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Jim Gould

## Jim Gould Forms Floor Covering Institute

**St. Louis Mo, - January 1, 2008** --- Jim Gould has formed the floor Covering Institute (FCI), a consulting firm designed to help both domestic and foreign companies find solutions in today's global economy. Gould, who recently left his post as Chief Product Officer of CCA Global Partners, is already busy servicing clients such as CCA and Domotex Asia, one of the largest industry related fairs in the world.

FCI has three target. First, is sourcing product for the U.S. market by helping a foreign company enter the U.S. with the right type of product or helping a domestic company find a product off shore. The second area deals with helping companies to export U.S. made flooring around the world. "This is probably the most overlooked area in the industry," Gould noted. "We have the best manufacturers when it comes to certain products and have already missed a number of opportunities." The third part is helping with mergers and acquisitions. "Many companies do not under the the industry or the U.S. market," he said. "FCI can help from a market standpoint by advising whether an opportunity will be created and whether a partnership or acquisition is the best route to go. Lastly, Gould wants to bring the industry experts either as partners, affiliates. These affiliates will be people with a great deal of industry experience, who are currently active and associated with the industry and have been for a long time.

Playing off the institute name, Gould will refer to these people as "faculty" because of their knowledge and the fact they would be sharing it with others. In addition, whether through these individuals or his own contacts, FCI will set up affiliations with companies that specialize in various parts of doing business on local, regional, national and international levels.

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The impetus for FCI happened years ago when, as the owner of Midwest distributor, Misco Shawnee, Gould played a key role in helping Pergo establish itself in the U.S. “I was amazed at the amount of information it needed, and how I could help them so easily just based on the amount of knowledge I had accumulated from working in the industry my whole life.” From where to set up an office to resources for getting samples made to finding an international bank, and everything in between. That was the type of information being requested, and not just from Pergo, but from many other companies looking to come into the U.S.”

Gould created Distribution Services Inc., (DSI), an international third-party distribution company that provided services to manufacturers entering the U.S. market. In fact, DSI initially provided Pergo with business services and national warehousing. And in 1998, he performed the same service for Unilin’s Quick Step when it came to the U.S.

FCI is a different type of venture, Gould explains, as it is strictly consulting based, but with a main goal to help companies get what they need to run successful operations in the U.S. “That’s where the affiliations come into play. For example, if a manufacturer is searching for logistics company, FCI will be able to provide a solid recommendation. The concept is to help connect U.S. companies and their products with the rest of the world,” he concluded. “And, at the same time help foreign companies make sense of the complicated U.S. market.”