



CFA president: John Alcock

Will we ever have to drop the C from CFA?

I WAS chatting to a neighbour who recently had a carpet fitted. He mentioned that he had considered asking me for a fitter recommendation, knowing I had 'something to do with flooring,' but he never got around to it, instead sourcing one from the phonebook.

He thought they had done a reasonable job, but was left with the old carpet and off-cuts to

dispose of – 'why don't they recycle' he asked? He also asked what is a pretty good question – how do you know a good from a bad fitter?

OK, so my neighbour was a domestic customer, but it did get me thinking about how the CFA interacts or is perceived by customers of contract floors and whether we [the CFA] have our priorities right in terms of our own membership profile.

Like many associations, the commercial benefits of membership are not always obvious – often because some result from the CFA being a voice on your behalf, lobbying at higher levels on issues with long term agendas, such as the impact of recycling and other legislation on the cost of business, to name but a couple.

The benefits of training and the promotion of industry standards, together with support, help lines and dispute mediation are more apparent, but can equally be measured only by those members that make use of these

services. What about the membership at large?

Getting greater member involvement and growing membership beyond the current stable level have been among my priorities as President; I certainly bang on enough about the general membership apathy in this column.

But playing devil's advocate are we missing something? Perhaps instead of preaching to the converted, we should become more marketing focussed about raising awareness of the CFA and the benefits of using CFA members to the diverse base of contract flooring customers, such as architects and specifiers etc? Perception-wise, the benefits would be more apparent.

Would the CFA's benefits to members be more immediate if we were seen more visibly to be driving customers to CFA members? Would it make any economic difference to CFA members?

Ten years ago 100% of the business of most CFA members

was contract, but many of our members are now also doing domestic installations. Typically I'm seeing applications with an 80:20 split. Ten years from now it could be 50:50 who knows, but it does present an evolving business model.

Being controversial, at what point does the CFA have to consider dropping the "C" and begin promoting the benefits of members to the domestic consumer, much as CORGI worked for gas? My neighbour for one would have been happy?

To be honest, what the CFA does at present is spot on; I am only playing devil's advocate to try once again and elicit some response. As I have said before, I will try to attend many more regional meetings where you have the opportunity to express your views about the direction of the CFA and its shape, direction and priorities in the years to come. The flooring industry is evolving; the CFA will evolve too, but only your input and participation will define it!



FITA courses

Basic carpet fitting (5 days) Nov 2; Jan 11; Mar 1; Apr 19; Jun 7; **Intermediate carpet fitting** (4 days) Nov 9; Jan 18; Mar 8; Apr 26; **Advanced carpet fitting** (4 days) Nov 30; Mar 29; **Essential wood fitting** (3 days) Oct 7, Nov 25; Feb 3; Mar 24; May 12; June 30; **Intermediate wood fitting** (3 days) Oct 19; Dec 7; Feb 15; Apr 7; May 24; **Solid wood sanding & finishing** (2 days) Nov 17; Jan 28; Mar 18; May 6; Jun 24; **Laminate & floating wood** (2 days) Oct 5, Nov 23; Feb 1; Mar 22; May 10; **Domestic vinyl fitting** (2 days) Nov 4; Jan 13; Mar 3; Apr 21; Jun 9; **Safety & smooth vinyl (commercial) fitting** (4 days) Oct 26, Dec 14; Feb 22, Apr 12; Jun 1; Courses also in Manchester on Nov 30, Dec 14; Jan 25; Mar 15; May 4; Jun 21; **Luxury vinyl tile fitting** (4 days) Oct 12; Feb 8; May 17; **Estimating and planning** (2 days) Nov 2; Jan 11; Apr 19; Jun 7; **Damp testing floors** (1 day) Oct 13, Dec 1; Feb 9; Mar 30; May 18; **Subfloor preparation** (2 days) Nov 9. All courses are at Loughborough unless otherwise stated. Please enquire about course fees when booking. Check out the FITA website for the latest course information.

FITA also offers NVQ training via EWPA and OSAT.

■ T: 0115 950 6836
■ www.fita.co.uk

NVQ COURSES



Floortrain (GB) is a registered City & Guilds assessment centre for NVQs in textile, impervious and wood flooring. Full funding is available in 95% of cases. Training packages are offered to intermediate or advanced levels. Contact Dominic for details: ■ T: 01709 780505

FERFA
Courses include In-situ resin flooring apprenticeship scheme; prepare and profile substrates apprentice scheme; work-based recorders (half-day training session); assistance with obtaining NVQ level 2 In situ resin flooring. ■ T: 01252 714250

Flooring Assessments
offers on-site assessment for floorcovering City & Guild NVQ at all levels, including CSCS cards and training to up-skill in carpets, impervious and wood flooring: ■ T: 07515885912
■ dave@flooringassessments.com
■ www.flooringassessments.com
Bostik Flooring Academy
St Helens College offers training in

floorcovering NVQ Levels 1, 2 and 3 and construction diplomas for two years on a day release basis, plus On Site Assessment and Training (OSAT) for experienced workers and the Experienced Workers Practical Assessments (EWPA) for CSCS cards. ■ T: 01744 623640

Scotland Floor Training
Construction skills/SQA approved centre for textile, impervious and wood. We come to you! On site assessments & apprenticeships for SVQs & CSCS. Contact Neilie or Rory: ■ T: 01870 602525
■ www.floortraining.co.uk
■ E: rory@floortraining.co.uk

COLLEGE NVQ COURSES
NVQ floorcoverings (levels 1, 2 & 3) offered at Thomsit Centres & OSAT for experienced workers.
Northumberland: Graham Cunningham ■ T: 07976 539154
Leicester: ■ T: 0116 224 2240
Accrington & Rossendale: Brian Enderwitz ■ T: 07976 353920
Yale, Wrexham: Steve Davies ■ T: 07984 002632
Acton & West London: Jim Gallagher ■ T: 07768 745787
National Construction College, Erith, Malcolm Harrison T: 01322 349638

Fitting courses



THE ACADEMY OF FLOORING SKILLS (TAOFS) established by John Roberts has a training centre in Pentlow near Sudbury, Suffolk. Upcoming courses: Essential carpet skills **Nov 2-6**; Essential Wood skills **Nov 16-18**; Sanding & finishing skills **Nov 19-20**; Luxury vinyl tile skills **Oct 5-8**; Safety vinyl skills **Oct 12-15**; Moisture survey skills **Oct 9**. Check web site for other dates in locations around the country; sales & other related staff overview courses: Carpet: **Dec 7**; Safety vinyl: **Dec 8**; Lot tiles: **Dec 9**; Wood: **Dec 10**.

Courses on moisture surveying skills are being planned. The scheduled dates can be changed to suit five or more people and one-to-one tuition can be arranged on request.
■ www.taofs.co.uk
■ M: 07831584334
■ E: john@jroberts.co.uk
■ T: 01162608873
HCTS MERSEY ACADEMY
Apprentice training for NVQ for local

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CITB and a few non-CITB employers, plus day release courses for local flooring firms. Shirley Ashcroft
 ■ T: 0151 289 9090

O2H2 Flooring Consultants

Seminar dates this year include: Understanding carpets **Oct 5-6**; Estimating & planning **Oct 7-8**. Course fees (per seminar) are £275 (plus VAT). Both courses booked together are £500 (plus VAT).
 ■ T: 01386 422256
www.o2h2flooringconsultants.com

CERAMIC ADHESIVES

ARDEX Luke Kingston
 ■ T: 01440 714939

BAL Amy Rushton
 ■ T: 01782 591123

BOSTIK Gary Hardy
 ■ T: 07735 271664

MAPEI Graham Baldwin
 ■ T: 0121 508 6970

PALACE CHEMICALS Stewart Hagger or Jim Percival
 ■ T: 0151 486 6101

ULTRA TILE Paul Luff
 ■ T: 01827 872244

CLEANING

IIRCR UK ■ T: 01763 208222
 Carpet Cleaning Technician **Oct 27-28**. Commercial Carpet Maintenance Technician **Nov 17-18**. Courses at Royston, Cambridgeshire (Alltec Network) T: 01763 208222
 Instructor is Paul Pearce (Country House Carpet Care)
 E: paulpea@btopenworld.com

CLEANING SYSTEMS UK Sandy Pearson ■ T: 0800 163555
 ■ sandy@cleaning-systems-uk.com

DR SCHUTZ Richard Nelson
 ■ T: 01296 437827

■ richard@dr-schutz.com
NATIONAL CARPET CLEANERS ASSOCIATION Spot & stain removal **Oct 23**; Carpet cleaning **Nov 6-7**. Course led by NCCA directors Paul Pearce and Pawlo Woloszyn, experienced carpet cleaners.
 ■ T: 0116 271 9550

■ www.ncca.co.uk
PREMIER PRODUCTS Cleaning, floor preparation and maintenance courses. Contact Maureen Scott. ■ T: 01242 537174
maureens@premiereproducts.co.uk
PROCHEM Carpet cleaning courses: (2-day) **Nov 24-25**. (1-day) **Oct 6, Nov 3, Dec 8**. Hard floor cleaning: **Nov 11**
 ■ T: 020 8974 1515
 ■ www.prochem.co.uk/training.htm
PROCLEAN David Jenkins
 ■ T: 02380 660977

WOOD FLOORING

BONA: Introduction to basic sanding: **Sep 17, Oct 15, Nov 12, Dec 17**; Finishes for timber floors: **Sep 24, Nov 19**; Success with timber floors: **Oct 9, Dec 4**; Floors in educational establishments: **Oct 30**; How to service your Bona sanding machine: **Oct 23, Dec 8**.
 ■ www.bona.com

■ T: 01908 399740
JUNCKERS Steve Maltby
 ■ T: 01376 534700
GRUNDORF TERHURNE
 ■ T: 01562 861351
KÄHRS ■ T: 023 9245 3045
OSMO Training is offered on floor preparation, methods of application of Osmo products and maintenance.
 ■ T: 01296 481220

TIMBER FLOOR TECHNOLOGY
 ■ T: 01255 224776
 E: info@timber-floor-technology.co.uk

RESILIENT FLOORS
ALTRO Two-day resilient flooring courses. ■ T: 01462 707600 Two-



Genesis supports tiler training school

GENESIS has joined forces with Durham Marble & Ceramic Tiles, a training school in Jarrow, to help support future tilers.

Having 20 years experience in the ceramic and natural stone profile, trim and accessory market, Genesis is supplying the school with its newest specialist products and will take part in a series of one-to-ones with students.

Mike McCann, sales director, Genesis said: 'We feel there is no better way to support tradesmen of tomorrow by providing them with products of today'

Genesis currently supplies its

range of movement joints, transitions and stair nosings throughout the UK and in over 70 countries around the world.

Raymond Williams, md, Durham Marble & Ceramic Tiles, says: 'Our students now have access to some of Genesis' top products that conform to current legislation at the highest professional levels.'

■ T: 01642 713000
 ■ www.genesis-aps.com

ABOVE: Ray Williams (Durham Tiles) and Mike McCann (Genesis) at one of the school's training booths

day courses on resin flooring: Debbie Kavanagh ■ T: 01300 320620

AMTICO Resilient fitting courses. Marie Lane. ■ T: 0121 745 0821

FORBO has one-day installation courses. ■ T: 01592 647396

NORA RUBBER FLOORING Shaun Howarth ■ T: 01455 200500

KARNDÉAN Training courses: Basic **Oct 12-14; Oct 26-28**;
 ■ T: 01386 820170

MAPEI ■ T: 0121 508 6970
POLYFLOR ■ T: 0161 767 1111

TARKETT TRAINING ACADEMY
 ■ T: 01622 854040

SURFACE PREP

ARDEX Luke Kingston
 ■ T: 01440 714939

F BALL ■ T: 01538 361633

LAYBOND Martin Cummins
 ■ T: 07740 278631

MAPEI ■ T: 0121 508 6970

SPE ■ T: 01673 860709

THE PREPARATION GROUP
 ■ T: 0870 224 3606

ULTRA FLOOR Karl Brannigan
 ■ T: 01827 872244

Aston University, Birmingham, is running one-day training courses on: Screeds and toppings, their selection, properties, application, testing and maintenance **Oct 14**; and Concrete

technology module 2: specification **Oct 22**. ■ T: 0121 204 3593

■ www.seas.aston.ac.uk/cpd

UZIN Kenton Penny
 ■ T: 01235 534106

FLOORING GUILD
 ■ T: 0800 072 3223
 ■ www.flooring-guild.co.uk

DIARY DATES

WORKING BUILDINGS

October 7-8 Olympia, London
www.working-buildings.com

GRAND DESIGNS LIVE

October 9-11 NEC Birmingham
www.granddesignslive.com

RESTAURANT SHOW

October 12-14 Earls Court 2
www.therestaurantshow.co.uk

INTERBUILD

October 18-21 NEC Birmingham
www.interbuild.com

DOMOTEX

January 16-19, 2010 Germany
www.domotex.de

CPD courses • CPD courses •

Altro ■ T: 01462 489568
 Amtico ■ T: 0121 745 0821
 Antron ■ T: 07876 577317
 Ardex ■ T: 01440 714939
 ASCER ■ T: 0207 467 2385
 BAL ■ T: 01782 591100
 Ball & Young ■ T: 01536 200502
 Bona ■ T: 01908 399740
 Bonar Floors ■ T: 01773 744121
 Brintons ■ T: 01562 635110
 Burmatex ■ T: 01924 276333
 Desso ■ T: 01235 554848
 Dulux Trade ■ E: dtc@ici.com
 FeRFA ■ T: 01252 739149
 Flowcrete ■ T: 01270 753000
 Forbo ■ T: 01592 643777
 F Ball ■ T: 01538 361633
 Florprotec ■ T: 01325 269800
 Gradus ■ T: 01625 428922
 Heckmondwike ■ T: 01924 410544
 InterfaceFLOR ■ T: 01274 690690

Instarmac ■ T: 01827 872244
 Isocrete ■ T: 01270 753000
 Junckers ■ T: 01376 534700
 Gerflor ■ T: 01926 401500
 Isocrete ■ T: 01270 753000
 Kingspan ■ T: 0870 7894000
 Laybond ■ T: 07740 278631
 Mapei ■ T: 0121 508 6970
 Matworks ■ T: 01924 413634
 Milliken ■ T: 01942 826073
 Maxit UK ■ T: 01928 515656
 Nora Flooring ■ T: 01455 200500
 Paragon ■ T: 0845 601 0431
 Polyflor ■ T: 0161 767 1111
 Rehau ■ T: 01989 762600
 Remmers ■ T: 0845 373 0103
 Sika ■ T: 01707 394444
 Tarkett ■ T: 01622 854040
 Thortex ■ T: 01609 780170
 Versatile Flooring ■ T: 01707 800060
 Westex Carpets ■ T: 01274 861334