



**WORLD FLOOR COVERING
ASSOCIATION**

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World Floor Covering Association Launches Campaign to Highlight the Impact Made in the Industry Because of Member Support

*The campaign positions the Association as a critical component to
success for entire industry*

December 7, 2020 - Dalton, GA – Today the World Floor Covering Association (WFCA) launched a new campaign designed to highlight the importance of member support in its ability to continue to have a positive impact on the lives of floor covering professionals.

The campaign theme, “Because of You” positions the WFCA as vital to the industry and its members and reinforces the core message that support through its Associate partners (manufacturers, suppliers and distributors) makes its mission come to life.

The campaign revolves around simple statements that showcase the dramatic outcomes the Association achieves every single day. Using bold colors and fonts, the intriguing “Because” statements speak to major industry issues the WFCA addresses such as the COVID-19 pandemic, the shortage of installer labor, and making their voice

heard on Capitol Hill. The statements are also featured through an industry champions video series, capitalizing on the endorsement from trusted peers and industry leaders.

“The WFCA is not just about what we **have** for our members, but what we **do** for them,” said Freida Staten, WFCA VP Marketing & Membership. “The goal of the campaign is to help our Associate members understand that membership is a critical part of supporting the infrastructure of our industry, from advocacy to training and education, and what we accomplish would not be possible without their support.”

“We are making a difference,” said Scott Humphrey, CEO of the WFCA. “*Because of You*” shows that we are most powerful when we work together to address the key issues that affect this rapidly and dramatically changing industry. We simply could not do this important work without our supporters. They help shape and secure the future of this industry.”

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) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping businesses 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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