

GET FLOORED!

STORY **MERRILYN PATTERSON** | PHOTOGRAPHY **NESO BASARA**

THE BACKGROUND: Craig and Garth Bigelow co-founded **Bigelow Flooring** in 2005. Until then, they had been installers by trade and noticed a disconnect between customers and suppliers. Their work ethic came from their father, Bayfield, who taught them that if they took care of their customers, made people happy and followed through with what they promised, they could build a successful business.

THE PLACE: What began as a small flooring store in Guelph has morphed into a multi-room display area showcasing all types of flooring, including hardwood, engineered flooring, vinyl, tile and carpet. Their warehouse shares the same location so clients have a cash-and-carry option – no wait time for delivery or pick up.



THE BIGELOW EXPERIENCE: Customer service is paramount. Clients are greeted by a friendly face and a smile every time. There are no commissioned sales people, so take as much time as you need with a showroom assistant and come back as often as you wish. The same friendly approach is taken with installers and suppliers. Communication at all levels and strong relationships built over time mean you can count on a quality product, expert and timely installation, plus access to a broad selection. Bigelow is with you every step of the way – from helping determine which type of flooring is best for your needs and taking precise measurements

of your space through to installation and inspection. “That’s why our company motto is ‘People taking care of people,’ ” says Garth.

CONSULTATIONS: In order to bring what Garth likes to call “a small town feel” to their customer service, Bigelow offers one-on-one consultations during the week and is open on Saturdays by appointment only.

WHAT’S HOT: Showroom Manager Kathy Budinski shares her take on what’s trending this season. “Patterned carpet – two-tone and multi fleck – because it’s family friendly and easier to match paint



L-R: Kathy Budinski, Taylor Roberts, Garth Bigelow, Michelle Dick.



colours,” she says. “Hardwood is still popular and timeless, but with texture. Patterned tile is on-trend too. We recommend using these in places where you won’t tire of it.”

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