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Star Flooring Shines Brightest in 2014

World Floor Covering Association Awards Gold Standard Award To Wichita-Based Retailer

January 21, 2014 - Anaheim, CA – Scott Humphrey, Chief Executive Officer, World Floor Covering Association (WFCAL), today announced the annual winner of the Gold Standard Award for excellence in retailing. Star Flooring, an independently-owned shop in Wichita, KS, took home the esteemed honor, which includes a \$5,000.00 check, press recognition, a trophy, acknowledgement on the WFCAL website and a customized WFCAL seal for their store entrance. The award will be presented in-person by WFCAL representatives.

“It is clear to me after reviewing multiple applicants that Star Flooring ‘left no stone unturned’ when it comes to the retail experience,” said Humphrey. “Not only have they been recognized four years running in their largest daily, *The Wichita Eagle*, as the #1 flooring retailer in the city, but they have completed a state-of-the-art store renovation with themed room settings, a children’s play space, and custom sample displays to keep everything clean and organized.”

“To give you an example of the lengths this store goes to make their customers happy and satisfied,” Humphrey continued, “they even have fresh sugar cookie scent piped into their kitchen showroom area. Another bonus for this store is a sales force comprised predominantly of certified interior designers – I am sure their customers truly appreciate the added benefit of a trained eye. The Wichita store’s efforts extend far beyond the storefront, too, as they donate 10% of net income each year to a charitable trust that supports organizations, including United Way, Habitat for Humanity, and many others.”

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In response to receiving the award, Allen Clouse, Director of Retail Sales, Star Flooring, stated, "We are honored to receive the Gold Standard award from the WFCA. The foundation of our family-owned business is based on the very principles this award represents. We work hard to continuously improve and I am proud that the team is being recognized by the WFCA."

To receive the Gold Standard Award, companies are reviewed and judged based on:

- Knowledge – ensuring a knowledgeable management and staff who work to remain actively informed on the state of the industry;
- Customer Service – providing courteous service and offering customers help throughout the purchase and after-purchase process;
- Quality of Store Image – a clean, professional, well maintained store must be presented at all times;
- Code of Conduct — the facility must adhere to the WFCA Code of Conduct.

In addition, companies must also be a member of the WFCA, have been in business for at least 3 years, and have a clean Better Business Bureau report.

To be considered, applicants complete a multiple page submission form and present multimedia marketing materials and other collateral that is factored into the review process. The submission deadline for the 2014 award was December 31, 2013.

Companies interested in entering or nominating an entrant for the 2015 Gold Standard Award can visit wfca-pro.org for more details.

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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*. On the consumer end, in addition to an ongoing consumer focused flooring awareness public relations program, it 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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