



WORLD FLOOR COVERING
ASSOCIATION



**Abbey Carpet
Co., Inc.**

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**World Floor Covering Association and
Abbey Carpet Co., Inc. Announce Alliance Aimed at
Continuing to Resolve Issues Facing the Flooring Industry**

***Organizations Have Already Set Wheels in Motion to Utilize Joint
Resources to Further Strengthen Positioning of Flooring Retailers
Across the Country***

July 12, 2017 – Dalton, GA — Today Scott Humphrey, Chief Executive Officer, WFCA, in a joint statement with Philip Gutierrez, Chairman & CEO and Steve Silverman, President & COO, Abbey Carpet Co., Inc., announced an alliance of their organizations focused on improving the business environment for flooring retailers from coast to coast.

With complementary foundations focused solely on the success and advancement of the flooring retailer, a union between WFCA and Abbey was a natural move for both organizations. Through the affiliation with Abbey, WFCA's political clout and footprint with key constituents in Washington DC expands substantially.

“The business landscape is rapidly changing and, as we have always done, we are firmly committed to empowering our member retailers with the best business tools and practices available,” said Gutierrez. “We witnessed the World Floor Covering Association transform itself into an organization focused solely on the needs of the flooring retailer.”

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“Abbey is a key player in our industry and we are thrilled to be working together,” said Humphrey. “Like Abbey, the WFCFA is firmly committed to helping flooring retailers compete and thrive in an ever-changing business landscape.” Humphrey said WFCFA has taken on many initiatives over the past few years to empower flooring retailers and give them the tools and skills to stay on top of their game. “Aligning with like-minded organizations throughout the flooring industry, like Abbey, benefits every retailer in our industry,” he added. “Through this affiliation our voice and our leverage is amplified in Washington, giving us an even stronger impact on politics, laws and regulations that effect retailers.”

Silverman said that what motivates WFCFA also motivates Abbey. “Through our alignment with WFCFA, we will provide greater benefits and resources to our member stores, including WFCFA University training as well as a steady supply of installer graduates through CFI,” he added. “Our new relationship with WFCFA will be a win-win for all concerned.”

ABOUT ABBEY CARPET & FLOOR

Abbey Carpet Co., Inc., (Abbey Carpet & Floor & Floors To Go, LLC) is comprised of 800 floor covering showrooms across the United States and Canada. Abbey offers the finest in floor covering products and exclusive programs along with the buying power of a national chain. But unlike most other chain stores, every member showroom is locally owned and operated.

Each showroom is staffed with flooring professionals who will help the customer select the perfect floor that fits their lifestyle and budget. It's our pleasure to advise you of the benefits and features of our products. Why? We want you to be happy with your purchase for years to come.

We know you'll like the Abbey concept—locally owned and operated flooring showrooms with national buying power. For more information visit abbeycarpet.com.

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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*. As part of its mission to enhance the business environment for the independent flooring retailer the WFCA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue – the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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