



PRESS RELEASE

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The International Certified Flooring Installers Association

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(Kansas City, MO) **CFI Historic Training Event in Dalton!**

Training! CFI is conducting installation training in all types of flooring during the week of March 4th, 2013 in Dalton, Georgia. This is an opportunity to participate in carpet, ceramic, resilient, laminate and wood training as well as the CFI Carpet Installation Knowledge and Inspection Workshop. That's five training events conducted by the well-known CFI installation instructors and industry technical representatives! Working together with the World Floor Covering Association, manufacturers and suppliers, CFI provides extensive installation knowledge and skills training.

- March 5-6 Laminate/Wood Installation for Installers and Claims Associate Training
- March 5-6 Ceramic Installation for Installers and Claims Associate Training

- March 7-8 CFI Carpet Installation for Installers and Claims Associate Training
- March 7-8 CFI Resilient Installation for Installers and Claims Associate Training
- March 7-8 CFI Carpet Installation Knowledge and Inspector Training

“There has never been an installation event of this proportion held anywhere in the country. CFI has provided an opportunity that is unequalled for education. Everything one needs to know about the installation of flooring materials is available at one huge event at Ryman Hall in Dalton, Georgia. Attendees have the opportunity to participate in two workshops. Installers will be involved in training and CFI Certification with the opportunity for NWFA, NALFA and Armstrong Certifications as well,” said Jim Walker, CEO. “Installers are required to provide proof of two years of active installation experience to apply for certification. All installers with a minimum of six months of active experience may participate in the training and receive a CFI Certificate.”

Walker continued, “For those who do not install flooring, an abundance of information and witness firsthand the skills required to complete a professional installation. The CFI Technical Certification is awarded to those who successfully complete the course and the written test. Credits for WFCA and IICRC programs are available also.”

“The CFI Team is looking forward to an opportunity to showcase the training programs that are known worldwide. We will present information that will make life easier for those who deal with claims daily. Sometimes actually witnessing how the installation process occurs answers many questions. We have made it convenient for those who want to participate in several classes to do so by conducting a week of training,” said Robert Varden, Executive Director.

President Alan Ellis added, “Each type of installation will be a step-by-step presentation complete with demonstrations. There will be time for questions and participating associates will present information concerning their products. CFI’s main focus has always been training since 1993 to keep the flooring installers and the industry updated on installation procedures. It is our belief that well-trained individuals provide our customers with the type of installation they expect. Training is critical to everyone’s success no matter how they are involved in the flooring industry.”

“Presently, CFI travels the nation weekly conducting installation workshops. Our team of over 70 instructors is considered the experts in their field and is also composed of technical

manufacturer representatives who are CFI Certified,” said Varden. “With the partnerships we have developed with the WFCA, NWFA, NALFA and various manufacturers, we offer the opportunity to successfully pass the requirements of the CFI program and become associated with other groups. Members of these groups are also members of the CFI Team.”

The CFI detailed explanation for each training segment and the agenda for each program are available online at www.CFIinstallers.com. Due to sponsor participation, the \$495.00 fee has been reduced to \$395.00 for this educational event. Registrations are available online at www.CFIinstallers.com or by contacting the CFI office at (816) 231.4646.

The World Floor Covering Association provides scholarships for this event. Information concerning this program which is very beneficial to all in the industry is also available at the CFI site.

CFI

CFI is the world’s leading installation organization with membership in numerous foreign countries and training programs available worldwide. Established in 1993, the goal was to train and share knowledge with flooring installers. To date, CFI with the assistance of numerous manufacturers and working with other organizations has trained almost 40,000 individuals in carpet, ceramic, resilient, laminate and hardwood flooring surfaces. The identification of those qualified to provide the highest quality of customer satisfaction remains a high priority for the organization.

