



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 Srockhoff (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."

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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
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