



**WORLD FLOOR COVERING  
ASSOCIATION**



**CHIPD**  
PAYMENT PROCESSING

## **FOR IMMEDIATE RELEASE**

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### **WFCA Announces Strategic Partnership with CHIPD** *Members have access to industry-low rates and state-of-the-art payment processing solutions*

September 26, 2022 - Dalton, GA – The World Floor Covering Association (WFCA) welcomes its newest endorsed partner, CHIPD, a leading credit card payment processing provider. With this partnership, WFCA will provide its members with cost-effective and time-saving online payment solutions to leverage technology to accelerate payments, increase cash flow, decrease accounts receivables (AR), and reduce office interruptions and administrative costs.

After a rigorous application and review process, CHIPD earned WFCA's coveted endorsed partner status, chosen for its best-in-class merchant services offering, tailored for associations.

"We are continually focused on finding new ways to add value for our members and provide solutions to increase their success and profitability," said Scott Humphrey, WFCA CEO. "CHIPD's product is efficient, easy to use, and offers several benefits that

can save our members an average of over \$8,000 in fees per year. Through the WFCFA endorsement and pricing discount, our members receive flooring-focused payment processing that frees up time and reduces administrative hassles. The CHIPD team is extremely professional, knowledgeable, and understands the needs of our members.”

CHIPD, formerly Best Card, is approaching \$2 billion in payments annually and is endorsed by over 30 different independent associations, provides members access to industry-low rates, customer support, up-to-date payment processing solutions, as well as online payments to collect outstanding invoices. With over 20 years of experience in merchant payment processing, CHIPD has built its reputation on honesty, competitive rates, and cutting-edge solutions. Specializing in large transactions, they understand the challenges of collecting payments and negotiating occasional chargebacks. Learn more at <https://bestcardpayments.com/wfca/>.

### **About WFCFA**

The World Floor Covering Association (WFCFA), the official sponsor of The International Surface Event (TISE), is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors, and allied service providers throughout North America.

The WFCFA 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 WFCFA acquired the Certified Floorcovering Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified installers. The WFCFA runs fcB2B, a program committed to helping businesses in the industry transition to an e-commerce platform for all business transactions. The WFCFA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCFA, visit [WFCFA.org](http://WFCFA.org).

## **About CHIPD**

CHIPD's mission is to provide best-in-class payment products to organizations. Our payment platform allows retailers, manufacturers, and distributors to leverage technology to speed up payments, reduce office interruptions, and administrative costs associated with accepting payments. Approaching \$2 Billion in payments annually, CHIPD welcomes over 30 endorsements from industry associations as well as purchasing groups. Learn more at [www.BestCardPayments.com](http://www.BestCardPayments.com).

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