



News Release

The Floor Covering Institute Adds Catalina Reports Founder Stuart Hirschhorn

St. Louis, MO - September 16, 2009 - [Stuart Hirschhorn](#), founder and Director of Research for [Catalina Research](#), Inc. has joined the consulting team at the Floor Covering Institute, announced institute President Jim Gould. Catalina Research publishes the highly regarded floor covering industry market report, *U.S. Floor Coverings Industry*. Mr. Hirschhorn is considered to be one of the flooring industry's top research analysts.

"The industry relies heavily upon the research, reporting and forecasting by Catalina Reports and we are thrilled to add Stuart's expertise and talent to our group," said Gould. "The fit between Stuart and the institute is perfect. In addition to statistical data on product performance, he works closely with flooring manufacturers and distributors to analyze import and export opportunities, distribution channel strategies and plant cost structure. These are core areas of focus for the Institute," adds Gould.

Catalina's floor covering research report, *U.S. Floor Coverings Industry*, has been used as the base of statistics for *Floor Covering Weekly's* annual statistical issue since 1991. The report covers product shipments, imports and exports, pricing trends, end-use markets, distribution channels, contractor data, plant operating ratios and profit margins, among other competitive environments.

The Floor Covering Institute was founded in 2007 by Jim Gould and now includes a group of seven flooring industry experts, all with practical hands on experience in their areas of expertise, creating a unique brain trust for the flooring industry.

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