

E.T. FLOORING & DESIGN/ TASH'S FLOORING OUTLET



PRINCE ALBERT FLOORING COMPANY SEES THE BENEFITS OF ECO-FRIENDLY PLANNING, COMMUNITY

by Christopher Cussat

*Above: Slate on deck in
exterior application.*

ED AND EVA TASH FOUNDED E.T. FLOORING & Design (ETFD) in 1977 in a business space of only 1,000 square feet. Three decades and many expansions later, their company occupies 10,000 square feet. But that's not the only growth this flooring company has seen: in 1990, Tash's Flooring Outlet (TFO), the company's second store, was opened in response to mounting customer demand. And in 2000, the Tash's children, Shelley LeMoal and Wayne Tash, who had managed the two company locations, purchased the company from their parents and became co-owners of ETFD/TFO.

The stores (both of which are located in Prince Albert) supply and install hardwood, laminate, ceramic tile, cork, carpet, linoleum, luxury tile, and window coverings. LeMoal notes, "Our customers are homeowners, contractors, insurance brokers, as well as residential and commercial builders."

In addition to offering diverse products and services, ETFD/TFO encourages innovative and environmentally conscious business practices. "Right now we are dealing with a handful of suppliers, one of which offers a carpet line made from 100 percent recycled pop

E.T. FLOORING & DESIGN/
TASH'S FLOORING OUTLET AT A GLANCE

LOCATION: Prince Albert, SK

AREA OF SPECIALTY:

Flooring design, installation, and supply

SALES GROWTH IN 2007: 15%+

EMPLOYEES: 24

YEAR E.T. FLOORING & DESIGN
FOUNDED: 1977

YEAR TASH'S FLOORING OUTLET
FOUNDED: 1990

“We also recycle useable, ripped-out carpet by donating it to local charities and community organizations.” *Shelley LeMoal, Co-Owner*

and water bottles,” LeMoal explains.

The manufacturing process for this saves one gallon of gasoline for every seven yards of carpet produced. ETFD/TFO itself recycles cardboard from boxed flooring, jugs, pails, and wood skids. LeMoal adds, “We also recycle useable, ripped-out carpet by donating it to local charities and community organizations.”

ETFD/TFO has a history of working with eco-friendly collection depots like Kraus and Primco Canada that take back used carpet, recycle it, and remake it into new product. And LeMoal notes that almost every company ETFD/TFO

works with is part of CRI (Green Label certification)—which tests for indoor and low emissions into the atmosphere.

Green practices are also incorporated into laminate production, which is evident in the supplies utilized by ETFD/TFO. Says LeMoal, “Alloc [one of the company’s suppliers] uses 100 percent recycled materials for packaging as well as sawdust and wood scrapings to make the actual laminate flooring.” As an indirect result, all of the waste created by making such industry supplies can be employed into producing energy.

ETFD/TFO is proud to do its part for environmental sustainability and LeMoal believes the company’s success is a result of many different, yet ultimately related, factors. “Our quality and consistency of products, sales, and services, as well as the respectful relationships that have been developed with our customers, staff and installers, have led to lots of repeat customers and referrals—this has all helped to create and sustain our strong reputation,” she explains.

LeMoal also attributes ETFD/TFO’s competitive edge to the fact that the company makes a habit of staying up to date with industry practices. “ETFD/TFO is currently putting employees through interior design programs so they’ll be able to help customers not only pick new flooring, but also coordinate their paint and countertops as well,” she says, adding, “We are constantly looking for ways to change our stores in order to keep up with new products and ideas.”

LeMoal’s future goals for ETFD/TFO are pretty straightforward—keep the company growing and continue to meet market demands. She explains, “We plan



Above: Ceramic tiled stove fireplace.

to hire and train more employees and installers in order to keep up with the demand we are facing. I hope to continue thriving in this business and to give our own children the option to carry a third generation into it if they so choose."

Most important to LeMoal, though, is carrying on the legacy her parents started all those years ago, while at the same time maintaining EFTD/TFO's status as an integral and fundamental part of the community. "The roots of this business are my mom and dad's insight and knowledge. This, plus the dedication of all the people and businesses in Prince Albert that have supported us throughout the years, have been the keys to our success." CBQ



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