



PHOTO/LORI EMMERSON

Staff at Active Green & Ross.

Active Green & Ross wins Best Auto Service Award

Everything Active Green & Ross does, is done for the customer.

"We really care about our customers," said Charlie Chiamnda, who owns the Hwy. 7 repair shop.

"We appreciate every customer who comes in and we treat every vehicle like our own."

It is that commitment which has earned Active Green & Ross the best Auto Service Award from the *Markham Economist & Sun* and the *Stouffville Tribune* Readers Choice Awards.

Chiamnda purchased the Active Green & Ross franchise three-years-ago to provide Markham residents a repair shop that everyone could feel comfortable going to.

"We never do any unnecessary work and we never replace parts that don't need replacing."

Staff at Active Green & Ross also take the time to explain what is wrong with the customers' vehicles, as well as tell them how the problem was fixed.

Often, people will see the mechanics bringing the customers directly to the bay to show them what is wrong with the vehicle.

If a mistake is made, though, Active Green & Ross is the first to admit it.

"We do whatever it takes to correct the problem."

And everyone who works at Active Green & Ross has the same, open attitude.

"Everyone is friendly and knowledgeable. Monica (Francis, who is a customer service representative and store manager) has 10-years of automotive experience," said Chiamnda.

"She knows customer service."

KEEPING CUSTOMERS HAPPY

Customers who bring their vehicle to Active Green & Ross will be dropped off at home or work (within the Markham area) and, if necessary, will be picked back up when their vehicle is ready.

Chiamnda also has most parts in stock — including a full range of tires — so work can be completed efficiently, most of the time in the same day.

"We do whatever it takes to get the customer going and happy."

"We never do any unnecessary work and we never replace parts that don't need replacing."

Charlie Chiamnda, owner of Active Green & Ross.

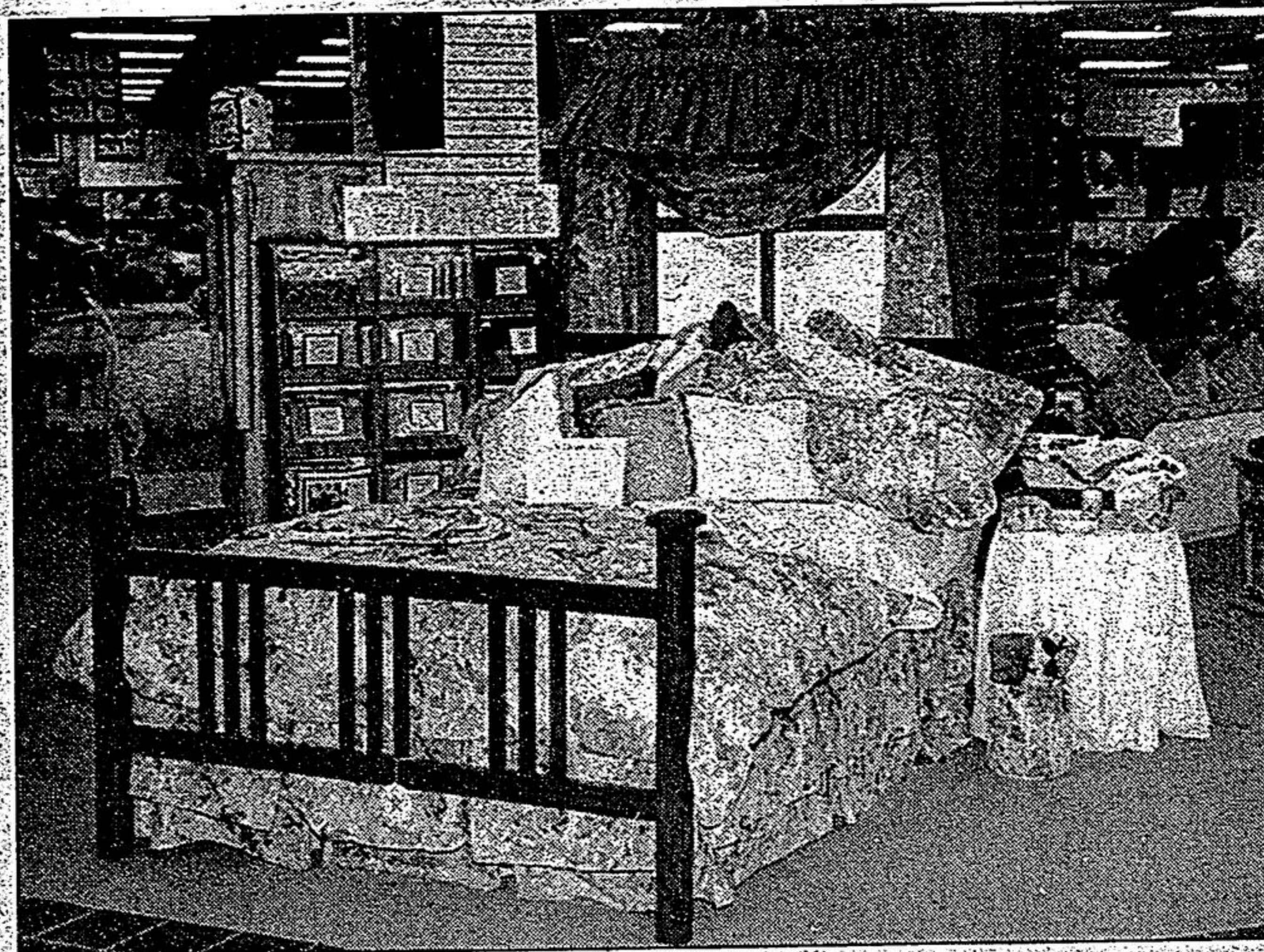
ONTARIO DRIVE CLEAN CENTRE COMING SOON

Active Green & Ross is in the process of becoming an Ontario Drive Clean Centre. Set up by the Ontario provincial government, the centres goal is to reduce harmful emissions from Ontario cars.

Cars over three-years-old will have go through the testing on an annual basis.

"We are in the process of purchasing the equipment to become a test and repair facility. That way our 5,000 customers don't have to go somewhere else to get tested."

Active Green & Ross is located at 5803 Hwy. 7 which is directly across the street from the Beer Store. For details call 472-6868.



PHOTO/LORI EMMERSON

Pacific Linen has numerous displays set up throughout its 18,000 square foot store.

Pacific Linen wins Best Bedding Store Award

Despite what the name suggests, Pacific Linen sells more than just sheets and towels.

"We sell comfort," said Heather Monroe, vice president of sales for Pacific Linen Canada.

Just step inside the Pacific Linen store on the lower level of the Markville Shopping Centre and you'll discover a bedroom or bathroom that is just waiting for you to dive into.

That's because Pacific Linen offers displays of fully-furnished bedrooms and bathrooms throughout its 18,000 square-foot store.

"That's what the customers want," said Monroe. "To come into the store and see what the room will look like. You can't do that when everything is in a package."

Pacific Linen offers everything people need to make their home comfortable, relaxing and a pleasure to come home to.

People will find high-quality linens, home decorations, artwork, window treatments, toss pillows and other accents that help enhance the look of customers' homes.

"We also purchase (furniture) if it enhances something else we sell. (For example, we will sell a cedar chest if it ties in with a cedar bed we carry."

Pacific Linen only carries brand name products such as Croscill and Royal Velvet among others.

But brand names and high-quality, doesn't mean high prices.

"Our prices are equal to or better than the competition," said Monroe.

The Royal Velvet towels that you find at The Bay cost \$26. We sell them at 40 per cent off, which is \$16.99, and that is our everyday price."

And if customers find a lower price, Pacific Linen will beat it.

KNOWLEDGEABLE STAFF

Staff at Pacific Linen understands the importance of customer service. Not only is someone always available to help customers find what they are looking for, staff are also able to give advice and tips on how to decorate a home.

Staff are also eager to share their wealth of information about the different products in the store.

"Linens may look simple, but really it is quite involved. Take down comforters for example," said Monroe.

Monroe said staff are able to explain why the cost of down varies and are able to show customers what they are paying for.

Pacific Linen wants your home to be comfortable, enjoyable and a pleasure to come home to.

KEEPING UP WITH THE TRENDS

Home decorating fashions change as often as clothing styles, said Monroe.

While, Pacific Linen follows the trends from the marketplace and gets new merchandise in monthly, they "are not always fashion forward."

For example, today's hottest colour is plum and while Pacific Linen carries many items in the plum, there are always other colours to choose from.

"We allow people to be more individual. We stress that they don't have to be the same as everyone else and they can add their own personal flavour."

Pacific Linen is located on the lower level of the Markville Shopping Centre near the Centre Court. For details call 940-9538.

Readers Choice Award 1998



The Readers Choice decal — displayed in store windows throughout Markham and Stouffville — means the shop was voted the best by readers of the *Markham Economist & Sun* and *Stouffville Tribune*.