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ALLOC INC. JOINS NALFA

WASHINGTON – Alloc Inc. has recently joined the North American Laminate Flooring Association (NALFA) as a Regular Member. Through its membership, the company will help NALFA to continue to uphold laminate product performance standards and to shape the future of the laminate flooring industry in North America and internationally.

Alloc Inc., located in Racine, Wisconsin, invented the no-glue laminate flooring category nearly 15 years ago and is a world leader in laminate flooring with a patented mechanical locking system. As a Regular Member, Alloc Inc. is entitled and encouraged to participate in all phases of NALFA activities; Board, Technical and Marketing.

NALFA Regular Members are leading manufacturers, marketers or importers of laminate flooring for sales in North America who subject their products to the stringent requirements of certification in compliance with the NALFA specification. Associate members include retailers, buying groups, retail cooperatives, retail marketing groups and wholesale distributors. The organization currently has 11 Regular Members and 14 Associate Members. For membership information, visit www.nalfa.com to fill out a membership inquiry or call (202) 785-9500.

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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