



THE MATTEO

WHAT'S NEW AT WACKY'S This Spring

By **Rebecca Spinner**
Photos courtesy of Wacky's

As 2018 gets warmer, the clock is starting to tick on Nova Scotians' home renovation projects. "Spring is a busy time in the flooring and home industry," says Morgan Brookfield, marketing director at Wacky's.

Wacky's will likely become a frequent port of call for local home projects. Its showroom (measuring some 11,000 sq. ft.) offers top-tier products and professional guidance to all customers, whether they're searching for an elegant copper-and-crystal

chandelier, breathtaking maple floors, or Venetian blinds to frame an ocean view.

"Our location at the Atrium is attached to a custom countertop retailer, a custom kitchen cabinetry store, and four furniture stores, making it even more convenient," Brookfield notes. Wacky's scope is already extraordinary; however,

spring 2018 will be a season of especially dramatic innovation for its flooring and lighting departments.

Two new faces — Renee Nichols and Mary Kyd — have recently arrived in Wacky's lighting department. "Wacky's is very excited to have them aboard," says lighting director Greg Lawlor.



"Renee has extensive experience in decorative lighting. Her glowing personality is a joy to customers."

Kyd's lighting accreditations are "a unique combination in the Maritimes," Brookfield notes, and her training as a Lighting Certified (LC) Certified Lighting Consultant (CLC) will doubtless help her provide clients with customized lighting, which Lawlor describes as a current focus at Wacky's. "As we age, our vision changes... we're working on becoming the local experts on lighting for aging eyes."

Both Lawlor and Brookfield recently travelled to Dallas to attend Lightovation, one of the biggest lighting conventions in the world. Brookfield says the visit provided a chance to peek at new products and scope out inspirations.

"It was great to see classic fixtures redefined with new finishes and colours," Lawlor notes. "We can't wait to receive our new showroom display fixtures, so we can add some yellow, red and blue lights to our ceiling!"

This spring also marks an exciting expansion in Wacky's flooring department: the game-changing addition of a new mobile service, headed by flooring installation veteran Roy Snow.

Customers can book this service via phone or online. "We'll go to clients' homes and show them samples," Snow explains. "Then, we'll hopefully be equipped to give them an in-home quote." Such quotes are complimentary, he confirms, and once clients select flooring, Wacky's can install it.

Wacky's flooring installation warranty lasts for three full years; that remarkable length is virtually unique to Wacky's, Snow and Brookfield point out. But that's consistent with Wacky's philosophy. "We like to say when you're our customer, you're a customer for life," says owner Scott Brookfield.

The mobile flooring service, says Snow, "is a really good option for seniors, as well as busy people who work every day." Additionally, the service ensures that clients "don't have to fight the elements. If it's raining, or cold outside, we come to them... we're hoping the service will be a huge hit."

The recent expansion of the "custom millwork shop" enables Wacky's to produce custom closets. "We're trying to provide a one-stop shop," says Brookfield. "Providing value to Wacky's customers creates goodwill, and that goodwill keeps customers coming through the door." ■

Wacky's provides the following products:

- Area Rugs
- Artificial Turf
- Blinds, Curtains and Drapery
- Custom Closets (new)
- Flooring
- Lighting
- Tile and Backsplashes
- Window Treatments

Wacky's Floor Design Centre
60 Highfield Park
Dartmouth, N.S.
902.835.9974
www.wackysflooring.com

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