

8.12.2018 Prague, Czech Republic

Renewal of partnership: Gerflor and the International Floorball Federation sign new sponsorship agreement

Today at the IFF General Assembly, the representative of Gerflor and the IFF President took the stage to publish the new agreement between Gerflor and the IFF. The announcement was made by Lionel Arlin, Sports Federations and Events Manager at Gerflor and Tomas Eriksson, IFF President.

The new agreement will become affective starting from 2019 and runs until the end of 2022. The contract will make sure that the Gerflor-Taralex surfaces will be used as Official Floorings for the next four years in the IFF events. The events include all World Floorball Championships (WFC) as well as the WFC Qualification tournaments, annually roughly 250 games. The value of the agreement is undisclosed but includes both barter elements as well as financial settlements.

"We have been partnering with the IFF since 2002 and through the years we have been able to profit from the fast growth of floorball. We want to continue this fruitful relationship. I'm happy to see that the IFF is also investing time and effort to extend floorball more in urban and street floorball which will open more business opportunities for us" Mr. Arlin listed the arguments for signing the new agreement.

"It is with great pride that we are able to count Gerflor as our flooring partner also for the next four years. As our sport has developed substantially over the years, an integral part has also been the development of the circumstances. Here the role of Gerflor has been paramount. A high-quality flooring secures peace of mind for the organizers and offers the best environment for players and referees alike. Besides, the slogan of Gerflor sports products states "Where champions play" Mr. Eriksson concludes.

For further information:

Lionel Arlin
Sport Federations & Events Manager
+33 6 20 68 07 23
larlin@gerflor.com

John Liljelund
Secretary General
+358 40 052 09 30
liljelund@floorball.org

About Gerflor:

Gerflor has specialised in vinyl sports flooring since 1947 with the brand Taraflex®, a worldwide leading brand of indoor sport floor

For more than 40 years, Gerflor has been a partner and a major supplier of the world's biggest sporting events. Since 1976 and the Montreal Olympics, Gerflor has not left the Olympic Arena. The multinational now asserts itself as the main partner of the federations. For example, the NBA, FIVB or EHF have trusted the Gerflor Group for more than 20 years. More recent federations have also wanted to go with Gerflor. FIBA, NCAA, IFF and other powerful federations have joined forces with Gerflor.

On the European continent, Gerflor equips nearly 70% of the floors' gymnasiums and sports arenas. From an event point of view, Gerflor continues to acquire new competitions: Basket and Handball World Cups among others for 2019.

www.gerflor.com

<https://www.gerflor.com/product-ranges/multisports.html>

About the IFF:

International Floorball Federation (IFF) is the head organisation of world floorball.

IFF's core mission is to promote, develop and most of all nurse and service its stakeholders and further protect world floorball at every possible level of the game and finally to spread the knowledge based on the principle of unity, equality and solidarity and to deal with all questions relating to world floorball.

The International Floorball Federation was founded 12th of April 1986 in Husqvarna, Sweden, by the floorball associations of Finland, Sweden and Switzerland. At this moment, the IFF has 69 Member Associations.

IFF is a full member of IOC, an ordinary member of GAISF and cooperates with FISU. IFF now stresses three different fields. These are: marketing, development and politics, the latter meaning in the field of sports.

IFF is a member of the European Sponsorship Association (ESA)

www.floorball.sport

Address:

Alakiventie 2
FI-00920 Helsinki,
Finland

Phone:

+358 9 454 214 25

Fax:

+358 9 454 214 50

E-mail:

office@floorball.org

Web-site

www.floorball.sport

Bank:

Credit Suisse, CH-8700 Küsnacht, Switzerland
Account No: 0818-559200-11. Swift: CRESCHZZ80A
IBAN: CH52 0483 5055 9200 1100 0