



PRESS RELEASE

Laminate flooring 2023 trends: Oak is the essence

Brussels, 8 December 2022 – In 2023, the laminate flooring industry will continue its journey through Scandinavia and the Nordics. The trends continue to lean towards more durable and natural designs. With this in mind, EPLF members are committed to come with new original design and technologies that will fulfil the clients' expectations. Next year's trends will prioritize natural colours, textures and materials that will translate how important sustainability has become for customers who seek authenticity and lifetime performance.

It is all about oak

Manufacturers tend to stay away from cold grey tones homes and playful eye-catching decors that consumers are leaving out of their homes. Designs remain very close to the original wood patterns with authentic, light, friendly, and fresh decors, with natural matte texture as well as subtle knots, that translate a harmonious look. Blond, natural brown, whitened oak colours will please the customer's eye and recreate a natural and warm cosy cocoon at home. Whether we talk about colours or the material, raw oak is the consumer's favourite. The aim is to create calmer and more harmonious decors from light, pure natural tones through to nutmeg brown tones. However, some members already see the first signals and interest in wood types beyond oak. Stay tuned, 2024 might introduce some surprises...

When it comes to the formats, the herringbone patterns continue to be popular on the market. Additionally, wider formats become more fashionable as they help create a calmer appearance in the interiors.

The current trends reflect the consumer's desire to create a haven at home where one feels safe and protected from external aggressions.

Innovation is in the laminate flooring's "DNA"

Whether it is noise reduction, water resistance or sustainability, laminate flooring manufacturers are at the forefront of research to ensure quality floors. This is a strong selling point to convince customers. Our members produce an increasing number of water-resistant products to meet customers' desire to include more and more wood in rooms that previously did not.

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RUBEN DESMET
VICE-PRESIDENT
EBERHARD HERRMANN
DIRECTOR
FERIEL SAOULI
MANAGING DIRECTOR

EPLF® - EUROPEAN PRODUCERS OF LAMINATE FLOORING ASSOCIATION E.V.

BRUSSELS OFFICE
RUE DEFAÇQZ 52
1050 BRUSSELS
BELGIUM

REGISTERED OFFICE
MITTELSTRASSE 50
33602 BIELEFELD
GERMANY

T +32 (0)2 788 31 68
INFO@EPLF.COM
WWW.EPLF.COM

VAT DE813375934
BANK ACCOUNT DE22 4808 0020 0190 4383 00
REGISTRATION NO. VR 3897, AG BIELEFELD
EU TRANSPARENCY REGISTER 899484345328-53

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Sustainability is more than ever at the heart of our members' concerns as they contribute to building a more circular economy. They focus on supplying authentic, environmentally friendly, as well as lifetime performant products. This is captured in the EPLF [Made With Wood](#) campaign, which showcases the environmental properties of laminate flooring.

All those efforts have only one goal: continue to make laminate one of the best performing products on the market.

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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.

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