



**WORLD FLOOR COVERING
ASSOCIATION**

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**World Floor Covering Association
Announces Partnership with the Shaw Flooring Network to
Expand their Voice and Help Solve the Installation Crisis**

The Alliance Marks One of the Largest Retailer Groups in Support of the Industry-Wide Initiative

March 9, 2020 - Dalton, GA – The World Floor Covering Association (WFCA) today announced that the Shaw Flooring Network (SFN) is joining its initiative to solve the installation crisis, expanding their collective voice in the industry.

The WFCA launched their “Be a Part of the Solution” campaign in December, the most concerted effort to address the greatest issue in the history of the floor covering industry and challenged manufacturers, suppliers, distributors, installers, retailers, and associations throughout the industry to join in the collaboration. “I am incredibly grateful that the Shaw Flooring Network is leading the way by joining this industry-wide effort,” said Scott Humphrey, CEO of the WFCA. “As the Former Director, SFN will always hold a special place in my heart and in my life, and I am thrilled to know my friends and colleagues throughout the network believe in what we’re doing and are now an essential part of the solution.”

Known for its unwavering commitment to its members and their needs, the Shaw Flooring Network is championing WFCA’s initiative to support, educate, train, and grow

the next generation of professionally trained installers. As part of the partnership, all Shaw Flooring Network members will be granted immediate and automatic membership into the WFCA, uniting and magnifying their voice to make a difference solving the most pressing problem facing the industry.

According to Dean Howell, SFN Dealer Council Member and WFCA Chair Elect, “The installation crisis is an issue we can’t solve as individuals. Our industry must work together. The SFN Dealer Council always looks for solutions that help make it easy for members to do more business. Helping find a solution to the installation crisis is the most important thing we could possibly do for them.”

For more information on becoming a member of the WFCA or on how to get involved with the initiative, please visit <https://wfca.org> or contact our team at 855.330.1183.

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) to resolve the industry's largest issue - the shortage of qualified installers. The WFCA runs fcB2B, an organization committed to helping businesses 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](https://wfca.org).

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