



## CFI PRESS RELEASE

June 7, 2006

The International Certified Floorcovering Installers Association  
2400 East Truman Road  
Kansas City, Missouri 64127-2038  
Telephone: 816.231.4646  
Website: [www.CFIinstallers.com](http://www.CFIinstallers.com)  
Email: [CFIguy@earthlink.net](mailto:CFIguy@earthlink.net)

### **Contacts:**

Jim Walker, CEO/Executive Director of CFI  
Jon Namba, Director of Technical Services WFCFA

### **Reception And Dinner Sponsored By The WFCFA**

(Anaheim, CA) On June 29, 2006, the World Floor Covering Association (WFCFA) will open its doors to a grand reception showcasing the remodeling project at its headquarters in Anaheim, CA. The WFCFA offices were selected by the International Certified Floorcovering Installers Association (CFI) as a "Showcase of Talent and Product" for the manufacturers who participated in the Installation Assurance Program (IAP). This was accomplished by refurbishing the entire facility utilizing flooring products that earned the IAP Seal and installed by CFI installers--- some of the finest craftsmen and women in the nation.

The IAP Program was designed to focus attention on the importance of customer satisfaction. It was not so much an endorsement of products, but an attempt to emphasize that flooring products should be specified to achieve customer satisfaction and must include professional installation. It was designed to build confidence for customers and to assist them in achieving their expectations at the time of the sale. It is the belief of CFI that installation and specification are vital components of all flooring projects to achieve the value and comfort level the customer seeks.

"The manufacturers showcased their products, the CFI installers had the opportunity to show off their skills and the WFCFA received a showcase facility," said Jim Walker, Director and CEO of CFI. "This is definitely a 'win-win' situation for all involved and a landmark event. We sincerely appreciate the support of the manufacturers who donated an abundance of product and talent that will stand for many years in assurance of a 'job well done'."

"The WFCFA puts a very high value on our cooperative partnership with CFI and this is just one more example of how working together as a team can be beneficial," said D. Christopher Davis, President & CEO of the WFCFA. "We invite everyone in the industry to visit our facility and view this outstanding display of talent and product."

***"This event closes the final chapter of the IAP Program with great success. We have achieved our goal of bringing an awareness among all involved parties of the importance of working together to provide our customer with a lasting product installed correctly," stated CFI President, Andrew Aufiero.***

The June 29 reception and dinner sponsored by the WFCFA will honor everyone who contributed to this ambitious project, which required several years to complete.

###