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## **WFCA Eases Floor Shopping Experience for Consumers with Newly Created “Every Floor Has Its Place” Video Series**

### ***Seasoned Flooring Veteran Tom Jennings Brings Flooring to Ground Level for Consumers***

Anaheim, CA – March 29, 2011 – Today the World Floor Covering Association (WFCA) announced the launch of a new initiative designed to aid consumers by demystifying floor covering, thus shortening the buying process. Called “Every Floor Has Its Place”, the series features Tom Jennings, a retail expert and longtime executive in the flooring industry, who has been working with WFCA on an ongoing basis writing and creating “More Than A Floor” training episodes for industry professionals, as well as serving as an industry spokesperson for the association.

The consumer-friendly episodes were created to help ease the shopping experience for customers in the market for floor covering. Extensive category research sponsored by WFCA revealed that consumer’s primary concerns when buying flooring is lack of available information, finding a reputable retailer and pricing. The new consumer series will address all of these chief concerns and more.

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A few topics for the series include: “Viewing Floor Samples in Your Home”, “Being Comfortable With Your Sales Advisor”, “Do It Yourself or Hire a Professional?”, “What to Bring With You to the Retailer” and “Understanding the Estimate.” For the initial launch ten 2-minute scripts were created. The series will be promoted and available on [www.wfca.org](http://www.wfca.org) and on YouTube.

“The “More Than A Floor” series, where Tom has emphasized how to focus on the needs of the customer, resonated so well with industry audiences it became obvious to extend the programming to the consumer market,” said D. Christopher Davis, President and Chief Executive Officer of the World Floor Covering Association. “Tom is one of the most honorable and approachable professionals I have ever met. He is the perfect candidate to deliver information and news on a topic that many consumers find overwhelming and intimidating.”

### **About WFCA**

The World Floor Covering Association (WFCA), the official sponsor of the annual Surfaces trade show, is the floor covering industry's largest advocacy organization representing floor covering retailers, contractors and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry certification programs and operates the premier consumer flooring website, [www.wfca.org](http://www.wfca.org), providing unbiased information about every type of floor covering and connecting customers to member retail stores. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit [www.wfca.org](http://www.wfca.org) and [www.wfca-pro.org](http://www.wfca-pro.org).