

The Resilient Floor Covering Institute (RFCI) marks 50 years, introduces new logo

NAPLES, FL (May 8, 2026) At its recent 2026 Spring Meeting in Naples, FL, RFCI unveiled its new brand logo to the largest assembly of members gathered in its history. The redesign marks the 50-year anniversary of the association founded in 1976. The now former RFCI logo even harkened back to the predecessor of RFCI, called the Resilient Tile Institute, that was started in 1929.

“Given our category’s bold and innovative leadership role in the flooring industry, we determined our logo did not accurately reflect today’s dynamic resilient flooring industry and needed changing,” commented Bill Blackstock, President & CEO of RFCI. “Our 50th anniversary provided a perfect opportunity.”

Under the direction of Paul Friederichsen and designers at Azul Arc, work began on a logo that makes a very bold, simple statement, without the usual icons, symbols, or complicated flourishes. “Our trade audience knows and understands RFCI and the resilient flooring industry, so no reason to over complicate it,” said Friederichsen.

“RFCI has had a longer history than most realize,” observed Blackstock. “This new logo and look will carry us forward to make new history in floor covering’s most exciting category.”



Friederichsen with the new RFCI logo at the RFCI 2026 Spring Meeting.



For more information or to schedule an interview, please contact Paul Friederichsen at 404-642-3357

About RFCI

The Resilient Floor Covering Institute (RFCI), based in LaGrange, GA, is the resilient flooring industry’s association that provides support for a network of global resilient flooring manufacturers and companies 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’s goals include embracing key strategic industry issues, engaging federal and state government agencies in policy discussions, developing meaningful certification programs that are valued by all parties, contributing to technical considerations, and promoting the resilient flooring category. <https://www.rfci.com/>