



Mark Bouquet



Mark Bouquet, Jr.

Creative Carpet & Flooring HOME ADVISOR™

March
2015

Hi all,

There's some self-indulgent news from Creative this newsletter: My son, Mark, and his beautiful wife, Annie, have had another baby - a boy! His name is Milo Royce Bouquet. It was such a sweet thing they did by making his middle name Royce after my father-in-law's middle name. When they told my mother-in-law, she was extremely happy, and sad at the same time, because my father-in-law would have loved to have been here for it. He did hold out long enough to see his great granddaughter, Ruby; the look of happiness on his face was quite the sight to see! He got his great grandchild, which, as bad as his health had gotten, was a miracle in and of itself. It sure was incredible. We TRULY have been blessed, and we know he is in heaven right now looking down on all of us!

This letter was short and sweet because I wanted to save room for a picture of our newest addition to the family! I am one proud grandpa and father - of all of my sons - in and out of the business. There is also my bride, Tammy, who I have been with since I was 15 years old (and married at 18.) As many of you know, I have some health challenges. Tammy is truly a gift from GOD; when I can't function because of my health, she always there and is the real brains behind this little store's operations. I am a very blessed man. On behalf of everyone here at Creative and myself, I want to thank you all so much for placing your trust in us.

God bless each and every one of you,

Mark Sr.



WELCOME TO THE BOUQUET FAMILY LITTLE MILO ROYCE. OUR NEW LITTLE RUGGER WAS BORN ON FEBRUARY 2, 2015 WEIGHING IN AT 7 LBS. 11 OZ. CONGRATULATIONS TO MARK AND ANNIE AND BIG SISTER RUBY!

**"We promise that you'll love your new floors, or we'll replace them FREE! Call today for a complimentary Design Audit®!"
(708) 479-8600**

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ATTENTION! Toby Stefka

You are this month's
Mystery Winner!

We have a **\$10.00 gift certificate** to Starbucks reserved just for you!
Come by our store to claim your prize!

Creative Carpet & Flooring
19420 S. LaGrange Road
Mokena, IL 60448

**NOTE: Must be picked up by
03/31/2015**

DID YOU KNOW...

Wood flooring gives up some of its moisture and contracts as a result of the heated and dry air in your home during the winter. It is normal for thin gaps to appear between planks during this time. Be prepared for this to occur; this is normal. Most of these gaps will close up once your indoor heating is turned off in the spring and humidity levels rise again.

To help avoid these separations, try to control and monitor air humidity levels during the dry season. Install a humidifier in the furnace or bring a portable humidifier into the room that has good air circulation. Optimal humidity level is in the 35-55% range. As long as humidity does not fall lower than 35%, no gaps should appear between the planks. Installing a simple humidity meter will allow you to monitor and control humidity levels in your home all year round.

Shaw Unveils Floorvana App

Shaw Industries has launched the Floorvana app, which lets the consumer capture her inspiration anywhere and transform it to the floor, noted Misty Hodge, Shaw's director of digital platforms.

According to Kit Yarrow, award-winning consumer psychologist and author of "On the New Consumer Mindset," three-quarters of shoppers would rather use their smartphones than consult store associates for simple tasks, and almost half of smartphone owners have downloaded retailer apps.

So imagine having an app that helps their customer select flooring while they're in your store. "Floorvana is an app that connects their inspiration to Shaw flooring in a revolutionary way," Hodge said. "Have you ever had a customer struggle to find just the right color that complements their space? Have you ever wanted to show them how easily they can connect their inspiration to a product so they can truly see what it would look like in real life?"

"With Floorvana", she explained, "a consumer can take a photo they've always loved or spontaneously capture a new photo in the moment. They could even just start with their favorite color. Their browsing experience will be ignited by their inspiration as they see flooring options drawn directly from the essence of their photo. Plus, it will help them understand how they can connect their own inspiration to the flooring in their home."



Here's how Floorvana works:

- First, the consumer takes a photo. "They can capture moments of calmness, excitement or whatever they want to feel when they enter the room," Hodge said. "Let Floorvana draw from your inspiration and recommend flooring options that matter most to you."
- Next, browse the selection: Floorvana helps find the right flooring based on what inspires them. They can customize their color palette and filter flooring types to fine tune Floorvana's recommendations. The app also allows them to easily compare options to make sure they make the perfect choice.
- There's more. "Don't stop with just one project," Hodge said. "With Floorvana they can create, store and share different ideas with different points of inspiration. Floorvana can be used to share ideas and opinions with friends and family."

Hodge added, "Show it to them while they're in store if they haven't seen it yet. It's an experience that will bring a personal and special meaning to their home."

The Floorvana app is free and works on both iPhone and Android devices.

For more information, visit shawfloors.com.

Mega Trivia Contest!

Congratulations to last month's winner:

**CHRISTINA
WESTBROOKE**

Stop in at Creative Carpet & Flooring
to claim your prize by March 31, 2015!

(Answer to last month's quiz: Punxsutawney Phil traveled
to Washington, D.C. in 1986 to visit Ronald Regan.)

Who else wants to WIN A \$50 GIFT CARD
towards dinner at
TGI Fridays or Olive Garden?

This month's MegaTrivia question:

What does kissing the Blarney Stone do for you?

- (A) Gives you soft lips from the dew on the stone
(B) Gives you good luck in love
(C) Makes you less shy (D) Heals warts

Call us at 708.479.8600 or e-mail answers to
contests@creativecarpetinc.com

Thank You For The Kind Words!

"I was satisfied with the complete job of buying and installing our carpet & I would refer my friends for you service." **George of Monee, IL – January 2015**

"Creative Carpet is a great company. They have installed new flooring in six of our rooms. We can always count on professionalism from entire team, high quality product and installation, and no buyer's remorse. Creative Carpet has helped us to beautify our home." **Mary Bobich of Orland Park, IL – January 2015**

"The professional staff at Creative was great. Steve knew exactly what I needed and was very knowledgeable about everything from the pad to the different carpets. The install team was great. They took their time and did it right. Very pleased." **Chris Rossi of Crete, IL – January 2015**

"Creative Carpet's installers were just about the most professional & courteous workers I have ever experienced (and I work in the construction/home repair industry!) Not only did they do an excellent job quickly, they were kind & are you kidding me!! - They vacuumed my floors! Thank you! P.S. We had no idea what to order & the showroom experience was wonderful & very helpful." **Rhonda Bank of Joliet, IL – February 2015**

Meet our Carpet Cleaning Customers:

Call for more info on our expert carpet cleaning services!

CHRIS AND PETE JAKUB
MARY HARTL
LINDA LAVERY
CAROL ZIEMBA
GREG MEYER
DORIS VANWEE
KATHERYN WIEDMAN
JAN STOLLER
KATHY SHEA
JIM SALVATORI
JOHN SASVELD
SANDY URBAN

Come Visit Creative Carpet & Flooring at the Largest Home and Garden Show in Chicagoland



March 6, 7 & 8, 2015 - Chicago Garden Show
Tinley Park Convention Center
18501 S. Harlem Avenue
Tinley Park, Illinois 60477
(Next to the Holiday Inn) Just north of I-80 exit
at Harlem Avenue

Springtime Home and Garden Show is the largest home and garden show in Chicagoland's southwestern suburbs. It provides over 300 different exhibits geared for all ages for improving, redoing, remodeling, updating or getting future ideas. The Springtime Home and Garden Show is a one stop-shop to get ideas, products and professionals lined up for most likely your most expensive investment — your home. Free presentations, demos, prizes and giveaways. Kid's activities feature gardening for food and fun!

Admission:

Friday, March 6th — 4 pm – 8 pm
Saturday, March 7th — 10 am – 6 pm
Sunday, March 8th — 10 am – 5 pm

Show Hours:

Adults: \$7.00
Seniors (62+): \$6.00
Under 18: FREE

For information call: 1-800-883-SHOW (7469)

Get a **\$1 Off Coupon** at <http://homeshowpros.com/tinley-park-show-coupon/>



Schedule a FREE measure at the trade show and receive a \$25 Creative Carpet & Flooring Gift Card!

We offer gift cards to our store for any of our expert, professional services including carpet cleaning, flooring and installation!

WARNING!

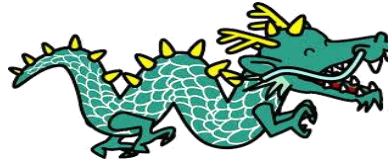
Don't visit any flooring dealer until you call us for a **FREE Consumer Awareness Guide!**

You will learn...

- ⇒ 4 predatory sales tactics
- ⇒ 7 costly misconceptions about flooring
- ⇒ 5 questions to ask a dealer before buying

Seeking "Creative" Ideas?

Whether it's a project for work or for personal creativity, we've all encountered "writer's block": the lack of new ideas. So here's a strange cure: pick up a work of fiction!



New MRI research indicates that reading about a certain activity activates the same areas of the brain as performing the activity. The stimulation we experience when reading fiction – particularly fantasy – can light up the creative areas of our own brains.

Plant a Plant for Productivity



If you work in what's sometimes called a "cube farm" you know the value of personalizing your workspace. But now a study at Wales' Cardiff University confirms people's preference for greenery and photos. The research team wrote that offices devoid of any pictures or personal souvenirs are "the most toxic space" for humans.

They back up their theory with solid figures: workers in offices with green plants had 15% higher productivity than people in bare offices.

The latter, so-called "lean offices" have long been promoted as the best for efficiency, but it seems people work better around plants!

A gigantic THANK YOU to all who referred us last month...

Judy Maranto
Mary Maertin
Peter Voss

Kim Voss
Kathleen Chaney
Sara Kane

Dawn Nogajewski
Joann Carver
Dave Barna

Get A Night Out At One Of Your Favorite Restaurants Through Creative Carpet's

Referral Rewards Program

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, we'd rather reward you. So I've assembled my **Referral Rewards Program**. Every time you refer someone who becomes a client and purchases, we will send you a **\$25 gift card** to one of the following: **Olive Garden, Longhorn Steakhouse, Red Lobster or TGI Friday's**.



19420 S LaGrange Road
Mokena, IL 60448

708-479-8600

www.creativecarpetinc.com

HOURS:

MON TUE FRI 10:00am - 6:00pm

TUE THU 10:00am - 8:00pm

SAT 10:00am - 4:00pm

The material contained in this newsletter is for informational purposes only and is based upon sources believed to be reliable and authoritative; however, it has not been independently verified by us. This newsletter should not be construed as offering professional advice.



NEW



FRIENDS &
CLIENTS

~ JANUARY 2015 ~

Meet our new clients...

Dana Murphy
Jade Routson
Edward Warren
Kim Vanderwoude
Cher Mistina
Dave McConnaughey
Adam Rosenberger
Leon Walker
Tina Burton
Steve and Alayna Farrahi
Candi Parrish
Candy Paben
Jack Senese
Chris Rossi
Mary Ann and Mark DeVries
Nancy Oetter
Robert Zank
Zach and Briley Birkey
Mary Moutvic
Mary Ann Mark DeVries
Scott Sutter
Bob Davis
Carl and Jan Vandermolen
Barbara Banach
Charles Greinke
Tom and Kristin Heenan
James and Leslie Bleicher
Vicky Matusik
Joann Pachmayer
Dave Hostert

Welcome back to our returning clients...

Joan Saratore
Andy Finnigan
Phil and Adrienne Nysten
Barbara Noonan
Pattie and Tom Johnson
Dick Joan Labeck
Gene Sullivan
Karen Edgar
Greg Meyer
Rhonda Bank
Fran and Barbara Gannon
Jim Salvatori

March 2015



Trying to figure out the **BEST** way to spend your tax return?

How about increasing the value of your home with **BEAUTIFUL, NEW CARPET?**

FREE standard padding on all Anso Nylon carpet purchases!



That's a \$3.50 Per Square Yard SAVINGS!

Creative
Carpet & Flooring

19420 S LaGrange Road, Mokena, IL 60448
Tel 708.479.8600 | Fax 708.479.8602
www.creativecarpetinc.com

Have you heard about Creative's fabulous Referral Rewards Program?

As you probably know, advertising is very expensive. Instead of paying the newspaper or other places to advertise ***we would rather reward YOU***, so we've assembled our ***Referral Rewards Program*** which works like this:

- 1) Enter the names and contact information of your friends and family on the lines below and return this form to Creative Carpet and Flooring. ***Fill out all 10 entries in order to receive a \$10.00 GIFT CARD TO STARBUCKS!***
- 2) We will send a Creative Carpet & Flooring gift card in the amount of \$50 (***with a chance to double it to \$100***) and a little background information on our store and services to everyone who you referred!
- 3) Every time someone who you referred through this program becomes a client and purchases, ***We will send YOU a \$25 restaurant gift card: Red Lobster, Olive Garden or TGIF!***

So get started now and do your friends & family a HUGE FAVOR!

Many of our clients came to us after having a bad experience with a floor covering company.

You will be doing your friends and family a gigantic favor by referring them to a company they can trust!

Your Name _____ **Your Phone** _____

Your Address _____ **Your City, Zip** _____

Your Email _____

Name _____	Name _____
Address _____	Address _____
City, Zip _____ Phone _____	City, Zip _____ Phone _____
Email _____	Email _____
Name _____	Name _____
Address _____	Address _____
City, Zip _____ Phone _____	City, Zip _____ Phone _____
Email _____	Email _____
Name _____	Name _____
Address _____	Address _____
City, Zip _____ Phone _____	City, Zip _____ Phone _____
Email _____	Email _____
Name _____	Name _____
Address _____	Address _____
City, Zip _____ Phone _____	City, Zip _____ Phone _____
Email _____	Email _____
Name _____	Name _____
Address _____	Address _____
City, Zip _____ Phone _____	City, Zip _____ Phone _____
Email _____	Email _____