

# Flower on Flooring

## Groups deliver new opportunities *and* protect business

**This month sees the annual Stocklists overview of the flooring industry's major buying groups, which continue to provide members with discounted prices, exclusive product lines and many other supportive benefits.**

Our first example is provided by **Greendale Carpets & Floorings**, a multi-million pound, 140-store, member-owned cooperative with a stock of over 2,000 rolls from all the main manufacturers.

Run on a not-for-profit basis, all savings negotiated from suppliers are immediately passed onto members, who save thousands of pounds when they order and support the groups' ranges and suppliers, Greendale explains.



Greendale Carpets & Floorings head offices and warehouse facility

Own labelling is a key aspect, with 200 ranges renamed at colour level. The main Greendale brand is complemented by the upmarket Platinum and budget Nice Price labels from £4.99 to £100 m<sup>2</sup> across all product and fibre types.

Greendale further states that ranges are not sold online. Members can promote their brands on a wide range of bespoke, in-store units and regular promotions as well as two sales a year, where retailers can further exploit the group's bulk buying. This offer is complemented by preferential rates on manufacturer branded ranges.

Multi-award-winning **Metro Group**, formed by retailers for retailers over 40 years ago, says members retain 100% of their independence while improving profitability.



Metro Group retailer display in Northern Ireland. The retailer used the Metro Marketing Service to rebrand his own shop displays.

They benefit from group deals and a unique merchandising service, with over 200 top-quality own label ranges.

"We hold twice-yearly local meetings where you can meet suppliers and other retailers. We offer credit card deals, finance, utility and broadband deals," says Metro Group operations manager Steve Depport.

"There is a fantastic range of group stands available if you want to personalise your business. We can design and supply everything from a business card to a new shop front."

Members are given a free allowance to spend, encouraging them to invest in their business, but all services are optional. "Contact me for an informal chat, there is nothing to lose and a lot you could gain," says Mr Depport.

**Flooring One** states that it is looking forward to a busy and exciting 2020 and continuing to support members with a wide selection of products that are rebranded to help protect their margin.

Award-winning marketing and business support is also available to help members promote their business. Financial benefits to help profit take the form of specially negotiated prices and rebates, as well as industry-leading settlement terms through a centralised payment scheme.

It supplies and installs a variety of in-store displays, including the latest online room visualisers. Working in partnership with some of the leading suppliers in the industry to help the membership remain competitive in the current environment is also paramount to help the membership grow their business, Flooring One concludes.



Flooring One's POS on show at their HQ in Solihull

**SMG** says its aim is to allow independent retailers to flourish in the marketplace by offering every opportunity to increase profitability in all areas of their business.

Preferential pricing, rebates, promotions, business support and the ability to disguise products to stop price comparison by consumers are all invaluable to members.

Support with own branded unitary and the ability to source products without the need for direct accounts are on offer; together with numerous other benefits. Retail members also have the freedom to choose what they buy, where they buy from and how their store looks.

"Strength in numbers but with the power to be truly independent has always been the SMG ethos and a strong partnership between retailers, suppliers and SMG ensures that both retailers and suppliers can grow and flourish together. It really is a win win!", it states.

by Dennis Flower



**ACG** says it is a not-for-profit national mutual buying group dedicated to supporting independent flooring retailers.

The main benefit of membership is greater profitability through improved buying prices, complemented with over 23 percentage rebate schemes that are paid by suppliers directly into the members' business.



It pre negotiates lucrative seasonal promotions throughout the year in partnership with a variety of suppliers. As well as the direct financial benefits, it can support members with bespoke marketing such as rebranding, websites and in store point of sale.

*"Increasing accessibility to products has driven demand for professional group label displays and products designed to combat the growing threat of both the internet and home sellers."*

Increasing accessibility to products has driven demand for professional group label displays and products designed to combat the growing threat of both the internet and home sellers. ACG further explains it can also provide class-leading point of sale in multiple brands, helping retailers maximise their competitiveness and enhance profit margins.

**Bond Retail Marketing (BRM)** says it takes pride in its history, experience and agility to navigate and keep pace with the ever-changing flooring marketplace.



It offers bespoke, personal service which can be tailored to serve retailers' individual needs, allowing them to concentrate on running their business.

"Our buying and marketing function has many years of experience negotiating with all types of suppliers/manufacturers in the UK market across all flooring product groups, with the addition of an online presence via [www.beautifulflooring.co.uk](http://www.beautifulflooring.co.uk) and [www.daisyalexandrasubert.com](http://www.daisyalexandrasubert.com), with consumers directed to our national retailer network.

"Corporate image, de-branding and profit engineering are all attributes we are skilled in developing with individual retailers to create successful and profitable business models," says the company. "Designer initiatives, such as the Daisy Alexandra Subert collection, give our retailers unique and exclusive selling opportunities with enhanced margins."

#### For more information

**ACG Carpets** [www.acgcarpets.com](http://www.acgcarpets.com) – 01942 825520

**Bond Retail Marketing** – [www.beautifulflooring.co.uk](http://www.beautifulflooring.co.uk) – 01892 549050

**Flooring One** – [www.flooringone.co.uk](http://www.flooringone.co.uk) – 0121 683 1426

**Greendale Carpets & Flooring**

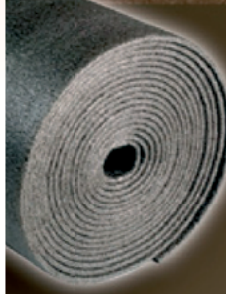
[www.greendalecarpets.co.uk](http://www.greendalecarpets.co.uk) – 01432 852000

**Metro Group** – [www.carpet1st.co.uk](http://www.carpet1st.co.uk) – 01204 393 539

**SMG** – [www.smg-group.co.uk](http://www.smg-group.co.uk) – 0118 932 3832

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