

Press Release

FOR IMMEDIATE RELEASE

IFC Partners with Floor Covering Education Foundation (FCEF) to Launch Groundbreaking Initiative for Workforce Development

Dalton, Georgia – 8.23.2024 – The Floor Covering Education Foundation (FCEF) is excited to announce a new partnership with the International Flooring Company (IFC) aimed at addressing the critical shortage of skilled workers in the flooring industry. This collaboration marks a significant step forward in FCEF's mission to recruit, scholarship, and inspire the next generation of flooring professionals.

As part of this partnership, IFC has generously committed to donating one penny per square foot for every product sold from their Canopy Floors® collection.

Additionally, their retail partners will have the opportunity to support the Floor Covering Education Foundation (FCEF) by opting to add a nominal fee of one cent per square foot to their Canopy Floors pricing. Retailers have the option to participate in this initiative or to opt out if they choose not to contribute. This additional cent per square foot will be included in the purchase price of the products and will be passed on to consumers through the retailer's markup. IFC will collect both its own contribution and the retailers' contributions, subsequently transferring these funds to the Floor Covering Education Foundation to assist in addressing the installation crisis facing our industry.

Through the Canopy Floors® program and its exclusive dealer network, IFC is committed to fostering a collaborative partnership that establishes a fair and sustainable funding solution. This initiative aims to support the recruitment and training of installers, thereby ensuring the continued health and growth of our industry.

Jim Aaron, Executive Director of FCEF, expressed his enthusiasm for the partnership, stating, "Our collaboration with IFC is a game-changer for the flooring industry. The Penny Donation program will provide crucial funding to expand our programs, allowing us to reach more aspiring professionals and equip them with the skills they need to succeed."

Julian Dossche, CEO of IFC, added, "We are proud to support FCEF in their mission to strengthen the flooring industry's workforce. This partnership not only benefits our industry but also opens doors for countless individuals seeking rewarding careers. Together, we can make a lasting impact on the future of flooring."

The funds generated through the Penny Donation program will be used to:

- Develop and expand training programs across the country.
- Provide scholarships and financial assistance to students and trainees.
- Enhance outreach efforts to attract new talent to the flooring industry.

- Collaborate with schools, trade associations, and other partners to promote careers in flooring.

About FCEF

The Floor Covering Education Foundation was created January 1, 2020, as an industry supported foundation to bring awareness to the amazing career pathway opportunities available in our industry and a primary focus on the decline of quality and quantity of the floor covering artisans.

PURPOSE: The Floor Covering Education Foundation exists to provide access and/or incentives to individuals pursuing post high school and continuing education leading to a career in the flooring industry.

MISSION: It is the mission of the Foundation to bring awareness to the opportunities that exist in the flooring industry, recruit new talent, aid in the funding of the student's education, and facilitate job placement for these individuals into flooring industry careers.

About IFC

International Flooring Company (IFC) is an innovative leader in the Flooring Industry focused on bringing beautiful, worry-free flooring solutions to its retail partners and their customers. We are a young team of flooring enthusiasts, proudly carrying on a legacy. Innovation and out-of-the-box thinking is in our DNA.

For more information about the partnership and the Penny Donation program, please contact:

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