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NAFCD Launches New 2008 Distributor Research Study

The **North American Association of Floor Covering Distributors (NAFCD)** in partnership with the research firm of *The Distributor Team* has launched a comprehensive research study on “*Understanding the Needs of the Floor Covering Distributor.*” The purpose of the study is to help all NAFCD members - manufacturers, distributors and allied members develop a deeper understanding of the pressure points of distribution so that they are better equipped to serve the needs and wants of the channel.

“Oftentimes, there occurs a lack of understanding between manufacturing and distribution,” said Jack Lindenschmidt, NAFCD’s 2008 Annual Conference chairman and director of product management for ISC Surfaces, St. Louis, MO “By better understanding the needs of their distribution partners, NAFCD manufacturers (new and existing) will be ready to modify their selling behavior, distribution policies and technology offerings to better align with distribution’s ability to implement manufacturers’ objectives in the marketplace.”

“We hope this study and subsequent presentation will help facilitate better communication and understanding between the members of NAFCD and the distribution channel,” said Al Maghes, president of NAFCD.

The study will focus on:

- The good, bad and ugly of manufacturer sales reps
- Best practices for both manufacturers and distributor policies and processes
- What’s important in the buying decision for a distributor
- How to strengthen the relationship

Hearing about what makes a pro sales rep from the distributor perspective will help our manufacturing and allied partners know what to expect and what is desired from their reps. The study will also reveal what decision criteria is used by a distributor when deciding what new lines or products they are willing to take on, what makes this potential new alliance attractive to a distributor as well as how does an existing manufacturer and its sales representative continue and expand its current relationship with its vendors.

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.

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The customized study will be unveiled during **NAFCD's 37th Annual Conference on October 29-31, 2008** at the Renaissance Hotel, Schaumburg (Chicago) IL. As part of the study and presentation, a moderated roundtable discussion emceed by Bader will take place between manufacturers and distributors to open lines of communication and enhance relationships between business partners by addressing specific issues that both parties face on a regular basis.

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

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