



**WORLD FLOOR COVERING  
ASSOCIATION**

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## **World Floor Covering Association Revamps Online Presence to Streamline Communications and Bring Expanded Resources to Members and Constituents**

**New Site Combines Consumer Component  
Providing Educational Content Designed to  
Facilitate Purchase Process and Drive Traffic into  
Member Stores**

April 3, 2017 - Dalton, GA – Scott Humphrey, Chief Executive Officer, WFCA, today announced the unveiling of the association’s website. The new site is part of the association’s overall initiative to expand benefits for members and enhance communications. Along with an extensive line-up of carefully curated content presented in an easy-to-navigate user interface, the site incorporates many of the features previously available at the association’s separate retailer- and consumer-oriented sites. The new consolidated web address is [WFCA.ORG](http://WFCA.ORG).

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WFCA.ORG offers a suite of tools and resources specifically tailored to meet the needs of the WFCA's primary member base, the independent flooring retailer. The site has marketing insights, growth and expansion guidance, and thoughtful advice for addressing key issues affecting the flooring industry. WFCA.ORG provides answers and links that retailers need to ensure they are running their companies at full capacity. The new site will feature an ever-changing line-up of content designed for and geared to the flooring retailer.

The site offers links to online learning through WFCA University, proprietary research, scholarship forms, an industry calendar, legislative updates from the WFCA's own public affairs team in Washington, DC, staffing and consulting services, insurance options, extensive savings programs for members and other references and tools.

To facilitate and streamline access to member forms and documents, an extensive library of association materials is available through the site including: "Ask the Experts" articles; TISE discounts; ongoing insights from "Tom's Tips" by Tom Jennings, WFCA's Vice President, Professional Development, and "The Law the Floor and You" by General Counsel Jeff King, and a virtual library of other essential materials. Members can also access primers and handbooks, renew membership online, learn about the Floor Covering Industry Foundation and how it helps members of our industry as well as obtain details and access points to the Certified Floorcovering Installation Association.

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“Through WFCA.ORG we have harnessed all the information and communication resources that WFCA offers in one easy to navigate location,” said Freida Staten, Vice President, Marketing & Communications. “We offer a range of benefits, unparalleled by any other professional association in existence and our new site is designed to help us communicate those benefits effectively and efficiently. Staten said the site packages content and tools designed to help WFCA members increase their sales and profitability, stay efficient and gain a competitive edge to grow their businesses. “WFCA.ORG reflects our efforts to continually evolve to meet the changing needs of our members and to ensure the success and profitability of their businesses,” she said.

The consumer component of WFCA.ORG provides all the resources and information necessary for consumers to make informed flooring decisions. WFCA.org provides practical tips, pros and cons and other details on every flooring category available, including carpet, hardwood, laminate, ceramic, porcelain, resilient, vinyl, cork, stone and area rugs. An overview of each category provides varieties and styles available, manufacturing details, things to consider before buying and how to prepare for installation. When consumers are ready to buy floors, WFCA.org offers a searchable database of WFCA retail members across the country. All users need to do is enter their zip code and they will receive a list of dedicated and knowledgeable suppliers in their area. This unique and popular tool allows WFCA retailer members access to consumer leads that are generated through the WFCA website each month.

### **About WFCA**

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces tradeshow, is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors and allied service providers throughout North America.

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The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [WFCA.org](http://WFCA.org).

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