EPLF 2027 TRENDS

BUILT FOR TODAY'S REAL LIFE



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Inspired by nature, designed for life

Laminate flooring is increasingly built to withstand the realities of everyday life. Improved water resistance helps protect against spills, splashes and everyday accidents, while durable, scratch-resistant surfaces stand up to everything from dropped baby food to pets and busy family life. Easy maintenance and a long product lifespan reinforce this resilience, while larger plank formats and patterns such as herringbone and chevron ensure durability does not come at the expense of design.

From a design perspective, natural aesthetics, authenticity and versatility continue to drive the evolution of laminate flooring.Consumers are increasingly looking for floors that combine realistic wood aesthetics with durability, practicality and sustainability, creating spaces that feel both stylish and modern.

Warm, nature-inspired decors are gaining prominence, with honey, smoked and richer brown tones complementing classic oak designs. Surface technologies, including embossed-in-register textures and matte finishes, continue to elevate the authenticity of laminate flooring, delivering an increasingly natural wood look and feel.


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DESIGNED FOR MODERN LIVING

Performance remains a key priority. Enhanced water resistance, durable surfaces and improved slip resistance are helping laminate flooring meet the demands of everyday life without compromising on style.

Whether it's pets and everyday activity at home, stains and heavy use in a busy café, or spills and scratches in an active space, laminate is made to take it. Durable, practical and easy to maintain, it is built for the different ways we live, work and move.


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AUTHENTICITY

Inspired by nature, laminate designs are becoming warmer, richer and more expressive. Honey, smoked and chocolate-brown tones are shaping a warmer colour palette, complemented by realistic grains, subtle textures and natural variations. Together, these trends are bringing greater depth and authenticity to laminate, that feels both contemporary and enduring.



NATURALLY SUSTAINABLE

Made predominantly from wood-based materials, laminate flooring combines responsible material use with long-lasting performance. Its durability and long lifespan mean it is designed to remain part of interiors for years, while enduring design and quality help extend its relevance over time. Together, these qualities make laminate a practical and more sustainable flooring choice.



FORMATS FOR CREATIVE FREEDOM

Creative formats are opening up new possibilities for more individual and expressive interiors. Herringbone, chevron, mixed planks and larger dimensions bring a contemporary perspective to classic flooring styles, while coordinated finishes across floors, doors, furniture and wall panelling allow for more harmonious interiors. With greater freedom to create spaces that reflect different tastes, lifestyles and ways of living, laminate offers the flexibility to make an interior truly personal.

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FEEL

Texture is becoming as important as appearance in creating authentic laminate designs. Embossed-in-register (EIR) technology, deeper textures and matte finishes add depth and definition to the surface, closely reflecting the grain and character of natural wood. These developments are helping create richer, more tactile floors with an increasingly realistic finish.