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BRIDGESTONE

commercial specifier of the month

Jennifer Curtis reports:

Always looking to improve

Salvo Independent Floors and Windows Griffith, NSW

Salvo Floor Coverings, a strong and stable family owned and operated business with traditional values and a firm commitment to its customers. It specialises in quality products and service for domestic, commercial and industrial supply and installation.

Salvo Floor Coverings, or more commonly known now as **Salvo Independent Floors and Windows** store was established in Griffith, NSW in 1968 by **Salvatore Di Fiore**. Salvatore (Salvo) started his career as a floor coverings installer back in the early 60s.

With a new wife and a young family he reassessed his work future, deciding to move from the contracting installation side of the industry to opening his own store, which he still operates in conjunction with wife **Ann**, and son **Paul**.

The business, being located in Griffith, the thriving regional centre of NSW, has benefited from the boom both in business and residential development of the area and its surrounds. Salvo Independent Floors services an area approximately 230 kilometres in radius. Clients have even

requested their services from as far away as Burke, Deniliquin, Broken Hill and Gosford as well as places between.

Today the company is mainly focussed on commercial work – greater than 70% of its business and increasing. With large and small projects, from the likes of the Government **Department of Commerce**, **Joss FM-CJC Constructions** and **Forlico Builders** to name just a few. Projects range from single room school demountables to multi-storey schools, TAFE, private and Government buildings, including



Eddie Brauman, Paul Di Fiore, Jason Cummings, Salvatore Di Fiore, Ann Di Fiore and Natalina Vasta.



Natalina Vasta, Paul and Ann Di Fiore in the window furnishings department.



the recently completed state-of-the-art new **Griffith Police Station**. On all these commercial projects, Salvos uses only the best in labour and materials for cost effectiveness and the client's satisfaction.

The floor coverings business is complemented by Salvatore's wife, Ann Di Fiore's window furnishings business, which is run from the same premises. This allows the business to provide a more comprehensive service to its customers.

The fresh and neatly arranged showroom provides a very pleasant and easy atmosphere in which to shop. It covers all aspects of floor coverings including the latest developments, styles and colours in carpets displayed in large drape samples and booklet form as well as designer vinyl tiles and planks, floating floors in timber and laminate, rugs, accessories,

plus all the products for the developer and commercial project.

"Our showroom sales team is made up of professional people with over 30 years of experience in the floor coverings business and over 25 years in the window furnishing trade. They can help customers with full interior co-ordination and concepts," said Salvatore. "Every customer has a need and it is our job to find that need and help them achieve it.

"We have very experienced staff and can deal with the difficult jobs that others can't or won't tackle," he said. "Our reputation is such that companies from all over the region come to us because they know we can do the job and do it well!

"We have completed projects for the aged care, hospitality and the health sectors – all facets of commercial based works. In fact, we can tackle any project

where we need to identify special needs and resolve problems. We are knowledgeable about colours, texture and design and can assist clients to choose the most appropriate product."

Salvo Independent Floors and Windows has a full time in-house staff of floor coverings installers with access to contractor labour as required.

"Our installation staff has many years of experience in the industry, from old hands at the job to our new apprentices. Credit goes to our full time installation team of **Nathan Grant, Eddie Brauman, Jason Cummings, Josh Wigg, Paul** and myself.

"Our tradesmen are experts in their profession and with our team on the job, the customer can be sure of a quality job, with care and attention to the finer details for ultimate client satisfaction," said Salvatore.

"We are always looking at how we can do the job better

by implementing new age business systems and ideas with good old hard work and determination. We never get complacent.

"This attitude is reflected in back to back **Chamber of Commerce Outstanding Business Awards** and client satisfaction as well as all the referral business we have received."

Salvo Independent Floors and Windows' growth and success continues with the strength of its **Independent Floors** membership and the group's national buying power.

"With help and many thanks to fellow founding member, buying group co-ordinator, **Ken Armstrong** and our great relationships with manufacturers and suppliers. Salvo's and Independent Floors buying group members continue to strive for the ultimate client satisfaction in all areas of the flooring coverings industry.

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