



The Rewards of NALFA Membership

Become a member of the only association solely dedicated to the laminate flooring industry. The rewards of NALFA membership include an investment in knowledge that can be obtained only from participation in this premier trade association. The NALFA member organizations throughout the U.S., Canada, and Mexico invariably bring the best minds in the industry together to promote the laminate flooring segment. Subsequently, a further enhancement in education to all members is achieved. Membership in NALFA provides a tangible return on your company's investment.

Dealer Membership Benefits

\$249 for 1 year / \$399 for 2 years

- Technical information.
- Peer networking, including an industry-specific blog.
- Online video training.
- Web listing / consumer zip code search for flooring retailers on the NALFA website.
- Electronic newsletter.
- Market research.
- Legislative information.
- Advertising materials and NALFA certification logo.
- Installer certification classes.

For more information:

Telephone

1-202-785-9500

FAX

1-202-835-0243

Postal Address

NALFA
1747 Pennsylvania Ave. N.W.
Suite 1000
Washington, DC 20006

Electronic Mail

information@nalfa.com

MEMBERSHIP INFORMATION

The Things You Need to Know Regarding

NALFA®

the North American Laminate Flooring Association



www.nalfa.com



I. NALFA

Established in 1997 by US and Canadian manufacturers and importers of laminate flooring, the **North American Laminate Flooring Association (NALFA)** is dedicated to promoting continuous and responsible growth within the laminate category of the flooring industry through a variety of activities, including:

- Establishing and maintaining consistently high performance and quality standards for laminate flooring products.
- Conducting extensive, evaluative research to ensure that NALFA-approved laminate products meet these standards.
- Educating all constituencies, including manufacturers, retailers, and consumers, with regard to the benefits of laminate flooring and the meaning and value of NALFA approval.
- Installer certification classes.

Each of these activities has the potential to have substantial positive impact upon the laminate flooring industry. Yet, it was realized early on that such impact was possible only if the standards, the research and the education could be easily, succinctly and meaningfully communicated to all constituencies. For this purpose, the NALFA Certification Seal was created.

The NALFA Certification Seal was intended to be a promise...

- a promise to consumers that any flooring bearing the Certification Seal was of a quality to meet exacting standards and consequently, should be purchased.
- a promise to retailers that any product bearing the Certification Seal was highly desirable to consumers, and consequently should be stocked and promoted.
- and a promise to manufacturers that the Certification Seal itself was meaningful to retailers and consumers, and consequently should be sought.



If you are a laminate flooring manufacturer, retailer, distributor, or supplier NALFA has something to offer your business. For additional information on NALFA, including how to join, and levels of membership, please visit us at **www.nalfa.com**.

II. Membership Categories

Regular Member - A manufacturer, marketer or importer of laminate flooring for sale in North America, but does not include retailers, buying groups, retail cooperatives, retail marketing groups or wholesale distributors.

Additional Brand Member - This includes membership recognition of other "brand" names of a company that already possesses Regular Manufacturing Membership under one of its brand names.

Associate Member - Any corporation, partnership, proprietorship, or other entity that is regularly engaged in the business of selling goods or services to a regular member (manufacturer).

Buying Groups - Groups that dealers join for the purpose of securing favorable products, terms, pricing etc.

Test Labs - Independent test labs approved to conduct NALFA's performance testing.

Dealer Member - Any retailer of flooring products in North America.

III. NALFA Members

Regular Members

Columbia
Fausfloor®
Mannington Mills
Mohawk
Pergo, Inc.
Quick-Step®
Shaw Industries, Inc.
TORLYS, Inc.
Wilsonart Flooring

Associate Members

Amorim Cork Composites
DSM Melamine
Foam Products Corporation
M.P. Global Products, LLC
Munksjö Paper, Inc.
Pak-Lite (PLI)
Pregis Corporation
Sealed Air Corporation
Sekisui Voltek, LLC
Toray Plastics (America), Inc.

Testing Lab Members

Intertek Testing Services NA, Inc.
NCSU Hodges Wood Products Lab

IV. NALFA 2008 Officers

NALFA Board of Directors

Mr. Bill Dearing -
President
Mr. David Sheehan -
Chief Financial Officer
Mr. Jean Briere -
Secretary
Mr. Anthony Marshall -
Chair of the Technical Committee
Mr. Brent Sholl -
Chair of the Underlayment Committee
Mr. Peter Barretto -
Chair of the Marketing Committee
Mr. Tino Couto -
Chair of the Education Sub-committee

V. Inquiries

For informational and membership inquiries, please visit www.nalfa.com. Please direct all advertising, media and public relations inquiries to:

Teiya Eubanks
KMT Creative Group, Inc.
teubanks@kmtcreative.com



Membership Registration Form

Company Name

Contact Name

Address

Phone

Fax

Website

Categories of Membership (Please check appropriate box or boxes)

- 1. Regular Manufacturing Membership
- 1a. Additional Brand Membership
- 2. Associate Membership
- 3. Testing House/Lab/Academic Membership
- 4. Buying Group or Cooperative Membership
- 5. Dealer Membership

New member dues will be pro-rated for the quarter in which the member joins, based on the receipt of the first payment.

DETACH, FOLD AND PLACE IN STAMPED, RETURN ENVELOPE. OR FAX TO 202.835.0243