

## ABC CARPET & HOME SETS UP BOUTIQUES DEVOTED TO SPHINX BROADLOOM



Inside the new OW-Sphinx broadloom boutique: Paul Chapman, left, president and vice chairman of ABC; Mike Riley, president of Oriental Weavers of America, and Andy Brumlow, vice president of Oriental Weavers broadloom.

By Lissa Wyman

**ABC Carpet & Home** is featuring the Oriental Weavers patterned broadloom line in 600 sq. ft. boutiques in the retailer's Bronx and Manhattan stores, according to Mike Riley, president of Oriental Weavers of America and Paul Chapman, president and vice chairman and president of ABC Carpet & Home.

Oriental Weavers entered the broadloom carpet business in July 2008 with the introduction of this line of polypropylene products.

The product is unique both from a design point of view and by the fact that the carpeting is made in the USA on Oriental Weavers Wilton looms in Dalton, GA.

"We are positioning our broadloom line differently from other patterned broadloom producers," said Mike Riley, president of

Oriental Weavers of America. "We can't be chasing everyone's tail. We have developed patterns that are both classic and unique, with many of the designs in transitional and contemporary styles," noted Riley.

"The fact that ABC is providing a boutique setting for our broadloom line also sets the product apart," he added.

"Most importantly, the new broadloom collection is made in the USA and employees people in the USA," Riley emphasized.

"We are carrying inventory in Dalton, and we are in a full stocking position."

"The Oriental Weavers broadloom boutiques have recently been installed in both the Bronx store and the flagship store in Manhattan," noted Chapman. "The line has been in the stores for the past six weeks, and the initial response has been very encouraging, both from retail customers and from interior designers."

Riley said the relationship between ABC and Oriental Weavers has been historically excellent. "It's been a good marriage. A good relationship," said Riley. Chapman was instrumental in Oriental Weavers' decision to enter the broadloom carpet business. "He pushed us into it," said Riley.

The Oriental Weavers broadloom cut-pile carpeting is wilton-woven of polypropylene in 13-ft. width. The designs utilize several looms, using up to 12 colors. The suggested retail prices range from \$35 to \$70 per sq. yd. Because carpeting is sold on either a sq. ft. or sq. yd. basis, retailers can choose to be billed using their preferred measuring method.



**Sphinx patterned broadloom boutique in the ABC Carpet & Home store in The Bronx, NY.**



**ABC-OW teams, from left: Su Greenberg, vice president of ABC Carpet & Home; Paul Chapman, left, president and vice chairman of ABC; Mike Riley, president of Oriental Weavers of America; Andy Brumlow, vice president of Oriental Weavers broadloom, and Brett Finkelstein, OW regional sales representative.**



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