

Closer look

B & B Carpets - Fast, Flexible, and Cost-Effective

B & B Carpets has no stunning showroom to display its wares. It deals in the very basics of flooring – carpet, vinyl, and laminate. The retailer doesn't go after the typical market that most companies in the same business go after. And that's just fine with Bob Bernard, since business is booming.

The roots of that business go back to a company called Bauhs Carpets that opened in 1973 in Wilmington. Bernard – who began his floor covering career in Upstate New York and came west in the early 1980s – purchased Bauhs in 1990. He eventually took over Boulevard Carpets, forming B & B in 2004 at its current Long Beach location on Artesia Blvd.

“The original owner worked with realtors who wanted to sell properties with new carpet and make them look as spiffy as possible for as little money as possible,” Bernard said. “I expanded that concept into property management companies. So our target market is doing repeat business with property management companies that handle multi-family units.”

As such, B & B is not your average retail flooring store. “A lot of other companies have the beautiful showrooms or prime locations,” Bernard related. “They often rely on people coming in off the street, and we don't. Those retail stores can't compete with us because they don't do what we do.”

What B & B does is specialize in flexibility, speed, and price. A rental vacancy opens up, the property manager evaluates the maintenance needs. “It's like clockwork,” Bernard said. “This needs to be done, that needs to be done, then the carpet needs to go in. It's not unusual for us to get a phone call on Monday and install the flooring on Tuesday.”

Their larger focus may be on property management companies, but B & B Carpets still provides the same excellent quality and service to individual homeowners and commercial property owners for their floor covering needs. “We do any job, homes, businesses, and so forth,” Bernard said. “We just did a 30,000-square-foot building for Memorial Care in Fountain Val-



ley. But all of our customers get the product and work at property management prices.”

While the pricing is economical, the wide variety of products are from industry leaders such as Beaulieu, Mohawk, and Royalty (carpeting), Armstrong and Mannington (vinyl floors), and Quickstep (American-made laminate). Estimates are always free and their crews of professional installers show up on time and are careful and conscientious.

A longtime Paramount Chamber of Commerce member, B & B Carpets specializes in serving the local market but operates throughout L.A. and Orange counties. In fact, they will go wherever their clients have properties, doing work for one customer, for instance, in the Bay Area.

B & B Carpets is located at 1117 E. Artesia Blvd. in Long Beach. They can be reached at (800) 750-0228, (562) 428-7589, or bbcarpets@hotmail.com.