

New Joint IUPAT/LMCI/FTI Marketing Initiative Launched at SURFACES 2010

SURFACES 2010, one of the premier floor covering trade shows in North America, was the venue for the debut of a new marketing initiative to expand our market share in this core craft of the IUPAT – FTI FloorCovering. This year’s event was held in February in Las Vegas.

The primary mission of this new program is to promote the skilled floor covering workforce of the International Union of Painters and Allied Trades by promoting the value of our state-of-the-art floor covering training curriculum and our partnerships with industry manufacturers, architects, designers, contractors, and end-users.

“We’re looking to reintroduce ourselves as skilled floor covering installers in our markets,” said IUPAT Executive General Vice President Kenneth E. Rigmaiden. “FTI FloorCovering is the vehicle we’ll use to accomplish that. It will also give our installers in the field a common identity in the industry to rally around. As someone who started out in the trade, I can say with some authority that our installers have one of the toughest jobs out there. I want them to wear this name with pride and be recognized by others for it.”

FTI FloorCovering is the direct result of the International recognizing that we were losing market share and members in this craft and steps had to be taken to reverse our course. The first step in creating this new “brand” was to hold focus-group testing with floor covering contractors and installers to find out what they felt we were doing wrong as an organization in protect-

ing our foothold in the market. Last August, we brought almost two dozen people together in two separate rooms (one for contractors, one for union members) and asked them probing questions about the role of the IUPAT in the floor covering industry.

The results essentially revealed that, although our training program may be one of the best in the trade, the IUPAT simply had to do a better job of promoting our members and the companies they work for in the market. The International had to touch on the issues they all care about the most: state-of-the-art training, industry partnerships, pride of workmanship and dedication to the craft — all working together for a better bottom line on the job.

The International responded by creating the FTI FloorCovering brand with a new web site; new trade show booth; job site t-shirts carrying the FTI FloorCovering name; and a new print, electronic and video advertising campaign. Feedback from reporters and attendees at the SURFACES 2010 show was extremely positive and IUPAT members in attendance soundly welcomed the new initiative.

“We’re off to a great start with the launch of FTI FloorCovering,” said Rigmaiden, “and we’re going to keep

that momentum. The new partnerships we’re forming are making progress in proving to contractors, end-users (both signatory and non-signatory), general contractors, designers, and architects that our brand of training is the gold standard of skilled installation and dependability. That means jobs for our contractors and jobs for our members.”

Learn more about FTI FloorCovering at www.FTIFloorCovering.com.

“FTI FloorCovering is doing a great service to the industry by assuring end-users that the installation of the floor covering product they choose will be installed to the highest of standards by trained experts in the floor covering field.”

**Grant Mitchell
Business Manager/
Secretary-Treasurer
District Council 36
Southern California.**

The new FTI FloorCovering trade show booth makes its debut at the SURFACES 2010 show in Las Vegas.

