



**WORLD FLOOR COVERING
ASSOCIATION**

Simplify Your Success

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**World Floor Covering Association Announces
Partnership with Savings4Members**

***New WFCA Vendor Partner Arms Independent Business
Owners with Tool Kit to Reduce Costs and Increase Profits***

October 5, 2016 – Dalton, GA — Today Scott Humphrey, Chief Executive Officer, WFCA, announced an alliance with Savings4Members that will dramatically enhance the purchasing power of WFCA's independent business owner members, taking away the competitive advantage previously enjoyed by larger conglomerates and big box stores.

“WFCA is always looking for ways to empower our members and help them enhance their businesses,” said Humphrey. “Savings4Members is an ideal partner for our members as they work to arm independent business owners with the tools necessary to drive down business costs, save time, streamline communications and increase profitability. He continued, “the new alliance will empower WFCA members to meet competition of all shapes and sizes, including big box stores.”

Savings4Members has a solid 30-year history and is backed by CCA Global, one of the largest member-owned cooperatives in North America. Its foundation is built on hundreds of partnerships with associations, manufacturers and franchisees across the country. Together Savings4Members members offer a combined annual buying clout of more than \$300 billion.

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Through their network of partners, Savings4Members offers substantial savings to members on business services, products and everyday benefits including: credit card processing, payroll, shipping, wireless services, waste and recycling services, fuel, office supplies, wireless and more. The cost-cutting programs and other perks are available through industry-leading national vendors and suppliers. Affiliated vendors are carefully screened and selected, and Savings4Members then rigorously negotiates for unmatched value and substantial savings from those vendors. Savings4Members members routinely save up to \$15,000 each year by leveraging the organization's tools and group benefits.

For more information or to start saving through Savings4Members please visit <http://www.wfca-pro.org/Savings4Members.aspx> or call WFCA at 844-346-3746.

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 also runs fcB2B, an organization committed to helping business in the industry transition to an e-commerce platform for all business transactions. On the consumer end, WFCA operates the highly successful and award-winning premier consumer flooring website, WFCA.org, which provides unbiased information about every type of floor covering and connects customers to members' retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org. and WFCA-PRO.org.

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