



## Custom Carpets by Gordy, offers top notch quality at affordable prices

Gordy Schirpke was raised in a hard working close knit family, where money didn't grow on trees. Making the most out of life is just something that comes naturally for Schirpke.

His father, Vern Sr., taught him to do the very best work possible, no matter what the project was at hand.

Today, through the work of those hands, he owns Custom Carpets by Gordy at 310 W. North Water Street in New London. Admittedly, Gordy's never liked being a salesman – just an honest flooring consultant, top notch installer, and in some ways, an artist.

When it comes to floor coverings, Gordy brings over 40 years experience to the field.

"Custom flooring is what we offer," explains Gordy. He began installing with his father at the age of 10. Since then Schirpke has taken the trade to advanced levels and continues to learn and keep abreast of the industry.

Most of all, he enjoys people, and the

opportunity to help them add warmth and value to their homes. Schirpke takes great pride in his work and loves nothing more than to please his customers.

He's also an active member in the Forward New London group, dedicated to promoting a better quality of life in New London, and downtown. Gordy is also a member of the New London Area Chamber of Commerce with a seat on the Board of Directors.

In 2007, he and his wife Emily received the Mayor's Community Enhancement Award. Their unique, large, panoramic glass windows at the front of the store are often used and decorated to spice up the season and promote upcoming events for the community.

"Being on the "main street" definitely makes a big difference in visibility," reports Gordy. "We hope to be here a long time and move forward as a great business," he adds. He is assisted in the

business by his daughter, Wendy, and his mother, Marge, who both help inside the store. While on the job installing, Gordy is joined by experienced installer Jim Betchner, who brings many years experience to the business.

"We believe in having it done right the first time," says Gordy. That's why they offer a lifetime warranty on installations.

The store carries all major brands of carpets, vinyl, laminates, ceramic and Dura ceramic tile. They have thousands of samples in house to choose from. "We are constantly updating our inventory," reports Wendy, who handles the day to day operation of the store.

Custom Carpets also buys large quantities of carpet from manufacturers, which ultimately results in a lower bottom line for customers.

"If you buy it right you can sell it right," reports Gordy. "It's quality carpet at a low price."

## From Front to Back...



**We Have ALL Your Flooring Needs!**

*Custom Carpets by Gordy*

310 W. North Water St., New London, WI 54961 (across from the Grand Theater)  
**(920) 982-9030** • Hours: Mon. 9-7; Tues. thru Thurs.: 9-6; Fri.: 9-5; Sat.: 9-1