

Ramsey business celebrates golden anniversary

By **Tammy Sakry** on March 29, 2012 at 7:00 am

B&B Carpet One is celebrating its golden anniversary.



B&B Carpet One owners Bob (left) Mike and Jeff Deiley (seated) have spent a lifetime providing good service. The company is celebrating its 50th anniversary this year. Photo by Tammy Sakry

While its customers can celebrate with 50 percent off until April 15, the three owners celebrated by looking back.

Although located in Ramsey, the business was started in 1962 by the parents of the current owners, Mike, Bob and Jeff Deiley.

Their grandfather worked as an installer and their father, Bill, started the business as a way to better himself, Mike Deiley said.

The business began in the family garage with the boys lending a hand sorting tiles and organizing the products.

“We were born and raised in the business,” said Mike Deiley.

In 1963, the business moved from the garage to a storefront in Anoka.

Their father handled installation, while mom Kathy handled sales and design work.

Bob Deiley, who specializes in carpet installation, said he started working with his father at the age of 14 installing carpet.

Mike Deiley, the youngest, worked closely with his mother, who also did the estimates and bidding of projects.

Over the years, the B&B Carpet store moved to a number of Anoka locations.

When Bill and Kathy Deiley were ready to retire, the three brother bought the business in the mid-1990s.

In 1997, B&B Carpet joined the Carpet One cooperative.

Carpet One, which has approximately 1,500 to 2,000 members, offered B&B more buying power, said Bob Deiley.

While the family specialized in installation, Carpet One helped B&B help with marketing and displays, he said.

In 2000, the brothers moved the business to Highway 10 in Ramsey.

During the 50 years, B&B products have changed.

The business used to carry paint, wallpaper and curtains, Mike Deiley said.

After moving, it specialized more in flooring, tiles and counter tops, he said.

“We found a niche as a specialty store in flooring,” Bob Deiley said.

Advances in the industry have created some durable products which are easier to install, said Jeff Deiley, who began working in the family business when he was 11 and specializes in tile installation.

“We do more in glass and the designers are doing more fancy stuff (with) tile,” he said.

There is also more loose laid products on the market for the self-installers, Mike Deiley said.

And more exotic woods like Bolivian Rosewood, Jeff Deiley said.

There is also a larger market for green, renewable products, Bob Deiley said.

B&B Carpet One carries several green product lines and recycles its padding.

The way installations are done has also changed.

Before installing tile or carpet, the installers use a HEPA filtered vacuum and other treatments, Jeff Deiley said.

During its 50 years in business, B&B Carpet One has earned more than 30 awards for its service.

Floor covering is a big purchase and customers can spend more than three hours in the store working with the designers, Mike Deiley said.

The koi pond in the store is relaxing and the sales staff are helpful and knowledgeable, he said.

“It is a good experience from start to finish,” Bob Deiley said.

And when problems do come up, customers will be getting help from the owners, Mike Deiley said.

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