

RETAILERS WEIGH MERITS OF MADE IN USA

With the global supply chain continuing to experience disruptions as a result of the lingering impact of the COVID-19 pandemic—further exacerbated by the war in Ukraine—the spotlight is shin-

ing once again on the benefits of U.S. manufacturing. Domestic suppliers are seizing the opportunity to tout their local production capabilities in the face of rapidly rising freight charges amid longer shipping times.

But is all this flag-waving really resonating with specialty retailers? FCNews asked floor covering dealers around the country to weigh in on the merits of the Made in the USA label.

We proudly showcase the vendors that provide materials that are made here in the USA. We also have more confidence that these products will meet back-order dates—unlike the imported materials that are sitting at port with no accurate timetable for arrival. For us, the main advantages of domestic production are accurate ETA's, confidence in communicating with customers about delivery, installation expectations and feeling good about supporting domestic jobs.

—Matt Wien, *Marshall Carpet One Floor & Home*
Mansfield, Ohio

I support Made in USA and believe that good manufacturing jobs are an important piece of the U.S. economy. However, this doesn't appear to be a factor that is driving customers to buy flooring. Customers certainly don't object to [made in USA] and I believe they are happy to discover the product they selected for other reasons (i.e., price, look, warranty, etc.) also happens to be made in America. The increase in domestic production capacity should theoretically allow manufacturers to have more control over variable costs such as freight, yet retailers continue to be hit with freight and fuel surcharges at dizzying rates that appear to be little more than disguised price increases.

—Palmer Johnson, *Johnson Floor & Home, Tulsa, Okla.*



The freight and supply chain issues are an ongoing issue with us. The increases in freight costs as well as the material price increases are a real pain. We give every advantage possible to suppliers who can provide us with USA-made products. The advantage of USA-made products is they are more readily available and our customer base prefers these products. They are willing to pay more for domestic products, and as the imported floors increase in price the selling process is becoming much easier.

—Bill Zeigler, *Charles F. Zeigler & Sons, Hanover, Pa.*

About 40% of our customers are paying attention to where materials are made and pushing for U.S. goods. The big advantage is availability. People think if they throw money at it they can get it quicker. That only works if you can control it. We have no control over the shipping ports or container ships.

—Mike Foulk, *Foulk's Flooring America, Meadville, Pa.*

The increasing freight costs have finally made U.S. products more cost effective. In the past, customers often asked for U.S.-made products but weren't always willing to pay the difference.

—Sam Locher, *A.J. Rose Carpets & Flooring, Burlington, Mass.*



The Daltile brand has a distinct competitive advantage when it comes to fulfilling the quick-turn demands and expectations that have become the norm in the industry, as over 80 unique Daltile collections are made in the USA in the company's eight domestic manufacturing facilities. Dal-Tile is able to provide its customers with ample product availability along with reliable delivery. Its domestic production also empowers the company to respond very quickly to a changing marketplace and new trends, as it can accelerate the speed to market for new products. Daltile's domestic production helps ensure that its brand offers high levels of quality and performance, while maintaining its leadership posi-



tion as a fashion-based product line that is one of the first to market with the latest trends and hottest innovations.

Case in point is Daltile's new Defend, which features Microban technology—a boon to today's "germ-aware" world. Because Microban technology is built into the tile, it will not wash off or wear away, resulting in a surface that is consistently protected from the growth of bacteria, 24 hours a day, 7 days a week.

Prior to that, Daltile launched RevoTile, a game-changer for the tile industry. RevoTile is a patented floating floor system of genuine porcelain tile that can be installed in one day. It has the potential to increase retailers' revenues and serve as a solution to the tile installer shortage.



Made in the U.S., Sika-DriTac is one of the most experienced suppliers of installation solutions for the wood and resilient floor covering industries in commercial and residential construction. Premium-grade adhesives, underlayment, rubber sports flooring and specialty products are some of the dependable, innovative and eco-friendly offerings that the company is committed to providing its valued customer base.



Sika-DriTac understands that America's communal and economic well-being sustains the company, its customers and the strength of the overall business environment. As a leader and trailblazer in American-made sound and moisture-control flooring installation solutions, Sika-DriTac strives to make a positive difference in America and throughout the world. Ensuring that much of its diverse portfolio is manufactured in the U.S. is a source of great pride for Sika-DriTac. Helping to create strong, safe foundations for American homes and businesses is a driving force in Sika-DriTac's mission.



Engineered Floors carpet has always been 100% made in the U.S.A. The ongoing investment in its people and state-of-the-art equipment ensures the company will continue the tradition of quality and innovation its customers and consumers have come to expect from Engineered Floors. The company's commitment to American-made manufacturing is felt in the quality and craftsmanship of its products and can only come from the decades and even generations of experience and expertise.

Engineered Floors has continued to raise the bar thanks to the investment in state-of-the-art equipment and the expansion of the "SAM" plant, which has the



capability to go from the beginning at the extrusion process to the ending at distribution all under one roof in the world's largest carpet manufacturing facility. In October 2020, Engineered Floors announced that the decision had been made to initiate domestic LVT production in the Seretean facility, which utilizes the latest and most innovative manufacturing equipment available. Engineered Floors is proud to be headquartered in Dalton, a city known around the world for being the heart and soul of the flooring industry. The company said it is grateful to have the opportunity to continually support an already thriving north Georgia community and deliver quality floor covering to families across the nation and around the world.