



**WORLD FLOOR COVERING  
ASSOCIATION**

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**FOR IMMEDIATE RELEASE**

**fcB2B Celebrates Cyncly-RFMS and The Dixie Group Achieving  
Certification on Version 3.2 of the fcB2B Standard**

January 7, 2025—Dalton, GA—The World Floor Covering Association’s (WFCA) fcB2B program proudly congratulates Cyncly-RFMS and The Dixie Group on achieving certification for version 3.2 of the fcB2B standard, following a rigorous evaluation process. Having previously completed certification for an earlier version, both companies ensured they remained compliant as they moved to the newly released 3.2, which introduces enhanced processes for drops and product changes.

This significant achievement highlights their commitment to advancing seamless digital collaboration within the flooring industry. All three companies demonstrated exceptional dedication by participating in multiple certification scenarios, including product catalogs, purchase orders and acknowledgments, advanced shipping notices (ASNs), and invoices.

“This certification highlights the strength of our partnership with RFMS,” said Mike Overlander, Application Development Manager at The Dixie Group. “We congratulate them on achieving fcB2B Version 3.2 EDI processing certification. By adopting this enhanced standard, we expect our mutual customers to experience streamlined

processes and improved efficiency. We look forward to continuing our collaboration as these new features are rolled out to our shared customers”

The fcB2B certification process ensures that retailers receive consistent, high-quality data critical for finding, selling, and purchasing suppliers' products. With this milestone, Cyncly-RFMS and The Dixie Group reaffirm their leadership in driving efficiency and innovation in the flooring supply chain.

"These certifications represent a major step forward for the industry," said Lewis Davis, Director of Technology for the World Floor Covering Association. "Their success ensures that retailers and suppliers can rely on accurate, standardized information to enhance operations and deliver exceptional service to customers."

Congratulations to Cyncly-RFMS and The Dixie Group for setting a new benchmark in flooring industry technology.

### **About WFCA**

The World Floor Covering Association (WFCA), a nonprofit established in 1959, is the leading advocacy organization dedicated to driving the profitability and success of flooring retailers, contractors, and allied professionals across North America. As the official sponsor of The International Surface Event (TISE), the WFCA champions education, training, and legislative advocacy on behalf of its members. It oversees CFI, NFIC, FCITS, and fcB2B, and drives philanthropic efforts through the Floor Covering Industry Foundation (FCIF). The WFCA also formed the Floor Covering Education Foundation (FCEF) to address workforce development and ensure the industry's future installation needs. For more information, visit [WFCA.org](http://WFCA.org).

### **ABOUT fcB2B**

The Floor Covering Business To Business Association (fcB2B), part of WFCA, is a community of business leaders working together on the development of B2B technology designed to benefit all entities in the flooring industry. fcB2B acts as an advocate for the continual development and adoption of a standard language that allows software

management systems (utilized in the flooring industry) to communicate seamlessly with one another.

fcB2B has developed a comprehensive strategic plan to increase utilization, awareness, and connectivity for the flooring industry; and ensures increased relevancy and impact for this program.

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