



FOR IMMEDIATE RELEASE

Contact: Amy Busher (423) 827-5669

Builders Benefit From NALFA Certification Seal

WASHINGTON – As the technology, design capability – and likeability – of laminate flooring continues to expand, more and more builders are opting to use laminate products over traditional flooring options for their home projects. For builders, choosing the best laminate flooring possible is an important decision which can raise a lot of questions regarding quality.

Fortunately, the North American Laminate Flooring Association (NALFA) has developed the NALFA Certification Seal to assist builders in their laminate flooring decision.

Laminate flooring products that successfully pass rigorous testing are outfitted with the NALFA Certification Seal. Builders can identify the seal and rest assured the laminate product they are choosing meets and or exceeds the highest level of industry standards set forth by NALFA.

“There is an abundance of laminate flooring products on the market today,” explained E. C. “Bill” Dearing, president of NALFA. “Although this offers builders numerous alternatives with varying price points, design styles and product specifications, it also raises the likelihood of selecting a product that will cause difficulty for future homeowners and possible set-backs on the job site,” said Dearing.

Purchasing a high quality home is very important to a buyer; and a home equipped with high quality materials such as laminate flooring is an added feature. Homeowners appreciate the ability of the product to withstand high traffic areas without wearing down like traditional hardwoods. Additionally, homeowners value the added look of luxury without having to pay the elevated cost associated with high end flooring options like stone or hardwood.

-more-

Page 2 – Builder NALFA Certification Seal

“Because quality is vital to a home buyer, choosing the best laminate product is essential to ensure builders produce quality results. Builders can rely heavily on the NALFA Certification Seal to declare a high standard laminate choice,” said Dearing.

The NALFA Certification Seal can be located on the manufacturer’s Web site, marketing materials or promotional materials as well as the product packaging itself. By identifying the seal, builders will know they are selecting a product that is long lasting, durable and capable of providing the highest level of standards within the laminate flooring industry.

In 2000, NALFA created the voluntary performance standards for the laminate flooring producers in the North American Market, which were then approved by the American National Standards Institute in 2001. Performance requirements for NALFA products include, but are not limited to: static load, thickness swell, impact resistance, light resistance, cleanability/stain resistance, wear resistance, dimensional tolerances and castor chair resistance. Products are approved in three categories: Commercial, Light Commercial and Residential.

Formed in 1997, the North American Laminate Flooring Association is an organization of U.S. and Canadian manufacturers and importers of laminate flooring products. NALFA's mission is to encourage the establishment and maintenance of high standards in laminate flooring in North America, to recognize those that meet these standards and to recognize Associate Members who provide products and services to the laminate flooring industry. For more information, visit www.nalfa.com.

###