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World Floor Covering Association Extends Social Media Presence with Extensive Consumer-Oriented Online Flooring Gallery

Anaheim, CA – December 1, 2014 – Today the World Floor Covering Association (WFCA) announced the launch of its exclusive digital and mobile application, the WFCA Flooring Gallery. The Gallery is designed to engage consumers by providing access to thousands of flooring room scenes making it easy and inviting for users to explore and indulge in today's most exciting flooring options in every category.

With thousands of consumers visiting the WFCA's website each month, the room scene image gallery is an ideal extension of the WFCA's digital and mobile media presence. Through extensive market research spanning over a decade, it was clear to executives at WFCA that consumers want access to information that can help them feel more confident and more informed about their purchasing decisions involving flooring. The WFCA Flooring Gallery, with its user-friendly interface was the perfect vehicle to expand where WFCA.ORG leaves off by providing access to thousands of aspirational images of every type of floor.

Images in the Gallery are categorized in multiple ways to facilitate consumer usage. Users can search by (1) flooring type including carpet, hardwood, laminate, vinyl, ceramic, stone and area rugs; (2) room type including bedroom, living room, kitchen, dining room, great room, foyer, study or bathroom; or (3) design style – traditional, contemporary or modern. The Gallery extends the users visual discovery by allowing them to collect and share via social media applications like Pinterest and Houzz,

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“The WFCA Gallery offers access to a consolidated library of imagery like no other site on the Web,” said Scott Humphrey, Chief Executive Officer, WFCA. “It is designed to expand awareness of all of the different, beautiful flooring options and looks that are available. Since the WFCA is not a manufacturer we have no agenda, no bias, and we are not pushing any particular products.”

“Our goal is to provide a place where consumers can visually explore our beautiful category,” Humphrey added. “I am confident that this Gallery is a win-win situation for everyone. Manufacturers that participate and submit artwork receive back-end promotion and exposure with audiences they might not otherwise reach. The consumer has access to imagery that will stimulate the design process, help them visualize their flooring projects and ultimately feel more confident about their decisions.”

Imagery for the Gallery has been and continues to be supplied by flooring manufacturers from across the country and overseas. The WFCA has no restrictions on who can submit imagery. Each image featured in the gallery includes the manufacturer’s name and product name – including color and format.

To view or for more information about the WFCA Flooring Gallery check out:

<http://www.wfca.org/PhotoGalleryList.aspx>. Companies interested in having their products featured in the WFCA Gallery can submit high res room setting shot artwork along with manufacturer name, product name and style to: images.wfca@gmail.com, or send that material through DropBox sharing to the same address.

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.