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## **NALFA CONTINUES TO ENCOURAGE RESPONSIBLE GROWTH IN LAMINATE INDUSTRY WITH NEW MEMBERSHIP CATEGORIES**

**WASHINGTON-** In an effort to continue responsible growth within the laminate flooring segment, the North American Laminate Flooring Association (NALFA) has expanded membership into five categories in which companies may participate.

“NALFA has added three categories for companies that encompass various levels of involvement in the laminate flooring industry,” says E.C. “Bill” Dearing, president of NALFA. “Becoming a member not only benefits companies which participate but the industry as a whole. NALFA membership shows that these companies care about the laminate industry and want to see only highest quality products succeed within the market.”

A membership to NALFA carries great benefits – including the ability to develop and shape the future of the laminate flooring industry – and helps raise awareness of a reputation for high standards by which NALFA members are associated among flooring manufacturers, retailers, and consumers.

Prior to these additions, NALFA membership was offered in two categories: *Regular Manufacturing Members* and *Associate Members*. NALFA **Regular Manufacturing Members** are manufacturers, importers or marketers that offer laminate flooring for sale within North America while NALFA **Associate Members** are suppliers or vendors that manufacture or distribute products, equipment, components or services to the laminate flooring industry in North America.

The new NALFA membership categories include:

**Additional Label (Brand) Regular Manufacturing Membership:** A recognition to other “brand” names of a company that already possess *Regular Manufacturing Membership* under one of its other “brand” names.

**Testing House/Lab/Academic Membership:** Membership in this category is open to entities whose primary purpose is serving as a laboratory, test house or academic institution that works in the area of laminates.

**Buying Group or Cooperative Membership:** Those entities that consider themselves buying groups, marketing groups or co-operative groups within the flooring industry will meet this category of membership.

For information on becoming a NALFA member, visit [www.nalfa.com](http://www.nalfa.com).

NALFA’s primary purpose is to create voluntary product performance standards for laminate flooring. NALFA employs no paid staff, but relies on the enthusiasm and dedication of its members to ensure responsible growth within the industry. Regular Members are encouraged to display the *NALFA Certification Seal* on their product packaging to promote quality control in the industry and encourage other members to promote NALFA-certified products.

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**About NALFA**

A solid presence in the laminate flooring segment for over 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 those who provide products and services to the laminate flooring industry. For more information, including how to become a member, visit [www.nalfa.com](http://www.nalfa.com).

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