



## **Business Profile**

### **Floor Craft Inc.**

It began in a small storefront on Pikes Peak Avenue in downtown Colorado Springs, and through three generations, Floor Craft has made its mark on the community. With a solid reputation for quality products and services, Floor Craft is the Springs' oldest floor covering store.

Established in 1942, Floor Craft was originally named S & H Linoleum for its owners, Larry Strauch and George Hendrickson. In 1953 Strauch bought Hendrickson's share of the company and, at his wife's suggestion, renamed the store Floor Craft. The store thrived during the next few years and grew to 20 employees, a dozen delivery trucks and a 6,000-square-foot warehouse. Strauch's three sons were included on the list of employees.

In 1958 the store moved to its current location on West Colorado Avenue. Carpeting was added to the line of hard surface products in 1973, which rounded out the store's offering to the public.

1977 marked the second generation of family ownership as Bob Strauch bought the company when his father retired. The younger Strauch knew the ins and outs of floor covering well — he had been a full-time employee since 1958. Strauch expanded the company's customer base by securing a significant amount of business from new residential construction and the remodeling of residential housing. The company began advertising regularly, and Strauch's wife Sheila became the Floor Craft spokesperson. This advertising paid off, proving the store to be a sturdy fixture in Colorado Springs as it survived a shaky economy in the 1970s and 1980s.

The 1990s introduced better times and a new generation of ownership. Strauch's two sons, Larry and Mark, purchased the store from their father on August 1, 1998.

Eldest son Larry brought his computer expertise to Floor Craft, providing direction for an integrated accounting system and serving as purchaser for new inventory. His brother Mark, who had been a full-time employee with the company for 17 years, is president and handles all builder accounts. Both understand the details of the floor covering business through their varied experience from warehouse to installation to store management.

Floor Craft currently employs eight full-time employees and supervises 14 subcontractors to install the flooring. Employee longevity is credited with contributing to the company's 150 years of combined product knowledge and installation expertise. One employee hired by the original owner has been with the company for more than a quarter of a century.

Recent product additions include laminate flooring and an affiliation with Carpets Plus of America, a buying group that utilizes the top 10 manufacturers to secure the highest quality of name-brand products available. The showroom includes 5,000 carpet samples; 1,300 vinyl samples; and 2,200 tile, laminate and wood samples, along with various flooring accessories. In addition, the warehouse holds more than 300 rolls of carpet and vinyl.

The three generations of Floor Craft owners have been active in their community. The founder of the store was a member of the Knights of Columbus and the Lions Club. His son is active in



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**210.646.9001**  
[Michelle@MichelleZavala.com](mailto:Michelle@MichelleZavala.com)  
[www.MichelleZavala.com](http://www.MichelleZavala.com)

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his church and travels to different parts of the country with his wife to lead marriage encounter seminars. Current owners and siblings Mark and Larry regularly support charitable organizations in Colorado Springs through donations of products and services.

With more than half a century under its belt, Floor Craft will expand as the store continues to grow in size and in its commitment to quality. In this family, the company is viewed as more than just a business — it is considered a valued heirloom passed down from generation to generation.