

# Biz Snaps

A Snapshot look at local businesses

**Carpets Plus of Wisconsin**  
**Michael Peters, President/CEO**  
3330 N. Pontiac Dr., Janesville, WI  
(608) 756-0422  
**Hours: Weekdays: 9 am-8 pm.**  
**Sat.: 9 am-5 pm. Sun.: Closed.**



**Carpets Plus**  
**OF WISCONSIN**  
**COLORTILE**

**When was the business started?** 1971.

Describe your products/services. Residential and commercial floor covering.

**How many employees are involved?** 10 inside staff. Approx. 10 outside - estimator, and installation contractors.

**What do you do, product, service or philosophy, which differentiates you from your competitors?** I can't speak for the competition, but our preferred practice is the lowest practical employee turnover and highest possible customer satisfaction.

**How did you get interested and/or started in the business?** I left WSU-Whitewater (now UW-Whitewater) in 1971 to start this family business with my parents and sister.

**What kind of training or background do you have?**

In the field of customer's homes, in the showrooms as well as Mohawk University. Armstrong factory training, Pergo Academy as well as numerous seminars at Carpets Plus University.

**What are your future plans for your business?** To keep the product offerings fresh and complete with latest upgrades and innovations.

**What or who has had the most influence in the way you do business?** The economy is an ever present influence on the expense side. Customer needs and trends influence the sales aspect.

**Do you have a favorite saying that applies to your business?** "It's more than the floor," because it is so much more.

**What have been some of the challenges you've faced and how did you work them out?** We've been at

this long enough that we remember introducing computers and the subsequent enhancements and upgrades over the decades. In terms of product line, the evolution from 100% soft surfaces (carpet) to today, where half our sales consist of hard surface products, including wood and tile. In either instance training and minimizing turnover were key.

**What do you find most rewarding about this type of work?** Two things: The personal and career growth of the employees, and of course the transformation of our customer's floors.

**Tell us about your customers.** Our customers are like snowflakes...no two are alike.