

Lewis Floor & Home opens kitchen gallery

By Tanja Kern

[NORTHBROOK, ILL.] Lewis Floor & Home (formerly Lewis Carpet One) has opened a 2,000-square-foot kitchen and bath gallery featuring custom cabinetry and countertops in its Northbrook showroom.

“It’s a brand extension,” explained Steve Lewis, president and third-generation owner. “We got into hard surfaces 12 years ago. Before that, we were doing carpet for 40 years.”

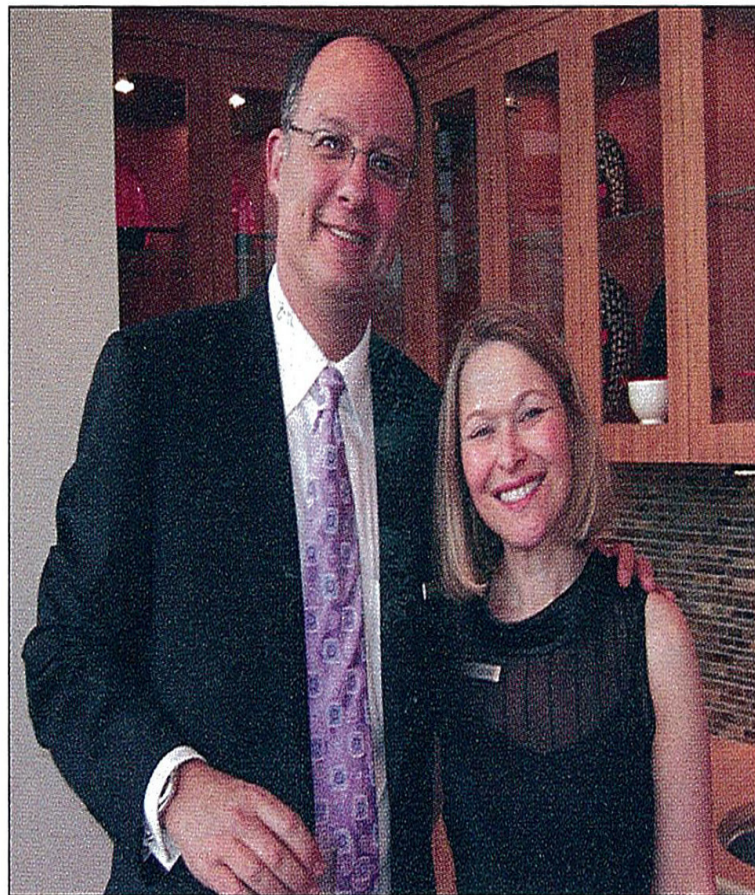
The Northbrook location is a 24,000-square-foot store that sells carpet, area rugs, ceramic tile, stone, wood, laminates, window treatments, countertops and now cabinetry. Along with the new upscale showroom, Lewis said he decided to change the company name to better reflect the array of products the store carries.

He found space for the gallery by transforming a corridor that connects the main showroom to offices in the back. Wide and bright — thanks to floor-to-ceiling windows — the gallery showcases six kitchen vignettes, six bathroom vignettes, two entries and one large laundry room/mud room area.

“We will be featuring products from all over the world that represent the latest design trends without designer prices,” Lewis said. “Customers will only be limited by their imagination and their budget.”

Lewis Floor & Home teamed up with a local cabinetmaker who will create custom pieces. By offering flooring, cabinetry and countertop materials, customers will no longer need to work with different suppliers or hire a contractor to coordinate different trades.

The majority of the company’s business comes from residential remodeling and replacement business, and Lewis



Steve Lewis, president and owner of Lewis Floor & Home, and Susie Axelrad, vice president sales and marketing

stocks close to \$1 million of granite and marble slabs so customers can complete kitchen and bath projects quickly.

He has also added an environmentally friendly area to its showroom to meet the needs of customers who want to be at the forefront of style, but who are also concerned about protecting the environment. Examples of popular green products include bamboo, cork, linoleum and recycled and recyclable carpet and recycled glass tile.

“Green is very important to us,” Lewis said. “To me, there’s nothing more important we can do than to conserve our environment.”

The strategy seems to be working. “We’re up almost 10 percent for the first four months,” Lewis said. **FCW**