



NORTH AMERICAN LAMINATE
FLOORING ASSOCIATION

Retail Sales Associate Toolkit

Selling Laminate Flooring with Confidence

Purpose: This toolkit equips Retail Sales Associates (RSAs) with the knowledge and resources to confidently sell NALFA-certified laminate flooring in-store. It highlights laminate's key benefits, differentiators, and performance advantages over other flooring types, such as Luxury Vinyl Tile (LVT) and engineered wood.

Sales Focus: Position laminate flooring as a high-performance, stylish, and affordable solution, and NALFA certification as proof of its quality.



Core Value Propositions

Affordable Luxury

- Laminate offers the high-end look of hardwood or stone at a fraction of the cost.
- Great for budget-conscious shoppers who still want design-forward spaces.

Performance That Lasts

- Durable top layer resists scratches, dents, fading, and stains.
- Ideal for families with pets, kids, or active lifestyles.

Easy Maintenance

- No waxing, refinishing, or special cleaning required.
- Just sweep and mop—great for busy households.

Topical Moisture Protection

- Topical Moisture Protection means the surface of the laminate flooring is built to resist everyday spills and moisture—without letting it seep in or cause damage.
- Ideal for rooms like kitchens, hallways, or entryways where water exposure is common.

Environmentally Smart

- Made from fast-growing trees and wood waste, laminate stores carbon and reduces material waste. Formaldehyde emissions in NALFA-certified products are well below regulatory thresholds, supporting improved indoor air quality.



Key Selling Points for NALFA-Certified Laminate Flooring

1

Durability That Lasts

- Laminate is one of the most durable flooring materials available.
- Scratch-resistant and dent-resistant, making it ideal for high-traffic households.
- Perfect for families with pets, kids, or busy lifestyles.

2

Topical Moisture Protection

- Many NALFA-certified products meet topical moisture protection standards (LF-01 with Surface Swell add-on).
- Topical moisture protection locking systems protect against spills and moisture.
- Customers get durability and peace of mind, without the higher price tag of waterproof alternatives.

3

Cost-Effective and Stylish

- Offers the look of hardwood at a fraction of the cost.
- Wide range of designs, colors, and textures to match any aesthetic.

4

Certified Performance & Trust

- NALFA certification ensures independent third-party testing.
- Products are tested for:
 - Topical moisture protection
 - Stain resistance
 - Impact resistance
 - Dimensional stability
 - Surface swelling and more
- Certification equals peace of mind for customers.

5

Easy to Install & Maintain

- Click-lock systems make for quick installation.
- Low maintenance: No waxing, polishing, or refinishing needed.
- Easy to clean with regular sweeping and damp mopping.

6

Sustainable Choice

- Laminate flooring is made with wood-based core materials.
- NALFA-certified products may meet sustainability standards like LF-02 (related to product transparency and environmental performance).



RSA Tips How to Talk About It

Start with Lifestyle Questions

“Do you have kids or pets? Do you need something durable and easy to maintain?”

Use the Term ‘Certified’ Often

It builds trust and reinforces quality.

Be Bold with Comparisons

NALFA isn’t a brand, it’s an independent certification. That gives you freedom to say what brands can’t.



Key Phrases to Use with Customers

- “It looks like wood but holds up better in real life.”
- “You don’t have to baby this floor—it’s built for busy homes.”
- “Only laminate with the NALFA seal passes 10 independent performance tests.”
- “You’re getting verified quality without the premium price tag.”
- “NALFA-certified laminate has been tested for the things that really matter—wear, stains, scratches, and more. If it has the NALFA seal, it’s built to last.”
- “It resists water on the surface—giving you time to wipe up spills without worry.”

Talking Points for Customers

- “If you’re looking for something beautiful, durable, and affordable, laminate is a great choice.”
- “Laminate gives you the look of hardwood without the higher price point or ongoing upkeep.”
- “NALFA certification means this flooring has passed rigorous testing for strength, performance, and even topical moisture protection.”
- “This is a great choice if you want a worry-free floor for a busy household.”
- “Laminate holds up better to scratches than many luxury vinyl or engineered wood options.”
- “Many customers love that laminate feels more solid underfoot and is a pet-friendly option.”

? FAQs Retail Staff Should Be Ready to Answer

Is laminate suitable for wet areas?

NALFA-certified laminate flooring is topical protective, meaning it's designed to resist surface moisture like spills and splashes for a limited time. This added protection makes it a smart choice for areas like kitchens, entryways, and living rooms. However, it's not intended for spaces with standing water or constant moisture, such as showers or saunas.

How does it compare to vinyl?

Laminate is harder, more scratch-resistant, and generally looks more like real wood. Vinyl is more flexible and less dent-prone.

Is it safe for pets?

Yes! Its tough surface resists scratches from pet claws and cleans up easily.

Can I install it myself?

Many laminate floors are designed for DIY installation with a click-lock system.

Why should I look for NALFA-Certified laminate?

Certification ensures performance you can trust, backed by independent third-party testing.





The NALFA Certification Seal



The **NALFA Certification Seal** represents the highest standard in the laminate flooring industry. Products that earn this prestigious certification undergo rigorous third-party testing to verify performance, durability, and strength.

Why NALFA Certification Matters

Help customers understand that this is more than a marketing badge—it's third-party, lab-tested assurance that the product will perform as promised.

Products must pass 10 rigorous tests, including:

- Wear & Stain Resistance
- Impact & Indentation Resistance
- Moisture & Light Resistance
- Locking Strength & Dimensional Stability

Comparing Flooring Types

Feature	NALFA-Certified Laminate	Luxury Vinyl Tile (LVT)	Engineered Wood
Visual Realism	Highly realistic wood visuals with embossed textures	Printed visuals, less realistic	Authentic wood grain
Scratch Resistance	Excellent ●●●●●	Good ●●●	Fair ●●
Dent Resistance	Very Good ●●●●	Excellent ●●●●●	Fair ●●
Topical Moisture Protection	Very Good ●●●●	Excellent ●●●●●	Good ●●●
Ease of Installation	Excellent ●●●●●	Excellent ●●●●●	Good ●●●
Maintenance	Low	Low	Moderate
Cost	\$\$	\$\$\$	\$\$\$\$
Eco-Friendly	Wood-based, recyclable core	PVC-based	Wood veneer

Note: Performance characteristics listed above reflect generalized industry trends and may vary by manufacturer or product line. For laminate flooring, **NALFA certification** serves as a trusted indicator of quality, performance, and third-party-verified standards—helping consumers make informed decisions with confidence.



The background of the right half of the page is a detailed wood grain pattern, showing vertical lines and circular knots in shades of light brown and tan. The left half of the page is a solid dark green color.

NALFA[®]

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Direct Customers To:

www.nalfa.com – for more details,
FAQs, and certified product listings.

Final Note for RSAs

Reinforce that NALFA-certified laminate flooring isn't just a product, it's a promise of quality. When in doubt, lead with performance, trust, and value. And remember: your confidence in the product builds the customer's confidence in their purchase.