



**WORLD FLOOR COVERING
ASSOCIATION**

Simplify Your Success



CONTACTS:

WFCA: Leah Gross
Story Dept.
818-330-9839
leah@storydept.net

NAFCD: Addie Drillock
312.673.4946
adrillock@nafcd.org

**World Floor Covering Association Teams with
North American Association
of Floor Covering Distributors**

***Alliance to Focus On Increasing Participation in
WFCA Training Offerings by Leveraging NAFCD
Distributor's Local Relationships with Retailers***

May 23, 2016 - Dalton, GA - Today Scott Humphrey, Chief Executive Officer of WFCA, and Kevin Gammonley, NAFCD Executive Vice President, announced a new partnership arrangement between the two industry associations.

The first initiative planned by the two organizations will significantly increase awareness of WFCA research and training resources within the flooring retailer community. "This joint program will focus on NAFCD distributors promoting the 2016 WFCA Sales Training Camps to their retailer customers," Humphrey said. "By tapping into the deep relationships that distributors have with retailers in their regional markets, we expect to enhance growth in retail sales nationwide—providing benefit for the industry at every level."

The new partnership will expand its focus over time. WFCA and NAFCD plan to facilitate and streamline industry communications through both associations, expand support for industry advocacy issues and secure potential new members through their respective member bases.

-MORE-

PAGE 2

“Both the WFCA and NAFCD have been in existence for many decades, each serving the industry and their constituents,” said Humphrey. Noting the WFCA’s evolution into a retailer-focused association, Humphrey explained that he and Kevin Gammonley, realized that the two associations had much to gain through collaboration and the sharing of resources. “Together we will be able to capitalize on each other’s offerings and streamline professional training, industry driven research, advocacy programs, and overall communications affecting members of both groups,” Humphrey said.

Torrey Jaeckle, President of NAFCD, highlighted the parallel histories and missions of his organization and WFCA. “Just as WFCA was founded to help advance the floor covering industry – shaping public and industry policy, promoting professional development through certification and providing its retailer members the business tools and resources to increase profitability – NAFCD is dedicated to the success of the industry distributor,” Jaeckle said. “The distributor’s needs are similar to those of the retailer, and the distributor’s welfare is dependent on the success of the retailer.”

Jaeckle agreed that both WFCA and NAFCD have much to gain through their enhanced partnership. “We are all aware that our industry is changing and evolving and we need to do the same,” he said. “Through our collaboration with the WFCA we can build on the solid foundations of both organizations and ensure that we are delivering on the needs of all of the players at the core of our 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

-MORE-

PAGE 3

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.

ABOUT NAFCD:

The North American Association of Floor Covering Distributors (NAFCD) is a North American, not-for-profit trade association serving distributors and suppliers of floor covering materials and related products. Its purpose is to enable wholesale floor covering distributors to be the most efficient, professional and profitable vehicle for bringing their suppliers' product to market resulting in the highest degree of customer satisfaction. NAFCD is dedicated to providing its members with opportunities to learn from each other, stay ahead of trends, and become better educated on ways to grow their business. For more information about NAFCD, visit www.NAFCD.org or contact NAFCD Headquarters at (312) 673-6836.

#