

# Quotes

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## **Peter Barretto, TORLYS President and CEO**



### **On TORLYS' growth and success:**

TORLYS' success is based on our people. Our priority list is first, our Associates; second, our customers; third, our vendors; and fourth, our shareholders. By putting our people first, they treat the customer the way they are treated, which puts customers first in the minds of our Associates. As an importer and marketer, and not a manufacturer, TORLYS places the next priority on our partner/vendors. This focus allows for a continuous stream of new, innovative and competitive products for our customers.

### **On emerging trends in the floor covering industry:**

We see the ongoing continuation of the trend of the past decade where hard surface continues to gain marketshare. We see laminates dividing into a very low and very high end with a minimal amount of business in between. As with vinyl tile, as consumers get educated, they will make an informed choice about buying an economical replaceable floor covering or a longer-term investment. We also see more growth in both high- and low-end segments as consumers are driven towards the great functional value that low-end laminates provide. On the higher end side, consumers will be driven by the phenomenal design and style options that will allow them to decorate with laminates in any room in their home. Hardwood will continue to grow as the aging baby boomers demand high quality, long-lasting floor covering.

### **On what customers can expect from TORLYS:**

TORLYS will become the most focused floor covering distributor in Canada. With the well-established national competitors in the Canadian market, TORLYS simply cannot be a "one stop shop" for all floor covering dealers. We will only sell Uniclic floating floors and related accessories in laminates, hardwood, cork, etc. We will be working with minimal product lines and dealers to provide maximum results. TORLYS has a "more with less" philosophy that will pay large dividends for all involved.

### **On consumer floor covering issues:**

Today, the average consumer is inundated with more information, selections, price points and warranties than they can handle. Consumers only purchase floor covering every few years and get confused with the vast offerings. Retailers must find ways to cut through the noise and simplify the decision for consumers if they want to make a sale. They must have extensive knowledge of various product specifications, maintenance, and functionality of various kinds of floor covering; and be able to offer home decorating advice – and then only present what is important to that particular customer on an as-needed basis.

*These quotes are excerpted from a question-and-answer interview with Peter Barretto published in the May/June 2003 issue of Coverings magazine.*