

FOR IMMEDIATE RELEASE



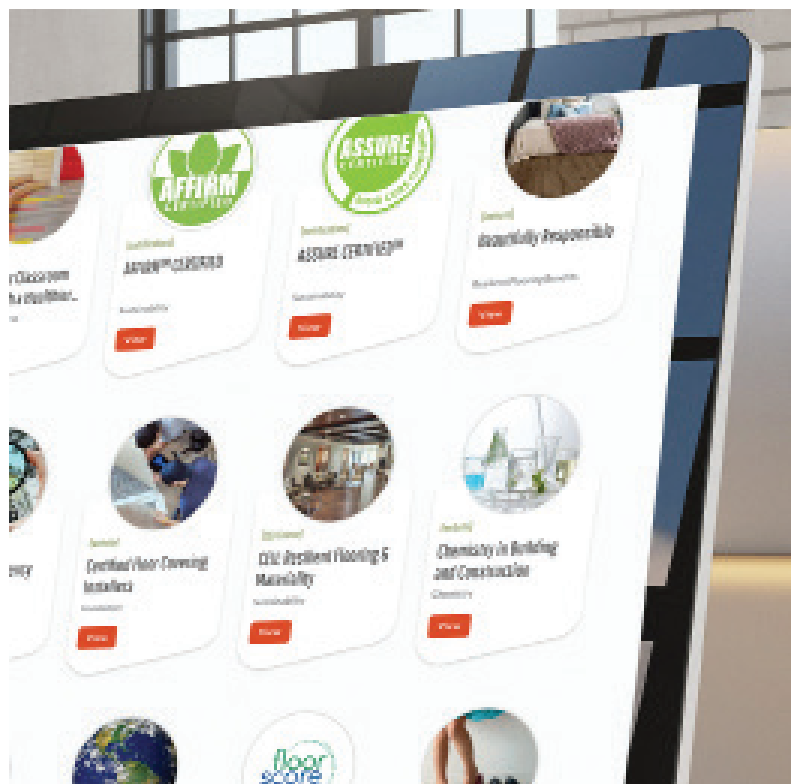
The RFCI Resource Hub is launched for an entire industry

LAGRANGE Ga. (March 14, 2022) As part of its mission to enhance the long-term growth and well-being of the North American resilient floor covering industry, the Resilient Floor Covering Institute (RFCI) added a comprehensive, easy-to-navigate portal to its website called the [RFCI Resource Hub](#) serving as a gateway for a variety of information topics.

“We know that the vast majority of website traffic is intentionally driven to get answers,” observed Jane Rohde, Technical Consultant for RFCI. “That’s why we determined to make it easier to get answers, training, educational videos, and instructions they are seeking in one place.”

By going to [RFCI.com](#) and clicking on the “[Resource Hub](#)” tab in the navigation bar at the top, the visitor is provided an array of helpful, authoritative materials from which to choose. At present, there are 30 topics. Examples include videos on the various types of resilient flooring, sustainability certifications, proper installation of resilient flooring, a moisture mitigation technical paper, explanations of owner’s project requirements, and much more.

“One of our goals at RFCI is to educate those who impact the perception, specification, and installation of resilient flooring,” added Rohde. “We believe that the [RFCI Resource Hub](#) is an excellent step toward fulfilling that goal.”



For more information or to schedule an interview, please contact Paul Friederichsen at 404-642-3357 • paul@brandbizinc.com

About RFCI

The Resilient Floor Covering Institute (RFCI), based in LaGrange, GA, is the flooring industry’s association that provides support for a network of global resilient flooring manufacturers and those in the supply chain. The mission of RFCI is to enhance the long-term growth and well-being of the North American resilient floor covering industry. RFCI strategic goals include managing issues that affect manufacturing, products, and the people who use them, and which typically emanate from federal and state government agencies as well as non-governmental agencies and activist groups. Other key goals include promoting the resilient flooring category, developing guidelines and certification programs to ensure the quality and sustainability of resilient flooring products, their installation, and maintenance, developing and managing technical product performance standards, and market education. <https://rfci.com>