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## **NAFCD TO OFFER IDENTITY THEFT PROTECTION PROGRAM FOR MEMBERS**

CHICAGO, IL – The North American Association of Floor Covering Distributors (NAFCD) is offering a new identity theft protection service to its member companies through LifeLock. This service makes it easy for members to protect employees from the devastating effects of identity theft, an increasingly common crime that is becoming more and more difficult to resolve.

Through this new program, NAFCD hopes to help its member firms fully understand the impact of identity theft, as well as help their employees avoid it. The fact that two out of three American employees rate identity theft as their top fear (Gallup Poll 2009) recently drove the association to find a solution for its members. NAFCD's partnership with leading identity theft protection provider LifeLock will bring information, education and cost savings to its member firms.

Victims of identity theft must often spend dozens of hours making phone calls during business hours in order to recover from the crime. This results in stress and distraction from their daily jobs, costing member firms significantly in lost productivity. Preventing identity theft is far easier and less costly than dealing with the aftermath.

"As employers, NAFCD members are constantly looking for cost-effective ways to build loyalty and enhance productivity among their staff," said Michelle Miller, NAFCD Executive Director. "Through NAFCD's new partnership with LifeLock, members can offer their employees a highly-valued benefit that results in increased peace of mind and morale. The end outcome is a more productive workforce that isn't burdened with the costly and time-consuming hardships that identity theft victims must face."

NAFCD members receive this proactive and valuable service at a specially negotiated price which can be collected through a payroll deduction or simply covered by the member firm.

The [NAFCD website](#) includes additional information on this new program, including:

- An informational video
- Identity theft statistics
- Enrollment options and process
- Facts for employers and sample employee announcement

Distributors and manufacturers interested in additional information on this or any NAFCD offering should contact NAFCD at 312.321.6836 or visit the NAFCD website at [www.nafcd.org](http://www.nafcd.org).

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*NAFCD is a North American, not-for-profit trade association serving distributors and suppliers of floor covering materials and related products. Its purpose is to enable wholesale floor covering distributors to be the most efficient, professional and profitable vehicle for bringing their suppliers' product to market resulting in the highest degree of dealer satisfaction.*

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