



**You're invited to the WiFCA Fall Dinner Meeting**  
**The American Dream Story of Luxury Vinyl Products.**  
**Featuring: Piet Dossche**

- How the product was initially discovered and how it was launched.
- The evolution of glue-down to floating floors.
- The shift to rigid core styles.
- The future of production and where it will occur.
- Recent tariffs and it's affect on luxury vinyl products.
- How will future margins look for luxury vinyl products?

**Piet Dossche** was born in 1960 and educated at University Faculties St. Aloysius (UFSAL) in Brussels, Belgium in Business and Economics.

He started his career in the Flooring Industry in 1981 with the Beaulieu Group in Belgium and moved one year later to the UK where he became Managing Director of their UK manufacturing plant.

In 1990, Piet and his family moved to the United States where he would preside over several companies owned by Beaulieu of America, based in Dalton, GA. He was president of Murray Fabrics/ Grassmore from 1990-1993, promoted to president of United Carpet Mills from 1994 - 1997, until becoming president of Beaulieu Residential in 1998.

In 2001, Piet left Beaulieu of America and started, USFloors Inc. During the past 14 years, USFloors has grown to become the floor covering industry leader in cork, bamboo, oiled finished hardwood floors and engineered LVT floors. In 2012, Piet, along with USFloors COO, Philippe Erramuzpe, invented the patented COREtec Engineered Luxury Vinyl Floor, which revolutionized the industry and propelled USFloors into a rapid growth.

In 2016, Piet sold USFloors to Shaw Industries and joined the executive team at Shaw as President of USFloors & Executive VP Hard Surface Shaw Industries.

Piet has been a resident of Whitfield County since 2001, is married with Sabine Bouckaert and has 4 children: Julian, Lawrence, William and Alice. He is active within his community and currently serves on the boards of the Northwest Georgia Healthcare Partnership and the Floor Covering Industry Foundation.

Piet enjoys sailing, bicycling and skiing in his leisure time.

**Potawatomi Hotel & Casino**  
 1721 West Canal Street  
 Milwaukee, WI 53233  
 Phone: 414-847-7895  
 Room: South Suite - Ballroom

**Tuesday, October 23, 2018**  
 >>Cocktails: 5:30 - 6:30 p.m.  
 >>Dinner: 6:30 - 7:20 p.m.  
 >>Speaker: 7:20 p.m.



**Advance registration \$50 for Members\* and \$60 for Non-Members\***

**\*Businesses sending more than 1 attendee can deduct \$10 for each additional attendee**

Please RSVP by Thursday, October, 18 and return the bottom portion of this letter to Stu's Flooring 4820 W Loomis Rd Greenfield, WI 53220  
 Phone: 414.744.9400 Fax: 414.744.9237 Please contact Jodie with Stu's for any questions: jodie@stusflooring.com

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

Member or Non-Member (please circle one) Number attending: \_\_\_\_\_ Total Amount Due: \_\_\_\_\_

Payment Type (check one):  Visa  Mastercard  American Express  Discover  Check

Credit Card Number (if paying via credit): \_\_\_\_\_ \* Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

\*If you are using a credit card, please use your credit card billing address and ZIP code on this registration and include your 3 or 4 digit verification code for your credit card (Note: American Exp. 4 digit security code is on front of card).

If faxing credit card information, for security, please call Jodie to confirm receipt 414-744-9400

Make checks payable to the WI Floor Covering Association (WiFCA). Please let us know if you have any special dietary needs.

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Please contact Roger Hegg, Executive Director for membership questions.

Phone: 608-577-0960 Email: rogerh@greatlakesdistribution.com



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