



PRESS RELEASE

EPLF appoints Veronique Hoflack as President for the remainder of the 2025–2027 mandate

Brussels, 21 January 2026 – EPLF, the association of European Producers of Laminate Flooring, is pleased to announce that Veronique Hoflack (Unilin) has been elected President of the association for the remainder of the 2025–2027 mandate, following an Extraordinary General Meeting (EGM). The election was held through an online vote organised between 10 and 16 January 2026.

Veronique Hoflack takes over from Ruben Desmet (Unilin), who steps down as President after guiding the association through a period marked by strong engagement on sustainability, innovation, and industry representation. She will work closely with the Executive Board, which includes Fabian Kölliker (Swiss Krono Group) and Philipp Sprockhoff (EGGER), to ensure continuity while further developing EPLF's strategic priorities.

Commenting on her election, Veronique Hoflack, newly elected President of EPLF, said:
"I am honoured by the trust placed in me by the EPLF members. I would like to sincerely thank Ruben Desmet for his leadership and dedication to the association, as well as all those who have contributed to EPLF's work over the years, building a strong foundation for our sector. This mandate represents both continuity and a fresh opportunity to strengthen our collective voice at a time of economic uncertainty and regulatory change. I look forward to working closely with the Board and our members to promote the value of European-made laminate flooring further, while advancing EPLF's mission to support a sustainable and competitive industry."

-/-

EPLF BOARD
VERONIQUE HOFACK
PRESIDENT
FABIAN KÖLLIKER
DEPUTY
PHILIPP SPROCKHOFF
DIRECTOR
FERIEL SAOULI
MANAGING DIRECTOR

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 - EUROPEAN PRODUCERS OF LAMINATE FLOORING ASSOCIATION E.V.

BRUSSELS OFFICE
RUE DE FACQZ 52
1050 BRUSSELS
BELGIUM

REGISTERED OFFICE
MITTELSTRASSE 50
33602 BIELEFELD
GERMANY

+32 (0)2 788 3168
INFO@EPLF.COM
WWW.EPLF.COM

VAT DE813375934
BANK ACCOUNT IBAN: DE22 4808 0020 0190 4383 00
REGISTRATION NO. VR 3897, AG Bielefeld

AN ASSOCIATION MANAGED BY SEC NEWGATE EU