

After 50 years in the flooring industry, we continue to innovate.



The WFCF is proud to announce yet another competitive edge for its members - a seal of recognition.

This new seal, placed proudly in the business of every WFCF member, assures customers they will receive a positive and successful flooring purchase experience. This assurance is one more good reason for a potential customer to choose your store to buy flooring.

In addition, every WFCF member is featured on our dealer locator, a key element of our award-winning, top-ranked website wfca.org - a benefit certain to generate qualified leads to member stores.



From the seal to the website to a national advertising campaign reaching over 225-million consumers, plus a brand new consumer magazine devoted to flooring coming out this fall in partnership with Meredith Corporation - there's never been a better time to be a member of the WFCF.



Join the WFCF Today. Call 800.624.6880 or visit wfca-pro.org