

# Familiar business name is changed

**S.A. Carpet World  
now is CW Floors.**

**BY VICKI VAUGHAN**

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One of the oldest family-owned businesses in the city, San Antonio Carpet World, has changed its name to CW Floors.

In celebration of its new brand, CW Floors plans to provide almost \$100,000 worth of flooring for 58 houses to be built by Habitat for Humanity's local affiliate in 2011.

"It is an honor to partner with an organization that



**De Rojas**

has given so much to so many in San Antonio and around the world," said Jeff de Rojas, president and chief operating officer of CW Floors.

In addition, the 40-year-old company has remodeled its headquarters at Loop 410 and West Avenue.

San Antonio Carpet World was acquired in 2006 by the Feik family of businesses, headed by John Feik, founder of DPT Laboratories. De Rojas, Feik's son-in-law, was named president and chief operating officer in 2007.

De Rojas revamped the existing stores, built two new ones and created the company's first commercial sales division.

Since the acquisition, the family has invested an additional \$2 million in the company.

CW Floors has four locations — three in San Antonio and one in New Braunfels — and 40 full-time employees.