

RFCI Fall Committee Meetings Advance Technical and Marketing Priorities for Resilient Flooring

Outstanding committee attendance underscores strong member engagement and commitment

ATLANTA, September 8, 2026 — The Resilient Floor Covering Institute (RFCI) recently convened its Technical Advisory Committee (TAC) and Marketing Committee for two days of meetings focused on advancing the resilient flooring industry through technical engagement, strengthening key association initiatives, and market education.

Held September 1–2 in Atlanta, GA, the meetings brought together technical experts, engineers, and marketing professionals representing RFCI's manufacturing members. In addition, some of RFCI's partner organizations joined the meetings to provide updates on their key initiatives.

"RFCI's committees bring together an extraordinary depth of knowledge and experience," said Bill Blackstock, president and CEO of RFCI. "The willingness of these professionals to share their time and expertise strengthens our industry and helps RFCI address important technical, regulatory, sustainability and marketplace issues. The timing of these meetings is not by chance. After the upcoming Legal Advisory Council's (LAC) meeting in Washington DC, the collective feedback and wisdom from these committee meetings is used to strengthen RFCI's overall deployment model that is reviewed in detail with the RFCI Board and shared with all members at our Fall Meeting in October at Pelican Hill."

During last week's meeting in Atlanta, the Technical Advisory Committee reviewed the progress of RFCI's Working Groups and other RFCI initiatives. The Working Groups focus on key issues in the resilient sector that warrant dedicated work and

advancement. The committee also received updates regarding regulatory developments, the latest revision of ASSURE® Certified, content on RFCI's new website, and other issues affecting resilient flooring manufacturers and the broader flooring community. The attendance of key strategic partner organizations also brings additional depth to the discussions.

RFCI's Marketing Committee met the following day to consider how these technical and industry developments might be engaged from a marketing perspective. Presentations and discussions included updates on the Beautifully Responsible® program, an update from the Green Building Initiative (GBI), a presentation on artificial intelligence (AI) in marketing, the latest on ASSURE® Certified's addition of a new attribute, and the development and launch of RFCI's new identity and website. Attendees also received the latest update from Venable LLP on Advertising Law, a consistent element in these meetings.

"Our technical and marketing efforts are closely connected," Blackstock added. "Sound technical work provides the foundation, while strong communications help distributors, dealers, specifiers and other audiences understand why that work matters."

RFCI thanks the committee members, presenters and participating organizations whose knowledge, collaboration and continued involvement contribute to the advancement of resilient flooring performance, sustainability, and design," said Blackstock.



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/>