



# PRESS RELEASE

## Ruben Desmet elected President of EPLF and Fabian Kölliker new Board member, marking a new chapter in the association's journey

Brussels, 20 January 2025 – EPLF, the association of European Producers of Laminate Flooring is pleased to announce it has entered a new era with the election of Ruben Desmet (Unilin) for President of the association, and new Board member Fabian Kölliker (Swiss Krono Group). The change follows the departure of Max von Tippelskirch (Swiss Krono Group) as President of the association.

Newly elected President Ruben Desmet said *“I have had the privilege of serving the EPLF as the Chairman of the Markets & Image Committee and vice-President since 2019. I am honoured to have the trust of our members, who chose me to lead the association during this transformational period for our sector. I look forward to continuing the great work of outgoing President Max von Tippelskirch, building on our shared commitment to sustainability and enhancing the reputation of our industry. Together, we aim to strengthen the laminate flooring category and showcase the role it can play to support the EU’s Renovation Wave and Affordable Housing Initiative in particular and the region’s economy in general”.*

*“This is a challenging but exciting time for our sector, and I am thrilled to contribute to be a part of charting this new path forward for the EPLF in my new role as a Board member. During my career, I have always navigated the line between tradition and innovation, a delicate balance which I am hoping to maintain in this mandate. I cannot wait to bring my experience in digital transformation and data-driven marketing in the service of EPLF members and the laminate industry at large,”* said Fabian Kölliker, new EPLF Board member.

The Executive Board is elected for a two-year mandate by the EPLF General Assembly, the association’s highest decision-making body, which comprises all ordinary members. Chairs of Committees are elected by their respective committees.

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**About EPLF:** Established in 1994 in Germany, the Association of European Producers of Laminate Flooring represents the leading producers of laminate flooring in Europe and their suppliers. The focus of its work revolves around research, development, standardisation and representation at international trade fairs. Its management has moved to Brussels since November 2019.

**EPLF BOARD**  
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PRESIDENT  
EBERHARD HERRMANN  
DIRECTOR  
FABIAN KÖLLIKER  
DIRECTOR  
FERIEL SAOULI  
MANAGING DIRECTOR

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