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# LOMAX CARPET & TILE MART OPENS NEW SUPER STORE SERVING POTTSTOWN & THE TRI-COUNTY REGION

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# LOMAX CARPET & TILE MART OPENS NEW SUPER STORE



## SERVING POTTSTOWN & THE TRI-COUNTY REGION



**T**he recent surge of investment and revitalization in and around the borough of Pottstown took another major leap forward last month with the Grand Opening of a brand new 40,000 sq. ft. Lomax Carpet & Tile Mart flooring Super Store, adjacent to the Coventry Mall in North Coventry.

“No store is bigger, with more selection, in all flooring categories, than this one,” said company president Michael Longwill. “We’ve have a thousand oriental rugs, hundreds of rolls of carpet, thousands of carpet remnants, and a huge selection of laminate, hardwood flooring, ceramic tile, natural stone and vinyl - all in-stock and ready to go.”

Carpet & Tile Mart is a 3rd generation, family-owned and operated business built upon a proud heritage of providing customers a unique combination of unprecedented value, massive selection and unsurpassed customer service. Carpet & Tile Mart’s in stock, direct from the mill, warehouse-style approach allows customers to save money and take their new carpet with them — or have it professionally installed within days. This unique combination of value, convenience and professional service has been the hallmark of the business ever since founder Sam Longwill opened the chain’s first store as Airbase Carpet Mart in a Quonset hut adjacent to the Air National Guard Base in New Castle, Delaware in 1967.

Carpet & Tile Mart is able to offer exceptional pricing by buying direct from mills and manufacturers for all flooring categories, eliminating middleman and mark-ups that are normally associated with flooring franchise stores, big-box home center flooring departments and floor covering buying group operations. Working closely with the mills and flooring suppliers for decades, Carpet & Tile Mart has also been able to maintain a



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superior product-quality level that other ‘flooring liquidators’ cannot match. Their long-standing history with these vendors, and a unique liquid position in the marketplace, allows Carpet & Tile Mart buyers to negotiate and buy at deep discounts, and obtain goods or special limited deals not readily available to other retailers. Combined, this cost and pricing advantage has allowed them to pass all those savings on to customers with products and prices you can’t find anywhere else.

Carpet & Tile Mart is celebrating its 50th anniversary this year, and Michael Longwill’s selection of North Coventry for the company’s 12<sup>th</sup> location was no accident. “We invested several million dollars here, so we’re betting on the area,” he explains. “When you look at a map of the region, with easy access to Routes 422 and 100, and 40,000 new people projected to move to the area in the next five years, this is the best spot for growth,” he said.

In addition to growth potential, Longwill said that the Pottstown area has other advantages. “I’ve opened up eight stores in my life,

and moved two, and I found North Coventry Township to be the easiest to work with,” he said. “The people I met during the process have reinforced how this area is just perfect for us. Plain and simple, Pottstownians are genuinely nice people — from township officials like Manager Deb Russo, to Pennmark Management Co. CEO Don Cafiero, to Coventry Mall Manager Justin Bartholomew, everyone has been so supportive, accommodating, and invested in the success of this store. Everybody we interviewed for employment were personable, nice people,” he said.

Walt Koval, Carpet & Tile Mart Marketing Director, cited the revitalization of the Coventry Mall with new owner Pennmark Properties bringing in a number of new tenants as a contributing factor in the decision to invest in opening a store in North Coventry. “Our research indicated that the area lacked a true in stock, warehouse-style, full service flooring superstore where customers can see and save on every type of flooring at unbeatable prices.” Koval said.

*(Continued on page 8)*



**The ribbon-cutting ceremony during the Grand Opening Celebration June 15.**



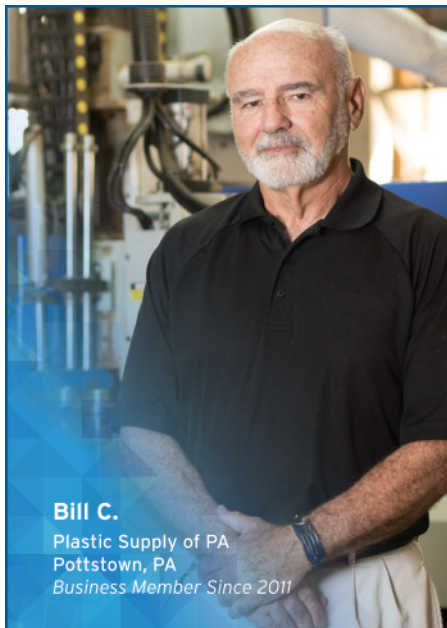
**Company President Michael Longwill, and Chairman Richard Longwill.**



**Company President Michael Longwill, and North Coventry Store Manager Steve Colaianni.**







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## COVER STORY

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"Here you can choose from full carpet rolls, easily flip through thousands of area rugs, walk on aisle after aisle of large displays of installed hardwood, laminate, stone, tile and luxury vinyl flooring right under your feet." Koval said. "You can take home your selection, we'll deliver it to your home, or we'll provide complete in-home measuring and professional installation services. It's unique to find such a big, bright, friendly shopping experience, with such a vast product offering and our array of professional services under one roof."

The well-attended Grand Opening Celebration ceremony at the new North Coventry store was held on June 15, complete with a brass band, a juggler, a performance by Pottstown Dance Theatre students, and an official welcome and ribbon-cutting ceremony featuring TriCounty Area Chamber of Commerce ambassadors and chamber president Eileen Dautrich.

"On behalf of our board of directors, our staff, our ambassadors, and our members, we want to acknowledge and congratulate you on this ribbon cutting and grand opening," Dautrich said, "and acknowledge the impact you are having on North Coventry township, the impact you are having on the redevelopment of the Coventry mall, the impact you are having by creating jobs here in this region, and incorporating Pottstown and this area in your vision for the goals of your company is phenomenal. We look forward to partnering with you to continue your success."

"This building stood vacant for six-seven years," Longwill said in his remarks to those in attendance, "and we made it into a useful, viable facility, generating jobs, taxes, and income benefitting everybody. Your input, no matter how large or small, matters a great deal," he said. "It is significant. We sincerely appreciate all your partnerships. We are here today celebrating the good old American spirit. The teamwork it takes, and what can be accomplished when like-minded people

get together, including government, employers, employees and suppliers. We celebrate the re-birth of something run down and abandoned being fixed up, revitalized, and made productive once again. We celebrate three generations of growth, from a small store in New Castle, Delaware to larger stores taking care of more customers and employees."

Longwill closed his remarks by announcing that Lomax Carpet & Tile Mart will donate one percent of the first 30 days of sales at the new store to "Stretch the Ride Foundation," a local non-profit founded by Dr. Michael Lambo, MD, a physician at Pottstown Memorial Medical Center. Stretch the Ride provides free transportation for cancer patients undergoing treatments at PMMC.

Carpet & Tile Mart currently operates 12 Flooring Superstores serving Delaware, Pennsylvania, Maryland, including stores in nearby Reading and Exton, and a fast-growing e-commerce division that puts the Carpet & Tile Mart value proposition within reach of flooring customers from Coast to Coast in the US.

Today, with over 300 employees, Carpet & Tile Mart operates on the same strong family-oriented traditions and values as it did when Sam Longwill founded the company 50 years ago; and remains the leading independent floor covering store chain in the nation offering the same exceptional values, unsurpassed selection and superior customer service.

Carpet & Tile Mart offers financing options and accepts most major credit cards. Check out the newest Carpet & Tile Mart location at 351 W. Schuylkill Road, Pottstown, PA 19465. For additional information, please call 610.323.0332. Visit [www.carpetmart.com](http://www.carpetmart.com) for selection, pricing and helpful hints and information including videos by DIY expert Beth Allen, Interior Designer and Licensed Contractor, and the blog: Rug Tips & Trends by Jennifer Keith.