

# Cut-Rite Carpets & Design Center's Venerable History

Written by Ron Conti



Cut Rite Carpets & Design Center was established on April 19, 1979, with its original origin in Mount Vernon. After being an alumni of this great city, and the quarterback of Mount Vernon High School, my friends, neighbors, relatives and alumni helped me to grow a very successful carpet institution in my hometown. When the word got out that Ron Conti opened a store to service the community, our carpet center grew to unexpected heights.

My goal has always been to be fair, never cheat the public, and stay within my means to keep Cut Rite Carpets always in control with outstanding installers, great interior designers and outstanding service.

During the duration of 45-years, we grew from a house of rolls of carpet in stock ready for immediate installations and over 100 remnants also available for immediate installation. We started doing business with larger and more prestigious companies such as Mohawk, Shaw, Stanton Carpets, and a litany of companies to push all kinds of products including sheet goods, commercial tiles (VCT), linoleum and inlaid flooring from companies like Armstrong, Congoleum, Tarkett and many more.

As we grew, we serviced additional successful commercial companies such as IBM, churches, synagogues, fitness centers, country clubs, military post, dignitary's homes, the entire Mount Vernon city school district, most schools in the Westchester community, including Scarsdale, Eastchester, Bronxville, Tuckahoe, Yonkers and many more.

We were granted contracts from New York State for urban renewal projects throughout lower Westchester as well as hospitals, libraries, and senior citizen developments that we still service for over 40 years.



Photography by Jacqueline deMontravel

In 1994, We made the executive decision to move north to Scarsdale/Eastchester. Here we felt we were ready for this high end market, but we were able to service the area with absolute perfection that was well deserved. It was here where we really spread our wings to new horizons. We opened to new carpet companies like Prestige, Tuftex, Stanton's (elite division), Fabrica, Masland and Dixie Home. We were now in full steam with great success, which brought us to a new dimension of service.

Again, with great success we started to sell window treatments to beautify the home with new styles, patterns and colors. We opened with Hunter Douglas, Bali, Graber, Elite window shades for commercial windows as they helped us to complete of 300 window job in Rockefeller Center. We advanced our lifting systems to motorized and cordless blinds attached to honeycomb shades, Roman shades, wood blinds, roller shades, mini blinds and specialty treatments like silhouettes, pirouettes and many more. Now we are introducing a company called Comfortex, which not only does all the above, but offer honeycomb shades that collapse for a complete visual

see-through look of you exterior or close them for complete privacy. The real amazement is that these blinds come in 800 colors to match any wall and design to suit your imagination.

After the semi pre-historic evolution of battleship flooring or linoleum, we are now modified with the industry called LVT floors, (luxury vinyl flooring). These types of floors have changed the industry 180 degrees. These are floating floors with a wood look. They are made of two separate compositions. One made of SPC (stone plastic composite) and the other WPC (wood plastic composite). All types are the new look that resemble a wood floor and are 100% waterproof. Most of them are floating floors. However, for commercial applications they can be glued down providing the floors are tabletop flat and or prepped to allow these floors from hydroplaning and breaking.

We at Cut Rite Carpets & Design Center also carry more runners than the New York City marathon. You can purchase runners that we have in stock with beautiful borders, or you can select any carpet in the store where we would cut and bind to a custom job and bind, serge, or tape the edges. Our custom jobs are second to none, as we can install and make the entire steps to match the hallways by customizing the look you're inches away from the walls all the around the entire job. We call it, "The WOW Look."

We carry all types of carpets for your own personal touch from traditional, modern, contemporary or even oriental

patterns. We can also do area rugs from New York to India. Handmade, machine made in many fibers from wool to nylon or your choice.

As we grew, we ventured into the real wood flooring. From solid wood to engineered wood with companies who truly know how to age and moisturize the wood with up to 3% moisture left in the final product. My favorite companies are Canadian-based liked Mirage or Appalachian wood. They have impeccable aging, staining, finishing, packing and shipping methods for our expert trained and certified installers to complete that finished wood look.

We've been servicing the community since 1979 and have great reviews on our site: [cutritecarpets.com](http://cutritecarpets.com). As well as Google, yelp, and all the other search engines on the internet. Our slogan is "Shop Cut Rite where prices are Cut Rite." Our services will not disappoint you also with our second slogan we live by: "We deliver great sales, service and satisfaction."

For your convenience, our store hours are from Monday to Saturday from 9:00 a.m. to 6:00 p.m. We look forward to seeing you and welcome you to a pleasant experience of shopping to beautify your home with the most current styles and patterns.

# CUT-RITE CARPETS & DESIGN CENTER

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Since 1979

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