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World Floor Covering Association
Continues to Keep Members Abreast of
“Green” Energy and Environmental Design
Changes and Updates

***Updated 2010 Green Flooring Primer Made Available
Exclusively to WFCA Members***

January 27, 2010 - Anaheim, CA – No one can deny that environmentally friendly business practices and goods are some of the hottest commodities in the ever-growing residential and commercial markets. Increasing public awareness and attention has led to a growing demand for “green” building design, construction and products. Companies all over the map — from homebuilders to landscape designers — are promoting their “eco-friendly” goods and services to a consumer market that is demanding it.

Following environmentally friendly guidelines and remaining true to that mission is challenging to say the least, as there is no single, universal system for determining whether any particular product or practice is “green.” Multiple rating systems exist — and in many cases, one conflict with or negates the other.

In addition to this issue, almost all of the rating systems in existence have been criticized as being subjected to manipulation by those who simply want to secure a “green seal of approval.” And just when you thought it couldn’t get any more confusing, the standards for commercial and residential construction also have wide variances.

In an update to its 2008 edition, the World Floor Covering Association, in conjunction with Washington DC-based law firm Crowell Moring, has launched the 2010 Green Flooring Primer. Unlike any other document in existence, the latest Primer provides a consistent, detailed introduction to the updated LEED green assessment program to help members better understand which of their products and practices may be characterized as truly “environmentally-friendly.”

“We are always looking for ways to enhance our members’ businesses and practices,” said D. Christopher Davis, President and Chief Executive Officer of the WFCA.

“Ensuring that one is not only delivering eco-friendly products, but is also following stringent construction guidelines, is difficult and confusing to undertake. Our updated Primer empowers members with the accurate information and details they need to ensure their customers are properly guided through the myriad of options available.”

Like its predecessor, this year’s Primer is broken down into five distinct sections: Section I provides a general introduction to how the construction rating systems work; Section II introduces the current rating systems for commercial building practices and discusses how flooring contributes points towards certification; Section III focuses on residential standards; Section IV offers guidance on how to verify that a particular flooring product meets green standards; and Section V summarizes some of the possible benefits of being (and being recognized as) “green.” It also describes sources through which a WFCA member can determine if tax credits, “energy-efficient mortgages,” and other benefits are available.

This Primer is an exclusive WFCA-member benefit and is only available in the Document Center of the “Members Only” section of the WFCA professional website www.wfca-pro.org.

The World Floor Covering Association, official sponsor of Surfaces™, is the floor covering industry's largest advocacy organization representing flooring 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, 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 and www.wfca-pro.org.

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