

**FOR IMMEDIATE RELEASE**

## **RFCI holds panel discussion on the TISE MainStage**

LA GRANGE Ga. (Jan. 17, 2023) The Resilient Floor Covering Institute will host an informative panel discussion on the MainStage of The International Surface Event (TISE) on Tuesday, Jan. 31, at 11:30 am. This free 30 min. event with industry experts will answer many of the most asked questions retailers have when it comes to the Resilient Floor Covering category. This is 'must attend' for retailers in the market for resilient flooring at the show, says Bill Blackstock, president and CEO of RFCI.

Topics to be covered include: how fast is the category growing and how will it perform in 2023? Are there any supply chain issues? How sustainable is Resilient? Where are best uses for Resilient by type? And more.

Panelists include:

- Herb Upton, VP Hard Surface Flooring, Shaw Industries, and Board Chairman, RFCI
- Russell Rogg, president, Metroflor Corporation, and Vice-Chairman, RFCI
- Bill Blackstock, president and CEO of RFCI

Panel Moderator:

Bruce Zwicker, CEO, Zwicker Advisory



Herb Upton



Russell Rogg



Bill Blackstock



Bruce Zwicker

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