

Ed Keller

Hadinger Company of Naples

‘Our message is fashion, style and color at a value’

What is the most significant change you’ve seen in your industry over the past year?

Hardwood flooring continues to grow in popularity. Longer, wider widths in natural coastal colors are a big hit. Porcelain tiles that look like hardwood, along with LVP (Luxury Vinyl Planks) are gaining momentum as high definition technology mimics Mother Nature. All of these products offer minimal maintenance and give the appearance of a natural product. In addition, porcelain tile sizes continue to get larger. In kitchen cabinets, frameless design continues to be the overwhelming choice. In area rugs we are seeing less heirloom handmade rugs and continued popularity in transitional and tropical looks with vibrant colors.

What improvements, innovations or changes do you see in your industry in the coming year or two? What about in the future?

Digital technology in improving the visuals of manufactured floors is an innovation that is changing the flooring business. These floors not only offer the looks of a natural product but also in addition, perform in high traffic areas, are water resistant, low maintenance and are pet friendly as well. The WPC (waterproof core) floating floors continue to grow in popularity. These floors not only look like hardwood and are water proof; they can be installed over existing ceramic tile, thus eliminating the need to remove the existing floor. Coming soon, waterproof hardwood flooring.

What are three key challenges your industry facing. How is your company responding to these?

As new home construction and home renovations come back strongly, we have found it more difficult to find skilled labor. Much of the skilled labor left the indus-

try during the down turn and the current pool is aging. We are actively trying to work with our vendors in putting together comprehensive training as part of a curriculum to attract new talent into our industry.

E Commerce and Internet marketing have been and will continue to be part of today’s retail choice for customers. Seeing a visual on a computer screen is

totally different than actually putting your hands on the product. At Hadinger Flooring we exceed our customer expectations by offering the best selection of first quality



WHO AM I?

NAME: Ed Keller
TITLE AND COMPANY: Chief Executive Officer, Hadinger Company of Naples
YEARS WITH THE COMPANY: 2 Years with Hadinger Company of Naples 40 Years of Retail Experience
YEARS IN SOUTHWEST FLORIDA: 40 years on the West Coast of Florida
NATURE OF BUSINESS: Area rugs, flooring and cabinetry
EDUCATION: Bachelor of Science, West Chester University, Pa.
HOMETOWN: Pittsburgh, Pa.

material, an educated sales team and professional installation teams that stand by our product quality by giving our customers a full warranty. Our sales professionals will help plan your project and will provide customers with advice on the right product for their individual needs. In area rugs, our sales and design team helps you incorporate the right size, color and pattern into your home décor. We also arrange for home delivery and set up for your new area rug.

Name three practices that have been absolutely critical in the success of your business.

1) A well educated sales and service staff. We believe in continued education and provide that education to our sales staff on a weekly basis. 2) Our sales and service staff are friendly, outgoing, and knowledgeable and help our customers select the correct product for each application. 3) Selection. Hadinger Flooring and Area Rug Gallery has the best selection of product anywhere in Southwest Florida. Whether it be an area rug, hardwood, tile /stone or kitchen cabinets, Hadinger is the store you want to visit for your flooring or cabinetry needs. We stand behind all of the products we sell and install. Our goal is to exceed customer expectations.

What are two things you would like to change about your industry now? Your company?

Imported hardwoods, laminate and tile have been a topic in our industry for many years. Quality and environmental control has been questioned on many of

the overseas imports. When possible, we sell Made In the USA products. As technology improves on the manufacturing side, we would also like to see improved education from these manufacturers on how to install these products efficiently. As a full service retail floor covering dealer, we are responsible for the correct installation techniques and methods. Purchasing material only and allowing another party that is not affiliated with the sale of the product being installed in your home is a recipe for disaster. As a customer, be sure to ask who is responsible if there is an installation issue. If purchasing online, ask if the warranty is voided if the product is not installed professionally. We warranty all of our installations and service what we sell.

Within the context of your current marketing/promotional strategy, how do you differentiate your company from your competitors?

We believe we need to be in front of our customers on a daily basis. We advertise all three of our major classifications; Area Rugs, Cabinets and Flooring with a blend of full color inserts, printed newspaper and television. Our message is fashion, style and color at a value. As social media and web browsing grows, we have expanded our presence digitally as well.

What is your superpower? What particular strength or talent that has contributed most to your success?

Without question, it’s our employees. Throughout our entire organization, we unquestionably have the most talented people in our industry. We hire only the most qualified sales and sales support people available in the market today. We then empower those people to take care of our customers.

What accomplishments are you most proud of in 2016?

Our entry into designer cabinetry has been a great success and we are looking for continued success into the future. Our design team has done a great job integrating our existing showroom with our tile and stone departments, giving our customers a wealth of product to choose from in the correct lighting and atmosphere. Our design team has years of experience and will provide a custom dream kitchen, bathroom or built-in entertainment center. ■



We Pride Ourselves in Offering “OLD FASHIONED” Customer Service!

HADINGER
Company of Naples

Best place to start from the floors up!



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