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**North American Laminate Flooring Association Calls for  
High Quality Industry Standards**

**WASHINGTON** - As the laminate flooring industry continues to expand, the need for quality metrics and recognition through credible certification for its products grows more critical. Ten years strong, the North American Laminate Flooring Association (NALFA) has been a pioneer in the industry, setting and enforcing quality and performance standards for all laminate flooring. Today, NALFA is urging manufactures, consumers and retailers to adhere to these set industry standards in a joint effort to promote the highest quality products available.

“We are very passionate about promoting standards for what laminate flooring is and what can reasonably be expected of its performance,” says Bill Dearing, president of NALFA. “Quality measures are important to aide both customers and retailers in distinguishing between the vast number of products.”

NALFA is the source for manufacturers, consumers and retailers to get information about durable, affordable and environmentally-friendly laminate flooring and is comprised of 10 regular members (manufacturers) and 19 associate members (distributors). The main goal of the organization is to encourage the establishment and maintenance of high standards in laminate flooring in North America and to recognize those that meet them.

This past year the organization took a critical stride towards improving quality control in the industry by encouraging its members to display the NALFA Certification Seal on product packaging to promote quality control in the industry and encouraging associate members to promote NALFA-certified products.

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A NALFA seal is given to producers who pass the intense testing and examination of their product(s), assuring the consumer that the product conforms to NALFA quality standards.

Staying true to their mission, NALFA feels recognition is needed for individuals and companies that make the greatest contributions to the responsible growth of the laminate flooring segment during each year. Thus, the LAMMY Awards were introduced.

“For the past decade, NALFA members and associate members have made substantial contributions to the industry and their efforts have gone unnoticed,” explains Dearing. “Through the *LAMMY* Awards, NALFA can formally recognize these companies and individuals for their contributions and encourage them to continue their efforts and also encourage others to follow in their footsteps.”

In 2000, NALFA created voluntary performance standards for the laminate flooring producers in the North American Market. In 2001, these standards were approved by the American National Standards Institute. 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.

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](http://www.nalfa.com).

