



**WORLD FLOOR COVERING
ASSOCIATION**



**CONTACT:
Leah Gross
Story Dept.
818-864-6363
leah@storydept.net**

World Floor Covering Association and National Wood Flooring Association Announce a Joint Membership Offering

***Organizations Have Already Set Wheels in Motion to
Utilize Each Other's Resources to Further Strengthen Positioning
of Flooring Retailers Across the Country***

July 19, 2017 – Dalton, GA — As part of an overall effort to enhance benefits for independent flooring dealers across the country, the WFCA and NWFA have joined forces to offer a membership program that combines the resources of both organizations.

NWFA members electing to participate in the joint membership program will have access to a host of new and enhanced benefits including: discounted booth space at TISE, access to scholarship funds for professional training programs, access to WFCA University online and on-site learning, discounted CFI training and access to certified installers, legal insights and a team of dedicated lobbyists in D.C., a subscription to *Premier Flooring Retailer magazine*, FCB2b, and more. Likewise, WFCA members who join NWFA will have new and extended benefits in the areas of: entrance to the NWFA Wood Flooring Expo, prerequisite training and certification through NWFA University's specialized online and on-site programs, a subscription to *Hardwood Floors Magazine*, access to scholarships and funding for professional education, hardwood-focused networking events and training programs, specialized business services, and more.

PAGE 2

“Hardwood represents a growing percentage of overall flooring sales across the United States, accounting for a large segment of total sales for many flooring retailers,” said Scott Humphrey, Chief Executive Officer, WFCA. “As a ‘retailer-focused’ organization the more we align ourselves with other like-minded groups the better positioned and more access our members have to the issues and insights that are important to them.” Humphrey noted that NWFA and WFCA have vital common concerns. “Both organizations concentrate their efforts on the things that touch and matter most to their constituents: public affairs, advocacy, education, training, cost savings, and relationships with peripheral partners in their space,” Humphrey added. “We are very thrilled to be working even closer with our partner NWFA.”

“As an organization that is solely focused on hardwood, we are firmly committed to educating our members and the public on the many uses and benefits of wood flooring,” said Michael Martin, President & CEO, NWFA. He said the mission of NWFA continues to be to focus on the issues and concerns of constituents. “We have found WFCA to be a close ally, with members who share many of our members’ concerns,” Martin said. “Scott and I share a similar vision, and I am confident that with the combined resources of our organizations, we will be able to address many of the issues we currently face as an industry.”

For more information on WFCA and NWFA membership please visit wfca.org or call 855-330-1183.

ABOUT NWFA

The National Wood Flooring Association (NWFA) is a not-for-profit trade association with more than 3,500 member companies world-wide, representing all segments of the hardwood flooring industry, including manufacturers, distributors, retailers, installers, importers/exporters, inspectors, and consultants. The NWFA promotes the use and benefits of wood flooring in residential, educational, and commercial environments, and provides its members with the education and training necessary for success. For more information please visit NWFA.ORG.

-MORE-

PAGE 3

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 runs fcB2B, an organization committed to helping business 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.

#