



The North American Laminate Flooring Association *Membership Kit*





The whole is greater.

If **NALFA** is new to you, we want *you* to be new to **NALFA**.

NALFA exists as an organization dedicated to a synergistic, industry-wide approach to maintaining voluntary product performance standards for laminate flooring throughout the United States, Canada and Mexico. NALFA employs no paid staff. However, we rely on the enthusiasm and dedication of our membership to ensure that NALFA succeeds in creating, advancing and maintaining the highest standards possible. Membership in NALFA provides companies with an opportunity to actively advance the causes of our industry. Any products carrying the NALFA Certification Seal of approval are considered to be quality flooring, underlayment and accessories.

The information contained herein is what you need to know about the benefits of joining NALFA. Included is a membership application for new members and we look forward to welcoming you aboard.

NALFA[™]
NORTH AMERICAN LAMINATE
FLOORING ASSOCIATION



Why Join **NALFA**?

NALFA is the premier trade association in the North American laminate flooring industry, bringing its leaders together to promote and maintain a growing space. An investment in NALFA membership equals an investment in knowledge and a tangible return for your company. You'll profit from the association's 18+ years supporting the industry through various initiatives:

- Inspector certification classes are one-day curriculums designed for inspectors who want to broaden their skills and gain an edge on competition.
- Searchable website at www.nalfa.com facilitates the connection between consumers and members with company highlights and a certified installer and certified inspector locator.
- Semi-annual association meetings gather NALFA board members and prominent industry players in one location for ongoing dialog and continuous improvements and planning.

We want every attendee to leave our certification programs with confidence in their ability to perform laminate inspections or laminate installations to the highest possible standards of quality and craftsmanship. NALFA also offers a 1-day class on laminate flooring education for professionals within the flooring industry. This is perfect for retailer sales personnel, distributors, installers and anyone in the flooring industry.

Join the hundreds who have participated in the NALFA classes and add a measure of prestige and professionalism which translates into a higher demand for your services! Visit the NALFA website for registration information.

*benefits
presence
standards
marketing
community
certification
communication
public relations*

creating top-of-mind awareness



NALFA encourages its members to utilize the Seal in their own advertising and marketing materials in order to identify themselves as NALFA members, thereby leveraging the relationship in a manner that indicates their own association with high quality products and responsible industry growth, as well as enhances the value and impact of any consumer advertising.



SOCIAL MEDIA

NALFA's online presence in social media channels allows an ongoing dialog with distributors, retailers and end users. You can find NALFA on facebook, Twitter and YouTube.

The NALFA Seal

As the recognized symbol of quality in the laminate flooring industry, the **NALFA Certification Seal** is an assurance of that quality to retailers, builders, and consumers.

In order to earn the Certification Seal and the quality that it represents, a laminate flooring product must pass a rigorous & demanding series of tests designed to evaluate its performance, durability, and strength. Reputable manufacturers understand the value of the Certification Seal to the consumer, and aggressively seek NALFA certification for their products.

NALFA strongly promotes the Certification Seal, and encourages any retailer, builder, or consumer in the market for laminate flooring products to seek out those products that carry it. Only then can be assured of the best quality that the industry has to offer.

Public Relations

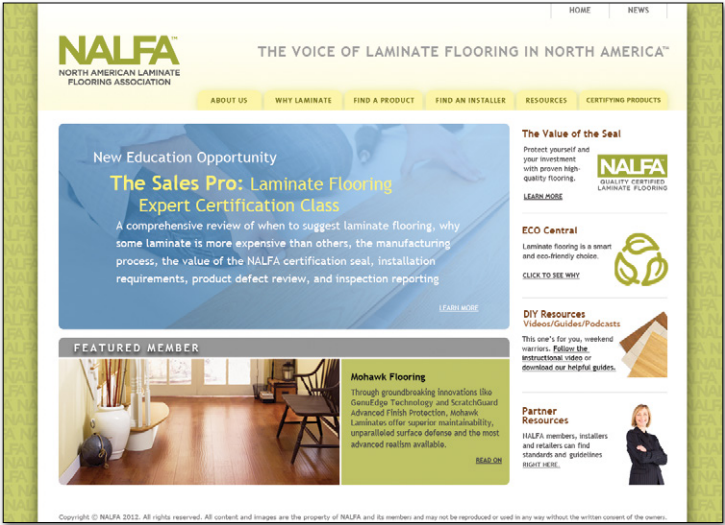
NALFA public relations efforts aim to maximize awareness and communicate the value of the NALFA Certification Seal among flooring distributors and retailers. The ultimate goal of NALFA's PR efforts is to continually promote responsible growth within the laminate segment of the North American flooring industry.

Current and past activities include promoting all NALFA-related news to trade and business-to-business publications. Placement includes over 30 publications such as: *Floor Focus*, *Floor Covering Weekly*, *Floor Covering Installer*, *Green Builder Magazine*, and *Builder Magazine*. The list of publications reached by NALFA PR efforts continues to expand.

NALFA WEBSITE

NALFA offers a broad platform of information about the laminate flooring industry through its website. For consumers, the *installer and inspector locators*, *benefits of laminate*, *value of the certification seal*, *how to select a product*, *informational guides*, and *FAQs* provide a wealth of information. The website serves as an all inclusive information tool for consumers researching laminate flooring. Member company website links are also listed at nalfa.com.

For members, the site includes *technical information*, *product standards*, *training tools*, *market research*, *legislative information*, *advertising materials (including logos & certification seal)*, *tips*, *test laboratories information*, and much more.



PRINTED LITERATURE

NALFA brochures and other collateral materials are available to all NALFA members.



Looking to the future, NALFA PR activities will also add a presence at additional related conferences and conventions.

The goal is for all laminate manufacturers to strive for NALFA Certification, and for distributors & retailers to consciously look for the NALFA Certification Seal when choosing a laminate flooring product because they know

it represents the highest standards in the industry. NALFA PR efforts will continue to promote this awareness by using traditional and non-traditional methods to educate manufacturers, distributors and retailers about the benefits of NALFA membership and the NALFA Certification Seal.

Current NALFA Members

REGULAR MANUFACTURING MEMBERS

Classen
Kaindl Flooring GmbH
Kronospan USA
Kronotex USA
Kronopol
Kronoswiss
Mannington Mills Inc.

Mohawk Industries
Quick-Step
Shaw Industries Group, Inc.
SWISS KRONO USA
TORLYS
Pergo

ASSOCIATE MEMBERS

DMX Plastics Limited
Zamma Corporation
Foam Products Corporation
Mohawk Industries
MP Global Products
Pak-Lite, Inc. (PLI)
SELIT North America INC.
Versatrim, Inc.

VENDOR/SUPPLIER MEMBERS

Arauco NA
Arclin USA Inc.

DEALER/SERVICE PROVIDER MEMBERS

Floor & Decor

TESTING HOUSE/LAB/ACADEMIC MEMBERS **NC State University Hodges Wood Products Lab**

1. Regular Manufacturing Membership

A manufacturer, importer or marketer that offers laminate flooring for sale within North America. This does not include flooring distributors. The Regular Manufacturing Member must maintain an office of record within North America. Within a legal business entity, if the company has multiple “brand” names, then the Regular Manufacturing Member must specify which brand name the “regular” member membership is listed under and, thus, which company has voting rights.

Annual dues: \$20,000

1a. Additional Label/Corporate Affiliate Regular Manufacturing Membership

Membership recognition for: (i) other legally owned “brand” names, or (ii) corporate affiliates (e.g., majority/wholly owned or controlled) of a company, or part of a corporate conglomerate, that already possesses Regular Manufacturing Membership.

Annual dues per brand name: \$6,500

2. Associate Membership

Any corporation, limited liability company, partnership, or proprietorship, organized and operating in North America, not otherwise eligible for membership within a Regular Manufacturing Membership category that is regularly engaged in the business of selling accessories to consumers and/or businesses that are eligible to be Regular Manufacturing Members of the Association, shall be eligible to be an Associate Member of the Association. Businesses that are also eligible to be Regular Manufacturing Members shall not be eligible to join as Associate Members. There is no requirement for actual current sales to be generated to be an Associate Member. Accessories include but are not limited to underlayment, trim, and moldings.

Annual dues: \$10,000

3. Vendor/Supplier Membership

Any corporation, limited liability company, partnership, or proprietorship, organized and operating in North America, not otherwise eligible for membership within a Regular Manufacturing Membership category or Associate Membership category that is regularly engaged in the business of selling goods to businesses that are eligible to be Regular Manufacturing Members of the Association, shall be eligible to be a Vendor/Supplier Member of the Association. Businesses that are also eligible to be Regular Manufacturing Members or Associate Members shall not be eligible to join as Vendor/Supplier Members. There is no requirement for actual current sales to be generated to be a Vendor/Supplier Member.

Annual dues: \$5,000

4. Testing House/Lab/Academic Membership

Membership in this category is open to entities whose primary purpose is serving as a laboratory, test house or academic institution that works in the area of laminates.

Annual dues: \$5,000

5. Buying Group, Marketing Group or Cooperative Group Membership

Those entities that consider themselves Buying Groups, Marketing Groups or Cooperative groups within the flooring industry.

Annual dues: \$10,000

6. Dealer/Service Provider Membership

This membership category includes a licensed retail outlet(s) that purchases laminate flooring products from a Distributor, Manufacturer, Importer or Marketer and in turn re-sells to the end user, builder or specifier, for either residential or commercial use. This membership category shall also include individuals or businesses that otherwise do not fit in another membership category, specifically any “service provider” such as laminate flooring installers, who provide services to the laminate industry.

Annual Dues: \$249

(per location)

Max Annual Dues: \$7,500

Membership Application



COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

PHONE _____ FAX _____ WEBSITE _____

Primary Representative _____ Title _____

Direct Phone _____ Direct Fax _____ Email _____

Secondary Representative _____ Title _____

Direct Phone _____ Direct Fax _____ Email _____

TECHNICAL COMMITTEE

Primary Representative _____ Title _____

Direct Phone _____ Direct Fax _____ Email _____

TECHNICAL COMMITTEE

Secondary Representative _____ Title _____

Direct Phone _____ Direct Fax _____ Email _____

CATEGORIES OF MEMBERSHIP (Please check appropriate box or boxes. See Membership category and pricing information on previous page.)

☐ 1. Regular Manufacturing Membership

☐ 1a. Additional Brand Membership

☐ 2. Associate Membership

☐ 3. Vendor/Supplier Membership

☐ 4. Testing House/Lab/Academic Membership

☐ 5. Buying Group of Cooperative Membership

☐ 6. Dealer/Service Provider 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.



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1-202-835-0243 - Fax

www.nalfa.com