



**WORLD FLOOR COVERING
ASSOCIATION**

**CONTACT:
Freida Staten
V.P. Marketing & Communications
706-217-1183
fstaten@wfca.org**

World Floor Covering Association to Announce Industry-Wide Solution to Solve the Installation Crisis on December 12

December 2, 2019 – *Dalton, Ga.* Scott Humphrey, Chief Executive Officer of the World Floor Covering Association (WFCA) announced today that the WFCA will unveil an industry-wide initiative focused on a solution for the most pressing matter in our industry – the installation crisis. Details of the plan and the industry leaders who have signed on to support it through our “We’re part of the Solution” campaign, will be shared at an exclusive industry media event taking place on December 12 in Chattanooga, TN.

“This collaborative endeavor will be the first of its kind,” said Humphrey. “Our industry needs to find a way to all work together to overcome an industry challenge that impacts us all. We’re fully committed to making this happen.” The WFCA, as the industry’s largest advocacy organization, will take the lead in driving this initiative. “We are very excited to share this news with our media partners, our members, and the industry as a whole. We have expectations that given the scope of this undertaking and the industry-wide support we have behind us, this endeavor will change the face of our industry forever,” said Humphrey.

ABOUT WFCA

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), 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, WFCA 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) in an effort to resolve the industry's largest issue – the shortage of qualified installers. The WFCA oversees the Floor Covering Business to Business (fcB2B) program, helping companies 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.

#