



LOMAX CARPET & TILE MART

Lomax Carpet & Tile Mart, while new to the Pottstown area, is a 3rd generation, family-owned and operated business, built on a proud heritage of ensuring that its customers always receive a unique combination of unprecedented "off-price" value, massive in-stock ready-to-go selection, the latest flooring trends and styles, and a full service experience – "from our stores to your floors"!

With the Grand Opening of its newest 40,000 sq. ft. Flooring Superstore in the Coventry Square Shopping Center beside the Coventry Mall in Pottstown this past summer, the company now operates 12 big-box flooring outlets serving Pennsylvania, Delaware, Maryland and South Jersey; in addition to a fast-growing e-commerce division: www.Carpetmart.com, that puts the Carpet & Tile Mart value proposition within reach of flooring customers everywhere.

The company was established in 1967, by company founder Sam Longwill, who opened the chain's first store as Airbase Carpet Mart in a Quonset hut adjacent to the Air National Guard Base in New Castle, Delaware. Sam was able to stock and sell broadloom carpet, Orientals and Area Rugs at deep discounts by buying mill overstocks, factory leftovers and remnants from dozens of manufacturers; allowing customers to get the same quality and fashion of high-end carpeting at a fraction of the cost of other carpet stores.

Carpet Mart's in stock, direct from the mill, warehouse-style approach allowed customers to save money AND take their new carpet with them – or have it professionally installed within days. This unique combination of value, convenience and professional service has been the hallmark of the business ever since.

From the late 1960's to today the company continued to expand its product offering and evolve its services to best meet the needs of flooring customers. Opening additional stores in Delaware and Southeastern Pennsylvania – including the acquisition of legendary Lomax Rug Company in Philadelphia, which had operated since 1892 as a nationally known rug manufacturing and retail brand.

Today, with over 350 employees, Carpet & Tile Mart operates on the same strong family-oriented traditions and values as it did when Sam Longwill founded the company in 1967; and remains the leading independent floor covering store chain in the nation offering the same exceptional values, unsurpassed selection and superior customer service as it did on opening 50 years ago.

What's their secret? Lomax carpet & Tile Mart buys direct from mills and manufacturers for all flooring categories, eliminating middleman and mark-ups that are normally associated with flooring franchise stores, big-box home center flooring departments and floor covering buying group operations. Working closely with the mills and flooring suppliers for decades, the company has also been able to maintain a superior product-quality level that other "flooring liquidators" cannot match. Lomax's long-standing history with its vendors, and a unique liquid position in the marketplace,



Dr. Michael Lambo, Founder of Stretch the Ride and medical director of radiation oncology at Pottstown Memorial Medical Center, visits Lomax Carpet & Tile Mart's Coventry Square store to accept a charitable donation to support the good work of his charitable organization. Left to Right: Steve Colianni, Lomax/Pottstown store manager; Dr, Michael Lambo and Michael Longwill, 3rd generation Owner / Operator of the family owned Carpet & Tile Mart store chain.

allows their flooring buyers to negotiate and buy at deep discounts, and obtain goods or special limited deals not readily available to other retailers. Combined, this cost and pricing advantage has allowed Lomax to pass all those savings on to its customers with products and prices you can't find anywhere else.

The new Coventry Square Flooring Superstore in Pottstown, joins with existing Lomax locations in Montgomeryville, Reading and Exton, PA to fully service the Tri-County area from four convenient, state of the art Flooring, Carpet & Rug showrooms, the area's largest in-stock ready-to-go flooring selection, a full array of services from in-store flooring consultants, and on-site binding, fringing and serging services... to in-home measuring technicians, and professional carpet, tile, hardwood, laminate, LVT/LVP and sheet vinyl installation.

As part of the Grand Opening campaign for Lomax Carpet & Tile Mart's Pottstown store, the company committed a portion of its' sales for the first 45 days of operations to a Pottstown-based non-profit organization called "Stretch The Ride", that is committed to helping patients and families affected by the burden of cancer.

"We believe in the positive message and efforts of this organization", said Michael Longwill, Carpet & Tile Mart President, and 3rd generation Owner/Operator of the family owned company "And are committed to giving back to the local community through organizations like "Stretch the Ride", which in turn directly serves and supports our local community."

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In September, Lomax was privileged to have Stretch The Ride Founder, Dr. Michael Lambo, medical director of radiation oncology at Pottstown Memorial Medical Center, visit its Coventry Square store to participate in a check presentation and receive Lomax Carpet & Tile Mart's donation.

While the company was founded as a "Carpet Mart" today the company has broadened and expanded its assortment of flooring products to include:

- The area's largest in-stock Carpet Roll goods selection, where customers can choose their carpet right from the full roll and either have it bound to take home today – or schedule full-service, professional in-home measuring and installation services.
- An extensive in-stock Oriental & Area Rug department with all shapes and sizes, from scatter rug sizes to mansion room sizes, displayed on easy to browse hanging arms that are also motorized, so the rug can easily be dropped to the floor for viewing.
- The area's largest hard-surface flooring selection featuring hundreds of in-stock domestic and imported hardwoods, laminates, waterproof luxury vinyl tile and plank flooring, Ceramic Tile and Natural Stone floors displayed on a-frame racks and pallets, with product ready to be taken home today, or installed right away.
- An Armstrong Elite Flooring Showroom, with large format sample display.
- A Daltile Statements Gallery – from the world's largest manufacturer of tile.
- An exclusive Nubrisa Flooring Gallery – With products uniquely sourced for Quality, Fashion & Value.

- A Soft Surface Carpet Design Center - Featuring brands like Mohawk Smartstrand, Karastan, Masland, Stainmaster, Dreamweaver, Nourison the latest carpet innovations from DuPont Sorona Ultra and Sorona Silk.

"We're thrilled to have been able to expand in the Tri-County area" said Mike Longwill, "and to have successfully converted an old, empty, former super market into a big, bright, beautiful, new flooring superstore from which we hope to serve customers from throughout the region for years to come."

ABOUT CARPET & TILE MART: Carpet & Tile Mart is a 12-store chain of big-box, Flooring Superstores headquartered in New Castle, Delaware. The chain, founded in 1967 as Airbase Carpet Mart, today serves markets in Delaware, Pennsylvania, Maryland, New Jersey and South Carolina, from huge warehouse-showrooms that carry the Airbase, Lomax and Carpet & Tile Mart brand names. For additional information visit: www.carpetmart.com

ABOUT STRETCH THE RIDE FOUNDATION: Stretch the ride is a charitable organization whose mission is to help patients, families, and caregivers by assisting with the emotional and financial challenges of managing cancer treatment.

To proactively reach out in support of those who are facing cancer treatment and may benefit from foundation assistance. "Stretch the Ride Foundation" was founded by Michael Lambo, MD, Sam Nalbhone, and Sherri Wunderlich, RN in loving memory of William Smaltz who was passionate about developing this foundation to support the basic needs of local cancer patients and their family members; and to relieve the financially devastating impact cancer can have on the stability of every day life. For additional information visit: www.stroppottstown.com