

# Floor Covering Media

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## Grand Opening: Design Group 47 in Peabody



Peabody, Massachusetts, Press Release, Floor Covering Media, February 9, 2016: Gayla Cawley at [ItemLive.com](http://ItemLive.com) reported Design Group 47 had its grand opening last Friday, with the business boasting three showrooms and a warehouse under one roof.

The three showrooms on the retail level are [Design Group 47](#), which is the main showroom, [Studio Becker](#) and [WD Flooring Gallery](#). The warehouse in the basement of the building is World Depot.



Design Group 47, located at 47 Newbury St., is a full-service design center. The showrooms feature the latest styles and trends for kitchens and baths, hardwood flooring, stone and tile, according to company information. Owner Peter Alfe said Design Group 47 is the showroom geared more towards homeowners. He said he can cater to any budget, design or style. Design Group 47 also caters to people interested in flipping homes and those who have a price-sensitive budget. Alfe also said that WD Flooring is the showroom for architects, designers and homeowners. Studio Becker is run by appointment only and consists of "extremely high end" products. "We don't show people something they can't afford," Alfe said.

Jason Clairday, showroom manager, said the main concept for Design Group 47 is a mini-design center for the North Shore. He said Design Group 47 is a blanket name for the various subdivisions the company has. Clairday said Design Group 47 is the main hub and is designed to be a one-stop shop for people. "Come in, make an appointment and we can design a kitchen for you," Clairday said. Clairday said the soft opening for Design Group 47 was in July, but "we wanted to wait for the grand opening after the design calendar started." He said the ribbon cutting was pushed back until more displays came in for the showroom.

Alfe said the ribbon cutting on Friday was attended by [Mayor Ted Bettencourt](#), along with the [Peabody Chamber of Commerce](#). Design Group 47 was also celebrating becoming a member of the Peabody Chamber of Commerce. Alfe said he started the first World Depot in 2004, located in Brazil, with the intention of producing hardwood flooring and providing it to the United States. He said after the economy crashed in 2008, the dollar went down and it wasn't worth it to produce in Brazil anymore. He said World Depot had also been located in Westbrook, Maine. "We realized it wasn't feasible," Alfe said. "We shut down the one in Maine as soon as this building was ready and decided not to do distribution anymore. We think it's better to be a specialty company. It's working out pretty well."

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Alfe said there was also initially a little showroom out of his home in Lynnfield. His designers would bring samples to builders, and bring the showroom to the job site. He said there is a WD Flooring affiliate on Harrison Avenue in Boston. Having a nice presentation in the showrooms in Peabody is an important part of doing business, according to Alfe. "Once people start looking at our own work within our own space, it gives them a comfort zone," Alfe said.

Alfe said he is planning for Design Group 47 to continue growing. Next year, he is thinking about building a design center next door and showing off his design furniture. Alfe said he was attracted to Peabody because he sees a lot of growth in the area. As a Lynnfield resident who live on the Peabody-Lynnfield line, he is also located close to Design Group 47. "Peabody is a great city to do business in," Alfe said.



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10AM – 7PM

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