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Shaw gets aggressive for selling season

Shaw 'springs' into the season with a major consumer ad campaign and retailer incentive program designed to drive traffic into showrooms.

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Solutia emerges from bankruptcy

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Annual meetings: Alliance Flooring, IDG, RFMS

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SPOTLIGHT



One of the inherent green attributes of laminate is the ability to offer rare exotic looks without harming the actual tree, such as Mannington's Hawaiian Koa.

LAMINATE CATEGORY TOUTS GREEN ADVANTAGES

By Matthew Spieler

With the green movement now mainstream, every manufacturer and industry is searching for ways to pro-

NWFA preview

Marketing, pro green movement take center stage

By Sarah Zimmerman

The National Wood Flooring Association's (NWFA) 2008 convention, slated for March 25 to 28 at the Greater Ft. Lauderdale-Broward County convention center, is aimed at educating attendees on how to survive during this tough economy. Ed Korczak, executive director of the NWFA, said this year's convention will look at marketing strategies, financing, global marketing and the green movement.

He reported the show's advance registration is ahead of previous years but admitted "overall attendance

booths. At pre show already sold.

Korczak industry, say gram is design professionals



Mullican's Natural offered in five shades of walnut as s

discuss how t