Carpet & Mattress Place	6960 Marlboro Pike District Heights 20747-3240	Jossein Monfared	3015686408
160	Carpet One Kehnes	1306 W Patrick St Ste 1 Frederick 21703-4869	Dick Santora	3016621261
161	Fame Flooring Inc	16115 Shady Grove Rd Gaithersburg 20877-4003	Adam Mansouria	3017211706

162	Aladdin Carpet & Floors	12321 Parklawn Dr Rockville 20852-1725	Amir Modjarrad	3018169700
163	Festival Carpet & Floors	215 Muddy Branch Rd Gaithersburg 20878-3004	Reza Sadeghy	3019485400
164	Creative Floors South	23135 Lewes Georgetown Hwy Unit 15 Georgetown 19947-5395	Darren Shaffer	3028549388
165	Carpet Exchange	760 S Abilene St Aurora 80012-3601	Eric Davidson	3033681400
166	Carpet House	8574 W Pico Blvd Los Angeles 90035-2410	Jalal Janan	3106577344
167	Carpet Time	Po Box 33 Alder Creek 13301-0033	Jeannette Reittinger	3159423962
168	Mainstyle Flooring Llc	5505 S Meridian St Indianapolis 46217-3748	Tamarea Goff	3177914200
169	Dixie Floors Inc	1709 N Market St Shreveport 71107-5209	Bill Wroten	3182218362
170	Whites Floor Store	1921 Main St Ste 2 Keokuk 52632-3229	Eric White	3195266230
171	Elite Carpet Of Minnesota	Po Box 231 Hinckley 55037-0231	Marty Soens	3203369713
172	Siegels Floor Coverings	302 1St Ave N Wheaton 56296-1504	Tim Siegel	3205634749
173	Floor Store	3434 S Hopkins Ave Titusville 32780-5625	Eileen Connolly	3212682932
174	Prattville Carpet	2201 Cobbs Ford Rd Prattville 36066-7703	Ronald Boles	3342858117
175	Carpet One Brian Holloway	3955 Reeves St Dothan 36303-2315	Morris Holloway	3347939232
176	Alatheia Interiors	3507 Madison Ave Greensboro 27403-1029	Rich Dovan	3362923655
177	Carpet Network	508 E Bayou Pkwy Lafayette 70508-3702	Jack Henderson	3372358926
178	United Discount Carpet Brokers	12472 Spring Hill Dr Spring Hill 34609-4900	John Mc Neil	3526887963
179	Cove Carpet Warehouse	510 Se Old Arcadia Rd Shelton 98584-8374	Linda Glendenning	3604268111
180	Barts	1979 Kingstown Rd Wakefield 02879-1608	Thomas Bartkiewicz	4017836600
181	Shiplee Flooring	1739 S 11Th St Nebraska City 68410-3472	Marty Shiplee	4028734143
182	Shirley Brimberry Inc	1533 W Sheridan Ave Oklahoma City 73106-3021	Shirley Brimberry	4052368432
183	Mill Creek Carpet & Tile	9494 N May Ave Oklahoma City 73120-2712	Trey Clure	4057553003
184	Rhino Floor Prep Inc	3721 Spring Hill Dr Edmond 73013-6927	Doug Dye	4058445544
185	Floor Connection	2390 N Main St Vidor 77662-2614	Richard Woodard	4097694845
186	Avon Decorating Ctr	2144 Didonato Dr Chester 21619-2654	Pete Morris	4106434884
187	Design Expo Flooring Ctr Inc	64 Central Ave W Edgewater 21037-2622	George Mysoir	4109560404
188	Furners Floor Covering	223 S Sandusky Ave Bucyrus 44820-2284	Alan Furner	4195623993
189	Longs Home Fashion Ctr	1875 Nw Poplar Way Issaquah 98027-8126	Frances Long	4253918070
190	Carpet One	6163 Mayfield Rd Cleveland 44124-3227	Charles Wien	4404494977
191	Ozark Floor Co Inc	928 N College Ave Fayetteville 72701-2009	Mark January	4796360552
192	American Interiors	6707 E Mckellips Rd Mesa 85215-2958	Brian Frost	4809644000
193	C & F Carpet Llc	2206 Cantrell Rd Little Rock 72202-2110	Carol Auger	5013999909
194	F L Davis Builders Supply	Po Box 1385 Greers Ferry 72067-1385	Renee Baker	5018256238
195	Carpet Technologies	3834 Taylorsville Rd Louisville 40220-1302	Nick Wathen	5024518860
196	Art Of Persia	900 Sw 5Th Ave Ste 93 Portland 97204-1213	Saadi Nikoo	5032221230

197	Northwest Rugs	2100 N Hayden Island Dr Portland 97217-8216	Sean Neely	5032857847
198	Floor Solutions Llc	2121 Nw Front Ave Ste C Portland 97209-1808	Robb Siegenthaler	5032952070
199	Carpet Classics	13765 Sw Pacific Hwy Tigard 97223-4835	Jim Goddard	5036392020
200	House Of Floors	1560 Juan Tabo Blvd Ne Ste A Albuquerque 87112-4461	Dennis Fairchild	5055599190
201	House Of Floors	1560 Juan Tabo Blvd Ne Albuquerque 87112-4470	Dennis Fairchild	5055599190
202	Doors & Floors Inc	101 11Th St Se Austin 55912-4537	Gordy Handeland	5074333420
203	Countryside Floors	326 Hartford Ave Bellingham 02019-3010	Bob Gerditne	5086571800
204	Buddys Carpet & Flooring	5373 Ridge Ave Cincinnati 45213-2543	Steve Ellis	5133513840
205	Jim Flack Carpet Sales Inc	1292 Broadhollow Rd Farmingdale 11735-3910	Jim Flack	5162931616
206	Maple Leaf Floor Covering	514 Millers Corners Rd East Greenbush 12061-3722	George Krug	5184790635
207	Floor Covering Of The Galleria	161 E State St Johnstown 12095-2614	Joann Fuller	5187627908
208	Miller Carpets	125 W Shirley Ave Warrenton 20186-3111	William Miller	5403479646
209	Quality Carpet	32 Doc Stone Rd Ste 107 Stafford 22556-4529	Mike Woods	5406576990
210	Affordable Flooring	10609 Stoner Dr # A Fredericksburg 22408-2678	Brandy Howdershelt	5408918395
211	Strickler Furniture & Carpet	Po Box 68 Timberville 22853-0068	Charles Strickler	5408962702
212	Earlys Carpet Inc	Po Box 211 Amisville 20106-0211	John Early	5409375500
213	Alleghany Tile & Carpet	1305 E Dolly Ann Dr Covington 24426-3024	Elwood Cadd	5409620026
214	Anderson Williams	1211 13Th St Hood River 97031-1611	Larry Williams	5413867799
215	Strickland Floor Covering	Po Box 28453 Fresno 93729-8453	Bob Strickland	5594344192
216	Rossos Karpet Korners	15016 Leffingwell Rd La Mirada 90638-1298	Robert Anderson	5629433030
217	Jerrys Comfort Flooring	401 N Keyser Ave Scranton 18504-9708	Jerry Feifer	5703464654
218	Yeselavage Rug	577 Main St Eynon 18403-1122	Ray Yeselavage	5708760172
219	Armstrongs Floor & Wall	2550 N Silver St Silver City 88061-7118	Duane Rigg	5753883149
220	Builder Bobs Home Improvement	2606 Crossroads Dr Ardmore 73401-2573	Bob Crittendon	5802267481
221	Billy Walker Carpets	1311 N Main St Altus 73521-3125	Kent Hurst	5804823400
222	Carpet & Tile Factory Outlet	9123 W Highway 70 Durant 74701-6509	Jerry Hagler	5809318200
223	Renfrow Decorative Ctr	5655 Terry Rd Byram 39272-9218	Larry Collett	6013738408
224	Pars Oriental Rugs	48 Congress St Portsmouth 03801-4054	Heidar Ahadi	6034272533
225	Mir Sultan Oriental Rugs	280 Route 101 Bedford 03110-5101	Salman Saeed	6034728200
226	Home Beautiful Bargain Outlet	141 Daniel Webster Hwy Belmont 03220-3030	Bruce Hamel	6035245588
227	Spectrum Floors	1600 Candia Rd # 9 Manchester 03109-5512	Scott Richards	6036263998
228	Spectrum Floors	1600 Candia Rd Unit 9 Manchester 03109-	Scott Richards	6036263998

		5512		
229	Carpet One	Po Box 1066 Hazard 41702-1066	Bill Pollard	6064393858
230	House Of Carpet	2855 N Highway 1247 Somerset 42503-4605	Patti Anderson	6066791565
231	K & K Floors Inc	1140 Big Jack Rd # 151 Platteville 53818-9602	Jeff Kliebenstein	6083483701
232	Princeton Oriental Rugs	2845 Us Highway 1 Lawrenceville 08648-2418	Cyrus Kashi	6098820055
233	Berwyn Carpet Co	511 Old Lancaster Rd Ste 11 Berwyn 19312-1671	Armando Liberato	6106404065
234	Americarpet	3745 E Colorado Blvd Pasadena 91107-3808	Adam Odisho	6265683911
235	Carpet Touch	165 W Arrow Hwy Glendora 91740-5963	George Abdo	6269634189
236	Carpet One Advance	14618 Manchester Rd Ballwin 63011-3704	Mark Spizman	6362560000
237	Thomco Carpet	968 Lake St S Forest Lake 55025-2641	Connie Swanson	6514642405
238	Carpet King	1845 County Road D E Maplewood 55109-5331	Sheila Drayna	6517797576
239	Whites Carpet & Interiors	2814 County Road 1660 Cairo 65239-2028	Alice White	6602954484
240	Imagine	2 E Arrow St Marshall 65340-2101	Jessica Rasse	6608866288
241	Payless Carpet Co	38428 6Th St E Palmdale 93550-3714	Juan Esagobino	6612732630
242	Welcome Home By Design	2202 Gateway Dr Grand Forks 58203-1411	Reagan Thompson	7017388730
243	Dieners Carpets & Vinyl	1355 Chain Bridge Rd Mc Lean 22101-3903	Matt Gentry	7035332844
244	Abbey Carpet & Floors	3041 Golansky Blvd Woodbridge 22192-4234	Joe Kruper	7036708200
245	Halls Flooring	3300 Monroe Rd Charlotte 28205-7853	Keith Dunn	7043768501
246	Innovative Carpet Industries	416 Lowy Dr Chatsworth 30705-6327	Johnny West	7066957777
247	Gillespies Abbey Carpet	360 Chadbourne Rd Fairfield 94534-9636	Monte Hoover	7074273773
248	Snooks Carpet & Furniture	110 Blake St Sioux Rapids 50585-7741	Laurelyn Simondet	7122832584
249	Snooks Carpet & Furniture	Po Box 472 Sioux Rapids 50585-0472	Laurelyn Simondet	7122832584
250	Tufenkian Carpets Llc	5120 Woodway Dr Ste 3029 Houston 77056-1762	Marge Darmitvel	7135181371
251	Flooring Distributors	1350 S State College Blvd Anaheim 92806-5715	Jim Winn	7146871166
252	Regal Commercial Svc	1016 N Lemon St Orange 92867-5607	Ralph Boyd	7147441106
253	Custom Carpet Ctr	8962 Porter Rd Niagara Falls 14304-5700	Tom Schroeder	7162972240
254	Chuck Kraft Carpet & Vinyl	107 S Main St Manchester 17345-1303	Chuck Kraft	7172666449
255	Martz Floor Covering	598 Kohler Mill Rd New Oxford 17350-9210	Greg Martz	7176247538
256	Carpet Remnant Outlet	24 N Church St Frnt Waynesboro 17268-1278	Ora Morningstar	7177628030
257	Amit Carpet Inc	10210 101St Ave Jamaica 11416-2622	Komal Sooknanan	7184417161
258	Cook's Floor & Wall	209 E Olive St Lamar 81052-2838	Keith A Cook	7193369771
259	M & M Floor Covering	102 E Reynolds St New Castle 16101-4892	Walter Monstwil	7246540886
260	Lindsey Carpet Outlet	686 E Church St Lexington 38351-1922	Denny Beecham	7319686616

261	Kellys Carpets Inc	302 Market St Portsmouth 45662-3833	Marlene Kelly	7403545625
262	Wilson Carpet & Furniture	230 Main St Coshocton 43812-1507	Keith Wilson	7406226237
263	Stewart Interiors	1941 Otsego Ave Coshocton 43812-9370	Yvonne Stewart	7406229863
264	Carpets By Jc Law lii	4968 Virginia Beach Blvd Virginia Beach 23462-2622	Edward Williams	7574900000
265	Richmond Carpet Outlet	3911 National Rd W Richmond 47374-4704	Eva Philbeck	7659351074
266	Rug Smart	6508 Dawson Blvd Norcross 30093-1105	Steve Cumbest	7704171355
267	Rug Smart	6334 Warren Dr Norcross 30093-1111	Steve Cumbest	7704171355
268	Uniquities	1055 Canton St Ste 100 Roswell 30075-3697	Fusun Talbot	7709985557
269	Uniquities	1055 Canton St # 100 Roswell 30075-3697	Fusun Talbot	7709985557
270	Safeway Carpets	3900 N Harlem Ave Chicago 60634-2219	Jerry Mojsic	7736255111
271	Simonian Flooring	250 Village Blvd Ste 3 Incline Village 89451-9363	Bruce Simonian	7758318860
272	Simonian Flooring	250 Village Blvd Incline Village 89451-9414	Bruce Simonian	7758318860
273	Melrose Floor Covering	59 W Wyoming Ave Melrose 02176-3799	Bob Caviasca	7816620292
274	Business Interiors	16 Everberg Rd Woburn 01801-1019	Linda Abatzis	7819389994
275	Carpets Now	7117 S 400 W Ste 2 Midvale 84047-1063	Betty Ward	8012277387
276	Giles Carpet	1239 Expressway Ln Spanish Fork 84660-1333	Rick Giles	8017983244
277	Vermont Carpet Gallery	101 Exchange St Middlebury 05753-1131	David Babcock	8023887790
278	Floor Mart West	Po Box 968 Lexington 29071-0968	C Huggins	8037945484
279	Carpet Coop	1524 E Los Angeles Ave Simi Valley 93065-2018	Jim Cherry	8055274334
280	Carpet Mania	Po Box 607 Columbus 47202-0607	Clinton Mann	8123727577
281	Carpet Discount Ctr	152 W Lincoln Ave Chandler 47610-9538	Jason Greer	8129253111
282	Murtha Furniture Co	3135 New Germany Rd Ste 10 Ebensburg 15931-4347	Thomas Murtha	8144728920
283	Carpet One	Po Box 1025 Banner Elk 28604-1025	Art Scurlock	8288988586
284	Mykels Interiors & Fine Floor	2056 Sunset Dr Pacific Grove 93950-3729	Michael Krokower	8313726712
285	Kouris Inc	95 N Clinton St Poughkeepsie 12601-2032	Ed Tessman	8454714909
286	Olympic Tile & Floor Covering	341 Boston Post Rd Ste 2 Old Saybrook 06475-1551	Steve Edwards	8603951226
287	Dillard Enterprises Llc	104 Babb St Fountain Inn 29644-1556	Bobby Dillard	8644490914
288	Factory Carpet Warehouse	6012 Clinton Hwy Knoxville 37912-2549	Dennis Dagnan	8656896740
289	Pyle Floor Covering	2917 Stegall Rd Newport 72112-4628	Lynn Pyle	8705232621
290	Carpet Place Inc	1125 Inman Ave Edison 08820-1277	Shariq Amanullah	9086680784
291	Rugs To Riches	12424 Central Ave Chino 91710-2603	Mary Ann Castonguay	9096286212
292	Bills Floor Covering	14316 W 99Th St Shawnee Mission 66215-1102	Bill Ricci	9134921964
293	Niles Floor Covering Inc	1863 Main St Peekskill 10566-2505	Anthony Viverito	9147376780
294	Tonda Sales	5815 Power Inn Rd Sacramento 95824-2316	Russell Tonda	9163878700
295	All Corners Flooring /Carpet	9112 Avenue L Brooklyn 11236-4819	Dunston Johnston	9174477595

296	Fisher Carpet Ctr Inc	302 S James Campbell Blvd Columbia 38401-4328	Brad Fisher	9313885252
297	Floor Covering Inc	912 N Main St Shelbyville 37160-2832	Darris Jones	9316846611
298	Quality Carpets & Wallpaper	932 4Th St Graham 76450-3116	Marla Lee	9405491908
299	Stevens Floor Coverings	2626 E Highway 82 Bldg 56 Gainesville 76240-7085	Gary Endres	9406650318
300	Manasota Flooring	2247 Tamiami Trl S Venice 34293-5016	Helen Personius	9414937441
301	Floors Plus	1182 Market Cir Unit 1 Port Charlotte 33953-3888	Thomas O'Connell	9417661224
302	Prestige Carpets	23351 Avenida De La Carlota Ste A # Carl Laguna Hills 92653-1561	James Winn	9497687445
303	Lambert Floorcovering	1701 Rimpau Ave Ste 106 Corona 92881-3220	Chuck Lambert	9517342388
304	Carpet In	2191 Sampson Ave Ste 103 Corona 92879-6016	Adam Tossonian	9517381422
305	Front Range Interiors Llc	3060 W 29Th St Ste C Greeley 80631-8570	Jerry Keiser	9705060604
306	Interiors	120 E 3Rd Ave Yuma 80759-2008	Cheryl Deinert	9708482118
307	Munoz Carpet	2623 Brenner Dr Dallas 75220-1319	Oscar Munoz	9724061617
308	Joes Carpets	1117 S Main St Duncanville 75137-3201	Dorothy Eubanks	9727809785
309	Meyer Floors	1625 N Story Rd Ste 130 # 706 Irving 75061-1954	Heinz Meyer	9729869144
310	Gresham Carpet Flooring Ctr	101 Richwood Dr Richwood 77531-3250	Karen Gresham	9792652781
311	Tripulas Carpet Co	114 S Houston St Wharton 77488-5438	Neil Mc Donald	9795321040
312	Sealy Decorating Ctr	109 N Hardeman St Sealy 77474-1723	Larry Schulke	9798853264
313	Jim Owens Flooring & Cabinets	2669 N Causeway Blvd Mandeville 70471-6435	Jim Owens	9858090416
314	Haifa Marble & Tile	69 Garfield St Dumont 07628-1305	Jerry Sahoury	2013877894
315	Bamboo Hardwoods Inc	4100 4Th Ave S Seattle 98134-2310	Doug Lewis	2062642414
316	Atlantic Hard Woods	1004 Congress St Portland 04102-2716	Jack Mc Inerny	2077739663
317	Anders Carpets	4035 Bethlehem Pike Telford 18969-1126	Denise Anders	2157237006
318	Kensack Karpets	Po Box 36 Hackensack 56452-0036	Shirley Forrey	2186756947
319	Carpet & Flooring By Robert	218 W Jackson St Thomasville 31792-5491	Robert Morton	2292271123
320	Diamond Marble & Interiors	3007 Ledo Rd Ste 1 Albany 31707-1253	Tracy Grilliot	2298899121
321	Stone Mountains Flooring	7310 S Hosmer St Tacoma 98408-1233	Dean Paulson	2534768000
322	Westside Tile	6408 Depot Dr Waco 76712-6711	Frank Hulke	2547761122
323	Century Floors Abbey Carpet	6500 Washington Ave Ste 100 Mount Pleasant 53406-3922	Ryan Olstinske	2628863353
324	Carpet Works	3573 E Lincolnway # G2 Cheyenne 82001-6349	Thomas Haynes	3077783173
325	Greenfield Custom Interior	3214 Meramec St Saint Louis 63118-4306	Ted Greenfield	3144818886
326	Kinsey's Floor Covering	7875 E 160Th St Noblesville 46062-9569	Ron Kinsey	3177732929
327	Great Floors	7800 Martin Way E Lacey 98516-5718	Scott Suits	3604383900
328	Shoomadoggie	19860 Viking Ave Nw Poulsbo 98370-8338	Evie Mathiesen	3607797911

	Enterprises			
329	Traynors Floors & Carpets	467 Baltimore Blvd Westminster 21157-5594	Ed Traynor	4108761919
330	Artistic Floors Inc	1526 State St Springfield 01109-2537	Susan Houle	4137392566
331	Absolute Hardwood Flooring Inc	1241 Okeechobee Rd Ste B West Palm Beach 33401-6954	Jerry Schumacher	5618335720
332	Abbey Carpet	450 Lakeville St Ste F Petaluma 94952-3155	Steven Sager	7077625514
333	Floor Craft	300 N Hoover Ave New Holland 17557-1117	Mervin Hurst	7173540445
334	Maru Flooring	727 Waiakamilo Rd Ste B1 Honolulu 96817-4300	Walter Westlake	8088531717
335	New Lifestyles Carpet One	2862 Tynecastle Hwy Banner Elk 28604-9716	Art Scurlock	8288988586
336	Pro Floor Llc	12921 Fm 1960 Rd W Houston 77065-4010	Sam Halilovic	8329128900
337	Carpets Direct Llc	Po Box 154 Walton 41094-0154	Dan Meyers	8594851414
338	Sooner Carpets & Floor	2239 N Highway 88 Claremore 74017-2200	Denny Haddox	9183425080
339	Ballwegs Home Decorating Ctr	302 E James St Columbus 53925-1733	Lydia Ballweg	9206234480
340	Lewis & Lewis Carpets	2615 N Main St Walnut Creek 94597-2712	Michael Wenrich	9259392145
341	Highland Floor Covering	27653 Commerce Center Dr Temecula 92590-2521	Betty Johnson	9516932254
342	All Electric Floor Finishing	12700 Zenith Ave Ste 106 Burnsville 55337-6012	Marc Smith	9528859780
343	Tlc Carpet One	1820 W Victory Way Craig 81625-3420	Jay Oxley	9708244945
344	Southern Carpet & Interiors	12231 Highway 90 Luling 70070-3001	Glenn Maxwell	9857856508
345	A Woodfloor Paradise	9851 Nw 58Th St Unit 122 Doral 33178-2718	Freddy Mogollon	3053893733
346	Totally Floored	45380 Us Highway 20 Oberlin 44074-9262	Roy Folley	4407743755
347	Tex Pro Inc	414 W Hawthorne St Ste 101 Dalton 30720-3553	Carl Puryear	7062269305
348	West Coast Flooring Inc	850 W Barkley Ave Orange 92868-1310	Abraham Bastmalchi	7149977800
349	Milfair Linoleum & Carpet Co	634 Steubenville Ave Cambridge 43725-2242	Glen Miller	7404323938
350	Terpstras Floor Ctr	120 E Railroad St Sandwich 60548-2130	Larry Terpstra	8157868899
351	Carpet One National	310 S Washington St Forrest City 72335-3813	Bryan Collins	8706334430
352	Floor & Moore	Po Box 1849 Whitehouse 75791-1849	Rob Moon	9038392104
353	Hardwood Designs	12845 Fm 2154 Rd Ste 150 College Station 77845-3987	Charles Claybore	9797648008
354	Family Carpet	817 Honeysuckle Rd Elkview 25071-9233	Rodney Beezel	3049652450
355	All Florida Carpet Inc	7921 Bird Rd Ste 58 Miami 33155-6747	Jeanette Padreda	3055924396
356	Arrow Carpet Co	5115 Nw 72Nd Ave Miami 33166-5600	Sevice	3055991313
357	Carpet Craft	Po Box 185 Wapiti 82450-0185	Harry Cummings	3075876863
358	Discount Carpet Outlet	1007 S 14Th St Leesburg 34748-6616	Russ Hietpas	3523657809
359	Abbey Carpet Of Missoula	407 S Catlin St Missoula 59801-1505	Curtis Bowler	4067211810
360	Carpet Mill Store	1327 W Lincoln Ave Milwaukee 53215-3126	James Hishmeh	4143840630
361	Compestines	25130 Harbach Ln Custer 57730-2500	Douglas	6056735048

	Carpeting		Compestine	
362	H & R Carpets Inc	608 E Main St Waunakee 53597-1438	Howard Schwab	6088497482
363	Kickin Carpets	53 Cobblestone Crk Peachtree Cty 30269-1133	John Hoseman	7708988225
364	Family Carpets Inc	7002 Normandy Blvd Jacksonville 32205-6206	James Haselden	9047862000
365	Tri State Carpet	10311 Evendale Dr Ste 1 Cincinnati 45241-7500	Greg Mc Swain	5135544404
366	Carpetsmith	1820 Monrovia Costa Mesa 92627	Carpetsmith	9495489373
367	Carpet C	7304 Buford Dr Dallas	Tshibangu J Kabeya	9722286069