



**FOR IMMEDIATE RELEASE: Sept. 27, 2007**  
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**SHAW AND UNIBOARD LAMINATE PRODUCT LINES EARN**  
**NALFA CERTIFICATION SEAL**

WASHINGTON – The North American Laminate Flooring Association (NALFA) is pleased to announce that Shaw’s *Versalock Handscraped Beveled Edge Laminate* flooring line and Uniboard’s 10mm laminate board product lines, *Multilook* and *Unibest*, have earned the NALFA Certification Seal.

“We are thrilled to see Shaw and Uniboard showing support of NALFA certification and in turn displaying the quality of their brands,” said E. C. “Bill” Dearing, president of NALFA. “Since the development of testing standards, we have had overwhelming support from the top manufacturers in the laminate industry,” added Dearing. “With the increasing amount of products in our category, the need for quality testing continues to remain a critical component to ensure and improve the reputation of laminate flooring to consumers.”

Laminate flooring products that successfully pass rigorous testing are outfitted with the NALFA Certification Seal. Builders can identify the seal and rest assured the laminate product they are choosing meets and/or exceeds the highest level of industry standards set forth by NALFA.

Other products certified in 2007 include: all Mohawk’s *Unilin*-manufactured products and Uniboard’s *Activlife*, *Allegria*, *Lock ‘N Seal*, *Smartlife* and the 7.8mm options in the *Multilock* and *Unibest* product lines.

NALFA certified laminate flooring includes product lines made by Fausfloor, Mannington, Mohawk, Pergo, Shaw, TORLYS, Uniboard and Wilsonart Flooring – look for the NALFA Certification Seal to verify certification of the product.

The NALFA Certification Seal can be located on the manufacturer's Web site, marketing materials or promotional materials as well as the product packaging itself. By identifying the seal, builders and homeowners will know they are selecting a product that is long-lasting, durable and capable of meeting the highest level of standards within the laminate flooring industry.

In 2000, NALFA created the voluntary performance standards for the laminate flooring producers in the North American market, which were then approved by the American National Standards Institute in 2001. Performance requirements for NALFA products include, but are not limited to: static load, thickness swell, impact resistance, light resistance, cleanability/stain resistance, wear resistance, dimensional tolerances and castor chair resistance. Products are approved in three categories: commercial, light commercial and residential.

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](http://www.nalfa.com).

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