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World Floor Covering Association Debuts Green Flooring Primer for Members

Industry Assessment Guide Reveals Products and Practices that are Truly Eco-Friendly

April 23, 2008 - Anaheim, CA – Interest in ‘green’ services and products in the commercial, governmental and residential markets has been growing at a phenomenal rate over the past year. Evaluations and ratings, however, have been inconsistent across the board. Today, the World Floor Covering Association (WFCA) unveiled the industry’s “holy grail” – a new guide identifying what is genuinely ‘green’ in the areas of manufacturing, products and construction in the flooring category.

Until now, no single document has been able to categorically reveal whether construction practices and products of flooring are environmentally friendly. Past and existing guides have widely varying degrees of third-party oversight and stringency, and many have been criticized as being manipulated by those who simply want a green “seal of approval” for marketing or public relations purposes. The area of green building has further been complicated by the fact that there are different standards for commercial and residential construction and separate standards for renovations.

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“The WFCA-funded primer developed by Crowell & Moring LLP, provides an introduction to relevant green assessment programs so that WFCA members may better understand which of their products and practices may be characterized as environmentally friendly,” said Chris Davis, President and Chief Executive Officer of the WFCA. “Armed with this information, members will be better able to capitalize on the demand for green products and communicate what is truly ‘green’ to their customers.”

The guide is broken down into five distinct sections: Section I focuses on the two most well-known rating systems – the Leadership in Energy and Environmental Design (LEED) system and Green Globes; Section II identifies particular flooring-related products, installation practices, and waste management practices that can generate green points under these systems; Section III focuses on residential standards – particularly the new LEEDS for Homes system; Section IV provides guidance on how to verify that a particular flooring product meets green standards; and, Section V summarizes some of the possible benefits of being (and being recognized as) “green.” It also describes sources through which a WFCA member can determine if tax credits, “energy-efficient mortgages,” and other benefits are available.

This primer is an exclusive WFCA-member benefit and is available only in the Document Center of the “Members Only” section of the WFCA professional web site www.wfca-pro.org.

The World Floor Covering Association, official sponsor of Surfaces™, is the floor covering industry's largest advocacy organization representing flooring retailers, contractors and allied service providers throughout North America. The WFCA is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website — www.wfca.org, providing unbiased information about every type of floor covering and connecting customers to member retail stores.

The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit www.wfca.org and www.wfca-pro.org.

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