



**WORLD FLOOR COVERING
ASSOCIATION**

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MagneBuild (MBS) Bestowed with Coveted Floor Covering News Award for Best in 'Technology'

Revolutionary Magnetic Flooring Gains Traction and Receives Honors at TISE 2018

February 21, 2018 – *Dalton, GA* – Today Scott Humphrey, Chief Executive Officer, World Floor Covering Association (WFCA), announced that MagneBuild by Magnetic Building Solutions (MBS), a revolutionary new magnetic flooring system, which is partially owned by WFCA, has received the TISE Best of Technology Award. The annual awards, which are handed out at the trade-show are co-sponsored by *Floor Covering News* and Informa, owners and operators of the International Surfaces Event (TISE.)

The highly sought and selective “Best Of” award recognizes top category standouts for new product excellence and booth design at the industry’s premier trade show. Judging for the awards is conducted by a select panel who identifies standouts in each of six award categories and then narrows the finalists to one winner. With the honor comes the recognition that MBS has met the highest criteria and standards within the industry.

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“As a newly launched product, we are thrilled to receive this award and to be recognized as the recipient in the technology category,” said Humphrey. He continued, “MagneBuild is a game changer for our industry. There is nothing like it in the world and its applications are endless. The underlayment system of MBS utilizes magnetic technology as the foundation for all types of floors. To install users simply roll it out over any smooth and clean dry sub floor surface.” Humphrey pointed out that one of the largest benefits of this new technology is that it alleviates many installation issues as floors no longer need to be ‘bonded’ and seams are a non-issue. Humphrey forecasts that MBS will help to further strengthen the industry as WFCA continues its path forward focused on improving the issues surrounding the installation crisis.

For more information on MagneBuild (MBS) products please visit <http://www.magneticbuildingsolutions.com/>.

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*. 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 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.

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