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Founded in 1992

JANUARY 2012

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RESOLVE 2012!

The turning of a new year creates hope and the best intentions in people to make **resolutions** to better themselves. Career minded individuals make plans to ensure professional success and advancement.

As noted on the internet, some of the most popular resolutions year after year consist of: Spend more time with family... Get fit through exercise... Beating the bulge through dieting... Quit smoking... & Enjoy life more. These remain yearly **pledges** for most people because they are wonderful but difficult goals to achieve.



Instead, let's take small steps to brush up our skills and become more proficient in ways that can help us to increase revenue while climbing out of a sluggish economy. Let's **RESOLVE** to be proactive and creative in finding forward thinking solutions to our real estate challenges in 2012. **PAR Flooring** is here to help!

R Recycle, Reduce, Reuse. We need to recycle in order for recycled material to become available to create new sustainable products. Recycling will enable us to use less energy and less new raw materials in the future. The flooring industry is a leader in sustainability and employs 4 methods of recycling: reuse, chemical, mechanical and waste for energy. Consider recycling carpeting and flooring materials while planning and designing your next commercial real estate project.

E Eco-friendly Carpet Tile Backing. Ensure the carpet tile you choose is made of recycled materials, is PVC free and is part of a "cradle to cradle" initiative. Most major mills offer an environmental guarantee for reclamation and recycling if the proper chain of custody is followed.

S Stainmaster fibers. 6,6 Nylon Stainmaster branded carpets last up to 50% longer and stay 30% cleaner than their non-branded competitors. Less expensive is not always better. Longevity is key to maintain costs and preserve budgets while ensuring lasting durability to stain, soil and static.

O Opportunity. Make 2012 the year that you entrust your flooring needs to PAR Flooring, Inc. Our years of specifying and design expertise will ensure you receive the right products at the right price, while our team assesses your site conditions and ensures proper sub floor preparations

COMPANY NEWS

PAR FLOORING IS CELEBRATING OUR 20TH ANNIVERSARY THIS YEAR! The planning for a company walk for charity is underway to help celebrate this milestone while giving back to our local community. Details will be forthcoming with ways for you to get involved and join the fun!

PAR FLOORING IS TRAVELING TO THE SURFACES 2012 SHOW IN LAS VEGAS, NEVADA THIS MONTH to continue our education and ensure we are always up to date on the latest trends and products to service all your flooring needs. Look out for future newsletters where we will spotlight new product innovations that will make your buildings more efficient.

SPOTLIGHT

are made for lasting performance and maximum warranties. Our reputation is all we have.

L Laminate Flooring. This line item has made leaps and bounds in recent years! The profiles are more realistic, the materials are greener in nature and the price points are perfect for the newly trending multi-family real estate sector. Choose a High Pressure Laminate for high traffic areas since the Phenolic Treated Sheets make the HPL a far stronger, more dent resistant and stable product. Our flooring library in Morristown has the proper assortment to meet all of your commercial and residential floating flooring needs.

V Value Engineering. PAR Flooring works a budget backwards, enabling you to optimize performance and product warranties while saving money on flooring without sacrificing aesthetics. PAR Flooring assesses sub floor conditions and may offer alternate material solutions unique to your project's needs. These services add value to your project with absolutely no risk or cost to you!

E Education. Continual education is key to success in a stubborn economy. PAR Flooring will help you analyze your initial flooring construction costs versus your maintenance fees and ensure the proper products are installed up front for optimal performance and manageable yearly maintenance costs. Case in point... VCT is the most cost efficient material initially installed BUT one of the most expensive floors to maintain over its life cycle. Things that make you go hmmm, right?



PAR's 11th Annual Toy Drive in conjunction with ICREW-NJ was a huge success! Many industry partners and friends participated this year making this our largest year of toy collections... EVER!

197 Families / 413 Children enjoyed the holidays because of our efforts. BRAVO and THANK YOU to all who helped to make this holiday miracle a reality. Click on the link to see the elves that stood out in PAR's eyes.

[DOWNLOAD ELF LIST](#)



Karen's Corner

Americans are resilient, hardworking people. We are starting our economic recovery and will bounce back strong if we remember to learn from our years of economic unrest. I agree with the words of Oprah Winfrey... "Cheers to a New Year and another chance for us to get it right." I wish you a clean slate and good fortune in 2012!

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