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Plans Underway for 2018 fcB2B Annual Meeting ***Expanding and Facilitating B2B Adoption Rates Across Industry Continues to be a Central Focus***

April 24, 2018 - Dalton, GA - Today Scott Humphrey, Chief Executive Officer, World Floor Covering Association, announced the next annual fcB2B Meeting will be held October 16-18 at the Embassy Suites Hotel located adjacent to Atlanta's Hartsfield Jackson Airport.

"fcB2B has made great strides over the past year through the backing and support of the WFCA," said Phil Zolan, Executive Director, fcB2B. "At our upcoming meeting we will be reviewing and finalizing the industry's implementation and testing of the new v3.0 EDI Standards issued earlier this year. These Standards represent the first major upgrade to our electronic communication guidelines in years. Additionally, as part of our effort to streamline the transition for companies moving into digital, we are announcing the implementation of an independent Certification of Compliance process that ensures proper adherence to the new Standards for all companies entering into B2B. The certification, overseen by the WFCA, will ensure that each trading partner is fully compliant with the new Standards, and that they will work seamlessly with all other certified systems."

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Further topics to be addressed at the 2018 meeting include: identifying the distinct B2B issues faced by each sector of the flooring industry including manufacturers, distributors, software companies and retailers; the implementation of web services designed to provide instant order status and product reservation; and updates on fcB2B's continuing efforts to accelerate adoption rates of B2B across the industry.

"The essence of fcB2B's very existence is something that touches every single professional in our industry," said Zolan. "Whether you are a manufacturer, distributor, software company, retailer or affiliate group, our destiny is the same - whether it is today or tomorrow we are all evolving into the digital age. If you are not doing your business digitally now it's really just a matter of time."

Members and non-members are welcome to attend the fcB2B meeting. Cost of attendance is \$650 per person, which covers all meeting events including: the welcome reception, breakfast, lunch, breaks throughout the meeting and all meeting materials. To register for the meeting and to secure discounted room rates at the Embassy Suites Hotel please visit www.fcB2B.org.

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.

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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.

ABOUT fcB2B

The Floor Covering Business To Business Association (fcB2B), part of WFCA, is a community of business leaders working together on the development of B2B technology designed to benefit all entities in the flooring industry. fcB2B acts as an advocate for the continual development and adoption of a standard language that allows software management systems (utilized in the flooring industry) to communicate seamlessly with one another.

fcB2B has developed a comprehensive strategic plan to lead the organization into the future. This plan increases an aligned mission and vision for fcB2B; increases utilization, awareness and connectivity for the flooring industry; and ensures increased relevancy and impact for the organization.

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