



PRESS RELEASE

EPLF unveils Manifesto for advocating for a sustainable and competitive European laminate flooring

Brussels, 12 March 2025 – The European Producers of Laminate Flooring (EPLF) is proud to announce the release of its latest Manifesto, outlining the association’s vision, priorities, and commitments for the future of the laminate flooring industry. With a strong emphasis on sustainability, innovation and strengthening of European manufacturing and housing efforts, the Manifesto serves as a guiding framework to drive positive change in the sector – from encouraging innovation to promoting environmentally conscious practices.

EPLF members elect to work together in pursuit of:

- Driving forward sustainable and innovative production methods for laminate flooring.
- Ensuring laminate plays a key role in affordable and sustainable European housing.
- Investing in research and development, with a focus on durability, design, and circular solutions.
- Strengthening European manufacturing, secure jobs, and support local economies.

Ruben Desmet, President of the EPLF, said: *“We are proud of the consistent vision and ambitions that our members shared through this Manifesto. We are ready continue our advocacy, research, and market development initiatives in the spirit of those principles and objectives – and in the service of fostering a resilient and forward-thinking laminate flooring sector. We believe that by being united in a vision of a sustainable, innovative and competitive laminate flooring sector, we can make Europe greener, more sustainable and circular – one laminate flooring at a time.”*

The EPLF also invites policymakers and interested stakeholders to support the mission, highlighting laminate flooring sector as a European success story. The Manifesto calls on the EU institutions to prioritise the following initiatives:

1. Future of housing should be “Made in Europe” through upcoming pan-European investment platform for affordable and sustainable housing and the European Affordable Housing Initiative – with laminate flooring being part of the solution.
2. With energy being one of the core pillars of the European Clean Industrial Deal, the laminate flooring sector looks forward to concrete actions guaranteeing a reliable supply of clean and affordable electricity, which is crucial for the sustainability and competitiveness the industry.
3. The EU should seek to level the playing field both internally, by harmonising national regulations, and externally, by protecting the industry against unfair competition from other products and regions.

By collaborating closely with policymakers, industry stakeholders, and consumers, the EPLF and its members underscore their commitment to the mission of building a sustainable and circular future for the laminate flooring sector and the broader European economy.

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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. Its vision is to enable a sustainable laminate flooring industry. Its work focuses around research, standardisation and representation of its members. Its management has moved to Brussels since November 2019.



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