

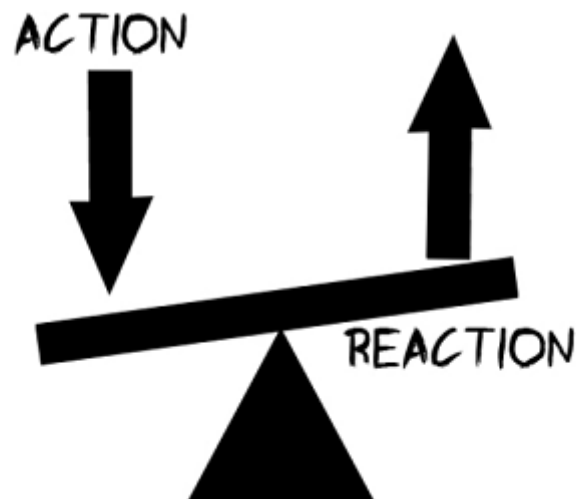
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Customer of flooring supplier shamed for an outstanding balance



It worked. But was it right? A Winnipeg flooring supplier alerted the public about a customer's balance on an unpaid bill. Some believe the public announcement on a St. Mary's Road sign was a shaming tactic. However, according to Curtis Rossow, vice president of River Park Flooring, "that's not the intention to publicly shame someone," who added that "certainly the intention is to collect money if we can." The public announcement proved to be a clever collection strategy. The sign was posted for three days, after the company reported exhausting traditional debt collection efforts, to no avail.



Company President Gord Kostick said his company installed linoleum tiles for the customer on or around June 17, 2016; who reported that the customer was not satisfied with the work. After going back and forth on repairs, Mr. Kostick offered the customer a discount or a refund if he returned the tiles. He said the last time he spoke with the customer was July 26.

The customer expressed a dissatisfaction with the quality of the work and that is the main reason the bill remained unpaid. When the customer learned the matter was posted on a sign, it was embarrassing to him and his family.

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Rossow indicated a few responses were out of concern they were shaming the customer or violating his privacy rights. According to Rossow, the above idea for the public announcement was cleared with the company's lawyer beforehand: "he said as long as the statement is true there are no issues." The sign was taken down Thursday, September 15, 2016. The customer paid the bill. Having so many people ask him about the sign worked to his advantage because it set the stage to share his side of the story. According to River Park Flooring, the payment will be donated to charity.

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