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## **NAFCD's Quarterly Executive Trends Research Provides Valuable Insights**

CHICAGO – Since the August 2013 launch of the NAFCD Quarterly Executive Trends Index, a robust benchmarking and forecasting tool, the North American Association of Floor Covering Distributors (NAFCD) has provided members with invaluable data.

The reports, compiled by a leading research firm and in partnership with the North American Building Material Distribution Association (NBMDA), are based on member data and provide insights into the issues and challenges facing distributors in the industry.

The Q1 NAFCD Quarterly Executive Trends Index showed that 2014 looks to be another year of recovery for distributors with the arrival of warmer spring weather. Weather has been the largest driver to the slower sales growth for distributors with 36 percent who experienced a 5 point or larger negative sales growth impact in January due to weather. Other key points include a strong 2014 sales growth outlook and continued profit progress. 2014 full year growth is forecast up 8 percent versus 2013 up 10 percent as NAFCD distributors expect less upside in 2014; up 9 percent versus 2013 up 13 percent.

The Q1 report also provided manufacturer-specific insights for the first time. According to the nearly 40 manufacturers that responded to the index survey, they expect another year of strong sales and profit growth in 2014. Despite the negative weather impact on first quarter sales growth, 2014 sales are currently forecast to increase 11 percent. Twenty-three percent of manufacturers have increased full year 2014 forecasts over the last 90 days. In addition to strong sales forecasts, 50 percent of NAFCD and NBMDA manufacturers anticipate an increase in headcount over the next 90 days and nearly 80 percent plan to add distributors during 2014, highlighting manufacturer expectations for a continued recovery in 2014.

"NAFCD is excited to continue to provide this robust data to members with specific insights on sales trends and forecasts that they can utilize to help them prepare for the coming months," said Kevin Gammonley, interim executive director of NAFCD. "With the introduction of manufacturer-specific insights, now all members contribute to this valuable data to help them compare everything from headcount to healthcare costs."

Learn more about NAFCD partnerships and member resources at [www.nafcd.org](http://www.nafcd.org).

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*NAFCD is a North American, not-for-profit trade association serving distributors and suppliers of floor covering materials and related products. Its purpose is to enable wholesale floor covering distributors to be the most efficient, professional and profitable vehicle for bringing their suppliers' product to market resulting in the highest degree of dealer satisfaction.*