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**NALFA REMINDS LAMINATE FLOORING SEGMENT TO STRIVE FOR A LAMMY**

WASHINGTON- The North American Laminate Flooring Association (NALFA) would like to remind companies and individuals that it is not too late to exhibit excellence in the industry and earn a *LAMMY* Award and recognition at Surfaces 2008 in Las Vegas. Nominations for excellence in the laminate flooring segment will be later this year.

“We are only halfway through the year and the *LAMMY*’s are still up for grabs,” says E. C. “Bill” Dearing, president of NALFA. “The *LAMMY* Awards are a great honor in our industry because they recognize individuals and companies that have made the greatest contribution to the responsible growth of the laminate flooring segment during the past year. The awards recognize those who do so and encourage them to keep up the good work. I applaud the commitment of those in the laminate flooring segment who have made it their goal to not only achieve great things in this industry but to become role models for others.”

Role models for the industry were recognized for the first time at last year’s *LAMMY* Awards ceremony. NALFA will recognize this year’s industry standouts at Surfaces 2008 and is currently evaluating companies and individuals in the laminate flooring segment for potential nominees.

Each year, individuals and companies will be anonymously nominated by the NALFA board of directors for their contributions to the laminate flooring segment. These nominees are then voted on by NALFA members as well as the editors of industry publications such as *Floor Covering Weekly*, *Floor Covering News*, *Floor Focus* and *National Floor Trends*. The winners are announced during the *LAMMY* Awards Ceremony at Surfaces in Las Vegas.

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NALFA encourages regular members to display the NALFA Certification Seal on their product packaging to promote quality control in the industry and encourages associate members to promote NALFA-certified products.

A solid presence in the laminate flooring segment for 10 years, 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, including how to become a member or associate member, visit [www.nalfa.com](http://www.nalfa.com).

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