

Floor Covering Media

Your Gateway to the Floor Covering Industry

Proud to sell only American-made products

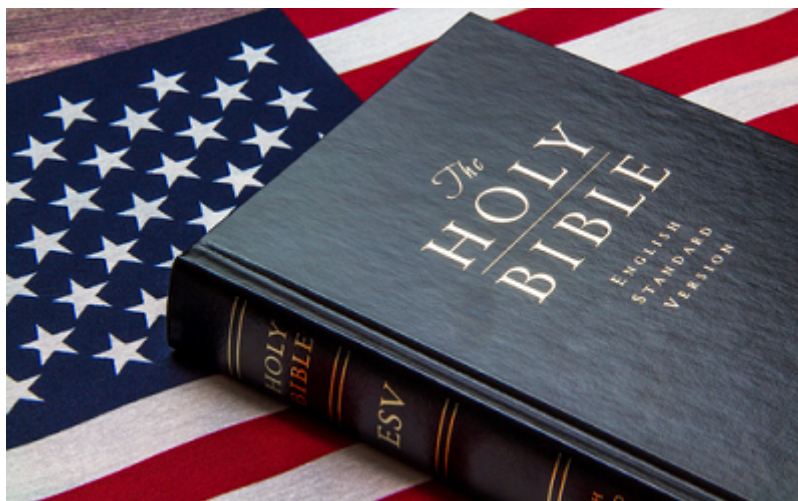


A new “cash and carry” area has recently opened in January 2018 located behind the main store at Leicester Flooring in Hendersonville, North Carolina. Available are factory closeouts, seconds, and discount pricing for the bargain hunter, do-it-yourself-er, or independent installer. Some residents have reported finding incredibly low prices on porcelain tile, wood, carpet remnants and vinyl. It is a new store with a new concept. While Leicester Flooring emphasizes full service, first quality flooring, the new Leicester Flooring Outlet features thousands of feet of tile, wood, carpet and vinyl at heavily discounted prices. “Some are perfect, some are seconds, all are bargain-priced. We’ve got tile starting at 50 cents per foot,” said Brad Snelson, president. The outlet is entered to the side and rear of Leicester Flooring’s longtime store at 1229 7th Ave. East. Leicester Flooring Outlet is a no-frills, cash-and-carry store operating 9 a.m. to 3 p.m. Tuesday through Saturday. If outlet customers need an installer, they will be given a list of independent installers they can contact.



Hendersonville
North Carolina

With the Hendersonville, North Carolina area rapidly growing in 2007, Leicester Flooring decided to open another store, in addition to the one in Asheville, North Carolina. Jeannie Edwards, store manager, has a background in interior design. Construction savvy with an eye for design, she helps customers with professional advice on many aspects of their project including color, style and design. Customers find the store is quite large, well lighted, with well placed flooring displays including carpeting, wood, and tiles from many dealers. Several sales representative from the various flooring companies have remarked that the Hendersonville, North Carolina store is a more appealing flooring showroom in the two Carolinas.



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What makes Leicester Flooring is its focus on American made products. They deal with American made flooring items. Bamboo or cork is unlikely available; these are not found in the USA. Brad Snelson during the 2008 economic crisis, made a decision to offer only American made products. While times were tough when the housing market went "south," he opted to stay the course and sell American goods. He is proud of his decision to have backed the American economy. Supporting American jobs and values, you find some well recognized names of American companies, such as Anderson, Armstrong, Mohawk and Mannington. In fact Leicester Flooring is considered a premier Shaw Dealer and therefore has some lines that no one else can carry.

Wood flooring has become more popular in the last few years. The floors will stay beautiful and carefree for many years. A client can choose from quality oak, maple, cherry, hickory, pine and other woods in various board widths and finishes. In the past few years, laminates have gained more attention, as they don't scratch and are considered water resistant. Many now look like real wood. Leicester Flooring services the Western part of the state from Burnsville, Marion, Lake Lure, Rutherfordton, Tryon, to Brevard and Cashiers. The company has been a family-owned business for 47 years, having opening in 1971 with Brad Snelson's parents running it.

For many years, Leicester Carpet (before the name was changed) was a "mom and pop" operation with Mrs. Snelson handling the sales aspect of the business in the office while her husband, J.B., supervised the installation aspect of it. Leicester motivates loyal customers to return to the store despite enormous pressure from chains and big box retailers. How exactly is this achievable? Simply, with the best selection, the best installers, and the best warranty in the business. These combined with low pricing offers demanding customers more value for their money." They often work with builders, architects and designers on their projects. They have had high end jobs in Hendersonville, selling a lot of luxury tiles, such as Armstrong and Mannington. In the past, they have had many commercial installations. They have had projects with the Grove Park Inn, the Biltmore House, the Pullian commercial properties, local schools, churches and government.

Leicester Flooring remains generous to the nonprofits and those in need with special discount to churches and veterans. They have also have helped with carpeting for sets for theater productions and have given hardwood flooring for a home when requested by a Veterans organization in Hendersonville. They opened another store in Woodfin. One project that Leicester Flooring is sponsoring will support the North Buncombe High School, Marching Band during their trip to France. Next year, the Band of Blackhawks is planning to travel to Normandy for the 75th anniversary of D-Day in June of 2019. The band leaves for Paris on June 4th and returns home June 11th. They perform at the American Cemetery at Brittany, Omaha Beach, and on the D-Day Memorial Parade at the Musical Salute to Liberation. It is quite an honor to have been invited to perform there. Though additional funds are required to make the trip a successful one and a memorable one. Leicester Flooring is helping to sponsor this trip. For additional information about the trip, visit www.blackhawksband.com.

Brad Snelson said the Hendersonville location has been great for Leicester Flooring ever since it opened there in 2007. Leicester Flooring will continue to sell and install a wide range of flooring while the new Outlet store specializes in factory close-outs, overruns and other exceptionally low-priced flooring.

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Press Release

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