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Homeowners Benefit From NALFA Certification Seal

WASHINGTON – As technology and design capability continue to expand, more and more homeowners are choosing to put laminate flooring in all the rooms of their homes. For consumers, choosing the best laminate flooring is an important decision which can raise a lot of questions regarding which product should be selected. Fortunately, the North American Laminate Flooring Association (NALFA) has developed the NALFA Certification Seal to assist homeowners in their laminate flooring decision.

Laminate flooring products that successfully pass rigorous testing are outfitted with the NALFA Certification Seal. Consumers 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 consumers numerous options with varying price points, styles and specifics, it also raises the likelihood of selecting a product that may cause difficulty for the homeowner as well as not last as long as it reasonably should,” 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, consumers will know they are opting for a product that is long lasting, durable and capable of providing the highest level of standards within the laminate flooring industry.

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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.

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