

Annual press conference

DOMOTEX
Hanover 11 January 2020

EPLF - European Producers of Laminate Flooring

Meet us
at Domotex
Hall 12
Stand B34

DOMOTEX



2019: a year of change



Feriel
Managing
Director



Laura
Association
management



Vanessa
Communications



Anne-Claude
Press



Jenny
Events

- New Managing Director, and team
- Move to Brussels, serves double purpose of:
 - being closer to EU decision-makers
 - focus on circularity and sustainability of laminate floors, which is at the heart of the global and EU agendas

New campaign: Made of Wood

LAMINATEFLOORING.EU THE WAY TO SUSTAINABILITY



»I'm the start of
a great new floor.«

#MADEOFWOOD
80%

 LAMINATE FLOORING
MADE OF WOOD

EPLF - European Producers of Laminate Flooring



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 LAMINATE FLOORING
MADE OF WOOD

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Technical update

Highlights

EPLF Projects

- **Projects 2019**

- Castor Chair Test
- Scratch resistance - Polishing
- Water resistance

- **Standardisation work**



EPLF Project - Castor Chair Test

- Project Leader:



- Sponsors:



- Target:

Development of a practical test method for various floor covering systems (floor + underlay material) for floating installation (laminate, multilayer flooring, resilient)

- Status:

Project completed!

- Next steps:

IHD will complete an IHD internal work standard as a basis for standardisation work in CEN/TC 134

EPLF Project - Polishing

- Project Leader:



- Target:

Improvement of the reproducibility of the micro-scratch resistance and development of a test procedure to evaluate the polishing effects of matt surfaces

- Status:

first working draft submitted

- Next steps:

Revision of EN16094: 2012

- implementation of reference material for calibration of the scrub materials
- introduction of a new test method (C) to determine the polishing effect



EPLF Project – Water Resistance

- Project Leader: Mr. DeJaeger - Unilin
- Target: Creation of a reliable test method for evaluation of the water resistance of laminate floors for use in kitchens, bathrooms or other functional rooms with increased moisture conditions.
- Status: Project ongoing! Submission of test method as ISO standard
- Next steps: First ISO-draft is submitted to start voting procedure on NWIP. All technical remarks will be collected for resolution in the coming ISO/TC219/WG03 meeting in USA in March



Standardisation

- FprEN 17368:2019 Laminate floor coverings - Determination of impact resistance with small ball
- *final vote in progress*
- EN 13329:2017 Laminate floor coverings - Elements with a top layer based on aminoplastic, thermosetting resins
- *Planned changes in definition, scope and impact resistance small ball*
- EN 16354:2019 Laminate floor coverings - Underlays - Specification, requirements and test methods
- *Published*

Circularity and sustainability

European Commission **Green deal** and roadmap for **Circular Economy Action Plan**

Laminate floors have already very low environmental impact but can still be improved.

Actions planned:

- Revision of generic EPD (Environmental product declaration) of laminate floors to comply with the new evaluation criteria
- Improve the recyclability of laminate floors
(seeking Horizon2020 funds)

Market & Image

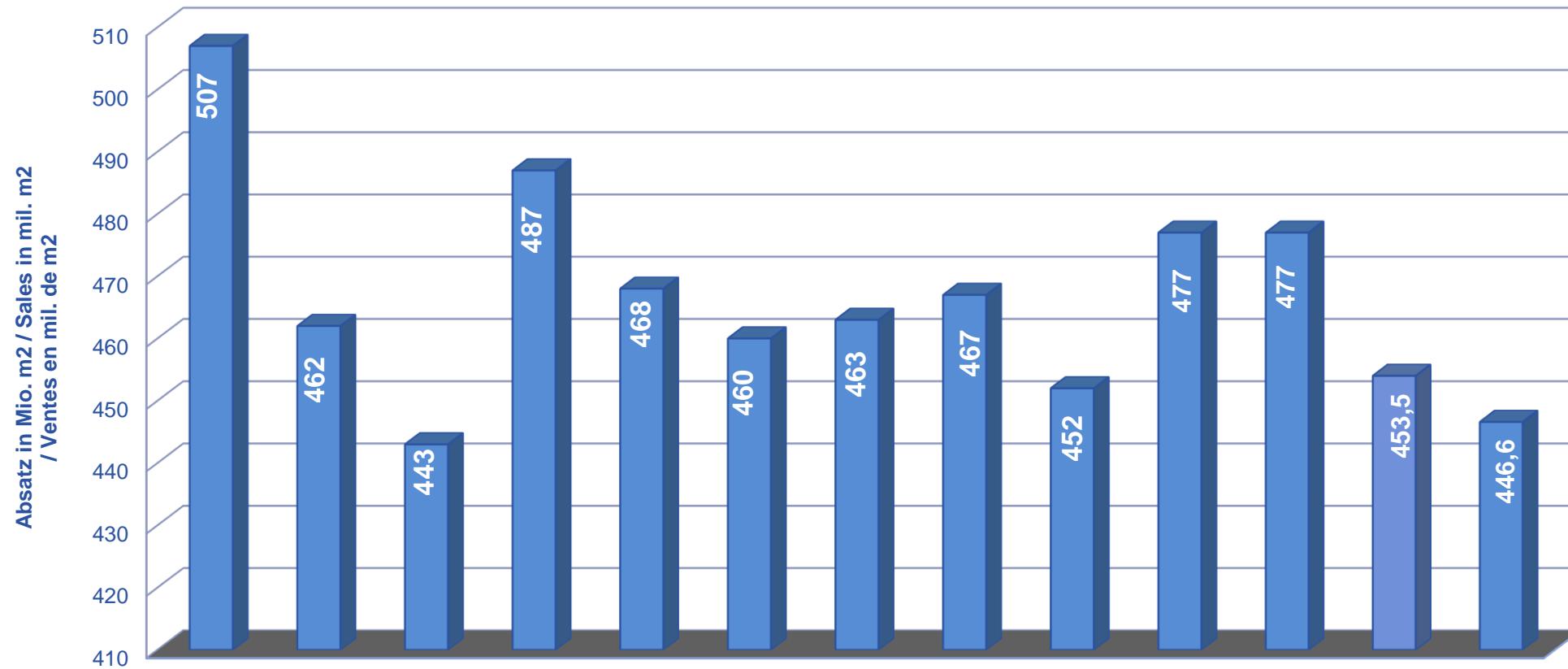
Convenor Ruben Desmet

2007 - 2019

Weltmarkt: Absatz der EPLF-Mitglieder in Mio. m² (Europ. Produktion)

World Market: Sales of EPLF members in mil. m² (Europ. production)

Marché mondial: Ventes des entreprises membres de l'EPLF en millions de m² (prod. europ.)



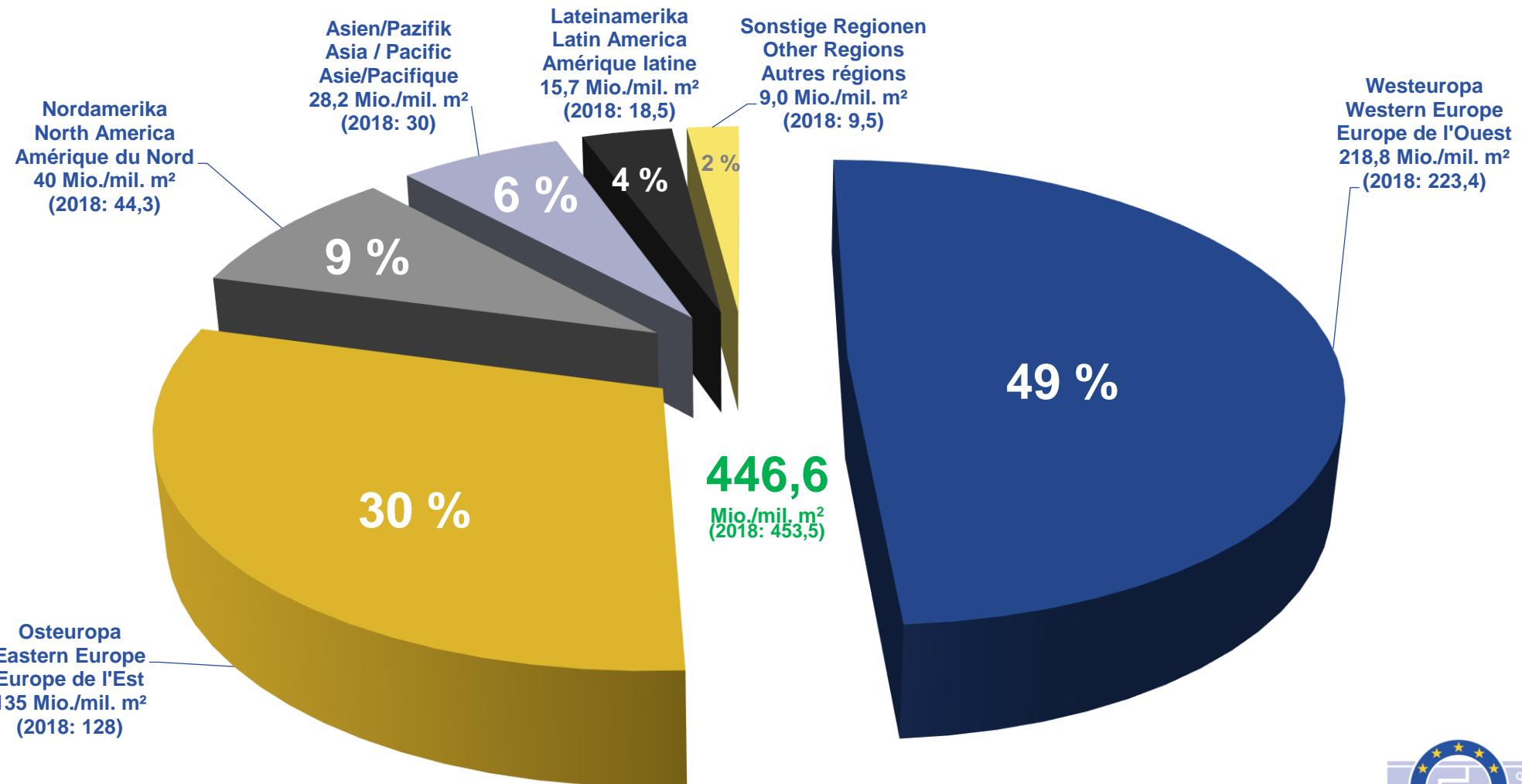
(© EPLF)



2019

Weltmarktregionen: Absatz der EPLF-Mitglieder in Mio. m² (Europ. Produktion)
World Market Regions: Sales of EPLF members in mil. m² (Europ. production)

Régions mondiales: Ventes des entreprises membres de l'EPLF en millions de m² (prod. europ.)



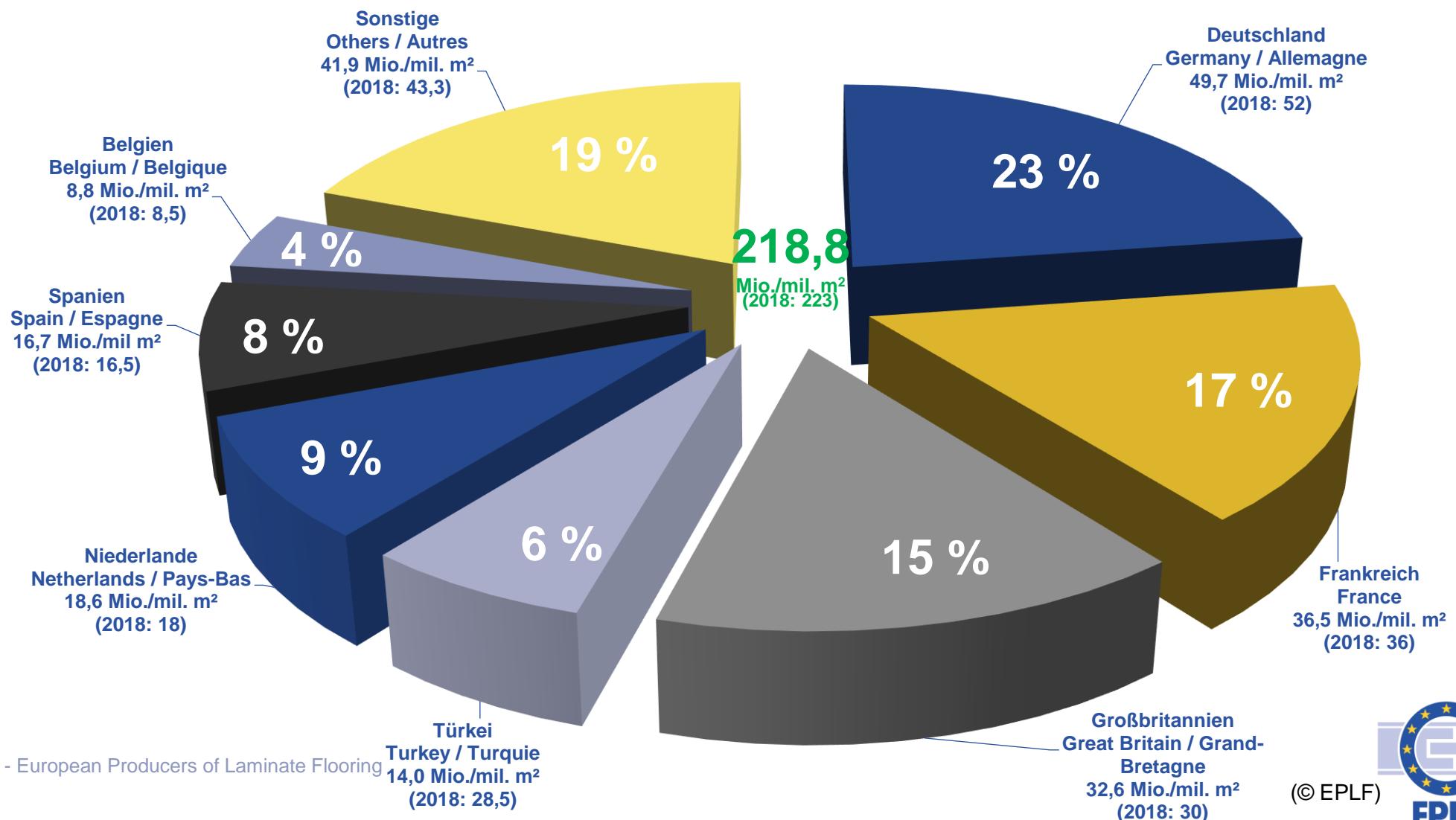
EPLF - European Producers of Laminate Flooring

2019

Westeuropa: Absatz der EPLF-Mitglieder in Mio. m² (Europ. Produktion)

Western Europe: Sales of EPLF members in mil. m² (Europ. production)

Europe de l'Ouest: Ventes des entreprises membres de l'EPLF en millions de m² (prod. europ.)

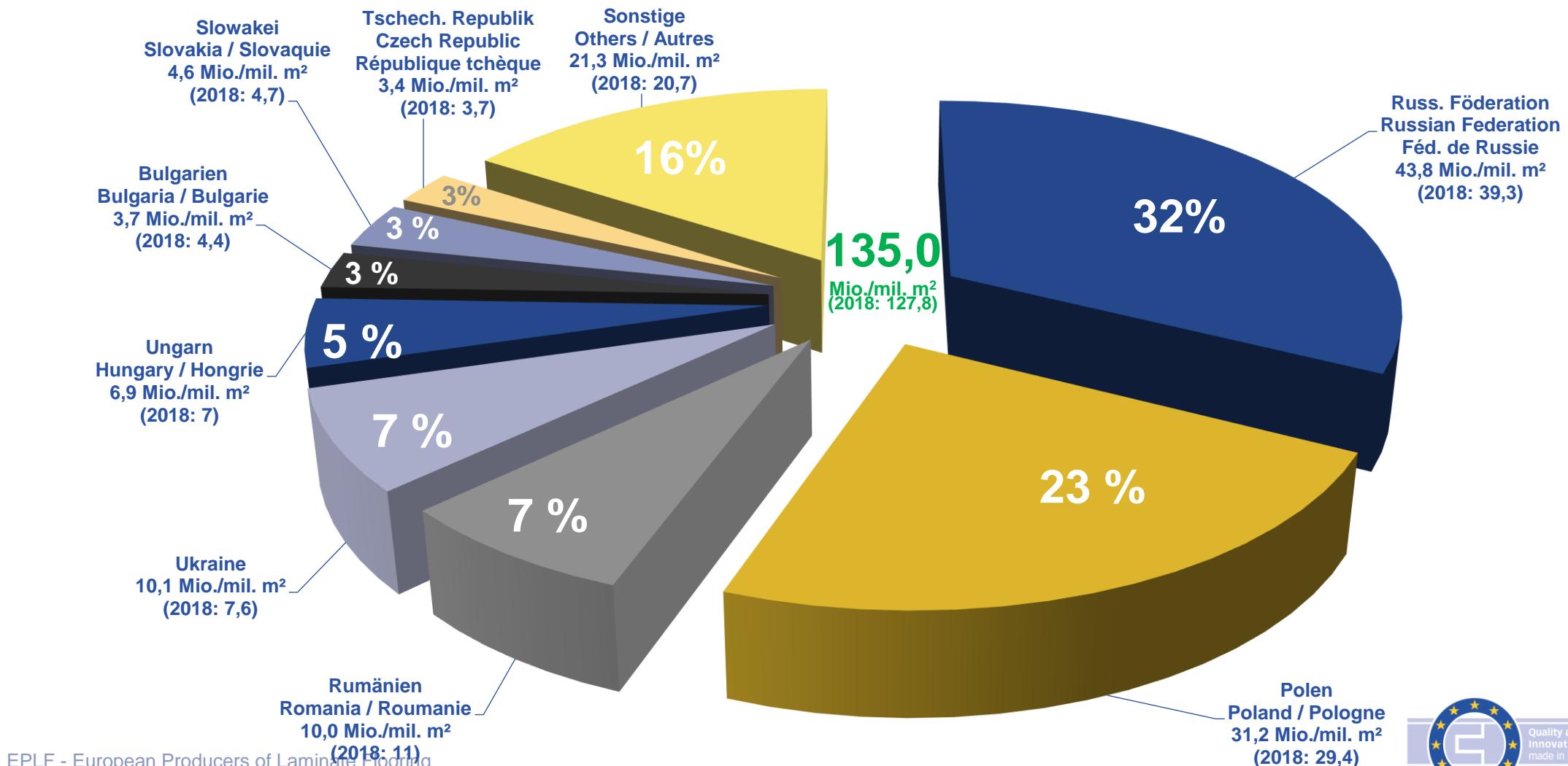


2019

Osteuropa: Absatz der EPLF-Mitglieder in Mio. m² (Europ. Produktion)

Eastern Europe: Sales of EPLF members in mil. m² (Europ. production)

Europe de l'Est: Ventes des entreprises membres de l'EPLF en millions de m² (prod. europ.)



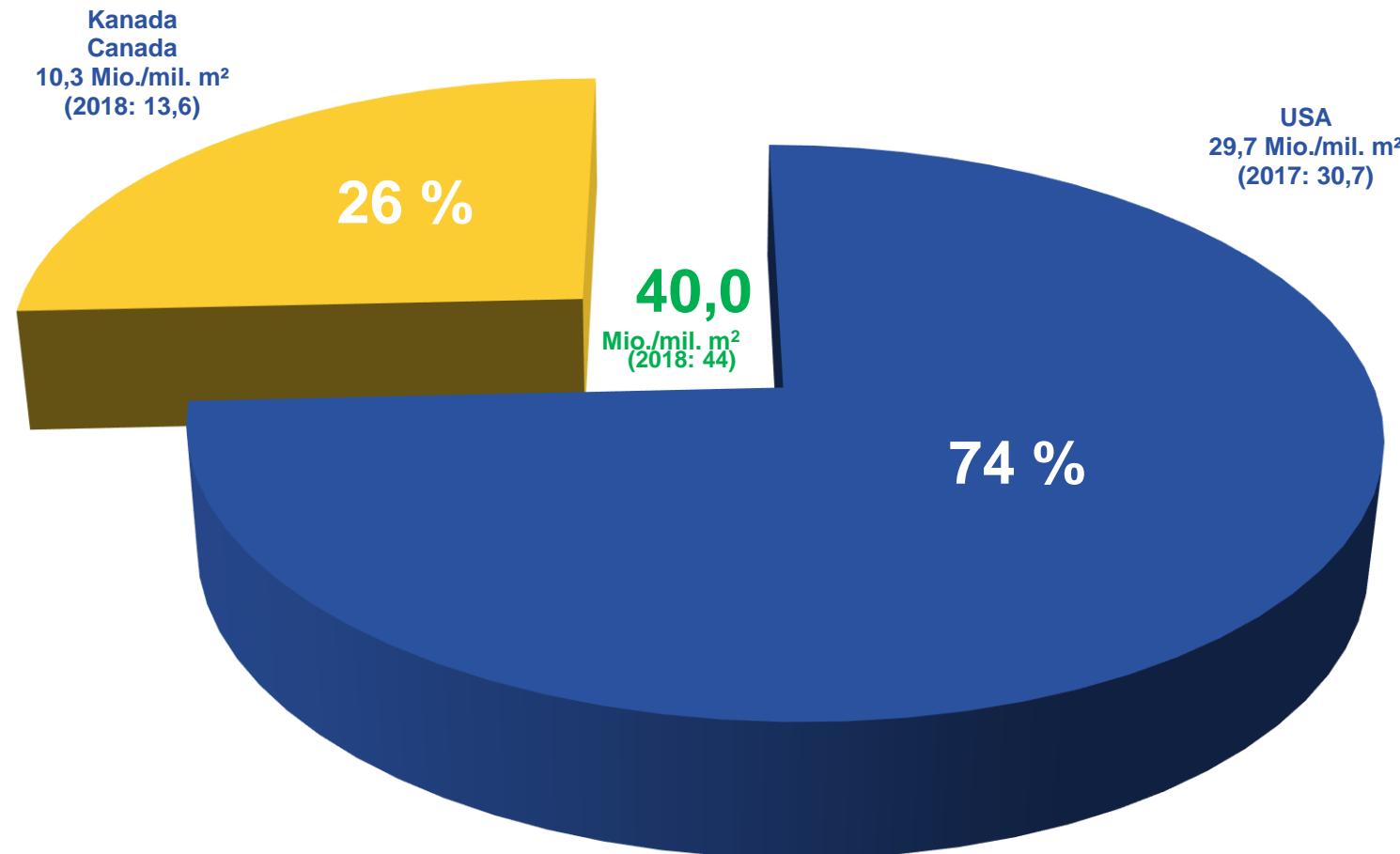
EPLF - European Producers of Laminate Flooring

2019

Nordamerika: Absatz der EPLF-Mitglieder in Mio. m² (Europ. Produktion)

North America: Sales of EPLF members in mil. m² (Europ. production)

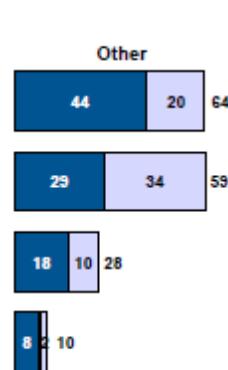
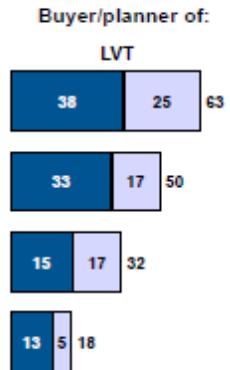
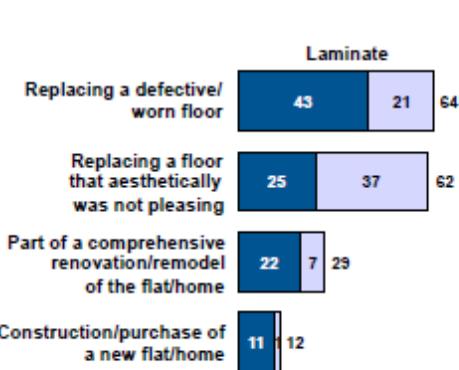
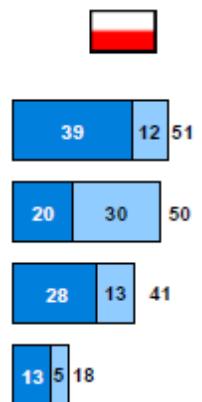
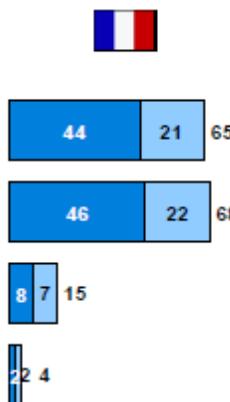
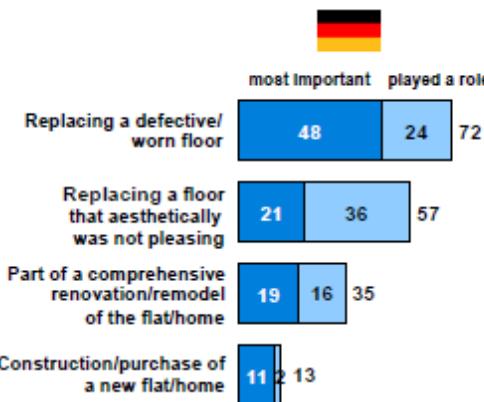
Amérique du Nord: Ventes des entreprises membres de l'EPLF en millions de m² (prod. europ.)



Market research

- Update from research conducted in 2005 and 2011, this time, jointly with MMFA
- 303 end users and 60 professional users (architects and specifiers) were interviewed in France, Germany and Poland. All people interviewed equipped their home with a new flooring within the last 12 months, or planned to do so in the coming year
- The purpose was to understand how the market perceives laminate flooring in comparison to other products (i.e. not only laminate and MMF), what triggers the decision to buy, what informs the decision-making process, how consumers find information, where they shop, etc.
- The results of the study will inform our members' marketing strategies
- Example: trigger for flooring decision and who is the initiator?

Trigger for flooring decision



© 2019 frankeconsult, Grevenbroich

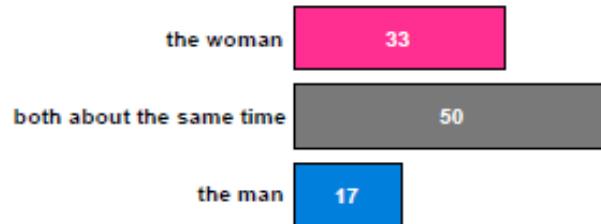
E 11ab – In %

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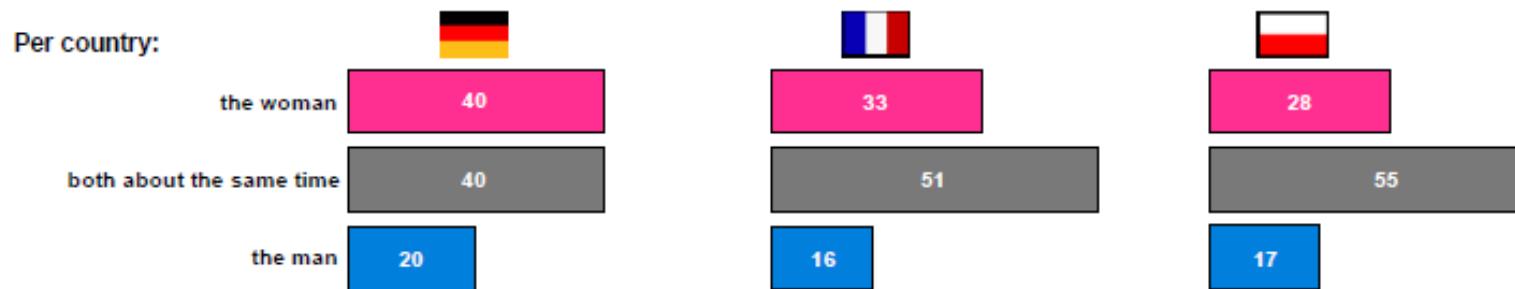


Initial idea to purchase floor

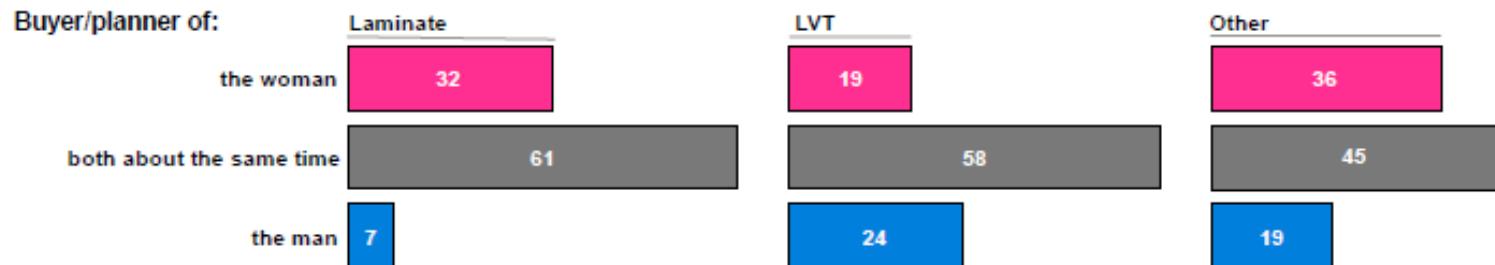
Cross-national:



Per country:



Buyer/planner of:



2020 trends



- **Natural:** flooring looks and feels ever more like **real wood**
- **Oak** is still the most dominating material
- Concrete, granite and raw steel are used as **contrasting elements** to wood
- Floorings become **water resistant**
- The use of renewable wood and low-emission production supports the sustainability of laminate flooring

2020 outlook

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Focus for 2020

- Circularity and sustainability
- *Laminate flooring - Made of wood campaign*
- Standardisation
- Research projects

THANK YOU

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