

Godfrey Hirst

connections

2011

OUR FALL UPDATE

TRINIDAD:

Adding a warm and inviting ambience to any living space, Trinidad creates a sense of charm with modern style. An updated sisal level loop, the muted tones of color embraces the earth's terrain and brings them to the home.

While it is not branded 100% New Zealand wool, it still allows us to provide a 100% Pure Wool product at a price point that is very attractive and a very good value. Trinidad is an example of what Godfrey Hirst does best - good value, good looking, good quality, wool carpet. Available in five color ways, it is 13'2".

Trinidad has been very well received and we encourage you to take the time to showcase this product with your dealers. Many of our reps have had a great deal of success not only with cut order business, but with our stocking dealers.



WHAT'S NEW

CHANGE IS INEVITABLE - EXCEPT FROM A VENDING MACHINE

BLENDS:

With the blends going through some changes in Australia, we have decided to continue with all of the colors that have worked so well in the past for us and have added the Sahara and Sudan colors that are lighter, golden hues.

By doing so we are able to continue to offer our customers pricing that is as competitive as possible, while giving them an expanded color line.

In addition to the color changes, we are re-engineering Tibet. This change will enable the cost of the product to be lower and therefore sold at price points that will be more in keeping with the best that blends have to offer - better pricing. Takara will replace Tibet in December.

We are working out of current stock on each of the five blends and as stock runs down, we may not re-order additional stock. If there are stocking accounts on these products, they should be topped off now.

Glen Abbey and Sierra:

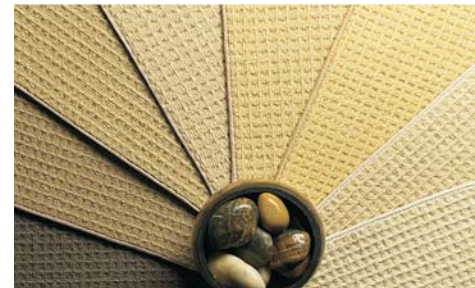
Glen Abbey and Sierra are re-colored and samples will ship in about three weeks. These two styles will be sampled on one board. When the new boards arrive in the field, the current Glen Abbey/Dover boards should be pulled. The Tibet/Sierra boards should remain in place until the Takara board arrives in December.

Six of the current Glen Abbey and Sierra colors are carried forward - Sahara, Sudan, Temple/Sandstone, Loofa and Suede. We have also added a new grey called Ecu.

GOOD BUYS:

Gibraltar is being sent to you in three color ways for the Good Buys program. We will have six colors when it is introduced for to our entire product line. (We are adding two grays)

Gibraltar is a 100% level loop heather and priced at or below where we are with Dover. It is 20 ounces and quite a nice product - especially for the price point.

**GLEN ABBEY(new color not shown)****SIERRA(new color not shown)****GIBRALTAR (all colors not shown)**

SALES

In these days of uncertainty and stress from all that we see around us, it is easy to fall into the trap of letting it affect our ability to perform well and succeed. But often times, if you THINK positively and reflect those feelings with enthusiasm, it can create an environment that can actually be a benefit to not only you, your company, and also your customers.

The following is a story, a fable, or whatever you wish to call it. I prefer to call it a lesson in positive thinking, seeing the good side and how attitude can affect one's business:

The Gardener's Badge Story:

A landscape gardener ran a business that had been in the family for two or three generations. The staff was happy, and customers loved to visit the store or to have the staff work on their gardens or make deliveries - anywhere from bedding plants to ride-on mowers.

For as long as anyone could remember, the current owner and previous generations of owners were extremely positive, happy people.

Most folks assumed it was because they ran a successful business

In fact, it was the other way around..

The tradition was that the owner of the company always wore a badge that said **"Business is Great!"**

The business was indeed generally great, although it went through tough times like any other. What never changed however was the owner's attitude, and the badge saying **"Business is Great!"**

Everyone who saw the badge for the first time invariably asked, "What's so great about the business?" Sometimes people would also comment about how their own business was miserable, or that they were personally miserable or stressed.

Anyhow, the **"Business is Great"** badge always tended to start a conversation, which typically involved the owner talking about lots of positive aspects of business and work, for example:

The pleasure of meeting and talking to different people everyday.

The reward from helping the staff take on new challenges and experiences.

The fun and laughter in a relaxed and healthy work environment.

The fascination in the work itself and in other people's work and business

The great feeling of finishing a job and doing it to the best of your capabilities.

And the thought that everyone in business is blessed - because there are many millions of people who would swap their situation to have the same opportunities of doing a productive meaningful job.

And so the list went on, and no matter how miserable a person was, they usually ended up feeling a lot happier after just a couple of minutes listening to all of this infectious enthusiasm and positivity.

It is impossible to quantify or measure attitude like this, but to one extent or another it is probably is a self-fulfilling prophecy, on which point, if asked about the badge, the business owner would confide:

"The badge came first. The great business followed."

A simple story, but one that can help us remember how our enthusiasm and positive attitude can make a difference in our customer's lives and therefore in ours!

MARKETING

When writing this newsletter, I try to come up with helpful hints as well as items that might be of interest (page 5) - besides the obvious: sales information, new product information, etc. I thought I would share a story that was sent to me a few weeks back:

The Blind Man and the Marketing Story

A blind man was sitting on a busy street corner in the rush-hour begging for money. On a cardboard sign, next to an empty tin cup, he had written: "Blind - Please help".

No one was giving him any money.

A sales and marketing writer walked past and saw the blind man with the sign and empty cup, and also saw the many people passing by completely unmoved, let alone stopping to give money.

The marketing writer took a thick marker pen from her pocket, turned the cardboard sheet back to front and rewrote the sign, then went on her way.

Immediately, people began putting money into the tin cup.

After a while, when the cup was overflowing, the blind man asked a stranger to tell him what the sign now said.

"It says," said the stranger, "It's a beautiful day. You can see it. I cannot".

Marketing is all about communication, connecting with people and helping the sale. In that vein, I am working diligently on new marketing pieces for our new wool products that we will be introducing at Surfaces as well as marketing pieces for our new synthetic program. I am excited about all that is coming and I hope that you will be as well when the marketing and products are presented to you in a couple of months.

Believe it or not, I am already working on Surfaces and all that goes along with the planning, design and scheduling of activities. I think you will be pleased with what we will be showing and how we will be showing our new product offerings. Jan is pulling all the necessary materials together, so between the two of us, our days are busy ones.

I will give you more updates as we get closer and of course, as always, send you all a Pre-Surfaces Kit about a week before Surfaces.



A BIG WELCOME!!

To Norma Lanham - who is replacing Jody Evans in Accounts Receivable. As many of you know, Jody is going back to school and though she will be sorely missed, we are very lucky to have Norma as her replacement.

Prior to coming to Godfrey Hirst, Norma was employed by Van Dijk Carpet, so she is well versed in the carpet industry.

A native of Calhoun, GA, Norma now lives in Acworth, GA with her husband and her daughter, Olivia - who is seven years old. Norma's phone is 800-480-7134 x 848, so please do not hesitate to call and say hello. I am sure you will find her to be friendly and knowledgeable as well as helpful.

Please note: Norma's email address is:
Norma.lanham@godfreyhirst.com

Direct Line: 678-399-4048

Direct Fax: 678-399-4049



GODFREY HIRST HEADQUARTERS

We are now official!
Our building now has the finishing touches to the outside of our building - with the Godfrey Hirst logo emblazoned on the sides. All other permanent signs are in place as well. So for those coming to see us - you won't have far to look from the street- we are very visible!!