



CFI CONTACT:

Leah Gross / Story Dept.

818-864-6363 or leah@storydept.net

FUSE Alliance CONTACT:

Reva Revis

revarevis@gmail.com or 312-929-5025

Certified Flooring Installers Association Partners with Fuse Alliance

April 30, 2018 – Forney, Texas – In an effort to address the ongoing shortage of qualified commercial floor covering installers, Fuse Alliance, a member-owned organization comprised of commercial flooring contractors, and the International Certified Flooring Installers Association, have joined forces. The goal of the partnership is to promote and expand awareness of the CFI training programs within the FUSE membership community and the importance of using certified installers.

“While CFI has always had a very strong commercial training program, the organization is primarily viewed as residentially oriented,” said Robert Varden, Vice President, CFI. “Having started my flooring career on the commercial side of the business, I have an insider’s perspective on areas where we can really expand the CFI business model.” Varden continued, “CFI’s trainers are some of the best commercial installers and educators in the industry. There are a number of opportunities on the commercial side where we can easily expand our footprint.”

Varden acknowledged that the unions do a great job of training, but there a significant number of non-union Fuse members that would benefit from quality commercial installation, training, and certification.

“CFI’s mission has always been to provide second-to-none installation training to the community as a whole - regardless of any union or non-union affiliation,” Varden stated. “As always, our goal is for those individuals to become prominent professionals in their field by teaching them skills that enable them to partner with the retailers and dealers who utilize their services.” Varden went on, “CFI is very excited about our partnership with FUSE. The hospitality shown by Fuse and their members at the recent conference in New Orleans was amazing. We look forward to working together on labor training and recruiting efforts.”

About Fuse Alliance:

Fuse Alliance is a Member-owned organization of professional, commercial flooring contractors. With 100 companies in 170 locations across the United States and Canada, the organization’s member businesses represent approximately \$1.7 billion in sales and services. Fuse Alliance is made up of a unique network of flooring experts with a combined experience that spans across flooring product knowledge, installation expertise, and a keen understanding of meeting the environmental requirements of today’s market. Fuse Alliance’s governing body is an executive Board of Directors made up of 12 Member business owners. Through its Member network, Fuse Alliance is dedicated to serving the North American market and member businesses can be found throughout the United States and Canada. www.fusealliance.com

ABOUT CFI:

The International Certified Flooring 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.

#