



## PRESS RELEASE

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### The International Certified Flooring Installers Association

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*(Kansas City, MO)*



### CFI – CCA GLOBAL PARTNERS GO TO HAWAII!

Another first! CFI in partnership with CCA Global Partners (CCA) was welcomed by American Carpet One Floor and Home in beautiful Honolulu! David Arita, owner of American Carpet One and Larry Marvel, Installation Manager of American Carpet One worked diligently to plan for this historic event. Working with them were Robert Varden, Immediate Past President of CFI,

Tom Jennings, consultant for CCA Global Partners and Bob Hutter, Vice-President of Training at CCA Global Partners. This is an exciting first for CFI and a first for CCA Global Partners in a partnership to present the new CFI/CCA two-day, carpet installation workshops.

Fourteen carpet installers who are employees of American Carpet One Floor and Home were certified and three store employees received their CFI Technical Carpet Certification. These are the first CFI Certified Installers on the island of Honolulu. Larry Marvel, installation manager has been a friend of CFI for many years and incorporates many CFI methods in the in-store training programs.

“Quality installation is very important for our customers,” stated Arita. “We strongly believe in providing the best service for our customers. Every installer who participated in the CFI training and certification is an employee of the store. Many others who also represent the store will be attending the next event. Robert is an excellent trainer and shared many techniques that will enhance the skills of our installers. They were excited to learn and appreciated our interest in them. This is a “win-win” program for everyone. I strongly recommend it to all dealers. CFI is always ready with the latest methods and techniques which benefit all of us.”

“We also appreciate all the ideas that Tom shared with us concerning customer service. These ideas will benefit us as we strive to provide the best customer service in Hawaii,” continued Arita.

“The installers were more than friendly and excited to learn new ideas,” said Varden. “It was a very enjoyable event because of their enthusiasm. There is so much to share and when you encounter a group of individuals who are really serious about their trade, training becomes a very enjoyable event. I can’t say enough about their willingness to evaluate our program through the forms that were returned. It helps us to appreciate the work that we put into the training. As a CFI instructor, I have always enjoyed being a part of the CFI Certification Team and sharing information that has taken us years to compile to share with another installer. We look forward to returning in 2013 to add to their certification levels and work with another group of installers that also represent American Carpet One Floor and Home.”

CFI working with CCA Global Partners is available for carpet training and certification. Contact Bob Hutter at CCA Global Partners for more information.

American Carpet One Floor and Home first opened for business in 1974 and has experienced a huge growth since those days becoming the largest supplier of carpet, hardwood, laminate flooring, Karndean flooring, ceramic tile, custom drapery, horizontal and vertical blinds. The company is also a local distributor for Gulistan, Pergo, Marazzi Tile, Tec Products, Karndean Vinyl Flooring and is the Shaw Contract As/cend Dealer in Hawaii. In 1988, they joined Carpet One Floor and Home, a cooperative with over 1,000 stores in North America, Australia and New Zealand.



American Carpet One is very involved in community services. They recently donated to HPU to provide a scholarship for one of the students. Tai Bui has been granted the scholarship. Tai is from Vietnam, and a junior studying Finance and International Business. Photo from left to right: Margi Ulveling, David Arita, Tai Bui and Chris Arita

Find out more about American Carpet One at [www.americancarpetonehonolulu.com](http://www.americancarpetonehonolulu.com)

Visit CFI at [www.CFIinstallers.com](http://www.CFIinstallers.com) or [facebook.com/cfiinstallers](https://facebook.com/cfiinstallers), to view the many photos telling the story of this historic event.

