



NAFCD to Conduct New 2009 Retailer Research Study



The **North American Association of Floor Covering Distributors (NAFCD)** in partnership with the **World Floor Covering Association (WFCA)** will conduct a new comprehensive research study on “*Understanding the Needs of the Floor Covering Retailer.*” The purpose of the study is to help NAFCD members and their retail dealer customers develop a deeper understanding of the pressure points in their channel of distribution so that they are better equipped to serve the needs and wants of their primary customers- the floor covering retailer.

“Oftentimes, there occurs a lack of understanding between distributors and their customers,” said Jack Lindenschmidt, Director of Product Management for ISC Surfaces, St. Louis, MO and NAFCD President. “By more completely understanding the needs of their distribution partners, NAFCD distributors will be ready to modify their selling behavior, distribution policies and technology offerings to better align with their buyers’ ability to implement objectives in the marketplace.”

“We hope this study and subsequent presentations will help facilitate better communication and understanding between the members of NAFCD and the distribution channel,” said Fred Reitz, of JJ Haines and VP of NAFCD.

“We are extremely pleased to co-sponsor this study with NAFCD,” said Chris Davis, President and CEO of WFCA. “In these challenging times, the more we can do to help our members firms with ideas and solutions to survive and thrive, the better and stronger will be the entire industry.”

The study will focus on:

- The good, bad and ugly of distributor – retailer relationships
- Best practices for both distributor and retailer policies and processes
- What’s important in the buying decision for a retailer

- How to strengthen their relationship with one another
- What marketing and sales promotions work and don't work
- What practices should be modified and/or eliminated

What makes a pro sales rep from the customers perspective will help our distributor members know what to expect and what is desired from their reps. The study will also reveal what decision criteria is used by a retailer when deciding what new lines, products or distributors a retailer will take on, what makes this potential new alliance attractive to a buyer as well as how does an existing supplier and its sales representative continue and expand its current relationship with its customers.

The study will be conducted by Jason Bader, managing partner of the Distribution Team. Bader has over 20 years of experience in the distribution industry and served as President of STAFDA, the Specialty Tools and Fasteners Distributor Association.

The customized study will be unveiled during **NAFCD's 38th Annual Conference** on September 22-24, 2009 at the Renaissance Glendale Hotel, Glendale (Phoenix), Arizona. As part of the study and presentation, a moderated roundtable discussion emceed by Bader will take place with retail floor covering customers to open lines of communication and enhance relationships between business partners by addressing specific issues that both parties face on a regular basis.

The 2009 study complements last year's 2008 research study on "Understanding the Needs of the Floor Covering Distributor" which focused on manufacturers-distributor relationships.

The **North American Association of Floor Covering Distributors (NAFCD)** represents the leading distributors, manufacturers and service providers in the floor covering industry.

The **World Floor Covering Association (WFCA)** is a worldwide trade association representing a 3,000-strong retailer membership dedicated to providing consumers the information, service and support needed to ensure a successful floor covering purchase experience.

For further information, contact:

North American Association of Floor Covering Distributors

401 North Michigan Avenue
Chicago, IL 60611 4267
312-321-6836, Fax: 312-673-6962
www.nafcd.org
info@nafcd.org

World Floor Covering Association

2211 East Howell Avenue
Anaheim, CA. 92806 USA

(800) 624-6880
(714) 978-6440
Fax: (714) 978-6066
wfca@wfca.org
info@wfca.org