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NALFA Introduces Alliance Dealer Member Category for 2009

WASHINGTON- The North American Laminate Flooring Association (NALFA), the only trade association dedicated solely to the laminate flooring industry, introduces the Alliance Dealer Member Category for 2009. Membership in this category is open to dealers whose primary purpose is the sale of flooring products within North America and these dealers must carry laminate flooring from one or more NALFA Regular Manufacturing Members.

“The development of a category specifically for dealers is a natural extension due to the relationships our members have with dealers and the contribution this group makes to the laminate flooring industry,” says E.C. “Bill” Dearing, president of NALFA. “By joining NALFA, dealers will now be able to reap the numerous rewards of NALFA membership.”

Membership in NALFA provides a tangible return for a company’s investment. Dealer members will have access to technical information, peer networking – including an industry specific blog, online video training, Web listing/consumer zip code search for flooring retailers on the NALFA Web site, electronic newsletter, market research, legislative information, advertising materials and the NALFA Certification Seal logo, installer certification classes, and the status that accompanies being a member of the only trade association dedicated solely to the laminate flooring industry. Also, the diversity of NALFA’s member organizations further enhances education to all members.

Alliance Dealer Membership fees are \$249 for one year or \$399 for two years.

To learn more, visit the NALFA booth #123 at Surfaces 2009.

NALFA has been setting the standard in the laminate flooring industry for the past 12 years. For more information about NALFA membership, visit www.nalfa.com or call (202) 785-9500.

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