

suburban life



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Now being led by three generations of the Hansbarger family, **Holland Floor Covering** widens its reach with a stunning new showroom in Wayne. page 92

Always in Style

Now being led by three generations of the Hansbarger family, **Holland Floor Covering** widens its reach with a stunning new showroom in Wayne.

by **BILL DONAHUE** | photography by **NINA LEA PHOTOGRAPHY**



Holland Floor Covering's team has grown to include family members Sarah Alles, Roger Hansbarger Jr., and Mike Miller.

For nearly 50 years, Holland Floor Covering has been known as a leading provider of high-quality carpet, hardwood, and tile, among other flooring options, for the residents and business owners of Bucks County. Earlier this year the company widened its footprint by opening a second showroom in Wayne so it can provide the same breadth of flooring options—and the same uncompromising service—to communities surrounding the Main Line.

The Wayne showroom may be the most dramatic example of Holland Floor's recent growth, but it's hardly the only one. The company, which began as Hansbarger Quality Carpets, is now being run by three generations of the Hansbarger family. For example, the Holland Floor team has grown to include Mike Miller, who runs the commercial side of the business, as well as Sarah Alles and Roger Hansbarger Jr., whose grandparents Dave and Judy Hansbarger founded the company in 1973. Although they may be the newest additions to join the company's ranks, they likely are not the last members of the family to lead Holland Floor into the future.

"We're all very passionate about what we do," says Alles, who joined the company in August 2018. "There's not a whole lot of flooring stores in the area that offer all the things we offer. We're a one-stop shop for pretty much anything a client might need in terms of flooring. We're seeing a lot of interest in hard-surface options, like tile, natural stone, and hardwood. In the world of carpet, we are seeing increased attention to our natural high-quality wool options. People may know us primarily because of the products we provide, but we're also known for our communication and flexibility."

Like Alles, Hansbarger essentially grew up in the family business. Some of his earliest memories involve him and some of his cousins, including Alles, playing in the Bucks County showroom while their parents worked close by. He joined the company in January after getting some work experience with employers in other industries. Although he never felt pressured to follow in his parents' footsteps, he says the family business was never far from his mind.

"So many trends come and go, but the one thing that doesn't change is our company's culture," he says. "We have created an ecosystem that promotes understanding and respect, with our clients as well as with everyone who works here. Our main goal is service, and to do whatever we have to do to make people happy. It's been that way since I was a kid.

"This is more than a job to me; this is family," he continues. "Getting to a third generation is a big accomplishment for us, and

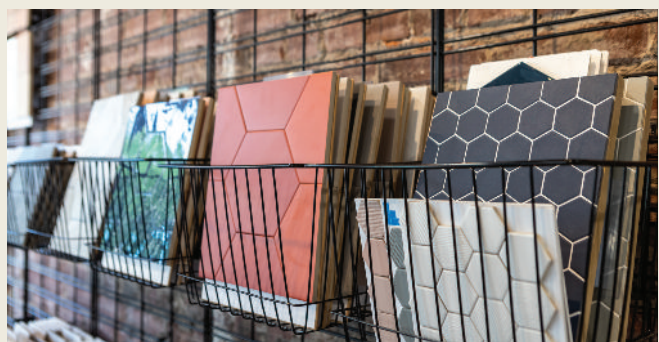


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so is opening this new location. The Main Line is an awesome market, with such a deep and rich history. We knew this was the kind of community that would appreciate a service-oriented company like ours, and the reception we've gotten so far proves that."

'Ready to Go'

Located at 124 E. Lancaster Avenue, in the heart of downtown Wayne, Holland Floor's new showroom opened in the space once occupied by Wayne Sporting Goods, an iconic Main Line retailer that had been at that address for more than six decades. Hansbarger describes the changeover as "almost like one family business handing the baton to another."

Alles suggests the Wayne location will enable the company to better serve residents and business owners in Main Line communities and in Philadelphia. The new showroom enjoyed a soft opening in May 2021, with a grand opening celebration being planned for later this year.

"We're going to have a festival-type atmosphere for the true grand opening," she says. "The showroom is quite beautiful. We were very thoughtful about picking out each square of flooring in the design so we could show off each type of surface. We worked incredibly hard getting this location off the ground, so we're really excited for more people to come see it up close."

Visitors can expect to find a comprehensive assortment of flooring options in both showrooms. Highly trained staff members are happy to help prospective clients find options that best fit their individual style, budget, and schedule. Holland Floor, much like other sectors of the home-renovation industry, has not been immune to the delays

and price increases caused by the current lumber shortage. Alles says the company stays in constant communication with clients to update installation schedules or, if needed, to arrange for other accommodations if timing becomes an issue. "Our install teams are ready to go," she adds.

Any company that has been in business—and thriving—for nearly 50 years has acquired certain talents, including the ability to adapt. Holland Floor has certainly changed with the times, but it also never lost sight of the differentiators that made it so successful in the first place. Hansbarger cites his family, his co-workers, and the company's service-minded culture.

"When I was training, my father told me to do whatever we can to help the customer," he says. "As society and technology move forward, there will always be changes businesses have to make in order to stay consistent and relevant, but I don't see our business model changing. We're all about providing high-quality flooring, offering the best service we can, and being part of the community. I don't see those ideals ever going out of style." ■