

FOR IMMEDIATE RELEASE



RFCI Welcomes Versatrim as a Supply Chain Associate Member

LA GRANGE Ga. (Jan. 7, 2025) The Resilient Floor Covering Institute (RFCI) is thrilled to announce that Versatrim, a leading supplier of high-quality moldings to the resilient flooring sector, has joined as a Supply Chain Associate Member. This exciting addition underscores RFCI's commitment to fostering innovation, collaboration, and excellence across the resilient flooring industry.

Bill Blackstock, President and CEO of RFCI, shared: "The strength and success of RFCI are directly tied to the expertise and insights of its members. Versatrim's longstanding reputation and perspective will undoubtedly enhance our mission. We are absolutely delighted to welcome them aboard and look forward to their valuable contributions in the years ahead."

Versatrim has been a key company in the resilient flooring sector for years, providing innovative molding solutions that complement and enhance resilient flooring products. Joining RFCI marks a significant milestone in the company's ongoing commitment to industry collaboration and leadership.

Keith Medick, President and CEO of Versatrim, shared his excitement: "Joining RFCI is an important step for Versatrim as we continue to focus on the resilient flooring sector, which is a vital and dynamic part of the flooring industry. Being part of an organization that addresses key challenges and opportunities in our field is both exciting and inspiring. We look forward to engaging with RFCI's diverse membership to help drive meaningful progress in the industry."

RFCI continues to expand its membership with forward-thinking companies dedicated to advancing the sector. The addition of Versatrim reinforces its ability to address the critical issues shaping the future of resilient flooring.

For more information about RFCI and its mission, visit [RFCI.com](https://rfci.com). To learn more about Versatrim, visit [Versatrim.com](https://versatrim.com)



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>