

## CREATIVE CARPET, INC

# HOME ADVISOR™

**APRIL 2012**



*Mark Bouquet*

*Mark Bouquet Jr.*

**"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 MARY BUTTI!

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, Inc.  
19420 S. LaGrange Road  
Mokena, IL 60448

**NOTE: Must be picked up by April 30th, 2012**

Hello All!

This is a special letter, as it's a letter of celebration! April 2012 will be our 22<sup>nd</sup> year in the business. As I look back on these past 22 years, I wonder sometimes how I got to where I am. I started out by picking up scraps, and twenty two years later we are blessed to have had 2011 as our best year since opening our doors.

I remember the day before we opened our doors - I didn't have a name or a logo. I was really, "flying by the seat of my pants." There have been many milestones since we moved into our first reasonably large building after starting in a 250 square foot office with a 20' x 30' warehouse.

I remember my first large account that enabled me to limit my time installing floors and allowed me more time to focus on meeting new customers, builders, retirement communities, etc. That's when we began to grow. I believe we've changed warehouses four times in a ten year period before building out the warehouse behind our current showroom. When you come to the Customer Appreciation Day, you'll be able to see how much we've grown.

One of most memorable jobs was when we did the water theme park in Utica, IL. I remember pulling onto the property and then taking a pause. I looked around at the magnitude of the job and wondered how we got from our tiny 250 square foot office to this job... it was surreal! Then came the many churches. I need to figure out how many we've done throughout the years. I did one church on 159<sup>th</sup> street who sold their building 20 years later so the road could be widened; then we did the flooring in their new building.

I'm not sounding very humble, but I am very humbled. The bottom line is this: Do the right thing often enough instead of trying to make a "killing" once; everything will fall into place. When we chose to honor God in our business, He took care of us! I have health issues and family concerns, no different than anyone else, but we have faith that somehow it all works out for good in the end.

Thank you for all these years, we appreciate all of you very much.

Sincerely,  
Mark Sr.

### CUSTOMER APPRECIATION DAY

**Sat April 14<sup>th</sup>, 2012**, Creative Carpet will be celebrating 22 years in business; 20 years right here in Mokena.

Please join us for food, prizes, giveaways and special 1 day only pricing on select products!

**Bring your friends!!**

## Top 22 Reasons to do business with Creative Carpet

- 22) Family owned and operated
- 21) All of our male staff have installation experience
- 20) No job too big or too small
- 19) 99% of products we carry are made in the USA
- 18) Refer friends and family, receive \$25 restaurant gift card
- 17) Our installers wear shoe covers and vacuum before they leave
- 16) We include padding and installation in our pricing
- 15) We represent the leading manufacturers in flooring
- 14) We handle both commercial & residential flooring needs
- 13) Hundreds of satisfied customers
- 12) Preferred flooring retailer of both Best Pick Report & ABC Carpets
- 11) We have an A+ rating with BBB
- 10) We treat customers like family and look out for their best interest
- 9) We educate our customers on types of flooring that best meet their needs
- 8) If we don't carry it, we'll find it or a comparable product
- 7) We use the same teams for installation every day- insured & bonded
- 6) Free, no-obligation measure
- 5) Financing available
- 4) Conveniently located
- 3) Lifetime installation warranty
- 2) Zero Regrets Guarantee – Don't like your new floors? We'll replace the material for Free within 30 days of install or 60 days of purchase

**AND THE #1 REASON TO DO BUSINESS WITH CREATIVE CARPET....Because we are the BEST!**

## Did You Know. . .

If you do **not** vacuum at least 1 x per week, and do **not** have your carpets professionally steam cleaned you could have as much as 1 inch of dirt hiding in your carpet, and voided the manufacturer's warranty.

The rule for # of times to vacuum is:

**For every pet 2x per week**  
**For every child 1x per week**  
**For every adult 1x per week**

Need a new vacuum? Creative Carpet is an authorized **Dyson** dealer.

We offer financing with **zero** down and **zero** interest for **12** months. We also accept the following major credit cards: **Visa, Mastercard and Discover.**

## Mega Trivia Contest!

Who else wants to win a \$50 gift card towards dinner for two at TGI Fridays or Olive Garden? *Take our Trivia Challenge and you could win too!*

*This month's MegaTrivia question...*

**In what town did Creative Carpet first open their doors?**

- a) Orland Park
- b) Lockport
- c) New Lenox
- d) Frankfort

Take your best guess and e-mail your answer to [Contests@creativecarpetinc.com](mailto:Contests@creativecarpetinc.com). Or call us at (708) 479-8600. Your chances of winning are better than you think!

**Answer to last months quiz:**  
Gone with the Wind

**Congratulations to last month's winner:**  
**STEVEN THOMAS**

## THERE ARE FIVE THINGS YOU CANNOT RECOVER IN LIFE

- 1) The stone – after it's thrown
- 2) The word- after it's spoken
- 3) The occasion – after it's missed
- 4) The time – after it's gone
- 5) The person – after they die

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

JOHN & URSELA PREBSTLE  
KATHY MCCATTY  
LISA SLOVAN  
CAROL PETERSON  
CATHY PACELLA  
ROSEANNE CROWLEY  
MICHELLE MIGAWA

**Enjoy you're your dinner as our thanks for the**

**Get A Night Out At One of Your Favorite Restaurants With My Referral Rewards Program**

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

## In the words of the Creative Carpet family:

### NEW FRIENDS & CLIENTS

BARB & DICK MATTHAY

ANJAN QUANE

DEREK MORRISON

JIM SCHMITZ

MIKE & MICHELLE SOMMER

RAY & JANE DRACCA

SUE KLEBER

JOE & BARB GERACE

NATHAN MORALES

KATHY & DON WEISS

MARIANNE OSWALD

SUSAN SENZEL

ARLENE & BRIAN HUFNAGL

STEVEN & SUE POHRTE

CHRISTINE LEFILS

**Nana** – I've been working for the Bouquet family for almost a year and half. I remember my first day of work very well. I felt so welcomed and loved, and not just by my daughter, Pami. I felt acceptance from everyone and not just as a worker, but more importantly because I became everyone's Nana!

**Pamela** – I've know the Bouquet family for 16 years and purchased carpeting for 3 different homes before coming to work here. That was almost 2 years ago. It was a difficult season in both our lives and, for such a time as this, God opened doors for us to work together. I'm grateful to work with my friends, whom I love dearly, and appreciate who they are and the integrity in which they run their business. I always knew they were quality people, but having worked here and seeing how they care for their customers, I'm proud to say that I'm a part of the Creative Carpet team.

**Gary** – Tammy was pregnant with Mark Jr. when I first met the Bouquets. I was installing for another carpet store and the management company Mark Sr. worked for was about to close. I jokingly asked if he wanted to learn to lay carpet. He said sure and we started working together on a crew. Mark then got out of installing and then opened Creative Carpet. After the store moved to Mokena, Mark asked me to be in charge of all the installs - that was back in 1993. Over the years I became godfather to their second son, Kyle, and even though I'm not a family member, I felt like part of the family. Next year I will celebrate 20 years of working for Creative Carpet.

**Tammy**- I remember how scary, yet exciting it was to open our own business. I can remember the 8 hour car ride, traveling home from visiting my parents in Kentucky. Mark and I were so excited, making plans and figuring out the next steps and talking about what we would do and what it would be like. The 8 hours flew by. It seemed like we made it home in 30 minutes. We had just bought a new house, incorporated the business in Jan of 1990 and then I found out I was pregnant with my 3<sup>rd</sup> child.

Many times I remember waking a sleeping toddler and a newborn baby from an afternoon nap to go the storage unit we rented to accept a delivery. It was a bumpy road, but here are 5 kids and 22 years later and I couldn't imagine having it any other way. I love having a family business and look forward to what the future may bring!

**Jake** – Some of my earliest memories as a wee lad are of my dad bringing me along on some new construction jobs to walk through and measure. He and my mom have worked very hard to build this business and have always taught me to work hard by their example. I'm proud to be a part of what Creative Carpet is growing into, as I'm sure everybody else here is too!

**Mark Jr.** – My first experience was when I was 5 years old and my father was still installing carpet even though he had just opened the store. My grandparents in Kentucky needed flooring, so off we went. We woke up early in the morning and loaded the van and then drove 8 hours to my grandparent's home. The entire trip I rode tucked in between the rolls of pad in the back of the van, yes...very illegal. (My mom made sure to let my dad know after the fact). My dad installed throughout the night, carpet and vinyl, and had it all finished by the next morning. The carpet still looks brand new 20 years later.

MCHUMOR.com by T. McCracken



The corporate merger of Plushy's Carpeting and Sticky's Velcro was not a success.

### Welcome Back to Our Returning Clients...

SHAWN & MICHELLE QUIGLEY

ALAN & ARLENE BRONIEWICZ

JOHN & HARRIET SCANLAN

MONIQUE DEWIT-PLANKIS

RON ROERING

DAN NORGARD

M & BECKY KOOISTRA

JOE VOSS

TONY STINNET

## What some of our customers have had to say throughout the years:

Nothing but perfection! Friends and family love it! Quality over quantity is my philosophy and everyone exceeded at quality! They went above and beyond my expectations. I would highly recommend you guys time and time again to everyone looking for flooring. There isn't a high enough scoring system on this survey. All 10's across the board! Thanks again for the great service!

**K. OPON – MATTESON, IL**

This is the third time we've used Creative Carpet and each experience gets better and better. Our new carpet has completely transformed the appearance of our home. Steve was wonderful to work with and very professional and courteous.

**THE MADONS – FRANKFORT, IL**

Our non-profit office needed some help. We received a donation and Creative Carpet worked with us to find carpeting that fit our budget and our needs. They worked around our schedule and the installers were professional and helped us in getting our rooms back together. We appreciated the personal service.

**REBECCA –DIRECTOR BCS**

This was our first carpet purchase and we didn't know where to start. We went to a franchise carpet store near our home and the salesman kept telling us, "This is what you want", without asking about our home, our expectations, etc. Not knowing where else to look, I found Creative Carpet online through ABCCarpets.com. Mark Jr. was really helpful both on the phone and in the store. He helped us make an informed decision. The installation went great and we're really pleased with our new carpet. We'll definitely use Creative Carpet again!

**THE BLACHOWICZ FAMILY – OAK LAWN, IL**

Our experience with Creative Carpet was a very positive one. We needed new carpeting in our large family room after a storm caused rain to come down our fireplace chimney, ruining one side of our existing carpet. After first visiting another carpet store, we were pleasantly surprised as soon as we walked into the showroom at Creative Carpet. Everyone was friendly and Mark was very personable with a real knowledge of the flooring industry. He arranged for the measure of our home the very same day and helped us choose a new carpet that was reasonably priced and very high quality. He also worked with us to use the sections of our existing carpet that were not water damaged to carpet two bedrooms with new pad and installation, saving us considerably. Our installation team was professional in appearance and all of the installers were true craftsmen. Moving heavy furniture, taking up the old carpet and installing our new carpet, they left everything immaculate when they were finished. Our new carpet looks great and our old carpet got new life in other rooms. We recommend Creative Carpet for all your flooring needs!

**THE NEUZILS – FRANKFORT, IL**



## Recipe Corner

### NANA'S CHICKEN ENCHILADAS

#### Ingredients

2 cps shredded chicken  
1-1/2 cps shredded Mexican cheese  
1/2 c Hidden Valley Ranch Dressing  
1/4 c sour cream  
2 tsp diced green chile (optional)  
1 can enchilada sauce  
4 10" tortilla shell warmed

#### Directions

**I bake chicken in oven at 350 in pan with a bit of chicken broth and water, sprinkle chicken with Cayenne pepper for kicker, replacing diced green chiles. I bake covered until chicken is done. This keeps the chicken very moist. When done- I shred it finely with sharp knife and drain to get most of water out. Put in large bowl to cool then add other ingredients. I double the recipe and use 4" shells and also butter the bottom of a foiled lined pan. I use the Mexican Ro\*Tel Chunky diced tomatoes with chilies to cover and lots of Mixed Mexican cheese.**

Thank you to everyone who has helped make Creative Carpet the business that it is today. Employees and customers alike, we couldn't be here without all of you! Here's to 22 more years and then some! Mark & Tammy Bouquet



## 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

**Call Today – (708) 479-8600**

### Creative Carpet, Inc.

19420 S LaGrange Rd

Mokena, IL 60448

708-479-8600

[www.creativecarpetinc.com](http://www.creativecarpetinc.com)

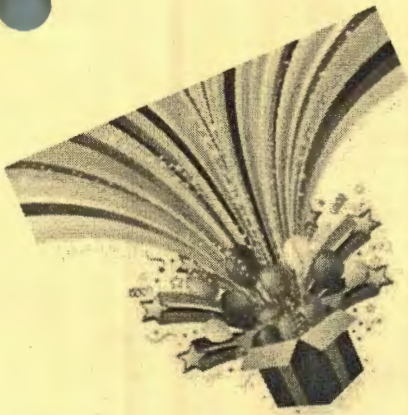
Hours: M-W-F 10a – 6p

Tu & Th 10a – 8p

Sat 10a – 4p



CREATIVE CARPET IS CELEBRATING 22 YEARS IN THE BUSINESS



**Anniversary Special for the entire  
month of April!**

- ✓ Take Up of Old Carpet
- ✓ Haul Away of Old Carpet
- ✓ And Furniture Move

**ALL FREE**

Or, don't need all three, then how  
about a **FREE Pad Upgrade!!**

Bring a friend and/or family member looking for flooring to our Customer Appreciation Day and after their floors are installed you'll receive **DOUBLE** the referral reward.

**\$50** Gift Card to Olive Garden, TGIF or Chili's.

Double referral reward offered only to those who attend our Customer Appreciation.

**But there's more...**

Join us at our April 14<sup>th</sup> Customer Appreciation Day and in **ADDITION** receive **Special Pricing\*** on **Anso nylon by Shaw Colorwall & Hardwood by Shaw!**

*"SHAW WHERE GREAT FLOORS BEGIN"*

**Anso**nylon<sup>®</sup>

GREEN by nature • fashionable by design\*

by

**Shaw**  
FLOORS

Special pricing offered only to those customers who attend our **Customer Appreciation.\***

\*Purchases must be ordered no later than April 23<sup>rd</sup> to qualify for Customer Appreciation pricing.

Carpet | Area Rugs | Tile & Stone | Hardwood | Laminate | Resilient | shawfloors.com

Creative Carpet Inc  
"Home of the Zero Regrets Guarantee"  
708-479-8600  
19420 S La Grange Rd Mokena IL 60448  
www.creativecarpetinc.com

Hours: M-W-F 10a - 6p TU & TH 10a - 8p Sat 10a - 4p



Please join us as we celebrate our 22<sup>nd</sup> year  
in the business  
SAT APRIL 14<sup>th</sup>, 12 – 4PM

All attendees will be entered into our door prize drawing for a chance  
to win one of the following:

- Free Area Rug (up to \$350 value)
  - \$100 GC for Prestige Faux Design
  - \$100 Speedway Gas Card
  - Disney children's items
  - Restaurant Gift Cards
- AND MORE...**



**FREE gifts** for each family that attends (1 free gift per family)

**We'll be serving food from L.A. Café along with tasty treats  
from CindySue Sweets!**

Janelle Teague from **Prestige Faux Design** will be here to assist you in color  
selections and all your decorative painting needs.

[www.prestigefauxdesign](http://www.prestigefauxdesign)

All remnant carpets will be marked down for this **special event only!**

*Mark the date, bring your friends and come help us celebrate!*

Sat April 14<sup>th</sup>, 2012, 12 noon to 4pm!

**Call today to set up your FREE measure...you'll be glad you did!**

