

Not common in Europe, some US companies have based their business on specialization... An inlaid compass rose at the center of a parquet floor (marquetry) is an expression of style that gives a room unique personalization.

Choosing specialization

The parquet market in Italy isn't doing badly at all, and this holds true for Europe and the rest of the world as well. So just what's missing?

It's not that anything specific is lacking. Without a doubt, as in many another context, customers are pushing more and more for the most absolute personalization of the products that they buy and use.

From the USA, Mr. Barry Nelson has come up with an original reply to this request. Nelson usually completes the parquet floors he installs with (usually) centrally positioned marquetry that personalize their use and ownership. Stimulated and "educated" in this respect by Nelson's sales team, the customer himself helps design the marquetry in order

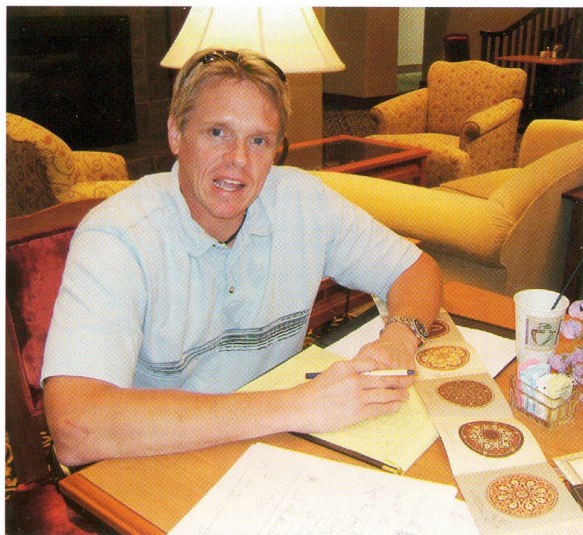
to make the parquet that he has installed/bought for his home more uniquely his own.

Selling inlaid wood marquetry also helps the US parquet industry fight the chain stores that are so strong in the USA. As much as 45% of the "economical" parquet is sold by large chain stores like The Home Depot, Lowe's, and Wal Mart.

The "Do it yourself" craze is not likely to end soon and this means that many homeowners will be installing their parquet floors by themselves. What kind of response does this important market segment that often buys Chinese products demand? One answer is the greater personalization of the floor through the use of marquetry that can only be laid by the professional floor installer because of the artistic design skills required.

This is what else Barry Nelson had to say.

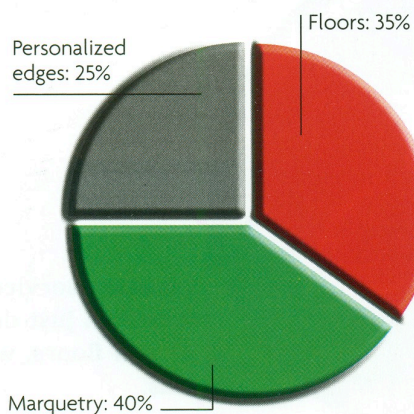
Yarema Marquetry founder, Barry Nelson.



DATA SHEET

Sales outlet name (sign)	Yarema Marquetry
Location (center of town, suburbs)	Detroit suburbs
Business hours	9/18.30
Weekly closing day	Sunday
No. of display windows	2
Surface area (sq m)	12.000
Employees	15
Internet site	www.yaremamarquetry.com
Do you advertise? (yes/no)	no

YAREMA MARQUETRY TURNOVER



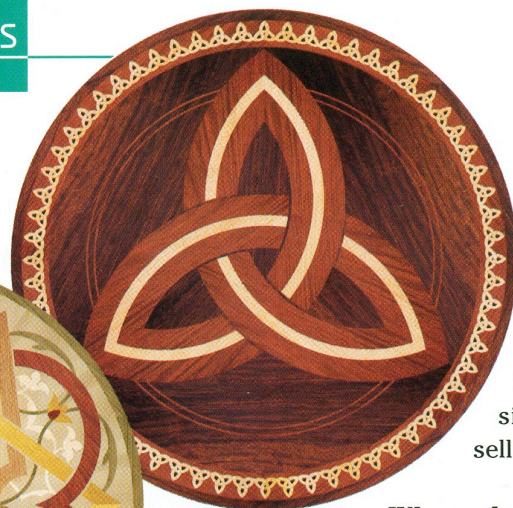
How was Yarema Marquetry born?

Barry Nelson: The crisis in the US real estate market did not arise only in the summer of 2007 but sinks its roots further in the past. Without going into the details of a purely financial question, all I want to say is that it lost me my job when the parquet company I worked for stopped showing a profit. Newly unemployed, I was reluctant to leave a field in which I'd worked in for 25 years, and I ended up starting my own company.

I sharpened my skills and looked around for what was missing in the market and then placed my bet on marquetry, in other words the artistic completion of the wood floor, a segment worth over 100 million dollars in the US alone.

That's how Yarema Marquetry was born. We've been serving both the Canadian and US markets for 2 years now: that's why you find us both here in Minnesota, a highly industrialized state on the Canadian border and in Michigan, a more commercialized location oriented towards Ontario and Quebec.





sultation service: more than just designs and floors, we sell ideas.



What are your best-selling products?

Barry Nelson:

Marquetry and personalized edging account for half of our total sales; the rest comes from specially designed wood floors.

How is your work organized?

Barry Nelson:

We use CAD artists and designers to design and personalize our product to the different needs of our clientele. In addition to our design and production areas, we also have a commercial office that offers customers con-

Where do you obtain your raw material?

Barry Nelson: We import from all over the world, but only certified wood. All our production is based exclusively on certified, ecologically sustainable lumber. People abroad think that people in the US are wasteful. That might have been true in the past, but things are different today. We don't waste a thing in our production: even the scraps are recycled at our Troy recycling center where they're used for finishing.

Is this the logic you use to justify your prices?

Barry Nelson: Ecology is anything but an excuse for us to keep our prices high! Depending on the inlay requested a product with such a high degree of craftsmanship costs around 3,000 dollars on up for a 5x3 or 15 sq m room and takes us 6 weeks from the moment of order to make.

Have you ever thought about exporting your products?

Barry Nelson: Although we haven't started exporting yet, we're more than receptive to collaboration with other producers, especially those in Europe: you have creativity, style, and capacity... 

