

**FOR IMMEDIATE RELEASE**



# RFCI Technical and Marketing Committees discuss new developments

LaGRANGE, Ga. October 9, 2023— The Resilient Floor Covering Institute (RFCI) held its fall meetings in Atlanta for two committees. The committees are comprised of technical and marketing leaders from the member companies of RFCI. These groups meet in person twice a year to stay current on changing developments in the category while also interacting throughout the year virtually.

The Technical Advisory Committee (TAC) addressed many topics, including certifications, CEUs, Ecomedes database updates, digital product passports, EPDs, among others.

The Marketing Committee received updates on the Beautifully Responsible® consumer digital campaign, updates on the Federal Trade Commission's efforts, and RFCI PR and marketing efforts.

Bill Blackstock, President and CEO of RFCI, commented, "I am always thankful for the turnout and engagement of these groups. The technical and marketing leaders who comprise these committees are so talented and are deeply committed to the continued growth of the resilient category. Their participation helps us refine and implement our strategic plan."



The RFCI Technical Advisory Committee



The RFCI Marketing Committee

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>