



contract contact

NEWS & UPDATES FROM THE CONTRACT FLOORING ASSOCIATION

Moving Forward

by Richard Catt - Contract Flooring Association Chief Executive

The speed at which time passes by never ceases to amaze me. And the fact that I have now completed 12 months in my role at the CFA is a case in point. To say it has been a busy year would be an understatement!

REVIEW

There is no doubt that an association only exists because of members. Retaining existing members, as well as attracting the right calibre of companies to join our ranks, is a corner stone of our continued success. With this in mind, we have re-written our document "Join The CFA". It was an extremely interesting exercise for me, giving me an opportunity to look at the benefits we offer and review them. As a result we have already introduced a new employment helpline through Croner Consulting, complimenting existing providers TMS (Northwest) Ltd. We have also negotiated additional discounts with Camberford Law, specialist insurance providers to the flooring industry. See page 3 for details. A full list of member benefits is published in the member's area of the website.

Of course, "Join The CFA" and "Why use a CFA member?" are messages that need to be directed to different audiences and we have started to develop a strategy for promoting members through a number channels. Initially, we have placed advertisements in publications including Design By Build Magazine, the RIBA publication "housing 08" (the Royal Institute of Architects Directory of Chartered Practices) and the NSCC Directory of specialist Contractors. The advert used invites the reader and potential specifier to "play it safe" by using a CFA member.

We're also in the process of developing a new leaflet that extends the message of "Why use a CFA member?" for distribution at exhibitions and other events. I'll bring that to you as soon

as it's complete as I have no doubt it will prove a good marketing tool for you as well.

So do all these efforts bring revenue to member's? I have no doubt it does, and published a case study in my article in the December 08 issue of CFJ relating to Neil Kear and John Wells of J & S Flooring based in Whetstone, Leicester. Essentially Neil and John can attribute £50,000 worth of contracts in the last twelve months to CFA recommendation. See my article in the December issue of CFJ for the full story.

FITA has featured prominently in my first twelve months and as you will no doubt be aware we have made some very important organisational changes including appointing Steve Ramsden as our new Chief Training Consultant. Well done Steve! And there's more from him later in this newsletter.

Seven regional meetings and some of the best attended manufacturer's meeting have also featured in my diary, not to mention setting up an environmental sub-committee, the CFJ awards, development of the CFA website, customer visits and exhibitions at Domotex, Harrogate and Interbuild.....Phew! But I hope you won't mind if I admit that I've really enjoyed it.

If you would like to see a copy of "Join The CFA", there is a link at the bottom of the home page of our website. www.cfa.org.uk. Our leaflet, "Why use a CFA member?" will also be published on the website in the very near future.

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Pictured above: Richard Catt,
Contract Flooring Association Chief Executive

NEW MEMBER CASE STUDY

Premier Carpet & Flooring

A move to new premises prompted owner Roy Coleman to apply to join the CFA. Roy has invested a lot of money in various elements of his business to improve its image and sees CFA membership as a key element to this process.

Based in Wolverhampton, Roy started Premier flooring 15 years ago and grew in stages moving to the premises that they currently occupy in July 2007. The expansion provided greater office space, a large warehouse and an impressive showroom that includes an area furnished with a samples table, internet access and power-point projector, specifically designed for architects and specifiers to work with clients.



Pictured above: (Left to Right) Roy Colman - MD, Carol Mansell - Commercial Manager, Martin Gregory - Sales Manager, Emma Stowe - Office Manager

Premier flooring employs fourteen fitters and also regularly uses up to six sub contractors. Working towards NVO qualifications for his workforce is a priority as obtaining CSCS cards.

Roy is therefore obviously very interested in the FREE assistance FITA can offer via the OSAT (On Site Assessment Training) and EWPA (Experience Worker Practical Assessment route to NVO level 2). In fact, training is generally important to Premier Flooring and the discounts they can obtain on the short courses offered by FITA are seen as an added bonus to CFA membership. Roy currently employs six admin staff including Martin Gregory his salesman, and hopes to add an estimator to the team because of workload.

A large proportion of their work is based around schools working on an impressive fifty plus last year. But they also have very good contracts installing materials in to hotel pods as well as prison and care home work. More recently they have gained two contracts totalling £500,000, both for student accommodation. Yell.com has proved to be a very good source of leads for them and they are confident CFA membership will add to these enquiries. (See CEO comments on the first page of this news letter for further information).

They have a trade counter, which they are developing and will soon stock a range of core floor coverings and other material including underlayments, nosings etc.

We are pleased to welcome Premier Flooring aboard.

NEW MEMBERS

During the last three months the Contract Flooring Association has welcomed the following new members:

- **3D Flooring Limited**
Crawley, WEST SUSSEX
- **A & H Floor Covering Specialists Ltd**
Dumfries, SCOTLAND
- **Bennetts Flooring Ltd**
Amphill, BEDFORDSHIRE
- **Bicester Home Comforts**
Bicester, OXON
- **Brooks Bros (UK) Ltd**
Maldon, ESSEX
- **C & A Flooring Ltd**
Cannock, STAFFORDSHIRE
- **Cleeve Flooring**
Worcester, WORCESTERSHIRE
- **Connect Floors Ltd**
Billericay, ESSEX
- **Cooper & Johnson Flooring Ltd**
Sunderland, TYNE AND WEAR
- **Countrywide Flooring (Bournemouth) Ltd**
Bournemouth, DORSET
- **Deco Floors Ltd**
Enfield, GREATER LONDON
- **DRM Contracts Ltd**
Newark, NOTTINGHAMSHIRE
- **Essex Contract Flooring**
Battlesbridge, ESSEX
- **Estillon b.v.**
Wijchen, THE NETHERLANDS
- **Floorings Frome**
Frome, SOMERSET
- **Highglade Flooring Ltd**
Mickleover, DERBYSHIRE
- **K & M Flooring Ltd**
Wednesbury, WEST MIDLANDS
- **Lambourne Carpets & Flooring Ltd**
Chingford, LONDON
- **Maurice Blackman Ltd**
Margate, KENT
- **May Flooring**
Newbury, BERKSHIRE
- **NJB Carpets & Flooring Ltd**
Cardiff, WALES
- **Tilemaster Adhesives Ltd**
Chorley, LANCASHIRE
- **Trade Carpets**
Hastings, EAST SUSSEX

www.cfa.org.uk - Access made easier

Following feedback from regional meetings, access to the member's area of the website has now become easier.

When the CFA website was launched we issued a unique username and password to each member company. But we have come to understand that this isn't particularly user friendly. The question "why can't the username be an email address and the password be chosen by the user like other commercially operated websites?" was asked. So we had a look into it and there wasn't any reason at all, so we've implemented the change.

User names and passwords have been emailed out to all members, but the opportunity to add more users if you would like your own personal login is available. Just email info@cfa.org.uk or phone the CFA office on 0115 941 1126 with your request. An added benefit is that there is also now a password recovery option on the login screen.

As with other websites you can now enter your email address in a dialogue box and a reminder of your password will immediately be sent to your email account. Clever stuff!

When you visit the member area, you will also find that we have re-organised things to make it easier to find the information you need. Four categories: General Documents, Technical Documents, CFA Guide and FITA, now give easier navigation.

The screenshot shows the CFA website's member login interface. At the top left is the CFA logo. Below it is a search directory section with a dropdown menu to 'Select an area to search' and a 'Search the CFA directory' button. To the right is the 'CFA Member Login' section, which includes instructions to enter login details, fields for 'Insert your Username' and 'Insert your Password', and 'Log in >>' and 'Retrieve Password >>' buttons. Below the login section is a 'Non-Members' section with a note that this is a restricted area and provides a link to 'getinfo@...' for more information.

TOP TIPS FROM
THE EXPERTS



A big welcome

The FITA council recently appointed Steve Ramsden as our new Chief Training Consultant.

Steve has been working in flooring for over 30 years starting with his father as a teenager. After a spell in America during the 80's he returned to Britain and in 1996 and joined the National Institute of Carpet and Floorlayers (NICF) taking part in the Carpet Fitter of the Year competition for the first time. In 1997 he decided to enter the competition again and this time was the triumphant winner.

After winning the competition Steve continued to be involved in Carpet Fitter of the Year as a judge and in recent years has been heavily involved in the European Fitting Competition, organising and building the competition platforms and also taking on the role of Great Britain judge. Steve is heading up the GB team again this year and is training them hard with the hope of bringing the title back to the UK again this year.

Also during 1997 Steve was approached to become involved in training through the NICF. The training is now provided through FITA, co-founded by the CFA and NICF, which of course offers courses for beginners through to the seasoned professionals. Steve's is passionate about training and hopes that



Pictured above: Steve Ramsden

through training we will be able to equip fitters with the knowledge and technical ability to install floor covering to the highest standard and thus ensuring that our industry continues to grow in stature and gain the recognition it deserves.

Of course this section of our news letter is normally about a top tip from an expert. Developing, teaching training course and networking within the industry gives Steve unique exposure to some of the best equipment available. In terms of power tools for installing solid or engineered wood, Steve has no doubt the best on the market currently are Festool.

TTS Tooltechnic Systems GB Ltd
Registered Office
Saxham Business Park
Saxham, Bury St Edmunds
Suffolk, IP28 6RX
Tel: 01284 760791 Email: info@festool.co.uk

www.festool.co.uk



Pictured above: Steve Ramsden

FITA COURSES REVAMPED

FITA has been the focus of much attention over the past few months, with many important organisational changes being implemented all with the intention of bringing FITA back to its core values of delivering high quality training to the industry at the minimum cost to delegates. This has included appointing our new Chief Training Consultant, Steve Ramsden, see *opposite*, and a complete review of the specialist training courses we offer.

Full details of the training course now available are listed in our updated leaflet "Dedicated To Training" available via the FITA offices on **Tel 0115 950 6836**.

Further information is also available on the FITA website www.fita.co.uk, with course dates, prices and booking forms to download and all online.

Popular courses include:

- Safety and Smooth (Commercial) Vinyl Fitting
- Essential Carpet Fitting (Advanced also available)
- Essential Wood Fitting (Intermediate also available)
- Solid Wood Sanding & Finishing
- Laminate & Floating Wood
- Understanding Moisture
- Bespoke courses (popular for those with busy diaries)

Don't forget that FITA can help many candidates obtain an NVQ with access to funding that essentially makes it FREE. Contact the FITA offices on Tel 0115 950 6836.

Member Benefit Focus – Specialised Insurance

Written by Paul Cooper – Director Camberford Law

This year at Camberford Law plc we are celebrating our 50th Anniversary. During the last 50 years we have built a business based upon providing insurance arrangements tailored to the needs of particular industries, including the flooring industry.

We are proud of the relationship we have built with the CFA and are pleased that we continue to be able to provide CFA members with a comprehensive range of insurance products.

This includes a Public Liability policy which can be extended to provide cover for Damage to Goods being Worked Upon and a Workmanship Guarantee. These extensions are important features that many other policies simply overlook. And remember that CFA members automatically qualify for a 10% premium discount on our liability policies.

In addition to providing liability policies we are also able to offer Contractors/Hired in Plant, Contract Works, Property, Motor Fleet and Professional Indemnity cover.

If you are interested in reviewing your insurance arrangements and would like to find out more about our services please contact Paul Asfour in our Flooring Contractors Division Tel 0208 315 8000 or log onto our website at www.camberfordlaw.com/flooring.

Modern style and safety for 'England's oldest school'

Coolly elegant and contrasting stone effect luxury vinyl tiles from the Polyflor Expona art & design collection have been used to provide the perfect complement to the soaring arches of the refurbished dining room at The King's School, Canterbury – possibly the oldest school in England.

And this decorative blend of ancient and modern continues into the kitchens where super tough Polysafe Ultima sheet vinyl safety flooring ensures underfoot safety for catering staff.

The flooring was specified by locally based architects Clague Canterbury and was installed by flooring contractor J & M Flooring of Hertford.

Combining stunning designs with quality materials and proven functionality, Polyflor's Expona art & design collection has been specially developed to widen the horizons of creative interior design, offering a balanced choice of 20 timber and 20 stone/design effects.

Suitable for very heavy commercial use and ideal for a variety of leisure, education, retail and specific healthcare installations, Expona features a polyurethane surface treatment, aiding maintenance and removing traditional restrictions on freedom of design choice.

Polysafe Ultima has been specially developed for heavy-duty areas with intense traffic such as commercial kitchens and food processing areas. In line with HSE guidelines, the flooring achieves a sustainable ≥ 40 slip resistance (RRL Pendulum wet test – Four-S/Slider 96 rubber) and achieves a surface roughness reading of over $Rz \geq 70\mu m$, recommended to cope safely with all levels of spillage of olive oil, cooking stock and similar high viscosity contaminants in kitchens and food processing areas. Fully conforming to EN 13845 - the European Norm for safety flooring - and flexible for ease of installation, coving and welding, Polysafe Ultima offers a choice of six practical and robust colours.

Full details from Polyflor Ltd,
Radcliffe New Road, Whitefield,
Manchester M45 7NR.
Tel: 0161-767 1111
Fax: 0161-767 1128
Website: www.polyflor.com
Email: info@polyflor.com

If you would you like to highlight one of your flooring installations in Contract Contact's Installation Case Study feature, please e-mail the details to the CFA's offices at info@cfa.org.uk.



Pictured above: Coolly elegant and contrasting stone effect luxury vinyl tiles from the Polyflor Expona art & design collection have been used to provide the perfect complement to the soaring arches of the refurbished dining room at The King's School, Canterbury – possibly the oldest school in England.

COMPETITION TIME

VIA OUR MONTHLY WEBSITE COMPETITION YOU CAN WIN £50!

Our questions are designed to encourage entries from all-comers, from installers, office staff to the MD.

A recent question was: The CFA recently held a regional meeting at the next venue for the Ryder Cup. A good time was had by all at this beautiful location but where was it? PRIZE: £50!! Visit www.cfa.org.uk to enter the latest competition.