

Discover Your Downtown

Bergsma's Celebrating 15 Years

Jeff Bergsma opened his Main Street location in 1985 after being born to the business. His mother and father opened the company's first store in 1968. Jeff brings his love and expertise to his Main Street location with an insight into making sure the customer's needs are met. The store is equipped with a point of sale computer program. Each customer has a file of their purchases, enabling Bergsma's to maintain a record of wallpaper pattern numbers and all your room colours. This customer service is all part of Bergsma's customer awareness policy.

Jeff is tuned into his customer's needs by providing two conveniences to parents while shopping at his store. One is a children's play area, with toys and children's furniture. The other is a change area in the lavishly decorated rest-room. There, young mothers are offered free diapers as well as a comfortable, private place to change infants. Customers can take their time searching for that perfect wallpaper selection and not have to leave the store if the children get fussy.

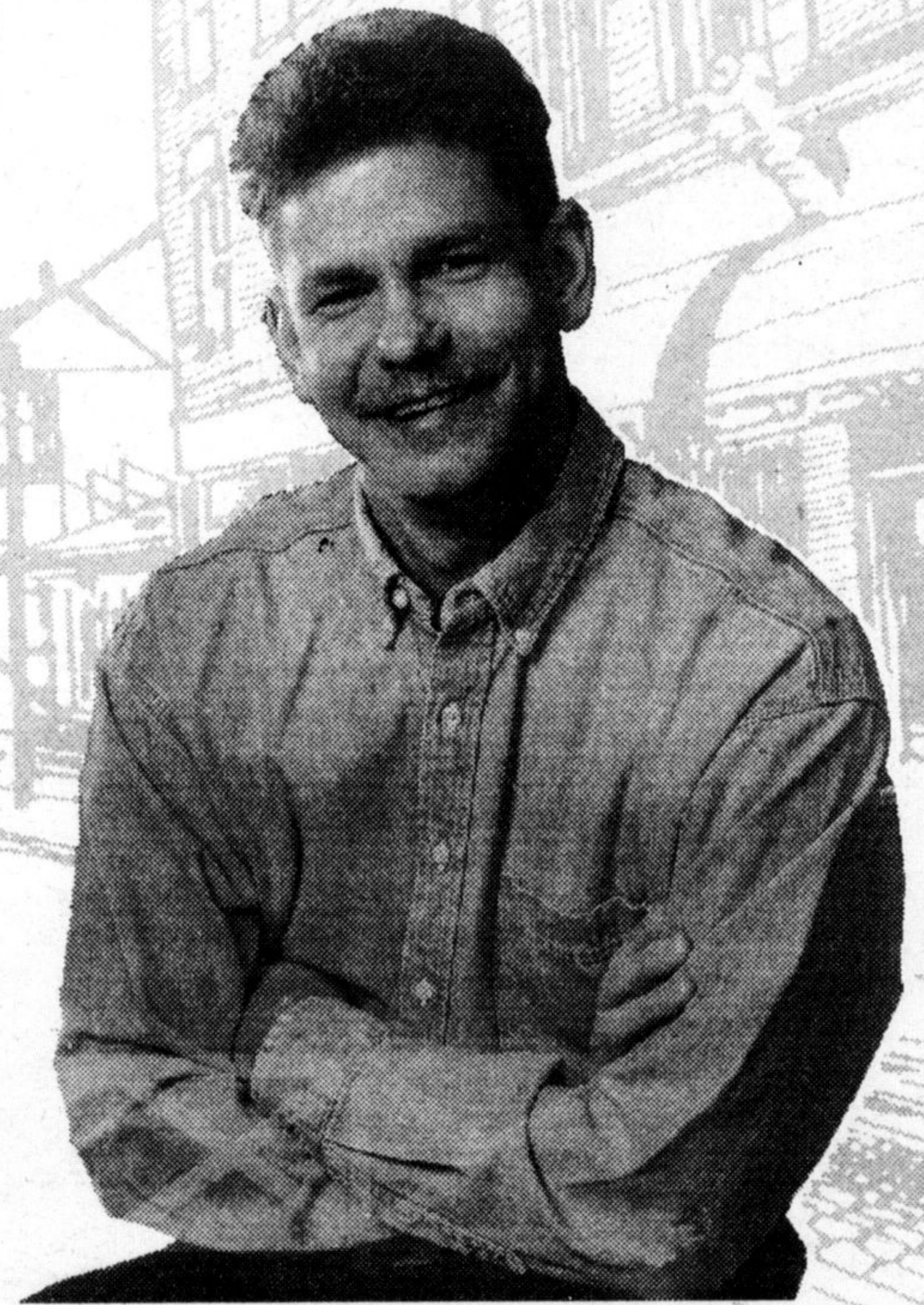
The Main Street location with its knowledgeable, professional staff bring to the business the personal touch that differentiates

from chains and big box stores. With no pressure shopping and just knowing that there's someone to help and answer questions makes it a complete pleasure to shop at Bergsma's.

The store provides window treatments, fabric, selected ready-made accessories, and custom accessories of fabric which are made for the store by a local workroom. While the primary focus is wallpaper and paint providing more of the total home needs broadens the customer base.

Three showrooms within the store provide the customer with displays of wallpaper, paint and accessories. Viewing the product in real life themes gives the customer an overall perspective of how the final product fits with their lifestyle and taste. The showrooms do not remain for more than three months. People want fashion and will pay for what they like if they can see it on display. Customers can take home whole rolls of wallpaper in order to see how a design will work for them. Cutting a small sample doesn't provide enough pattern to really see the finished product. If the customer isn't happy with that particular selection they can take home another roll on loan until they get it right.

Jeff shows his customer's appreciation every year with the one day sale. This year the sale is happening July 15th. Make sure you come in that day for great savings. See the details on pages DAY6 & DAY7.



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.....on page **16**

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