



**NALFA®**

**NORTH AMERICAN LAMINATE  
FLOORING ASSOCIATION**

# MEMBER BENEFITS KIT

**JOIN NALFA TODAY**

For more information or to apply for membership, contact NALFA at:

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## MEMBER BENEFITS KIT

# Raising the Standard, Growing the Industry.

If you're serious about shaping the future of flooring, your seat at the table starts here.

The **North American Laminate Flooring Association (NALFA)** exists to uphold superior product quality standards and promote the growth of the laminate flooring industry. As the trusted authority in technical education and product certification standards, NALFA empowers manufacturers, suppliers, and retailers to deliver reliable, high-performance laminate products across North America.

Membership in NALFA connects you with industry leaders dedicated to enhancing product quality and building buyer confidence. Products carrying the **NALFA Certification Seal** represent the gold standard in laminate flooring performance — ensuring durability, sustainability, and long-term value for consumers.



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## Excellence in Every Detail

NALFA's core values shape everything we do:

- **Uncompromising Commitment to Quality:** We uphold rigorous performance and manufacturing standards, even if it means turning down partnerships or revenue that compromise superior product quality.
- **Technical Education and Knowledge Sharing:** We prioritize resources, training, and guidance for industry professionals and consumers, investing in long-term knowledge sharing.
- **Collaborate to Elevate:** We unite manufacturers, retailers, suppliers, and labs in a shared mission to promote quality and integrity in the laminate flooring industry.





## The NALFA Certification Seal



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

### Why the NALFA Certification Seal Matters

- Guarantees quality and reliability for consumers and industry professionals.
- Provides retailers with a clear way to identify high-performance laminate products.
- Establishes confidence for contractors, builders, and specifiers who require durable, sustainable flooring options.

By promoting the **NALFA Certification Seal**, we empower the industry to prioritize performance and value — ensuring laminate remains a trusted flooring solution for years to come.

# Member Benefits



## As a NALFA member, you'll gain access to:

- **Certification Standards:** Gain priority access to NALFA's rigorous certification criteria, ensuring your products stand out in the marketplace.
- **Industry Insights:** Stay ahead with technical resources, certification updates, and emerging trends.
- **Marketing and Visibility:** NALFA members are prominently showcased on NALFA's website and social media platforms, providing increased exposure and credibility.
- **Networking Opportunities:** Connect with industry leaders, retailers, and manufacturers during NALFA's valuable in-person meetings and events.
- **Education Hub:** Access a growing library of educational content, including webinars, publications, and technical guides.

# Membership Categories

## Regular Manufacturing Membership

For laminate flooring manufacturers, importers, and brand owners operating in North America. Designed for companies that control product specifications, performance, and brand warranty, with full access to certification, standards development, and voting rights. **Offers the strongest level of influence, visibility, and leadership within NALFA.**

**Annual Dues:** \$20,000

**Each Additional Brand:** \$6,500

## Global Membership

For laminate flooring manufacturers, importers, and brand owners operating outside of North America. Provides access to NALFA's technical resources, education, and industry engagement without voting rights or North American facility requirements. **Ideal for global brands seeking alignment with NALFA standards and the North American market.**

**Annual Dues:** \$20,000

**Each Additional Brand:** \$6,500

## Associate Membership

For companies that sell accessories such as underlayment, trim, or moldings to laminate flooring manufacturers and brand owners. Provides visibility, networking, and education opportunities within the laminate flooring supply chain. **Ideal for businesses supporting finished flooring systems.**

**Annual Dues:** \$10,000

## Vendor/Supplier Membership

For companies providing materials, components, equipment, or services to laminate flooring manufacturers. Offers connection to decision-makers, insight into industry trends, and opportunities to engage with NALFA's technical and manufacturing community. **Ideal for suppliers supporting the production and performance of laminate flooring.**

**Annual Dues:** \$10,000

# Membership Categories

## Distribution & Buying Group Membership

For distributors, buying groups, cooperatives, and organizations representing multiple independent laminate flooring brands. Supports collaboration, education, and market insight without ownership or warranty responsibility for flooring products. **Designed for organizations that influence product selection and market access.**

**Annual Dues:**

- Tier 1: \$2,000 (Under \$25M sales)
- Tier 2: \$4,000 (\$25–100M sales)
- Tier 3: \$6,000 (Over \$100M sales)

## Retailer Membership

For licensed flooring retailers selling laminate products to residential or commercial customers. Provides access to education, industry insights, and NALFA resources that support product knowledge and sales confidence. **Designed for retailers to stay informed and aligned with industry standards.**

**Annual Dues  
(Physical Locations + E-Commerce)**

- Tier 1: \$500 (1–5 locations)
- Tier 2: \$2,500 (6–25 locations)
- Tier 3: \$7,500 (26+ locations)

**Annual Dues  
(E-Commerce only Retailers)**

- Tier 1: \$500. Sales dollars under \$25 million
- Tier 2: \$2,500. Sales dollars \$25–100 million
- Tier 3: \$7,500. Sales dollars over \$100 million

## Affiliate Membership

For individual professionals such as sales associates, designers, inspectors, contractors, educators, and other industry supporters. Offers participation in committees, education, and working groups while contributing to the advancement of the laminate flooring category. **Ideal for individuals passionate about quality, education, and innovation.**

**Annual Dues:**

- Individual: \$250
- Small Group (2–5): \$500
- Expanded Group (6–10): \$1,000
- Institutional Cap: \$2,500



# NALFA's Dedication to Growing the Industry

At NALFA, we are committed to advancing the laminate flooring industry by promoting quality, fostering collaboration, and building buyer confidence. Our strategic vision focuses on empowering our members, strengthening industry leadership, and reinforcing the value of certified products.

## **Industry Promotion: Elevating Laminate as a Premier Flooring Solution**

NALFA promotes laminate as a durable, sustainable, and high-performance flooring choice. Through technical expertise, product standards, and targeted marketing and education, we ensure buyers recognize the superior quality of NALFA-certified products.

## **Exceptional Membership Value: Supporting Our Members' Success**

We listen to our members and are committed to delivering high-impact resources like educational content, webinars, and events that foster collaboration, growth, and knowledge sharing.

## **Emphasizing Certification Value: Demonstrating Quality and Driving Buyer Confidence**

The NALFA Certification Seal sets the standard for laminate quality and excellence. We are committed to strengthening awareness of the value of certified products by communicating the performance, durability, and long-term value to educate retailers, contractors, buyers, and consumers about its significance.

## **Strengthening Industry Leadership: Becoming the Trusted Technical Authority**

As the industry's leading authority in commitment to technical expertise and quality, we expand our influence by fostering relationships with manufacturers, retailers, and suppliers, ensuring NALFA's technical resources are the go-to reference for industry professionals.