

A photograph of a casino floor featuring a dark carpet with intricate, colorful, swirling patterns. In the background, several slot machines are visible, including one labeled 'THE GOLD'. The room is lit with warm, ambient lighting from pendant lamps. The 'fuse' logo is overlaid in the top right corner.

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# GP FLOORING SOLUTIONS AND FUSE ALLIANCE: *Winning Through Culture and Continual Improvement*

**I**f someone told me five years ago I'd be working in the commercial flooring industry, I wouldn't have believed them," says Abby Reinhard, owner and president of GP Flooring Solutions. But in 2014 when she saw the opportunity to purchase the company -- originally GP Land and Carpet -- she recognized a good opportunity and hasn't looked back.

That opportunity has only been possible with the right people, which is why Reinhard has made the company's culture the number one priority. "We defined our core values and built our culture around those values. While we're always busy executing on strategy, nothing works unless we have the right people in the right seats -- and the team is feeling good. We make all our staffing decisions around our core values, and one of those values is "have fun and enjoy life."

Reinhard points to psychology research on happiness to explain why she focuses on how her team is feeling. "People tend to be successful if they're happy, and happy if they're successful," she says. "There are ups and downs every day--there's no getting around that. But it's critical that we set the tone for how we handle challenges, learn from our losses, and bring the team up rather than down. That includes me. I can't lead if I'm not happy, because if I'm miserable, no one will want to follow me!"

Being part of the Fuse network helps the team feel good because of the connections it offers. "Knowing we have a trusted network of peers across the country is great because we're not totally on our own," says Reinhard. "We can post a question to the Fuse Link platform, call executive director Geoff Gordon, or connect with one of Fuse's technical experts. We have a culture of always learning and improving, therefore being able to access information and experts through Fuse is extremely helpful."

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Fuse also helped GP Flooring Solutions add floor-care maintenance to its offerings, which is a differentiator for the company. "By cleaning, restoring and protecting floors, we increase our value to our customers and create more opportunities to build the customer relationship," said Reinhard. "A workshop on how to add maintenance to our operation at the 2017 Fuse annual conference helped us gain the confidence to move forward."

By offering better access to industry information and manufacturer relationships, as well as buying advantages, Fuse is additionally valuable. With its member-only ecommerce website, Experius Distribution, Fuse offers its members additional purchasing power opportunities.

The network also provides connections to local installation opportunities through its Fuse Commercial division. In just two years as a Fuse member, GP Flooring Solutions has grown its business by participating in several Fuse Commercial projects.

"Fuse is a great asset as we advance on our roadmap, which includes objectives for market saturation, service expansion, customer diversification, and growth," says Reinhard. "Abiding by the philosophy that 'culture eats strategy for lunch,' however, I know we will only continue to excel in our market if we live by our core values. One of those values is to 'exceed everyone's expectations.' Fuse helps us execute on that core value because the access to information and opportunities helps us step up our game."

*GP Flooring Solutions is headquartered in Brockport, NY with teams serving all of New York State.*

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