



CFI Conducts Installation Training in Brazil

April 20, 2015

Beaulieu of Brazil is hosting the CFI Installation Team May 2 – 16, 2015. The training includes hands-on skills working with patterned carpet, broadloom and carpet tiles; LVT and resilient flooring. The CFI Team of Jim Walker, Robert Varden, Efren Llamas and Francisco Jimenez will be sharing the latest in floor covering education including installation techniques and tools with 60 flooring installers. Sales representatives have also been invited to attend.

Jim Walker, CEO, “We are looking forward to working with the installers as they strive to add new skills and enter into a broader scope of flooring installation. After speaking with those who are coordinating CFI’s first trip to Brazil, their desire to increase installation knowledge is much the same as we have encountered worldwide. The correct methods of flooring installation are becoming more important and we are honored that they have chosen CFI to be a part of this premier training event in Brazil.”

Beaulieu of Brazil, Roberts/QEP, TRAXX and MAPEI are supporting the event with flooring, tools and supplies. The flooring installers will be performing installations in modules with many types of products, which will also include a segment of hands-on substrate preparation.

Beaulieu of Brazil has translated the library of CFI training materials into Portuguese as the installers are striving to obtain CFI Certification.

The CFI Team of Installation Trainers is doing an unbelievable job of sharing installation techniques, tools and the thirst for education everywhere they go. It is a proven fact that the installers leave with increased knowledge, skills and a renewed feeling of pride and

professionalism for their trade. The CFI brand has become what the entire flooring world is using, not only to gain from the benefit of certification, but for the numerous amount of work that is requiring CFI Certification worldwide.



Submitted by,

Jane Walker
CFI - International Certified Flooring Installers Association
2400 East Truman Road
Kansas City, MO 64127-2038
Tel (816) 231.4646
Fax (816) 231.4343
eMail: walkerjw@earthlink.net
www.CFIinstallers.com

PRESS RELEASE 1 of 2 – LVT Installation Training

Beaulieu of Brazil LVT Installation Training - May 20, 2015

May 2, it was off to Brazil for the CFI installation program known around the world! For two weeks, the CFI Team of Jim Walker, Robert Varden, Efren Llamas and Francisco Jimenez did an outstanding job of assisting flooring installers in the requirements of professional installations in carpet and LVT.

Marc Van Camelbeke, Director Industrial of Beaulieu of Brazil who spearheaded the entire event, was one of the most determined individuals to make certain that flooring produced by Beaulieu is installed correctly to meet the satisfaction of their customers. He realizes that manufacturing a quality product is only one component to ensure customer satisfaction and installation plays a vital part of the entire process. Under his direction, it was CFI's responsibility to prepare the installers with the latest installation methods, tools and products to provide the ultimate training for flooring installation. He flew installers in from all over the country to Ponta Grossa, the home of the large Beaulieu of Brazil manufacturing facility. There was no cost to the installers for travel, lodging, meals or a three-hour tour of the mill. They accompanied the CFI Team daily by chartered bus from the hotel to the plant.

Van Camelbeke commented at the conclusion of the event, "On behalf of Beaulieu of Brazil, I want to thank the CFI Team for the excellent course held at our venue in Ponta Grossa, Brazil. It was a success beyond our expectations to see so many people coming to the conclusion that their daily work is of such importance. To be instructed with enthusiasm and a great sense of humor by the best people in the trade was for all of us an unforgettable experience. CFI showed the protocols and the tools to do the perfect job. Not only was the focus on workmanship, but also on personal skills and what it means to be a skilled professional of which our industry is in dire need. We have planted the tree and now we need to continue with this work and give continuity to this massive project. Thank you very much."

Gabriella Soletti was the interpreter for the group and did an outstanding job and told the Team that she learned a lot about flooring installation. João Francisco Fernandes, Director Commercial and Ana Paula Cecato Horta are to be commended for putting the plan into action and scheduling the Team. Numerous representatives of Beaulieu and sales associates also attended the event and many individuals assisted with the setup and materials.

Beaulieu of Brazil was an outstanding host with designated parties to meet the Team each step of the way. Van Camelbeke provided the CFI requests for carpets, carpet tile, LVT, supplies, tools and lumber for the two groups of installers. The CFI Team, with assistance from Beaulieu constructed props to be used by 73 installers for the two sessions. The modules will be stored for later use.

If one could select a group to train, this one was exactly what is needed in the flooring industry. The installers were all young and anxious to learn with big smiles on their faces. It took them no time to learn and incorporate the techniques. They could be described as “sponges” who wanted everything the team had to share with them. They had not had the opportunity to use the correct tools and methods that are necessary to do the work in a professional manner. Tools that were required by CFI were shipped in by QEP and TRAXX. MAPEI supplied the floor preparation materials and all adhesives. The Team was able to utilize the same tools that are used in the States because of the availability of the 110/220 volt requirement.

The event was a new beginning and one the installers were all too excited to embrace. “We could tell we had done our job of creating another group of CFI installers by seeing the smiles and thumbs up as the busses departed for their homes at the end of each event,” said Jim Walker, CEO. “It is indeed a rewarding feeling to know that you have made a difference in the lives of individuals that will be shared with others. Beaulieu is seeking to “grow” professional flooring installation and CFI has planted the seeds for this to happen. I know there will be another CFI Chapter in Brazil. One does not have to speak the language to engage others into using the correct techniques of achieving superior customer satisfaction.”

Walker continued, “Marc was present each morning to meet the group, addressed them at the meals and was present every evening. João Francisco Fernandes, Ana Paula Cecato Horta and Silvana de Simone, claims representatives, technical advisors and sales personnel were also in attendance. At the conclusion they also stated they had learned much about the products and installation techniques to ensure that their products will satisfy their customers when installed correctly.

Efren Llamas opened the first session with the techniques of LVT installation. He placed a strong emphasis on following manufacturer’s directions, using specified methods and knowing the “rules of the road.” Llamas said, “Even though I am a bilingual CFI instructor, I do not speak Portuguese. However,

because this group of young installers was so eager to learn, we communicated through our hands and through the expert translation skills of Gabriella Soletti. It is a tremendous feeling to be able to open the eyes of installers who truly want to learn.”

“We spent two days on the LVT portion of the program for each session,” said Llamas. “We taught through demonstrations and hands-on involvement. The installers learned the installation techniques required by the manufacturers, the skills of adding borders, cutting miters and the importance of the substrate. They learned how to use a moisture meter correctly and the correct way to perform a layout of the job using trammel points as reference guides. We stressed the importance of product acclimation, using the correct adhesive and notched trowel, the spread rate, expansion joints and using the correct tools to cut LVT. “

“Each installer prepared and completed a minimum of two installations in each module. The difference from the initial installation to the second was an improvement of at least 90% using the CFI Proven Methods. We discouraged some of the methods that were commonly used by demonstrating how different techniques worked better and added quality to the installation.”

Their smiles and thumbs up gestures were an indication that the information was understood and would make their installations in the future more rewarding,” continued Llamas.

Nathaniel Woodward of MAPEI contacted CFI several times prior to the event to provide adhesives and substrate preparation materials. Members of his team were present to provide demonstrations and were most helpful in translating for the Team.

“The installers also learned the importance of substrate preparation by participating in a hands-on session taught by Mapei,” said Llamas. “Each installer prepared the substrate in their modules and the following morning, installed new flooring over the prepared floor. Nathaniel Wood of Mapei South America provided an outstanding demonstration of substrate preparation.

Francisco Jimenez from California said, “This was my first opportunity to travel to another country with the CFI Team and to see how dedicated they are to making a difference and not just going somewhere to show ideas. They mean business and expect the installers to be proud and incorporate these ideas

into their work. It was obvious that they had the eyes and the ears of the installers and changes would be happening all over Brazil. The eagerness with which the program was received and the questions that were asked made us all aware that we could leave with the knowledge that the CFI methods of installation would be a part of each installer's new way of looking at flooring installation."

The second session of training included carpet, modular tile installation and patterned carpet.

Submitted by,

Jane Walker

CFI - International Certified Flooring Installers Association

2400 East Truman Road

Kansas City, MO 64127-2038

(816) 920.6500 Tel (816) 231.4646

(816) 920.6565 Fax (816) 231.4343

eMail: walkerjw@earthlink.net

www.CFIinstallers.com

www.carpethelp.com



Thank you for sharing with our friends!

Section 2 to follow shortly

Photos are available at

<https://www.dropbox.com/sh/4bs8r1tteu84agn/AADtWUwk7N55ShcHYCVAOCJCa?dl=0>



Jim Walker, Efren Llamas, Robert Varden, Francisco Jimenez – The CFI Team



Group I CFI Training Session



Francisco Jimenez, Marc VanCamelbeke, Jim Walker



Nathaniel Wood and Efren Llamas demonstrating substrate preparation



Nathaniel Wood and Efren Llamas demonstrating substrate preparation



Gabriella Soletti (Interpreter) Robert Varden demonstrating direct-glue installation

Jim Walker

PRESS RELEASE 2 of 2

Beaulieu of Brazil LVT Installation Training - May 26, 2015

During the training in Brazil, the second days of each session were led by Jim Walker and Robert Varden, using beautiful patterned carpets to demonstrate installation techniques. “The installers became proficient at the various requirements of seam construction such as, running a row, seaming and using a glue gun and black light,” said Walker. They learned how to use a powerstretcher and deadman to make their work easier. New methods of adhesive application and the necessity of following the rules of powerstretching, correct seaming techniques and learning how the KoolGlide can assist them were all important elements of the training. They were introduced to tools they had never used, but would help them use their time more efficiently when installing. It was obvious they were excited to learn. Having that many young installers in one room anxious to demonstrate what they had learned is what training is all about for CFI. This experience is rewarding for the Team also as they realize the impact this has on the Industry.”

Walker continued, “They learned how to seal seams and the importance of this process and how to construct a seam on a hard surface. They learned the correct use of the QEP traditional seaming iron and seaming tools. Every installer went through the procedure of using a powerstretcher and deadman to align patterns and using a wall trimmer to cut and align the carpet along the wall. We stressed that they had been given the opportunity of a lifetime by Beaulieu of Brazil to be the first certified CFI installers in the country. They had the opportunity to elevate the installation standards and be proud of the contributions they make to the industry.”

Robert Varden, CFI Executive Director added, “Every installer was able to do the work professionally and only positive feedback was received from the group. I demonstrated how to do a bonded insert with the KoolGlide in a white Saxony carpet. They were amazed that they could not locate the insert when it was completed. They also learned how to use the tool effectively.”

“They learned about pattern tolerances and how to correct difficult alignments. We also provided installation techniques for modular carpet which is also manufactured by the mill. They learned how to cut the tiles, how to achieve different patterns and the use of the correct notched trowel or roller and sufficient adhesive transfer, as well as the importance of preparing the substrate,” added Varden. “We demonstrated how the correct adhesive application cannot be lifted from the substrate and no bubbles will occur. We were there to assist them every step of the way and discovered how motivated and interested they were to be a part of a new experience that will make their lives easier.”

“There were also numerous questions as to where they could further their training and if it were possible to attend the CFI Installation Academy in the fall in Texas,” said Varden. “This group wanted to learn and I believe they will share their ideas across the country with other installers. Once professional installation techniques become accepted, there will be no end as to what can be accomplished by the manufacturer and the dealer.”

Walker continued, “Marc did everything right in bringing in young installers to start the country on the path to a new era in flooring installation. He has a vision that will be fulfilled. Stephan Colle, founder and Chairman and Frank Moffat, CEO of Belgotex of South Africa suggested that he contact the CFI team. They shared the work that CFI has contributed to flooring installation in their part of the world. Today, there are installation schools providing bright futures for young people in South Africa. These incorporate the CFI techniques which are taught by Allan deWit, Manager of Technical Support.”

“The needs of the installation communities are the same worldwide and what Van Camelbeke is doing places Brazil on the forefront of bringing an entire trade together to perform the finest work for the customers of Beaulieu of Brazil,” said Walker.

Sales personnel were also in attendance throughout the sessions taking notes on ways to incorporate the installation into the entire package. Some were included in the construction of seams and the understanding of what is involved in a professional installation.

Walker continued, “We left them with a greater appreciation of the value of quality flooring installation. This was one of the most rewarding training events in which I have been involved because of the concern of the manufacturer who instilled the thirst for knowledge in the flooring installers. They are now aware of the CFI motto “PRIDE – Pride, Responsibility, Integrity, Dependability and Education.” They will wear the CFI colors proudly and are on their way to sharing the correct methods to other installers.”

Each evening the team was treated to an outstanding dinner, live music, a magic show and enjoyed the camaraderie of the entire group. The food was outstanding and beautifully presented. The events took on the appearance of a huge family reunion.

Brazil is the largest South American country with over 20 million residents in Sao Paulo, which from the sky is far larger than New York City with all its sky scrapers. It is a country that is on the verge of becoming a force in the industrial commerce of the world. Beaulieu of Brazil is leading the way in manufacturing and education. The CFI Team also learned about the dedication that began at the top and was shared by the actions of the flooring community.

Van Camelbeke is exploring ways to continue training using the CFI installation teams and developing a Brazilian CFI Chapter to keep the enthusiasm alive. He is dedicated in his efforts to assist the installation community to enhance the products with the finest installations available.

Submitted by,

Jane Walker

CFI - International Certified Flooring Installers Association

2400 East Truman Road

Kansas City, MO 64127-2038

(816) 920.6500 Tel (816) 231.4646

(816) 920.6565 Fax (816) 231.4343

eMail: walkerjw@earthlink.net

www.CFIinstallers.com

www.carpethelp.com



Thank you for sharing with our friends!

Photos are available at

<https://www.dropbox.com/sh/4bs8r1tteu84agn/AADtWUwk7N55ShcHYCVAOCJCa?dl=0>