

# EPLF

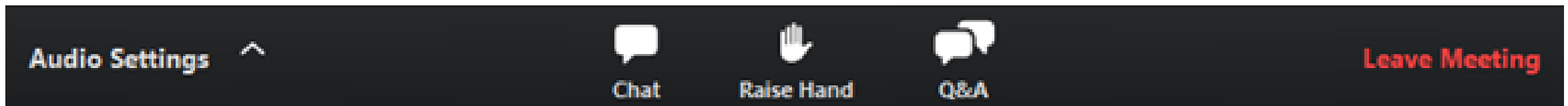
**Annual Press Conference**  
**1 March 2023**



# Meeting etiquette

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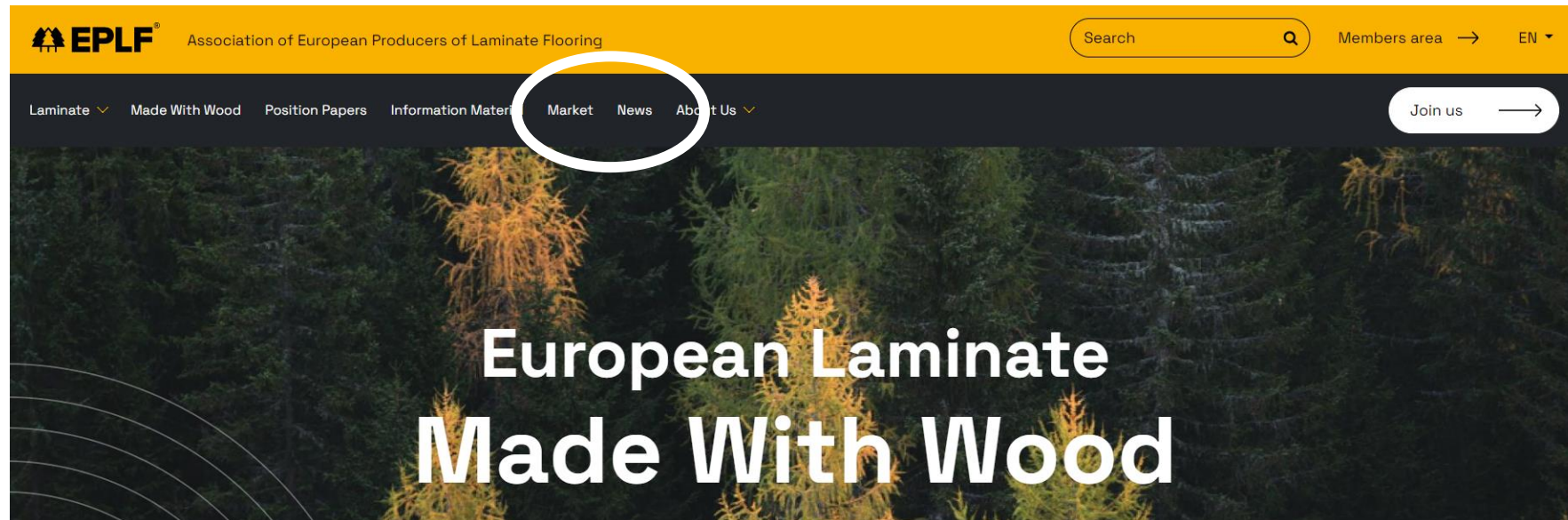
- Your **video and microphone are not activated**.
  - Participation is encouraged:
    - Q&A box or Chat to ask questions.
    - Raise Hand to speak and come on screen
- (activate your video/microphone when you have the floor).



# Practicalities

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- Our press releases will be sent to all journalists after the press conference in DE, EN, FR and NL.
- All materials will be posted on our website in the **Market** and **News** sections:

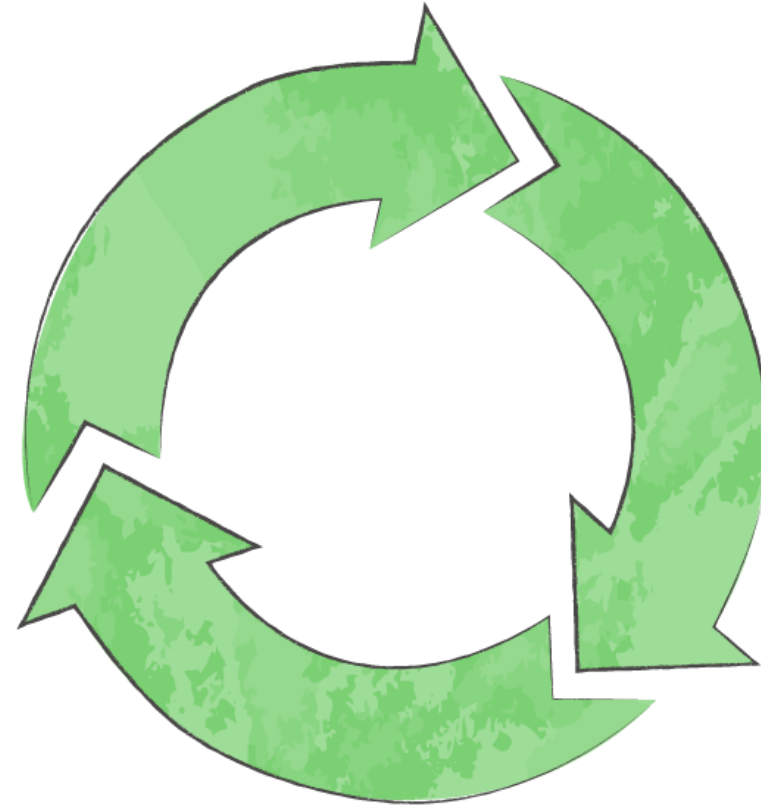


# 2022 overview

Max von Tippelskirch, Swiss Krono  
President



**Sustainability**



**Circularity**

# Consolidating relationships

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# CISUFLO

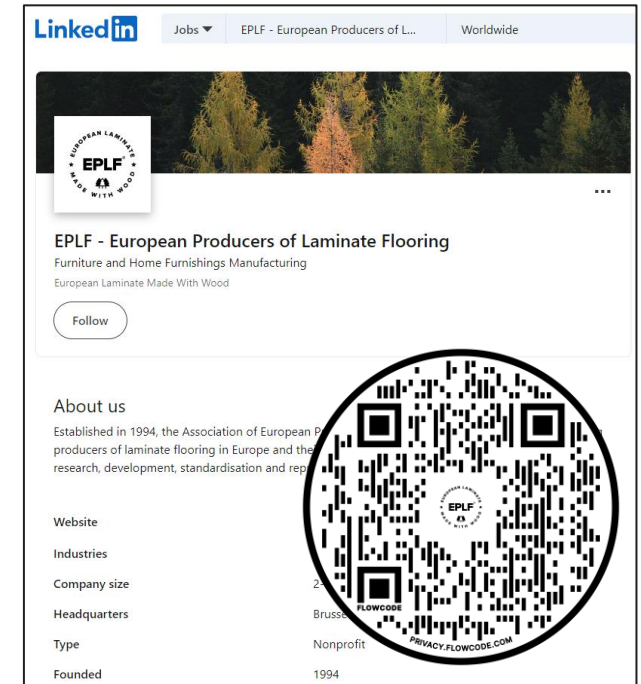
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- Assessment of volume of flooring waste in Europe
- Mapping of collection schemes in Europe (to assess gap)
- Working on the structure of the e-ProdIs database - a potential tool for the Digital Product Passports for resilient, textile and laminate floor covering
- A sorting and separation pilot line for mixed waste of resilient, textile and laminate flooring was installed in order to separate the waste in different categories
- A recycling plant for laminate floor coverings with steaming technique was installed at Unilin
- The recycled fibres were found suitable to make new HDF/MDF



# Educate about laminate

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New website

LinkedIn page



# Technical update

Eberhard Herrmann, Classen  
Convenor Technical Committee

# Scope of Technical Committee

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Standards  
Testing

Representation  
CEN & ISO

Technical  
Bulletins

# CEN-related work

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## EU requirements for laminate floors

### CEN TC 134 WG 09

- Continued work on merged draft standard:
  - Clarification of the **recycling** chapter
  - Clarification of terminology (e.g. *resistance of **connection systems** to water leakage*)
  - Further tests on the influence of **underlay** (e.g. for impact or castor chair resistance test)

## Circular economy

### CEN TC 134 WG 10

- Terms and definitions (for e.g. *recycling content*)
- Design for Circularity to avoid waste and pollution
- Digital product passport content

# ISO-related work

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## International requirements for laminate floors

### ISO TC 219 WG 3

- Harmonised standards
- Educate stakeholders that Laminate is made **from** wood (different perception in the US)

## Harmonised test methods

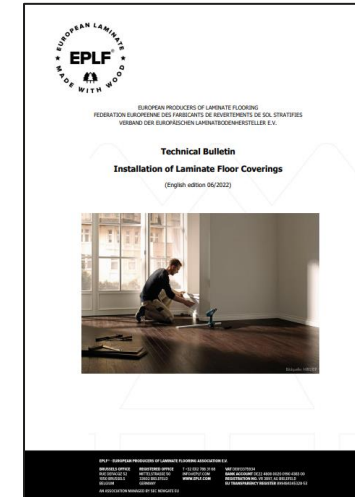
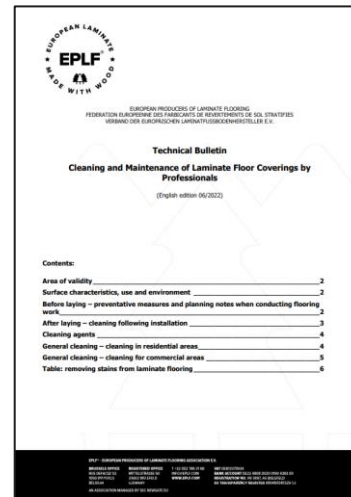
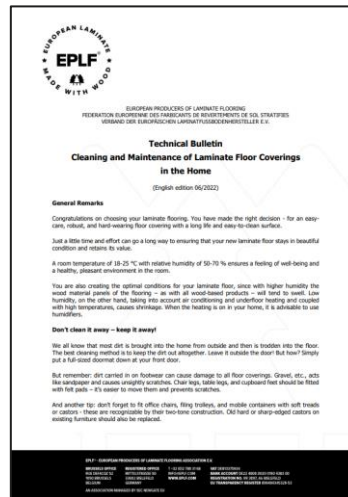
### ISO TC 219 WG 4

- Castor Chair test method for textile, resilient, MMF and laminate
- Essential to:
  - determine durability of flooring
  - improve flooring quality

# Updated 4 Technical Bulletins (EN/DE)

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- Cleaning and maintenance (in the Home and by Professionals)
- Underlay materials
- Installation



# Ad-hoc project on collection and recycling

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- Members provided feedback on 24 countries (EU)
- Collaboration with the German Waste Wood Association (BAV e.V.)
- Main findings:
  - Laminate Flooring is considered as **wood waste**
  - Wood waste is collected in **various streams** (e.g. with furniture)
  - Dedicated (municipal/commercial) **waste collection points**
  - **Sorting** processes vary by country
  - **Cost** of collection is borne by municipalities, companies, installers, individuals, etc.
  - Recycled wood is used for energy recovery and chipboards
  - Pilot projects exist to **recycle** laminate



# Sales figures 2022

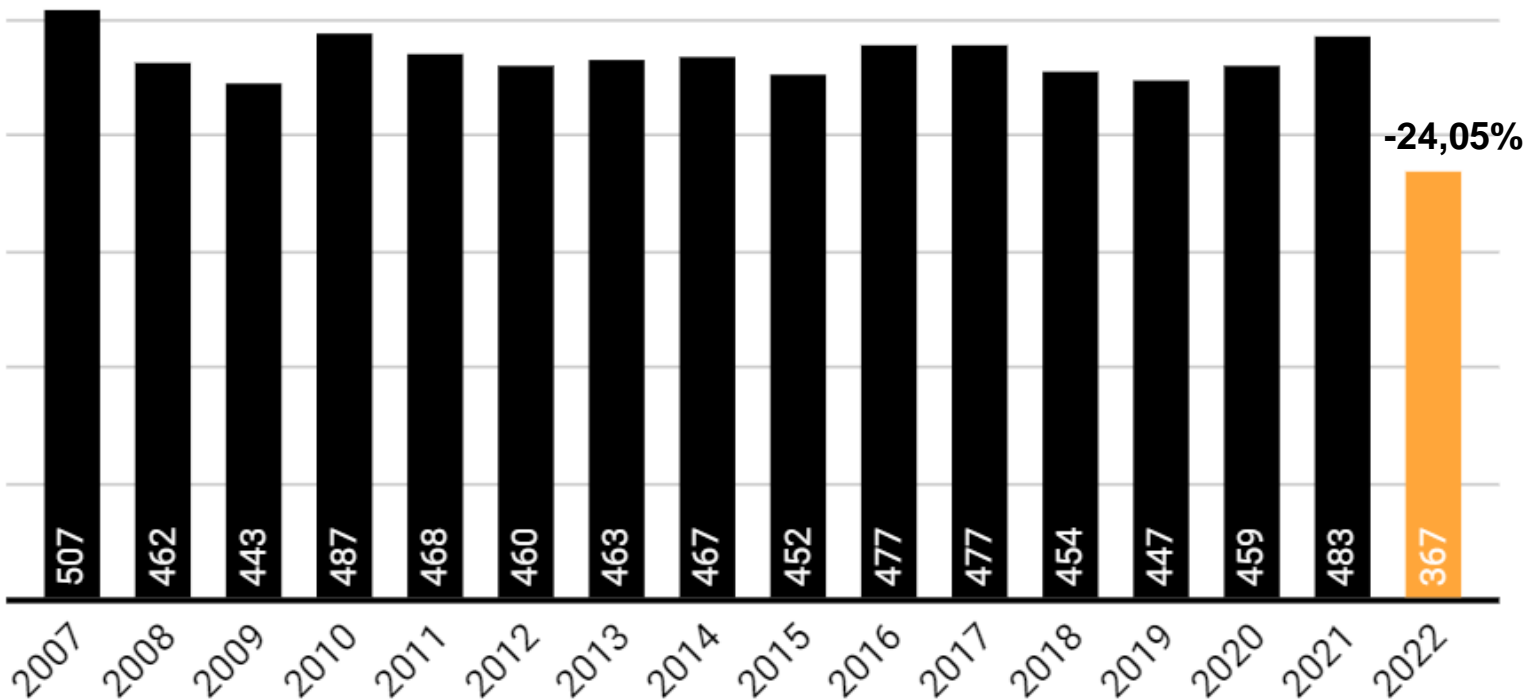
Ruben Desmet, Unilin

Vice President and Convenor Markets & Image Committee

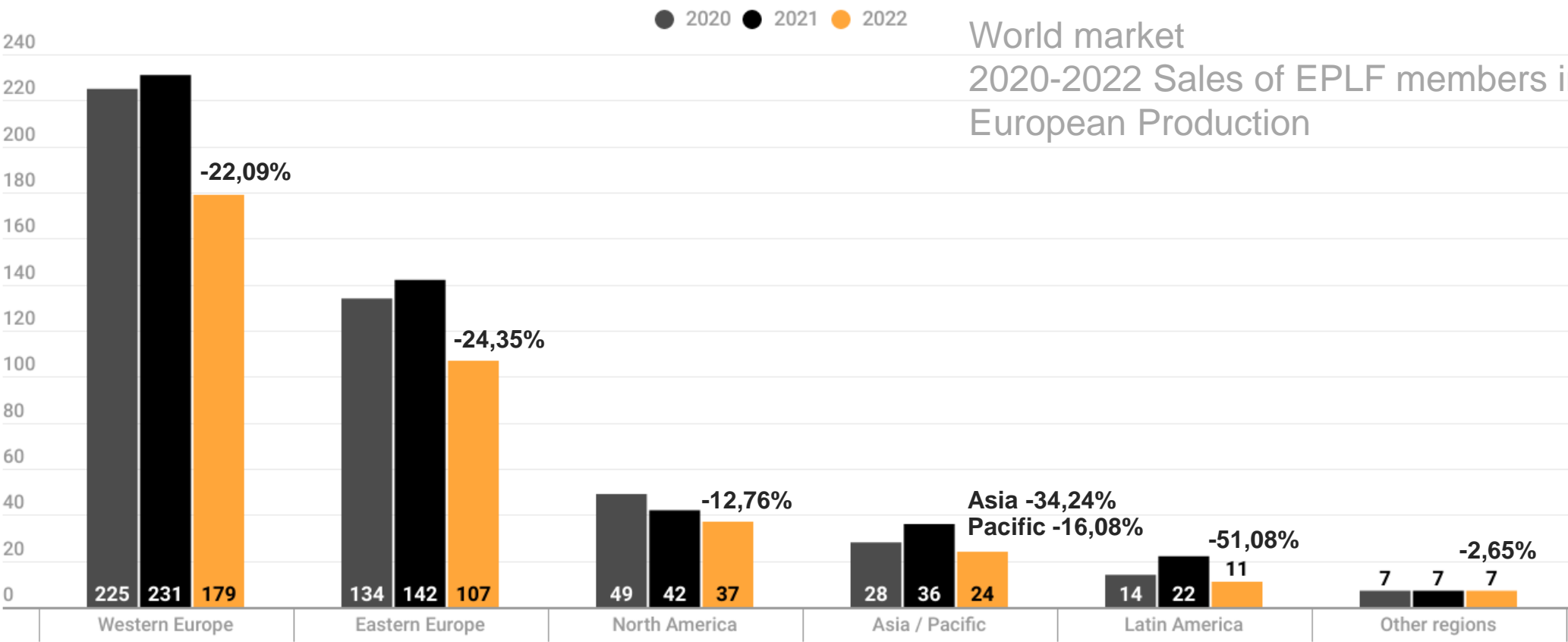


# The most challenging year since 2007

World market  
2007-2022 Sales of EPLF members in mil m<sup>2</sup>  
European Production

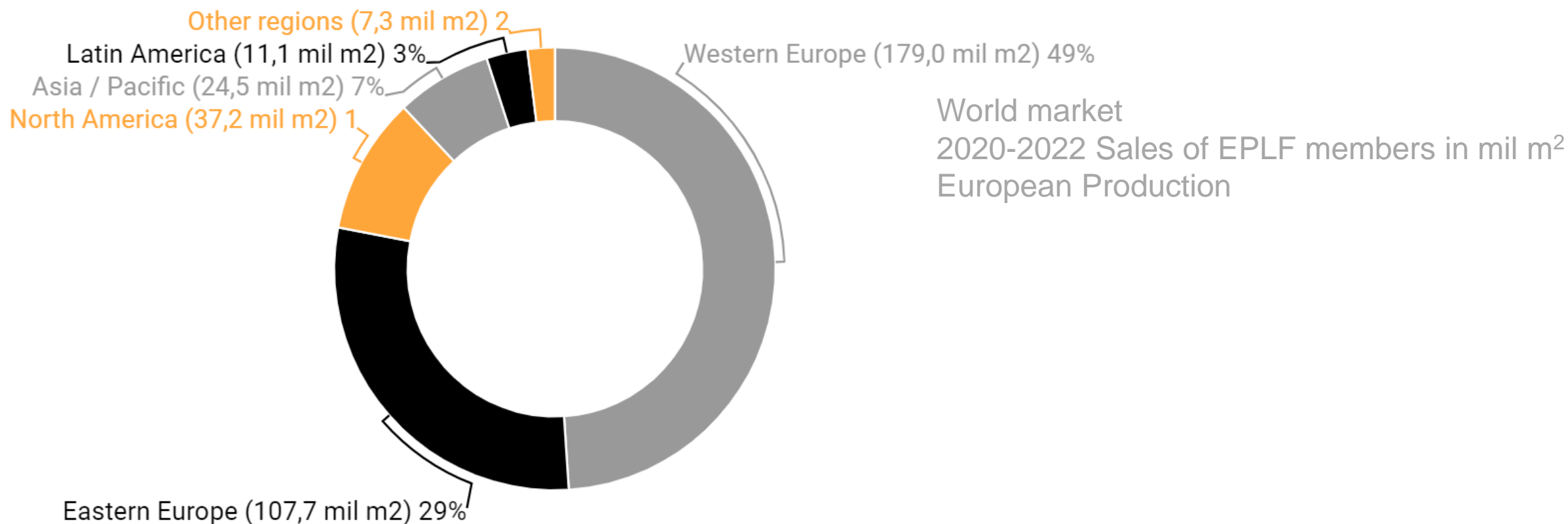


# All regions reported a decline

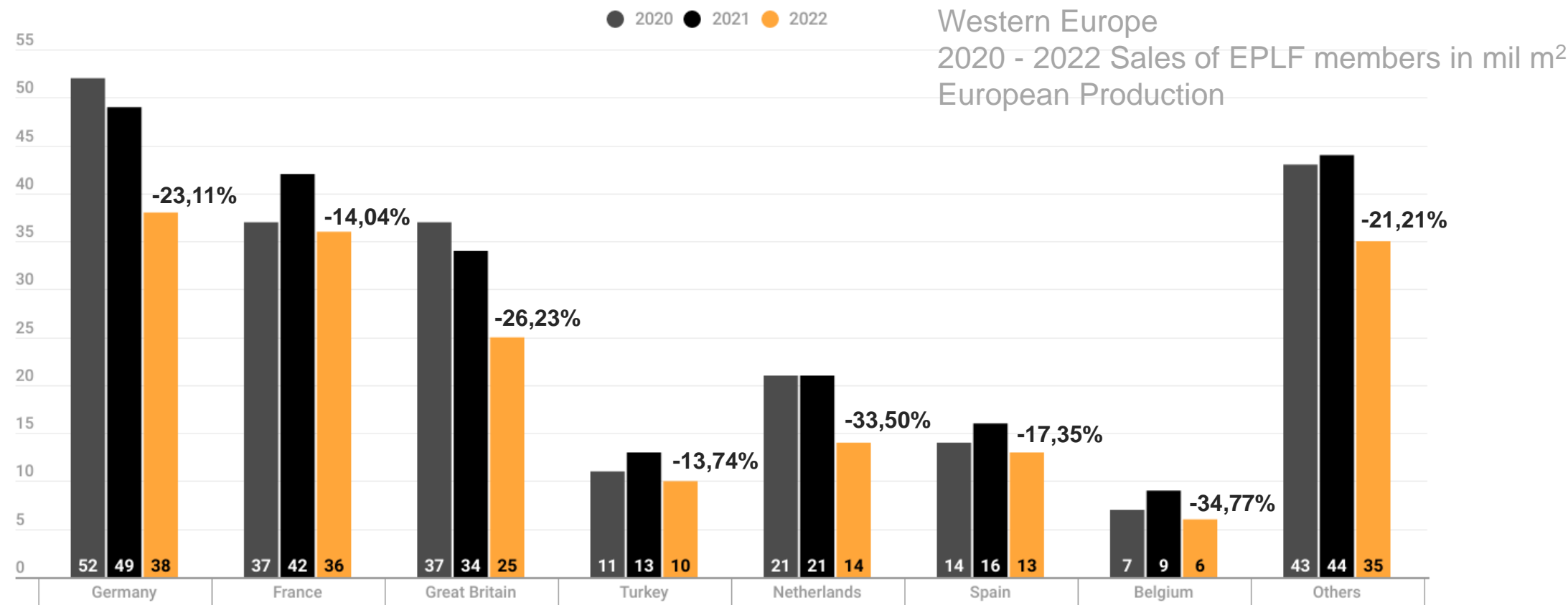


# Western Europe remains biggest market

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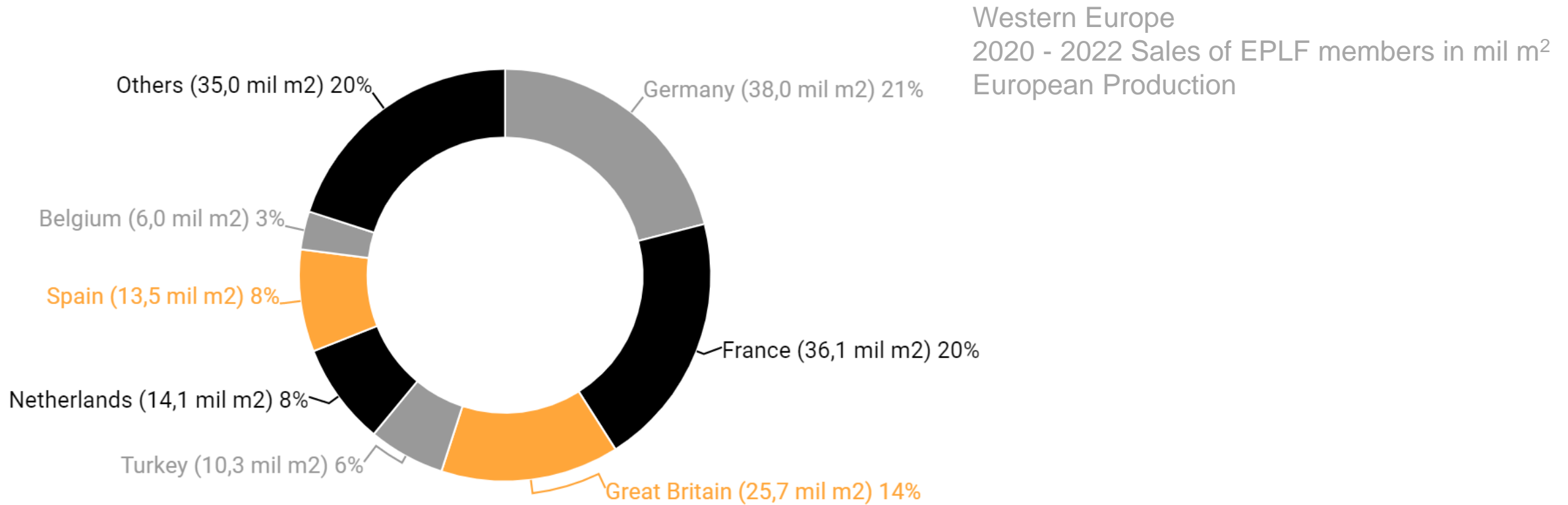


# Turkey, France and Spain were less affected



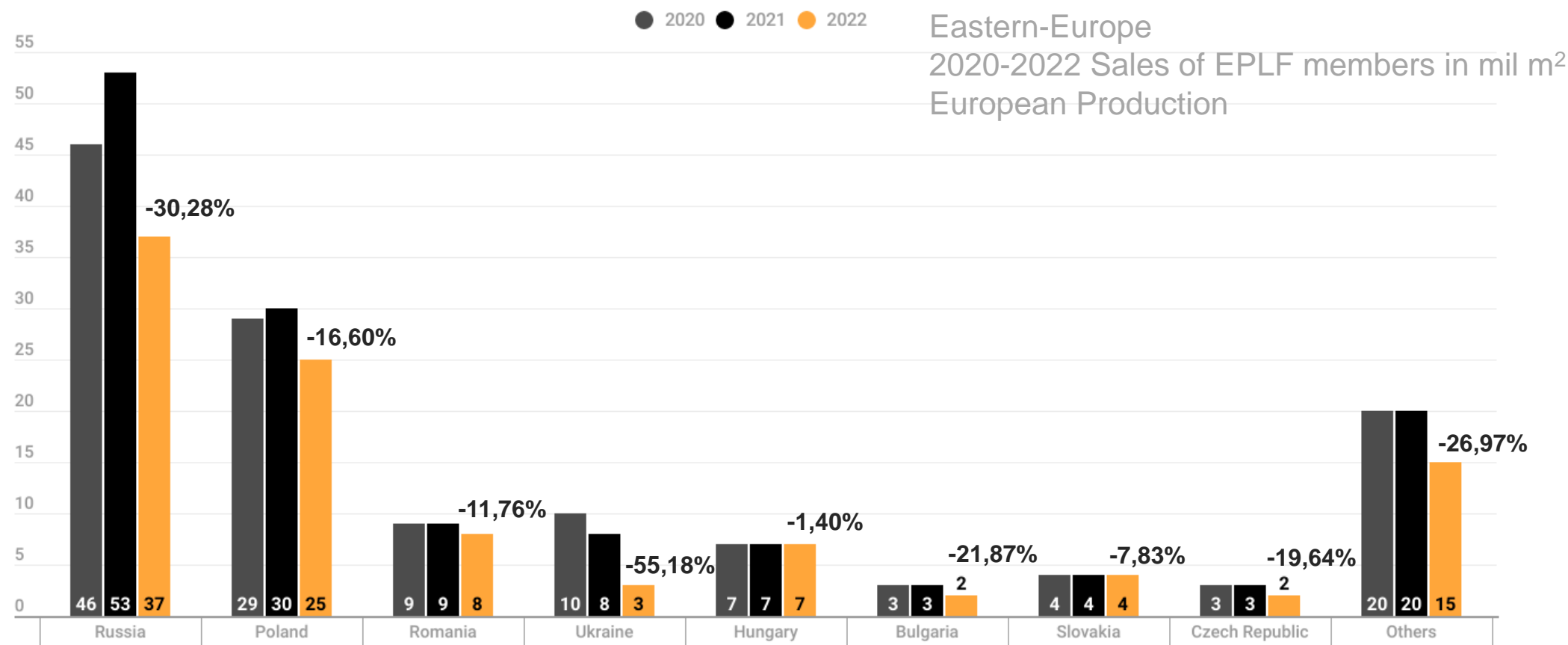
# Germany takes lion's share

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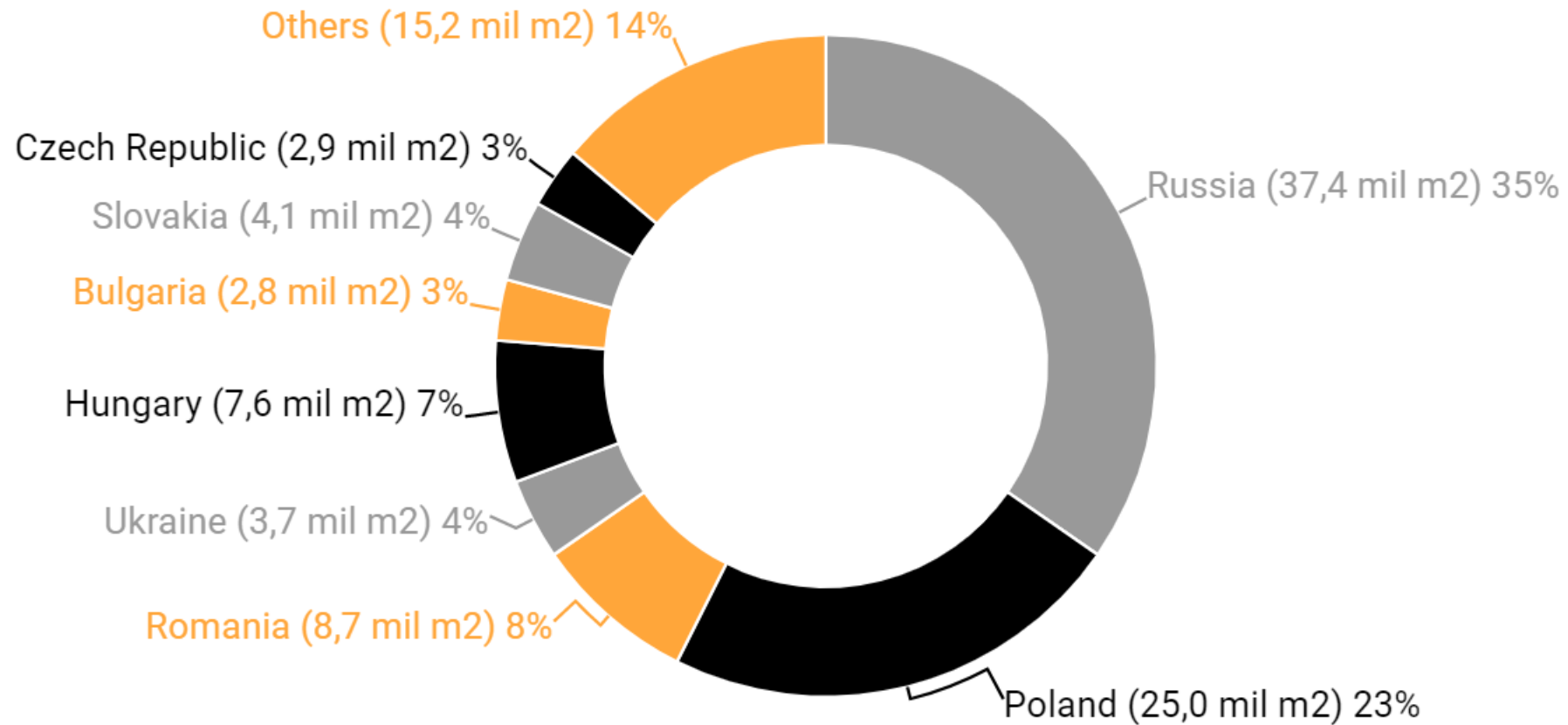
# Sales in Eastern Europe hit hardest

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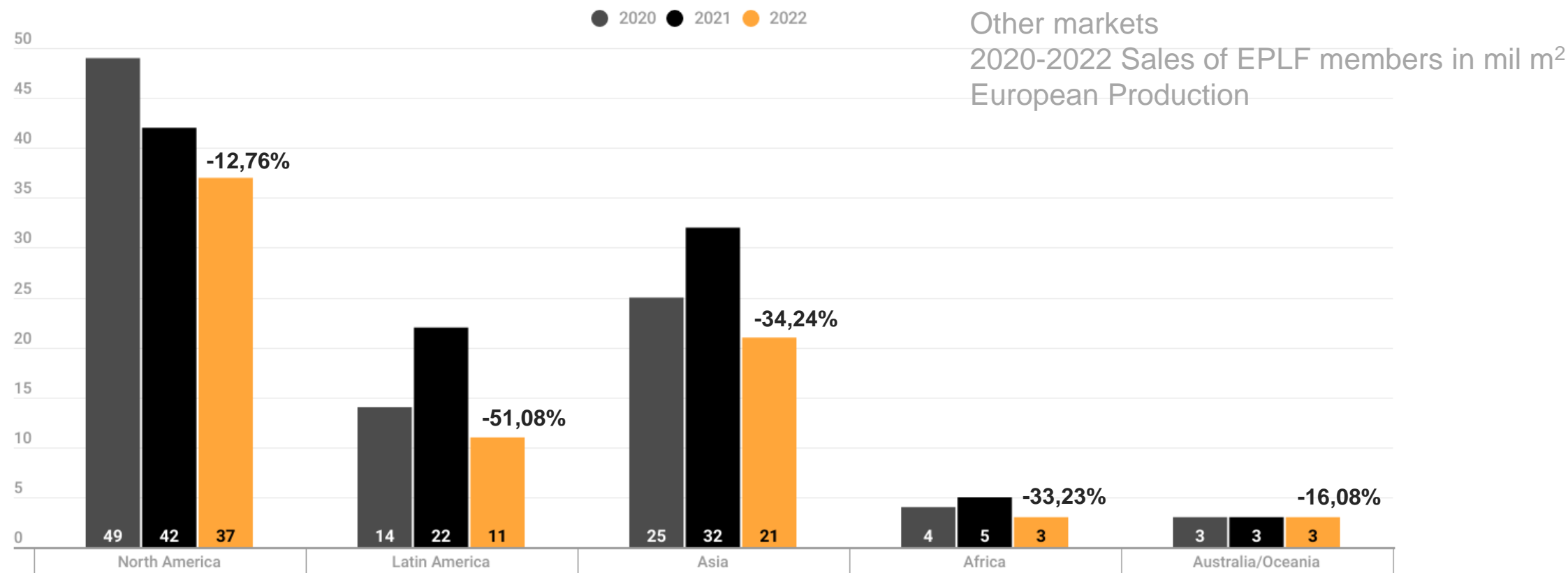
# Russia and Poland lead markets

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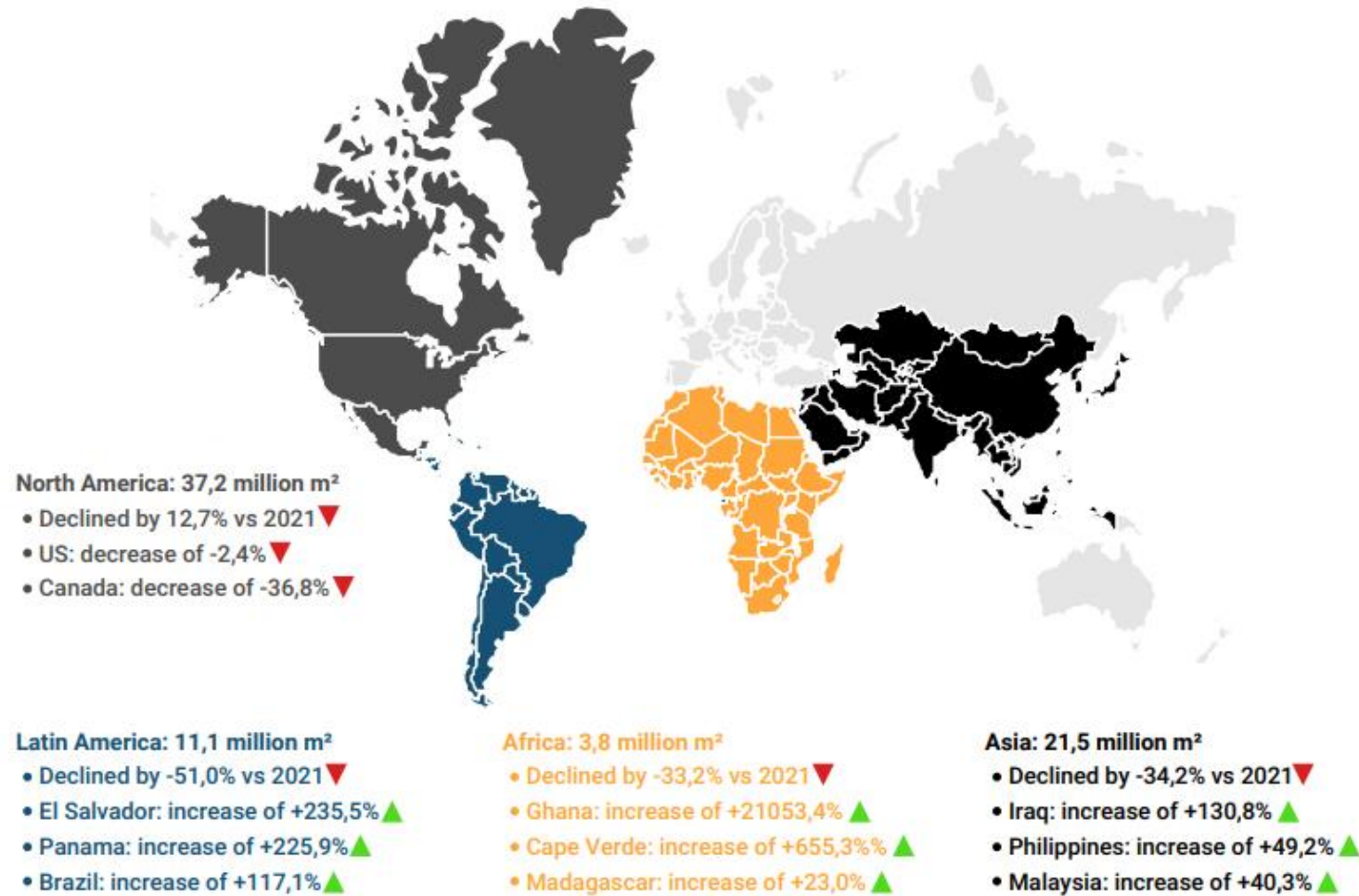


# All other markets experienced a similar trend



# Several countries showed an increase

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# Closing remarks

Max von Tippelskirch, Swiss Krono  
President

# Raw oak is the consumer's favourite!

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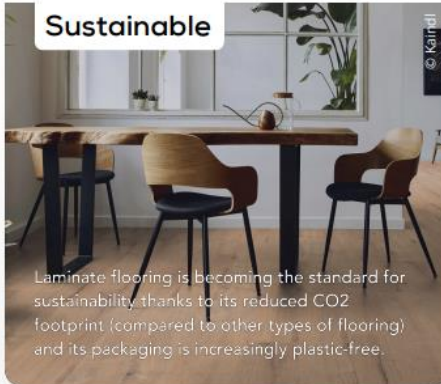
## Trends for 2023

The demand for more sustainable, resilient, and durable flooring is stronger than ever. Largely motivated by a turbulent global context, particularly in Europe, this has led users to seek comfort and reassurance in their homes.

In terms of design, the trend for natural materials and light & warm tones continues as Scandinavian and Nordic designs become the new reference for laminate flooring.



### Sustainable



Laminate flooring is becoming the standard for sustainability thanks to its reduced CO2 footprint (compared to other types of flooring) and its packaging is increasingly plastic-free.

### Waterproof



Laminate technology is increasingly using water resistant substrates, which provide additional benefits to users.

### Impact sound insulation



Laminate's excellent sound proofing properties reduces walking noise thanks to recycled wood fibers. This allows for greater peace of mind at home.

### Real stone look



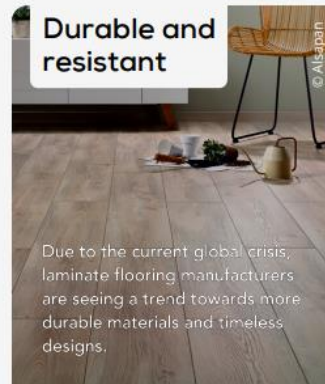
Stone materials in interiors are becoming trendy; this is also the case for the laminate flooring market which offers the most realistic models you have ever seen.

### Nordic designs



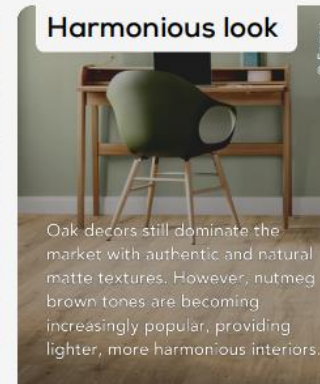
Colours, shapes and surfaces that are not dominant yet form a cosy and cohesive interior are the new "go-to" for laminate flooring. In terms of colour, soft, subtle colours are preferred to accents.

### Durable and resistant



Due to the current global crisis, laminate flooring manufacturers are seeing a trend towards more durable materials and timeless designs.

### Harmonious look



Oak decors still dominate the market with authentic and natural matte textures. However, nutmeg brown tones are becoming increasingly popular, providing lighter, more harmonious interiors.

# Q&A



# Thank you!

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