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**My Dad's
Flooring Celebrates
Longevity and
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MY DAD'S FLOORING

CELEBRATES LONGEVITY AND ADDITIONAL LOCATION



PHOTOS BY STEVE LAONER PHOTOGRAPHY



By Kathy Hunt

We spend so much of our time sitting, standing, and walking from room to room, we sometimes forget what lays beneath our feet. Without noticing, carpets can start to look threadbare, and tile and wood floors can become chipped and scratched. Even if they don't show much wear and tear, floorings may have fallen out of fashion, making our homes and offices appear dull and out-of-date. When the need to replace worn-out flooring or modernize a space arises, My Dad's Flooring is there to help. Owned and operated by the same family for three generations, My Dad's Flooring offers exceptional customer service and a wealth of floor coverings from which to choose. Its flagship store is located at 179 Old Swede Road in Douglassville.

On September 13, 2024, the business celebrated its 40th anniversary and the grand opening of its second store with a ribbon cutting ceremony and refreshments at 609 Bridge Street in downtown Phoenixville. Chester County residents may recognize this address as the home of Meaney's Carpets. In business since 1986, Meaney's was acquired in April 2024 by My Dad's Flooring.

"John and Estelle Meaney did a great a job running the business for 38 years," said Jay Battiste, co-owner and president of My Dad's Flooring. "They were the local go-to for the Phoenixville area. We've taken over for them, so it's the same location, but new owners and a new name." With the additional location, My Dad's Flooring hopes to grow its presence in Chester, Montgomery, and Berks counties.

Brief history of My Dad's Flooring

My Dad's Flooring got its start in 1984, when George Graefe, a salesman for a carpet mill, opened his own carpet store with his son Ed. Battiste, who is Ed Graefe's son-in-law, explained that the business's name originated from a conversation with a confused customer. "Someone had asked Ed what the name of the carpet that they were selling was, and Ed had said, 'I'm not really sure. It's my dad's.' The customer thought that that was the name. So, Ed and his father decided to name the business My Dad's Carpets."

In 1999, George and Ed joined the Flooring America buying group and tweaked their store's name, making it My Dad's Flooring.

All Types of Flooring

My Dad's Flooring carries such flooring materials as luxury vinyl, laminate, carpet, tile, and hardwood. Within the category of luxury vinyl, customers can choose between vinyl plank, which resembles hardwood flooring, vinyl tile, vinyl sheet, and luxury vinyl tile, which has the look but not the cost of high-end stone tile. Luxury vinyl is durable, water-resistant, and considerably less expensive than natural wood or stone. It also features something that every pet owner can appreciate, scratch resistance.

A composite material featuring high-density fiberboard, laminate possesses the same benefits as luxury vinyl. Additionally, due to increased sustainability practices, such as the use of recycled materials and renewable energy sources in its production, laminate's environmental impact has been reduced in recent years.

Soft, sound-dampening, and slip-resistant, carpeting comes in several types of fiber. Synthetic nylon and polyester fibers resist odors and stains and are quite durable. Polyester has the added benefit of being hypoallergenic. Shorn from sheep, wool fiber is inherently natural, water resistant, and soft, and has been the basis of carpeting since ancient times.

Another material that has been used as a floor covering since ancient times is tile. My Dad's Flooring carries a range of attractive ceramic and porcelain tiles, both of which are nonporous. Porcelain is slightly more resistant to stains, moisture, and damage than ceramic. Because it is more difficult to cut and install than ceramic, porcelain is also more expensive.

A longstanding favorite, hardwood floors date back to the early 1600s. Beautiful and easy to clean, hardwood flooring comes in a variety of grains, colors, and plank widths. A hardy material, its toughness depends upon the species of hardwood used. Oak and hickory are among the hardest, most durable woods.



Becoming part of Flooring America enabled the store to gain access to exclusive products, pricing, training, rebates, and flooring displays, Battiste said. Being a buying group member is "advantageous in the market from a product and pricing perspective," he said. Battiste clarified that My Dad's Flooring America in Douglassville is part of a buying cooperative. It is a private and family-owned business, not a franchise.

At the conclusion of 2019, Battiste became Ed's partner in My Dad's Flooring. This business partnership has enabled Ed to ease out of day-to-day operations and into semi-retirement. He still handles most of the accounting responsibilities and remains an active shareholder.

Prior to joining My Dad's Flooring, Battiste had worked in the travel industry for 20 years and headed the group sales department of a vacation tour operator. "One of the big things is that I wanted to be home with my family. I didn't want to be traveling all the time," he said, adding that the goal of him partnering with Ed was to take over and expand the business. This plan came to fruition in April when they acquired the second location in Phoenixville.

Battiste said that everyone is very proud of where the business is right now, and the success that it has seen during the 40-year helm of the family. "It's an honor to be part of the third-generation family business," Battiste said. "We want to keep the family brand going and growing. We're very excited about growth in our new location

and about branching out in a big way with our existing location in Douglassville, becoming bigger and more supportive to all the local community members in Berks, Chester, and Montgomery counties."

He noted that the business's foundation and continuing growth are rooted in its exceptional customer service staff and their expertise. "We would not be where we are today, celebrating 40 years and launching our second store location, if it were not for some of the best sales and customer service-driven team members in the industry," Battiste said. "Ed and I are extremely grateful and proud to have such a wonderful group of employees who continue to put our customers, and our company's core values, first."

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Aiding people in making good choices in flooring

Forty years in business means that My Dad's Flooring has 40 years of understanding peoples' needs and helping them make the right flooring choice for their homes and offices. There's no need to prep before visiting one of the business's two locations. As long as the customer knows where the new flooring will go and has a color or style in mind, one of the skilled sales and design specialists at My Dad's Flooring can take care of everything else.

To help simplify the selection process, the sales and design specialists ask a series of questions. These include: Do you want to renovate a room or the whole house? Are you focused on a certain look or design? What are your surroundings like? Is the house built on a concrete slab or is it built on plywood? Do you have children or pets in the house? Do you like something coarse and dense or soft under your feet?

Customers are encouraged to browse through different displays and flooring samples to see what catches their eye. Once they've landed on something, a member of the My Dad's Flooring team will visit their home to carry out a free measurement and take photos of the targeted area. After this is completed, the team member shares the project estimates, which include material and labor costs, and any ideas around flooring.

My Dad's Flooring is a "soup-to-nuts" business offering installation service. The team has decades of experience installing floors in both residential and commercial

settings. Its installations are backed by the Flooring America Ultimate Confidence Guarantee, which promises to deliver the highest quality work. Any installation-related flooring problems will be addressed, at any time, at no cost to the customer.

Should customers decide to put in the flooring themselves or have a contractor do it, My Dad's Flooring offers a cash/carry option. "However, our quality and reputation are predicated on being a full-service flooring business that provides high-quality installation," Battiste said.

In addition to visiting one of the two locations, customers can go online at mydadsflooringamerica.com (Douglasville location) or mydadsflooring.com (Phoenixville location), and schedule a free measurement. While on the flooringamerica.com site, they can try the My Floor Style visualizer tool and see how different

flooring materials and styles would look in their rooms.

Using this tool is easy. Just upload an image of a room and select various products to add to the image. Don't have a photo? No problem. With the My Floor Style tool, people can view sample images of living rooms, bathrooms, kitchens, bedrooms, and offices and get a sense of how a certain carpet, laminate, or other material complements a specific room.

"We try to simplify the process and pride ourselves on an exceptional customer experience," Battiste said.

Tips and trends in flooring

When consumers begin to consider replacement floorings, they should keep a few tips in mind. If they live with dogs and cats, they may want to opt for luxury vinyl for kitchens and other busy areas. Luxury vinyl can be easily cleaned and resists scratches and liquids. If they want to install carpet on stairs or other high-traffic areas, they should select a dense, low-pile carpet. This will wear better than a carpet with a high pile.

Should the person reside in a more modest neighborhood, have a big, active family with pets, and/or plan on selling in the near future, the priciest, top-of-the-line flooring may not be the best option. Alternatively, if the individual lives in an exclusive and higher-end housing development, the more cost-effective flooring options would not be the ideal choice. Generally, upmarket housing developments tend to lean towards hardwood and tile with premium grade carpet in their homes.

After 40 years in business, My Dad's Flooring has accumulated an abundance of handy tips. It also has garnered considerable insight into flooring trends. According to Battiste, in the last 15 years, there has been a major shift in what people select for their homes.

"At one time, people were putting in a lot of carpet, hardwood, and tile," he said. "They liked the feel of soft flooring and the look of hardwoods and tile, so they did a mixture of both. Now, people are moving to waterproof, scratch-resistant laminates and luxury vinyl planks, which have the look of wood or tile but don't have expense or the maintenance."





He added, “Solid and engineered hardwood is much more expensive than laminates and luxury vinyl. The others are much easier on the wallet for families.”

He noted that, in the past, carpeting accounted for 70 to 80 percent of sales. Now, it is responsible for about 50 percent. The remaining 50 percent is made up of hard surface materials — wood, tile, luxury vinyl, and laminate. In the hard surface segment, luxury vinyl is the category to which customers are flocking.

Helping customers, helping communities

As a longstanding, locally-owned business, My Dad’s Flooring believes in giving back to the communities that support it. The business has partnered with KenCrest to help manage the 118-year-old nonprofit’s residential homes’ flooring needs. KenCrest supports intellectual and developmentally disabled (IDD) people and provides community-based group and supported individual homes for adults with IDD in Pennsylvania, Delaware, and Connecticut. My Dad’s Flooring also donates to KenCrest Service’s early education program in Douglassville. My Dad’s Flooring has been a longstanding member of the Greater Reading Chamber Alliance and the TriCounty Area Chamber of Commerce, and it has recently joined the Phoenixville Chamber of Commerce. The company also actively participates in local community foundations and fundraisers.

Whether you’re interested in replacing the floor in one room or an entire home or office, My Dad’s Flooring is ready to assist you. With two convenient locations in Berks and Chester counties and a range of materials, colors, styles, and prices from which to choose, this experienced, third-generation, family-owned business can aid with everything from flooring selection to installation. My Dad’s Flooring makes this type of renovation project easy, cost-effective, and worry-free.



DOUGLASSVILLE

The flagship store, located at 179 Old Swede Road in Douglassville.



PHOENIXVILLE

The new store, located at 609 Bridge Street in downtown Phoenixville.



For additional information or to schedule a free room measurement, visit the Douglassville store website at mydadsflooringamerica.com or by phone at 484.509.1826, or its new Phoenixville store website at mydadsflooring.com or by phone at 610.935.2226.