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NBMDA and ISFA Form Strategic Partnership to Increase Fabricator Training Opportunities

CHICAGO – The North American Building Material Distribution Association (NBMDA) and the International Surface Fabricators Association (ISFA) are pleased to announce a new strategic partnership designed to enhance communication and collaboration between the two industry trade associations. The overall objective of the relationship is to enhance the training opportunities available to surface fabricators by leveraging the local relationships and logistics of their distributor suppliers.

ISFA's On-Demand Program offers fabricators customized and local solid surface training either at their location or at that of their distributor. ISFA's Effective Commercial Business Program provides fabricators with strategies to successfully tap into the growing commercial market. This program can also be sponsored and/or hosted by NBMDA distributors on a regional basis.

"Surface fabricators are an important customer segment for NBMDA distributors and thus their health and growth is vitally important to our members. Providing cost-effective training that is sponsored and at times hosted by regionally-oriented distributors will allow ISFA training to reach more fabricators and position NBMDA distributors as even stronger business partners. This new relationship is a win-win for the members of both associations," commented Kevin Gammonley, NBMDA executive vice president.

Future aspects of the developing partnership will focus on exposing NBMDA members to trends impacting the fabricator community and educating fabricators on the expanding value proposition associated with strong distributor partners.

ISFA Executive Director, Mike Langenderfer, noted "we are very excited to begin this partnership with NBMDA. ISFA provides great educational opportunities for everyone from the CEO to the fabricator. But you have to get involved to take advantage of the opportunities. ISFA is fabricators helping fabricators."

Learn more about this NBMDA partnership and other member resources at www.nbmda.org/resources.

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About NBMDA

NBMDA is a trade association representing the leading wholesale distributors of wood panels, surfacing materials, cabinet hardware and related products. Membership is comprised of distributors and manufacturers that serve the independent kitchen and bath dealer, as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. For more information, visit www.nbmda.org.

About ISFA

The mission of ISFA is to help members become more profitable in their businesses by promoting ISFA members and the products they offer, educating ISFA members to help them become better craftsmen and business people, and improving the industry through professionalism and honesty.