

# COMPANY OVERVIEW

## 2014

ARCHITECTURE  
DECORATION  
SPORT  
TECHNOSPECIFIC



**Gerflor**  
the flooring group

# MOVE ON GERFLOR

## **LEADERSHIP IN GLOBAL SOLUTIONS FOR RESILIENT FLOORS, WALL COVERINGS AND ACCESSIBILITY, FROM INSTALLING TO FINISHING**

For more than 70 years and in more than 100 countries, Gerflor is recognized as an expert and a world leader in its field thanks to technical, decorative and eco-respon-



sible added value solutions specific to each market application (healthcare, retirement homes, retail, industry, education, social housing, offices, sports...)

The Gerflor Group is well known as being the official supplier for the most famous and demanding worldwide customers and events such as Boeing, Carrefour and Olympic games.

## **ENVIRONMENTALLY RESPONSIBLE SOLUTIONS**

All Gerflor production sites are ISO14001 certified. We set ourselves the highest standards when it comes to environmental quality. Gerflor uses recycled materials across all our product ranges. Our new generation of looselay products reduces the use of adhesives and facilitate recovery and recycling at the end of the product's life. Gerflor also strongly promotes durable and renewable material integration and 100% vegetal plasticizers in its products offer. In addition, our products are easy to maintain throughout their lives and qualify for credits under many internationally accredited Green Building Schemes.

## **A COMMITTED AND EXPERIENCED TEAM**

Our most valuable resource is our people. Their commitment and enthusiasm for our customers success are our main asset. Gerflor's employees are an essential part of the Gerflor brand experience. They are driven by well-established and often noted core values that make them entrepreneurial, approachable and respectful, with a sense of partnership.

## **A PASSION FOR CUSTOMERS SUCCESS**

Our brand is our promise and it grows through the positive experiences provided to stakeholders, particularly our customers and our employees around the world. We reaffirm that promise on a daily basis to anticipate and meet the specific needs of users, specifiers, installers and distributors wherever they may be. It also compels us to deliver total quality and competitiveness to ensure our customers success in all their projects.

Always more inspiration, well being, security, performance and return on investment.

Bertrand Chammas  
C.E.O. of the Gerflor Group

A handwritten signature in black ink, which appears to read 'B. Chammas'. The signature is stylized and fluid, with a long horizontal stroke extending to the right.

## OUR MISSION STATEMENT

To create, manufacture and market innovative, design-led and eco-responsible solutions for flooring, walls and their finishes.

To anticipate the specific needs of the users, specifiers, installers and distributors around the world.

To provide competitiveness and success for all our customers.

Gerflor®  
theflooringgroup

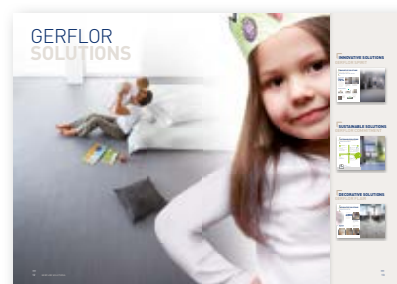
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## GERFLOR GROUP



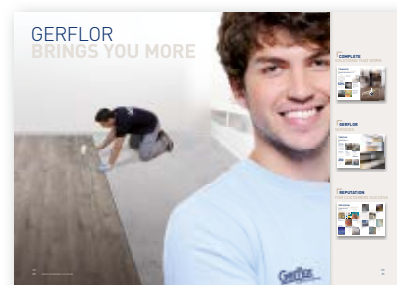
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## GERFLOR SOLUTIONS



20

## GERFLOR BRINGS YOU MORE





# OUR HERITAGE

## GERFLOR EVERYTIME...

A group built on innovative  
brands and companies



### MIPOLAM™

**1937:** The first homogeneous  
flooring.



### BATIFLEX™

**1948:** The first flooring solution  
dedicated to aircraft.



### TARAFLEX™

**1962:** Inventor of foam backed vinyl  
flooring  
**1976:** Official sports flooring to  
the Olympic Games.



### SENSO™

**2005:** Self-adhesive planks  
with ultra realistic wood designs.



### SPM - DECOCHOC

**2007:** The complete wall and floor  
surface solution for healthcare.



### LAMES CLIC SYSTEM

**2010:** Unique interlocking planks  
offering quick and easy installation  
with no adhesive.

1985



## GERFLEX™

**1985:** Invention of self-adhesive tiles.



## PROTECSOL™

**1987:** Revolutionary surface treatment for sport – anti burn, anti slip – and contract – durability, easy maintenance, no need for polish/wax.

2000



## TEXLINE™

**2000:** The original textile backing, providing both comfort and easy renovation on irregular subfloors, only by Gerflor.



## MIPOLAM SYMBIOZ™

**2011:** First homogeneous flooring with 100% Bio-based plasticizers.



## ROMUS

**2012:** A complete offer of profiles and entrance mats.



## TOP SILENCE

**2013:** The new laminate flooring generation.

2013

# OUR PRESENCE GERFLOR EVERYWHERE...

Global perspective

## SALES GROWTH

GERFLOR GROUP TURNOVER



## KEY FIGURES 2013

### SALES

**581** MILLION EUROS

### STAFF

**2 500** EMPLOYEES

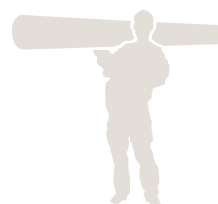
**100** **MILLION**  
people daily live on  
a Gerflor Residential  
flooring.



**6** **MILLION**  
children daily enjoy  
the benefits Taraflex  
Sports flooring.



**500** **MILLION**  
patients healed  
everyday on Gerflor  
floors for Healthcare.



**200**

Worldwide presence and proximity  
to our customers through:

**24** subsidiaries and a broad  
network of partner distributors  
**13** manufacturing plants  
and logistic hubs

● sales offices  
● manufacturing plants and  
logistic hubs



**10** **WORLD CLASS**  
competition games played  
everyday on a Taraflex®  
Sports floor.



...GERFLOR  
EVERYDAY

**000** **SQM**  
Gerflor floors  
installed everyday.

**600** **MILLION**  
people daily travel on  
a Gerflor Transport  
flooring.



# TECHNOLOGICAL EDGE

## GERFLOR CAPABILITIES

From floors to interior finishes, from rolls to tiles and planks, from adhesive to looselay...

### THE ONLY GROUP TO COMBINE ALL RESILIENT FLOORING MANUFACTURING TECHNOLOGIES:

- Calendering
- Pressing
- Coating
- Printing
- Lamination
- Water jet cutting
- Extruding



This investment in combined and specialized processes applies to all product families and enables Gerflor to deliver the largest vinyl range in the market.

MORE THAN  
**25**  
PRODUCT  
CATEGORIES



### SAFETY AS A TOP PRIORITY

Safety is a core value of Gerflor, a guarantee of quality and efficiency, the duty of a responsible company. This is why we implemented a prevention program in all our production sites across the world. Our target is ambitious but not negotiable: zero accident.



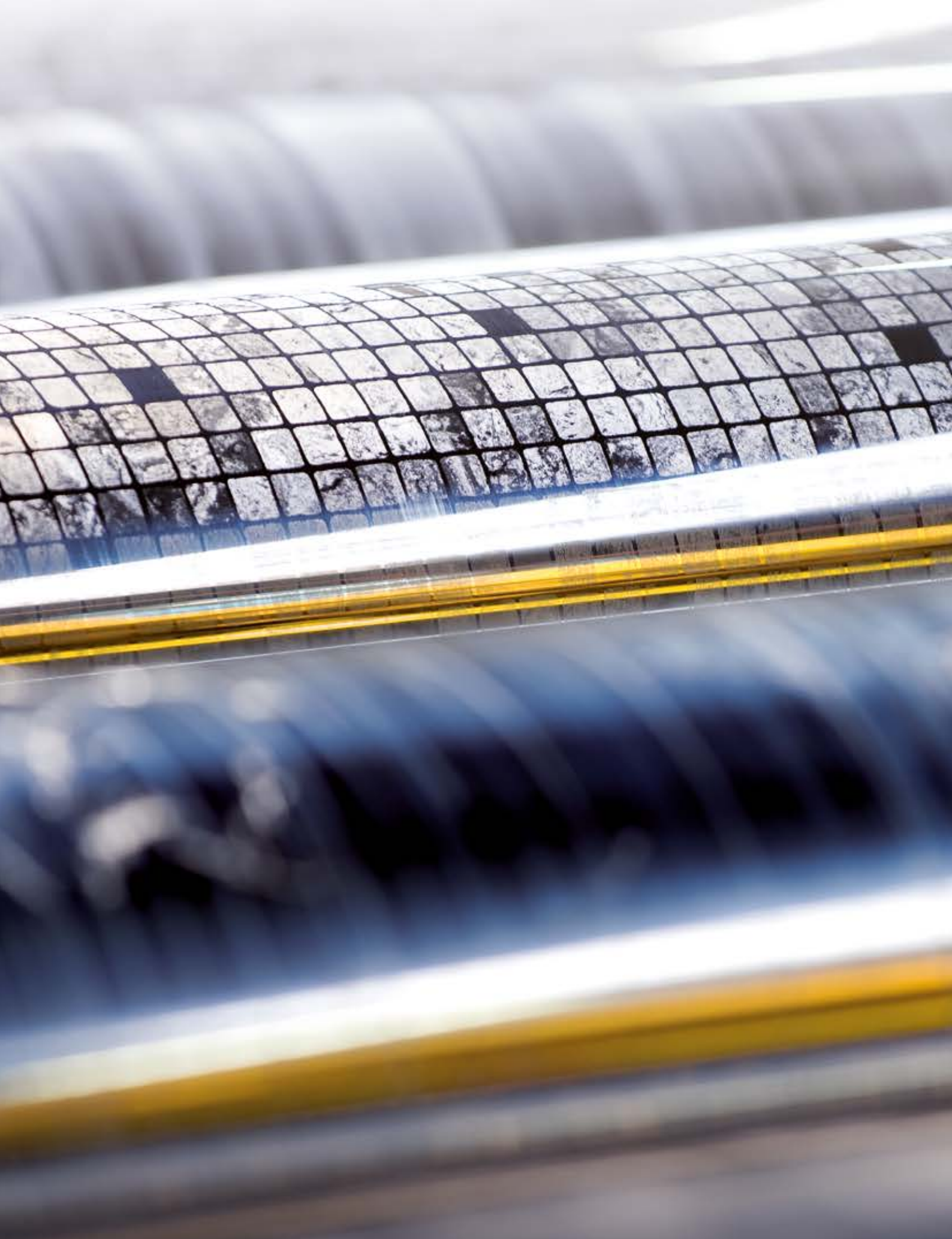
### TOTAL QUALITY COMBINED WITH COMPETITIVENESS

Our main objective is to combine world class quality with continuous improvement, and to provide the right solution to ensure our customers competitiveness.



ISO 9001  
ISO 14001  
OHSAS 18001





# THE FLOORING MULTISPECIALIST

Solutions for every market need  
through 4 key competencies

# 20 MARKETS



## ARCHITECTURE

To structure building interior spaces and to offer sustainable solutions for design and performance.



## DECORATION

To enhance interior decor and easy living.





HEALTHCARE  
RETIREMENT HOMES  
EDUCATION  
RETAIL  
OFFICES  
ADMINISTRATION  
INDUSTRY HEAVY TRAFFIC

CLEANROOM  
HOSPITALITY  
HOTELS  
LEISURE  
FITNESS  
SPORT  
SPORT EVENTS

SOCIAL HOUSING  
PRIVATE HOME  
AIRCRAFT  
BUS / COACH  
TRAIN / TRAM / METRO  
MARINE



## SPORT

To engineer and offer safety, comfort and performance from elite competition to leisure.



## TECHNOSPECIFIC

To combine technologies and offer solutions for high-tech requirements.



# GERFLOR SOLUTIONS







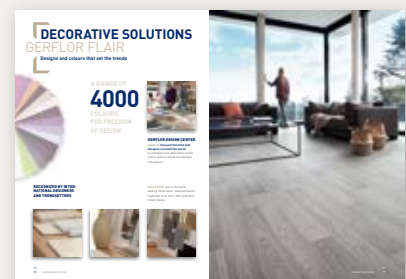
## INNOVATIVE SOLUTIONS GERFLOR SPIRIT



## SUSTAINABLE SOLUTIONS GERFLOR COMMITMENT



## DECORATIVE SOLUTIONS GERFLOR FLAIR



# INNOVATIVE SOLUTIONS

## GERFLOR SPIRIT

Innovation distinguishes between a leader and a follower

OUR MOTTO: BE DIFFERENT

**70%**  
OF SALES  
ARE ACHIEVED  
WITH PRODUCT  
RANGES LESS  
THAN THREE  
YEARS OLD

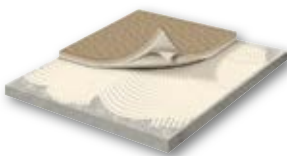


**3 Research & Development centres** dedicated to product innovation, including **70 engineers** for new and better flooring solutions that anticipate the needs of our customers.



Partnerships with laboratories and universities around the world enable Gerflor to benefit from the very latest materials and emerging technologies.

### RECENT PRODUCT INNOVATIONS



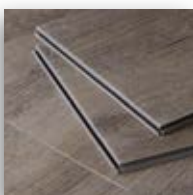
**DRY-TEX™ SPORTS FLOORING**  
Revolutionary sport flooring system for high moisture subfloors.



**MIPOLAM BIOCONTROL**  
The only floor covering to meet the cleanroom environment norms.



**BATIFLEX AVR 175A AND AV 135**  
The world lightest and most innovative all-in-one non Textile Floor covering for aircraft.



**CLIC SYSTEM PLANKS**  
Unique interlocking planks offering quick and easy installation with no adhesive.



**MIPOLAM SYMBIOZ™**  
First homogeneous flooring with 100% Bio-based plasticizers.





# SUSTAINABLE SOLUTIONS

## GERFLOR COMMITMENT

Committed to Sustainable Development



### RAW MATERIALS

Healthy and sustainable materials

- **No** heavy metals, **No** solvents, **No** formaldehyde
- **100% REACH compliant**
- Average **25% recycled content**, REACH compliant
- **Bio-based plasticizers integration.**

### INDOOR AIR QUALITY

Low VOC emissions



- **TVOC** (Volatil Organic Compound)  
 $< 10 \text{ g/m}^3$  for homogeneous ranges and  
 $< 100 \text{ g/m}^3$  for all other products
- **Floorscore, AgBB and M1 compliant**
- **VOC free systems : looselay solutions, adhesive free.**



Going further !



### RECYCLING

- **100% recyclable** materials
- Post consumer waste recycling :  
**Gerflor Second life program**

### ENVIRONNEMENTAL FOOTPRINT



- Industrial sites certified **ISO 14001 Environnement**
- **Eco-designed products** : reduced environmental impact during all their life cycle
- **EPD** (Environmental Products Declaration) available for all products ([www.gerflor.com](http://www.gerflor.com))



FOR MORE INFORMATION,  
PLEASE SEE OUR "ECO-RESPONSIBLE" BROCHURE





# DECORATIVE SOLUTIONS

## GERFLOR FLAIR

Designs and colours that set the trends



A RANGE OF  
**4000**  
COLOURS  
FOR FREEDOM  
OF DESIGN

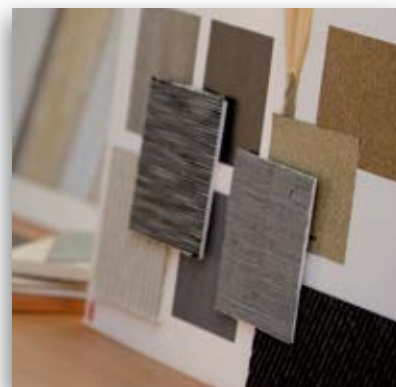


### GERFLOR DESIGN CENTER

works in **close partnership with designers around the world** to anticipate new decorative trends and to work on brand new designs and colours.

**RECOGNIZED BY INTERNATIONAL DESIGNERS AND TRENDSETTERS**

**NELLY RODI**, one of the world leading trend setter, selected Gerflor materials in its 2015-2016 trends books.







# GERFLOR BRINGS YOU MORE







## COMPLETE SOLUTIONS THAT WORK



## GERFLOR SERVICES



## REPUTATION FOR CUSTOMERS SUCCESS



# COMPLETE SOLUTIONS THAT WORK

Installation solutions, interior finishes, wall protection  
and handrails... Gerflor brings you more...



What makes Gerflor a unique and valuable partner for customers is our company's commitment to provide **more than a floor.**



Attraction® Looselay Tiles

**50%**  
TIME SAVING VS  
STANDARD  
INSTALLATION

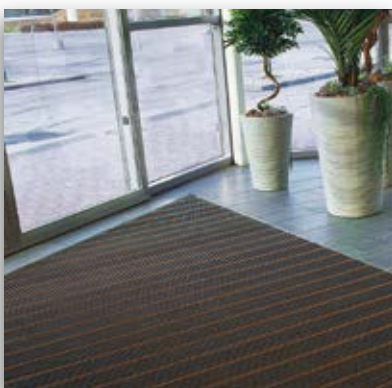


Tarabus Self Adhesive Kit System

## INSTALLATION SOLUTIONS

Gerflor invented new installation techniques, such as:

- Attraction, GTI, Creation Clic System: looselay installation with **no need for adhesives.**
- Tarabus Self-adhesive Kitsystem for buses and coaches: ready to bond, no curing time, easy to use. **50% time saving versus standard installation.**



Romus entrance mats



SPM Wall Protection

## INTEGRATED SOLUTIONS

Gerflor offers the most complete range of technical solutions, accessibility and finishes, including **skirtings, tools, adhesives, wall protection, SPM handrails and entrance mats.**





VERTICAL "CLIC"

100 cm

17,6 cm

FAST INSTALLATION

only by Gerflor

# GERFLOR SERVICES

**Our everyday commitment:  
making our customer's lives easier**

## GLOBAL LOGISTIC AND LOCAL CUSTOMER SERVICE

The only way to service **4000 customers in more than 100 countries** is to have worldwide network of factories, warehouses, administration and transport partners. Our customer service and supply chain is dedicated to delivering **the right product to the right place. On time. Every time.**



## TECHNICAL SUPPORT

Our technical department assists our installers all over the world for big jobs and specific events.

## TRAINING

Gerflor developed a **complete training program for:**

- apprentices to become professional installers
- skilled and experienced installers who want to know more about specific techniques or new installation solutions.

## ON LINE SERVICES

Order a sample ?  
View a photo rendering ?  
Access all Gerflor documentation ?

**BROWSE ON  
OUR NEW  
WEBSITE  
GERFLOR.COM**

**50 APPRENTICES  
AND  
250  
EXPERIENCED  
INSTALLERS  
TRAINED  
EVERY YEAR...**



Gerflor Technocentre – unique facilities of 1500sqm dedicated to training





## VIRTUAL LIBRARY

Welcome to the Service section! Here you can find a direct access to all online services that you use on a daily basis. Need a documentation, advice, or information...? Don't hesitate to ask us, we are here to help! Discover the new Virtual Library which offers the possibility to visualize interactive cards and documentation. You can also create your own personalized virtual library!

**G** Exclusivity! Install your virtual library directly on your desktop by clicking here!

SEARCH BY TOOL

SEARCH BY PRODUCT



Cards



Guides



Catalogs

## CARDS



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*www.gerflor.com*

# REPUTATION FOR CUSTOMERS SUCCESS

Supplying the most famous  
brands and events in the world...



^  
**OAK PARK  
COMMUNITY CENTER**  
USA



^  
**VOLLEY BALL & HAND-  
BALL COMPETITIONS**  
LONDON



^  
**MC DONALDS  
MC CAFE & MC GYM AREAS**  
WORLD

▼  
**AIRBUS – BOEING  
AIRCRAFT INDUSTRY**  
WORLD



▼  
**SANOFI**  
SOUTH AMERICA







^  
**BI BUSINESS SCHOOL**  
**NORWAY**



^  
**SPEEDO HQ**  
**EUROPE**



**AWARDED 2014**  
"Greenest School on earth"

^  
**SECONDARY SCHOOL**  
**HONG-KONG**



^  
**KAUST UNIVERSITY**  
**SAUDI ARABIA**



^  
**KTP HOSPITAL**  
**SINGAPORE**

^  
**CANBERRA HOSPITAL**  
**AUSTRALIA**





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