

NALFA Marketing and Public Relations

NALFA's goal is to facilitate responsible growth within the laminate segment of the North American flooring industry by maximizing the awareness and perceived value of the North American Laminate Flooring Association's *NALFA Certification Seal* among flooring consumers, through flooring manufacturer's and retailers.

NALFA has/is taking the following action steps to increase the top-of-the-mind awareness of the NALFA Certification Seal and the Association.

Marketing

- Created the LAMMYs to recognize those individuals and companies who have made a contribution to the responsible growth of the laminate flooring segment.
- NALFA presence at Surfaces 2007 with booth, event sponsorship and give-a-ways to promote testing procedures.
- Developed Certification Seals for each level of product certification.
- Created a CD containing seal usage standards and certification seals and sent to all members with certified products.
- NALFA Certification Seal sticker file sent to all members with certified products for use on products in displays and in stores.
- Online video presentation to all members and associate members reviewing marketing and PR efforts.
- NALFA Web site updated and is live. It contains sections specific for manufacturers, retailers and consumers.
- Advertisements in industry trade publications – *Floor Covering Weekly, National Floor Trends, Floor Focus, and Floor Covering News*.
- Planning for a strong presence at Surfaces 2008 and The Lammys.

Public Relations

- Promote the organization and its efforts in industry specific publications such as:
 - *Floor Focus, National Floor Trends, Floor Covering Weekly, Floor Covering News and Coverings*.
- Expand the targeted list of publications to reach distributors, builders and retailers in an effort to generate more awareness of NALFA and its mission. Examples of publications:
 - *Builder Magazine*
 - *Builder and Remodeler*
 - *BUILDERnews Magazine*
 - *Commercial Builder*
 - *Green Builder Magazine*
 - *Home Builder Magazine*