

Ian Hammond

UK sales director, Vorwerk Carpets

- **Did you get into trouble at school?** Yes – At a Catholic boarding school I was ‘rumbled’. While I was supposed to be on cross country runs I was meeting a young lady who lived near the school and spending an hour or so with her before returning!
- **What was your first part-time job?** At the Spaniard Hotel in Worthing, washing up in the grill room.
- **What did you spend your first pay cheque on?** To make up the money I was saving to buy a new racing bike!
- **What was your first full-time job?** At Barclays Bank on a salary of £364 per year.
- **What was the best piece of advice you have been given?** Trust no-one.
- **What was your worst business mistake?** Not leaving Mercia Weavers in the early 1980’s to set up my own business as an agent and importer. I finally left in 1997!
- **What was your greatest business achievement?** Winning BAA’s Framework Supplier Status for Vorwerk.



RIGHT: Ian Hammond regrets saying: ‘If this article is published I will eat my hat!’

- **What car do you drive today and what does it say about you?** A VW Golf Bluemotion - a very efficient piece of German technology – it is smart and economical.
- **If you could have invented any product what would it have been?** MagLev Rail system.
- **What do you most like about the flooring industry?** The people are almost universally friendly and easy to get on with.
- **What do you least like about the industry?** When there is a problem with the installation of a carpet it is always the manufacturer that is blamed first, despite in most cases it being the fault of the fitting materials or its application.
- **Name one change you would make to the industry.** Better training for young recruits of today.
- **Which company in the flooring industry, other than your own, do you admire?** Brintons, a company with a great history who have never been afraid to modernise and take new initiatives to stay ahead of the game.
- **Where should we have a flooring show?** Majorca – not many people attend anyway, so let’s have it somewhere sunny with a good night life.
- **Which single possession would you rescue if your house caught fire?** My father’s and now my, gold pocket watch!
- **Do you have any pets?** Yes – four cats and two chickens.
- **How do you relax?** Listen to music.
- **Do you have any hobbies?** Cycling and the Lions Club.
- **What is your favourite tittle?** Crouch Vale Brewery’s Brewers Gold.
- **How many times a year do you take a holiday and what is your favourite destination?** Once or twice a year and my favourite destination is Italy.
- **What is your idea of heaven?** A holiday in the sun where there is no mobile phone signal!
- **What is your idea of hell?** The M25 on a Friday evening!
- **Which one record and book would you take to a desert island?** Elgar’s Enigma Variations and the book would be The Lord of the Rings by Tolkien.
- **Who would you like to be stuck in a lift with?** Bruce Willis.
- **If you could be anyone (living or dead, fictional or real) who would it be?** John Hammond, (no relation) the record producer who discovered, Billie Holliday, Bob Dylan and many more.
- **Choose five words that describe yourself.** Easy going, positive, calm, and enthusiastic.
- **Any regrets?** Never got to see the Beatles live.
- **Do you have any unfulfilled ambitions?** To take the ferry across Lake Titicaca in the Andes.
- **If you had to choose another career what would it be?** Landscape and garden designer. **CFJ**

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