

STAR LOG

A SERIES OF FLOORCOVERING BULLETINS

VOLUME V / ISSUE 2

INSIDE THIS ISSUE



Hassle-Free Flooring Renovations in Retail and Library Environments

Retail LIFTMAN

Library LIFTMAN

LIFTMAN: A StarNet Exclusive

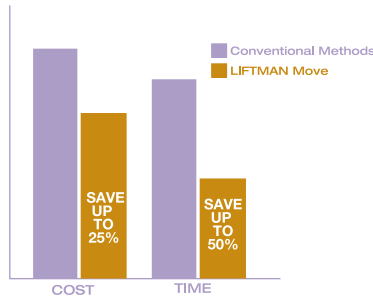
MEMBER



HASSLE-FREE FLOORING RENOVATIONS IN RETAIL AND LIBRARY ENVIRONMENTS

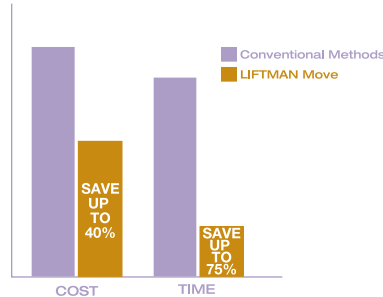
Ask retailers what they hate most about floorcovering renovations, and they'll tell you it's the hassle of removing merchandise off of, and then back on to, display racks and fixtures. Librarians have a similar lament about packing and unpacking volumes of books off of, and back on to, shelves and bookcases. Conventional renovations are highly disruptive and costly when you factor in the time, the labor, the damaged and misplaced items, downtime to normal operations and patron annoyance. The process can also pose safety risks to workers. The good news is that there is a better way to manage retail and library renovations, and it's available only through your StarNet Member professional flooring contractor.

LIFTING FOR RETAILERS



Retail LIFTMAN can save 10 to 25% of the cost and up to 50% of the time required to manually disassemble, move, reassemble and reinstall retail displays and their contents. The LIFTMAN System eliminates the need to dedicate staff or hire additional workers to prepare a store for flooring renovations.

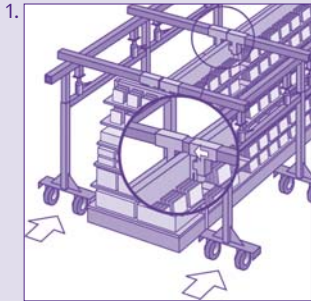
LIFTING FOR LIBRARIES



Library LIFTMAN has been designed for the special needs libraries require and can save 25% to 40% of the cost and up to 75% of the time compared to conventional methods. That translates into less cost, less downtime and less disruption for you and your library patrons.



**STATE OF THE ART LIFTING FOR: MASS MERCHANDISERS AND RETAILERS
DEPARTMENT STORES, ELECTRONICS STORES, DRUG AND CONVENIENCE STORES, SUPERMARKETS
SPECIALTY BOUTIQUES, HOME CENTERS**



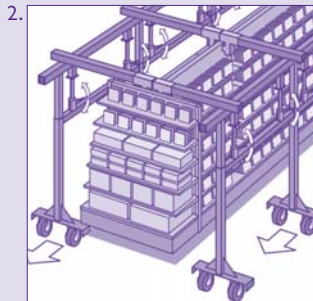
LIFTMAN's proprietary technology uses rolling lifting horse and hydraulic jacks to attach to, and suspend, fully loaded display gondolas.

StarNet Member flooring contractors have exclusive access to patented LIFTMAN technology:

- When replacing floorcoverings that are worn
- Installing new floors for new interior design
- Widening aisles for Americans With Disabilities (ADA) compliance
- Replacing floors to accommodate display/department layout changes
- When floorcoverings require periodic, deep maintenance

Trouble-Free Lifting and Moving

Retail LIFTMAN was developed especially for lifting and moving displays and gondolas to facilitate flooring renovations or installations. The equipment supports the entire weight of a fully stocked display rack or gondola so that store managers don't need to worry about removing merchandise, disassembling displays or jury-rigging equipment to move unassembled displays.



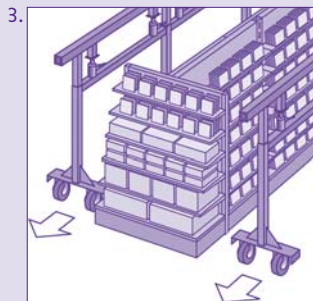
The entire display can be wheeled to a temporary or permanent location.

Flexible and Versatile

This flexible system can move retail display racks as long as 66 feet at a time, or specific sections. It can be used with any type of construction: wood, metal, laminate. The equipment can be adapted to work with most displays designs: rectangular, open-backed, solid backed, freestanding or within three feet of a wall. Your StarNet Member professional flooring contractor works in conjunction with your store management to coordinate and phase the project with proven efficiency.

LIFTMAN Can Improve Your Bottom Line

The cumulative advantages for using LIFTMAN on retail renovations add up to real, measurable savings in time and money:



Once the rack is repositioned, the pressure is released on the hydraulic jacks. The gondola is safely lowered into place.

- \$ Merchandise can stay on the shelves, eliminating the time needed for removing or replacing display contents.
- \$ Moving stocked shelves means less chance that inventory will be lost, misplaced or damaged.
- \$ There's no need to disassemble and reassemble displays, which means less downtime or loss of revenue, and less chance for worker accidents or injuries.
- \$ Renovations can be accomplished overnight, so stores can open for business on time the next day.
- \$ Fewer employees and/or temporary help are needed for the move.
- \$ The balanced lifting technology reduces the potential for worker accident or injury.
- \$ Store managers can experiment with multiple display placements for optimizing store layouts or to improve traffic flow without fear of damaging fixtures or their contents.
- \$ Our professionals manage the display move and the flooring renovation/installation, so you have single-source accountability and one total project cost.










NATIONAL COVERAGE & DEDICATED LOCAL SERVICE FOR: PUBLIC AND PRIVATE LIBRARIES, COLLEGE AND GRADUATE UNIVERSITY LIBRARIES, LEGAL OFFICES AND LIBRARIES, GOVERNMENT LIBRARIES AND ARCHIVES, RECORDS STORAGE FACILITIES

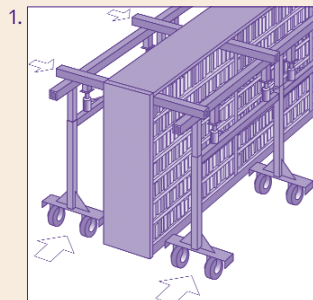
Renovate Without Disturbing Your Books

This system was designed for use in virtually any library, and with virtually any library shelf or stack configuration. LIFTMAN can be attached to 90% of the double-faced shelving systems typically used in libraries, including those made of solid wood or metal. The system can be adapted to accommodate low rise shelving and units bolted to the floor. The equipment can move shelving up to 72 feet long or cases as low as three feet high.

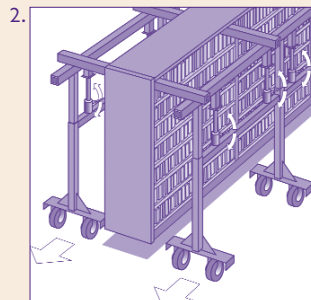
Positive Impact on Library Budgets

Using StarNet Member professional contractors as your single-source project managers for flooring renovations and moving library stacks is a smart business decision.

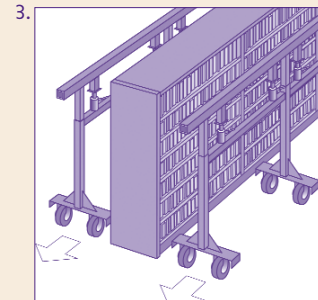
-  LIFTMAN renovations/installations take a fraction of the time of conventional methods, so they cost less.
-  Less impact on library hours and patron access.
-  Fewer lost, damaged or misplaced books.
-  In most cases, no library employees are needed for packing and unpacking book cartons, or disassemble and reassemble shelving systems.
-  No temporary or rental space is needed to store books during renovation/installation.
-  LIFTMAN reduces the potential for injuries and accidents on every phase of a library move, from carrying heavy book cartons to moving heavy bookcases.
-  For busy, midnight-oil-burning libraries, such as those found in large law firms, there's less disruption and significantly improved productivity.



1. Liftman attaches to fully loaded library stacks using our exclusive rolling lifting horse.



2. The load is then transferred to the lifting horse and the entire library stack is lifted and wheeled away.



3. Once the flooring work is completed the library stack can be repositioned as desired.

RETAIL AND LIBRARY LIFTMANSM : A STARNET EXCLUSIVE

RETAIL LIFTMAN COMPANY TESTIMONIAL*

“THE CREW MOVED THE SHELVING UNITS BACK AND FORTH, REMOVED THE OLD CARPET, AND INSTALLED THE NEW CARPET IN ONE OVERNIGHT SHIFT WITHOUT ANY DAMAGE OR PROBLEMS TO THE FULLY STOCKED SHELVING UNITS. WE DIDN'T LOSE ONE HOUR OF RETAIL SALES!”

*A LARGE U.S. MASS MERCHANDISER

UNIVERSITY OF MONTANA LIBRARY COMPARISON STUDY*

MOVE 50,000 VOLUMES/12,600 LINEAR FEET OF BOOKS, HOUSED IN 50
SELF-CONTAINED, FREE STANDING SHELVING UNITS, MANUALLY VS. LIFTMAN:
MANUAL MOVE: 500 MAN HOURS AND 25 DAYS, \$3,200.00 LABOR
LIFTMAN MOVE: 70 MAN HOURS AND 1.25 DAYS, \$1,120.00 LABOR

*MSU-BOZEMAN LIBRARY STACK MANAGER

The advantages of using a LIFTMAN for safety, and saving time, labor, and costs, are proven. And although these benefits will be evidenced on every job, the system is not available through every flooring contractor. LIFTMAN technology and services are available only from your StarNet member flooring professionals. They have exclusive access to the patented equipment, the trained mechanics to operate it, and the national coverage to provide these services for any job, located anywhere in the US. StarNet has dedicated staff that manages the selection and modification of LIFTMAN equipment to ensure that the system used on your job site is the right tool for the fixtures and cases. Count on your StarNet professional floorcovering contractor to make your renovation and fixture/shelf moving experience efficient and hassle-free.

To locate a StarNet Professional near you call or visit us online at
1-800-787-6381 www.starnetflooring.com

One in a series of Bulletins from your
Commercial Floorcovering Professionals at:



StarNet Commercial Flooring Cooperative
44 East Ridge Road
Ridgefield, CT 06877
(800) 787-6381 Fax: (203) 431-6610
lori@starnetflooring.com • www.starnetflooring.com