



**Juan Flores,
President
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Flooring industry concerns: We keep working on and advancing the latest technologies to obtain both competitive manufacturing cost as well as a differentiation factor in our innovative laminate flooring products. Additionally we are training installers all over the nation through the National Laminate Flooring Training Center, located in Calhoun, Ga., Los Angeles and Dallas. Our regional technical managers also conduct seminars and certified courses together with the distributors' efforts following our direction.

Finally, we have offset the offshore competition by becoming one of them. We now have a laminate manufacturing plant in China with a high-end touch with embossed in register and bevel.

Consumer marketing strategy: We are sending a simple message: Real with style and design. Then, we are coordinating our marketing and merchandising to focus on the same message. An important part is advertising and retailer training. If you have a great product, just tell the consumer otherwise it is going to get very difficult for any company with a different proposition.

Future of the industry: Our company is optimistic. Here is why: We have a passion for our customers. We have the best partners in the industry. And, we have superior innovative products that differentiate us and appeal to consumers. We are investing strongly in Europe, Asia and the U.S. to increase our capacities of manufacturing high-end laminate flooring and continue the innovation race we started 10 years ago. The global scope is providing us a competitive edge that our customers recognize and consumers enjoy.