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**WORLD FLOOR COVERING ASSOCIATION'S  
UPDATED ONLINE TRADE PORTAL EXPANDS  
RESOURCES AND DELIVERS A FULL PACKAGE DEAL**

**[WFCA-PRO.ORG](http://WFCA-PRO.ORG) *Assembles Everything the Professional  
Needs In One Convenient Place***

Anaheim, CA – June 14, 2011 – Today the World Floor Covering Association (WFCA) launched the redesigned and updated [WFCA-PRO.ORG](http://WFCA-PRO.ORG), a website geared to the flooring professional.

The newly renovated site now offers a suite of tools and resources specifically tailored to meet the needs of those in the business of selling, producing and/or installing floors of all types and styles. Whether you are looking for a turnkey marketing solution to help reach your customers at every touch point or simply want to connect with other professionals and throw ideas around, WFCA-PRO.ORG provides the access points that WFCA members need to keep their businesses running at full capacity.

All of the features that existed on the previous site have been redesigned using new, more efficient technology and interfaces. Users will find the site much cleaner in appearance, easier to navigate and much faster in delivery of information.

Like the original site, the updated version offers information on member benefits, industry certification, legislative updates from the WFCA's own public affairs team in Washington, DC and access to the Members Only section with its extensive document library including; Tom Jennings' monthly column entitled "Selling More Than the Floor";

the “Jeff King Covers It All” column providing updates on legal issues that affect the industry; “Nagle’s News” a monthly bulletin covering the materials industry with special attention to flooring; and “Business Owner” – a semi-monthly newsletter that provide basic business management information; WFCFA commissioned research on consumer focus groups, retailer studies and market trend surveys among other resources.

For members interested in business development and expansion, the site offers a 360 Marketing feature consisting of a comprehensive turnkey solution to help create, enhance and maintain an ongoing relationship with their customers. WFCFA affiliate, Torus Marketing can help retailers with website development; digital marketing to reach local consumers interested in buying; search engine optimization, direct mail marketing and other tools and tactics.

A new interactive component called “Ask the Expert” allows retailers to tap into professional sales and marketing advice and information from 20-year retail veteran Phil Andersch. Andersch, who is currently engaged full-time in a cross country store-by-store experience design for a group of independent retailers answers questions from retailers who are looking to improve their store design and processes.

“The WFCFA offers an impressive and unparalleled range of benefits,” said Chris Davis, President & Chief Executive Officer, WFCFA. “Offering a professional site that brings all of these tools and solutions together is a natural for us. Our new site packages practical solutions and tools our members can use to help them increase their sales and profitability, stay efficient and give them a competitive edge to grow their businesses.”

### **About WFCFA**

The World Floor Covering Association (WFCFA), the official sponsor of the annual Surfaces trade show, 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 certification programs, and operates the premier consumer flooring web site, [wfca.org](http://wfca.org), providing unbiased information about every type of floor covering and connecting 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](http://wfca.org) and [wfca-pro.org](http://wfca-pro.org).