



For further information contact:

Leah Gross

Story Dept.

818-330-9839 or leah@storydept.net

Certified Floorcovering Installers Association Announces Grand Opening Of New Training Facility in Conjunction with 22nd Annual CFI Convention

First-of-Its-Kind 10,000 SF Installation School Will Provide Abbreviated and Extended Courses in Installation Training, Certification and Expert Apprenticeships for Every Category of Flooring

2015 CFI Convention Promises Second-to-None Show with Professionals From Every Corner of Flooring Industry Gathering in Dallas to Do Business, Make Connections and Learn About Latest Products and Installation Techniques

September 8, 2015 - Dallas, TX – Today the International Floorcovering Installers Association/CFI announced that the new CFI Training Facility located in Forney, TX will be fully staffed and operational coinciding with the CFI Convention that is slated to take place November 12-14 in Dallas, TX. The initial classes will commence at the school on September 29 of this year.

For over 22 years the annual CFI Convention has been the trusted source and #1 destination for the latest information on new products, tools, techniques and training for the installation professional. This year's event builds on that commitment with extensive daily installation seminars and hands-on workshops taught by leading industry professionals as well as numerous networking opportunities with executives and colleagues from across the country.

-MORE-

PAGE 2

CFI's annual convention is the only show of its kind that attracts professionals from every sector of the flooring industry - everyone from the dealer side to the inspectors recognize that it is the show "where all of the business surrounding installation happens." It is only here where leading suppliers and manufacturers come to debut their new products and installation techniques, where the latest technology, tools and equipment are unveiled and where professionals involved in installation come improve their businesses through networking with other installation professionals.

Among other events, opening day of the show will include the Senior Certifier's Meeting where over 70 senior trainers and certifiers from across the country have been invited to review curriculum and evaluate new products.

For the show, CFI has secured special discounted rates at numerous hotels. For more information as well as a full convention program please visit the CFI website at <http://www.cfiinstallers.com>.

"There is no other place where flooring installers can gain as much information in such a short time as they can at the annual CFI Convention," said Tony Buckhardt, CFI Advisory Committee. "Attending this show has been a part of my life for 20 years. I can't imagine running my business without the insight that I gain by attending this once a year event."

The new CFI Training School is already drawing students from across the globe. The one-of-a-kind campus will provide long and short-term training programs in every category of flooring for students at all levels. To start, the school will be offering R1C1 courses in carpet certification; one and two week classes in every category of hard surface; and new to the industry is an extensive course on carpet installation that will turn entry-level individuals into professional residential carpet installers in just five-weeks. This course, renowned for its efficiency to turnout professionals, has not been available before on a continual basis.

The school will also offer new one-week advanced commercial installation workshops for the more seasoned installer as well as classes on pattern correction, woven carpet and specialty products. In addition to the programs offered through the school, CFI will also continue with their highly acclaimed regional training programs throughout the country.

-MORE-

PAGE 3

“By this time next year I am confident that our industry will be feeling the positive effects of the changes that the teams at CFI and WFCA have been carefully orchestrating behind the scenes,” said Scott Humphrey, Chief Executive Officer, WFCA. “The enhanced CFI Convention and our new training facility, which is unlike any other in the world, are just a few pieces of a larger plan that we will be rolling out to solve a critical issue in our industry. I am very excited about the progress we’ve made so far and I look forward to what the future of installation holds in store.”

“I cannot begin to express my excitement over the new partnership with the WFCA,” said Robert Varden, Vice President, CFI Division. “The stability, resources and retailer relationships will enable CFI to make even more of an impact on the future of this industry. CFI is poised for tremendous success and growth and I have never felt more confident about the direction in which we are headed than I do today. We have a new state-of-the art training facility that will serve as a model for others and our upcoming convention offers a rock solid line-up of seminars, learning and networking opportunities for the installation professional.”

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.

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. On the consumer end, in addition to an ongoing consumer-focused flooring awareness public relations program, it operates the highly successful and award-winning premier consumer flooring website, WFCA.org, which provides unbiased information about every type of floor covering and connects customers to members' retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org and WFCA-PRO.org.

ABOUT CFI:

The International Certified Floorcovering Installers Association, Inc. (CFI) is a division of the WFCA that is devoted to installation training and certification through a team of dedicated trainers who share their experience and knowledge to help others help themselves. The enthusiasm for doing this continues to grow.

CFI provides educational resources for the industry through inspection, installation, estimating, product knowledge, and patterned and woven carpet, hardwood, ceramic, laminate and resilient flooring training. CFI provides teams of skilled craftsmen to assist when called upon for installations by dealers and manufacturers.