

TeamPAR: Flooring experts with an eye for design

Morristown company offers interior insights along with carpet, tile

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By [Meg Fry](#)

It was 1992 when recent college graduate Karen Rossilli-Kiefer — who was designing for Calvin Klein in New York City at the time — had an idea:

Combine her love for fashion with her family's history in the flooring industry.



Karen Rossilli-Kiefer, president of TeamPAR, has brought her design background to the flooring business.

That year, she convinced her mother to partner with her in a business that's known today as TeamPAR, both a commercial and residential flooring company and a renowned full-service design firm.

“We're touted in the industry as being educated dealers,” Rossilli-Kiefer said. “We're always learning and comparing and contrasting products against each other so that we can listen to our clients and bring them what they're asking for.”

The Morristown-based firm services from Trenton north — including New York City — and sells between \$3 million and \$5 million a year in flooring.

Her clients have included hospitals and assisted living facilities such as Saint Barnabas Medical Center and Princeton Community Housing. The firm has also worked on college campuses such as Drew University and corporations from IBM to Kraft Foods.

But even though Rossilli-Kiefer used to slide down carpet stacks and ride forklifts at her father's warehouse in Newark as a child, these clients weren't simply acquired by taking over her father's flooring business:

“I wanted my own (company),” Rossilli-Kiefer said. “Good, bad or indifferent.”

“So while I was networking, selling and entering the right niche market in commercial real estate, my mother was taking care of everything else — invoicing, insurance and bill pay.”

However, after seven years of splitting her time between working in New York and building what was known as PARflooding at the time, she had had enough.

“My husband and I decided that the lives we were living — working 16 hours a day — were not worth our salaries,” she said.

“We decided on the very same day to quit our jobs and start our own companies.”

While her husband dug deep into the dot-com sector, Rossilli-Kiefer's now full-time commitment to PARflooding allowed her to expand the business into TeamPAR and move it from Verona to Morristown while devoting more time to her three sons.

And with help from her “professional family,” PARflooding not only weathered the recession by maintaining the ability to finance its own projects — it also benefited from it.

“We moved more heavily into assisted living and medical markets because that's where, regardless of the economy, the money had to go,” Rossilli-Kiefer said.

Realizing such environments “needed to function as commercial facilities, but read as residential homes,” Rossilli-Kiefer leveraged the opportunity to create PARsolutions — the other half of TeamPAR that designs and executes cost-controlled commercial interiors.

“We go to clients who can't afford high-end architects or designers, but still need to keep up with the Joneses to ensure their buildings are well-received and that they're getting the maximum ROI,” Rossilli-Kiefer said.

For example, what could PARsolutions do with the historic Maidenform factory in Bayonne?

“We transformed the old factory into really cool loft apartments while retaining all of the nooks and crannies of the building, like exposed brick walls and cast iron piping,” Rossilli-Kiefer said.

E-mail to: megf@njbiz.com

THE BIZ IN BRIEF

Company: TeamPAR

Headquarters: Morristown

Founded: 1992

Employees: Five, with an additional eight at its 30,000-square-foot, family-owned warehouse in Newark.

Financials: \$3 million to \$5 million in annual sales.

One more thing: Rossilli-Kiefer would like to expand TeamPAR even further by creating fashion and home décor items using flooring and carpeting materials.