**Beaulieu Commercial**

Estimated 2014 U.S. Specified Carpet Sales: $109 million

Beaulieu’s commercial operations include its Bolyu contract brand and its Aqua hospitality brand, and it goes to the mainstream market through its Hollytex division. Last year saw growth in specified sales, led by hospitality, followed by senior living and healthcare. Retail has also been showing some growth. The education market was solid, while corporate—and tenant improvement in particular—was sluggish.

In addition to carpet tile and broadloom, the firm has a program called Level comprised of PET felted tiles, first introduced two years ago. Level products have found traction in healthcare, K-12 and higher education, but the most demand has come from corporate, where it’s used everywhere from common areas, cubicles and public spaces to conference rooms. Other than recycled glass filler in the backing, Level tiles are entirely made of polyester, of which over 70% is recycled from drink bottles.

The firm also offers LVT, manufactured through partnerships, mostly in China, with the products developed, tested and quality controlled through Beaulieu’s wholly owned Shanghai laboratory.

Last year, business was good at the low and high end, including lower cost carpet tile taking share from broadloom. Also, mid-priced carpet tile has been strong.

In Aqua Hospitality, which accounts for about 30% of Beaulieu’s commercial business, the firm does mostly broadloom, but it’s doing more carpet tile all the time, both in guest rooms and public space. Interestingly, Aqua’s tile it gaining faster traction in guest rooms.

**Bentley Mills**

Estimated 2014 U.S. Specified Carpet Sales: $105 million

For Bentley Mills, based in City of Industry, California, 2014 may well have been its best year of growth ever. Total specified carpet revenues for 2014 were an estimated $105 million, up from $94 million in 2013. And this year has so far shown more activity than last year.

Bentley has traditionally targeted the mid to high end of the market, and while the firm is still heavily focused on that segment, it’s also been introducing carpet at more competitive price points. The strategy has not only increased revenues, but it has also opened up new markets for the firm.

Bentley’s carpet tile has traditionally been cushioned, a construction that tends to go to higher end installations, though cushioned tile only accounts for around 15% of the total carpet tile market. Last year, the firm invested in the development of a new hardback tile that gained immediate traction in the market and helped lead Bentley Mills to double-digit growth last year. Tile now accounts for about 60% of the firm’s carpet revenues, and it’s growing rapidly. Bentley also does a small volume of commercial rugs.

Most of the growth last year was in the corporate sector, which accounts for 65% to 70% of the firm’s business. The firm has also been increasing its share of the education and healthcare markets, both of which performed well last year.

In addition, Bentley has been investing in talent, and has added 15 new sales reps in the last 12 months. And at the beginning of this year, the firm hired a new CFO, Eric Petty, who was previously CFO for Amcor, the world’s largest packaging company. Last year was the second full year of ownership by Dominus Capital and also the second year with Ralph Grogan at the helm.

**Masland Contract**

Estimated 2014 U.S. Specified Sales: 93 million

At the beginning of 2014, the Dixie Group’s commercial operation was all under the Masland Contract umbrella. Then in March, Dixie acquired Atlas Carpet Mills, a California-based commercial carpet manufacturer known for its bold and distinctive design sensibilities. And in September, Dixie purchased B Carpet, a hospitality specialist that also invented Tapistron CYP technology in the 1990s. In recent years, hospitality has accounted for 25% to 30% of Masland Contract’s revenues, and the B Carpet acquisition will boost it higher. It will go to market as Masland Hospitality.

Moving forward, it looks like Dixie will have three commercial operations—and next year they’ll be reflected on the list of Top 15 Specified Carpet Manufacturers combined into Dixie Commercial Businesses with total sales of $150 million or so. Last year, Masland Contract’s revenues were up over 5% to an estimated $93 million, from an upwardly revised $88 million in 2013.

Masland’s biggest sector is corporate, which experienced modest growth last year. But hospitality was stronger, and now that the firm can offer CYP carpet it expects to make even more rapid gains. In addition, specifiers are increasingly asking for carpet tile, mostly for guest rooms. Senior living is another sector that Masland focuses on, often with hospitality styles. And multi-family has been gaining as well, with Masland Contract styles in public areas and carpet from the Dixie Group’s residential divisions rebranded for the suites.

Masland Contract’s carpet tile business is growing fast, and by 2016 will likely account for half of its revenues. Masland was also