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-responsible 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 loselay 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
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.
OUR HERITAGE
GERFLOR EVERYTIME...

A group built on innovative brands and companies

1937

MIPOLAM™
1937: The first homogeneous flooring.

1948

BATIFLEX™
1948: The first flooring solution dedicated to aircraft.

1962

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

2005

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

2007

SPM - DECOCHOC
2007: The complete wall and floor surface solution for healthcare.

2010

LAMES CLIC SYSTEM
2010: Unique interlocking planks offering quick and easy installation with no adhesive.


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

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

2012: A complete offer of profiles and entrance mats.

2013: The new laminate flooring generation.
OUR PRESENCE
GERFLOR EVERYWHERE...

Global perspective

SALES GROWTH
GERFLOR GROUP TURNOVER

2006 2007 2008 2009 2010 2011 2012 2013

KEY FIGURES 2013
SALES
581 MILLION EUROS

STAFF
2500 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

- 600 million people daily travel on a Gerflor Transport flooring.
- 10 world class competition games played everyday on a Taraflex® Sports floor.
- 200,000 Gerflor floors installed everyday.
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.

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.

MORE THAN 25 PRODUCT CATEGORIES

ISO 9001
ISO 14001
OHSAS 18001
THE FLOORING MULTISPECIALIST

Solutions for every market need through 4 key competencies

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

DECORATION
To enhance interior decor and easy living.

MARKETS

GERFLOR GROUP
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.
INNOVATIVE SOLUTIONS
GERFLOR SPIRIT

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

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

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

SUSTAINABLE SOLUTIONS
GERFLOR COMMITMENT

Committed to Sustainable Development

ARCHITECTURE
DECORATION
SPORT
TECHNOSPECIFIC SOLUTIONS ECO­RESPONSIBLE
ALLER pLuS LOIN
TVOC (Volatil Organic Compound) < 10 g/m³ for homogeneous ranges and < 100 g/m³ for all other products
Floorscore, AgBB and M1 compliant
VOC free systems: looselay solutions, adhesive free
No heavy metals, No solvants, No formaldehyde
100% REACH compliant
100% recyclable materials
Post consumer waste recycling: Gerflor Second life program
FOR MORE INFORMATION, PLEASE SEE OUR “ECO-RESPONSIBLE” BROCHURE

Going further!

RAW MATERIALS
Healthy and sustainable materials

RECYCLING
- 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)

ENVIRONNEMENTAL FOOTPRINT

DECORATIVE SOLUTIONS
GERFLOR FLAIR

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.

A RANGE OF COLOURS FOR FREEDOM OF DESIGN

NELLY RODI, one of the world leading trend setter, selected Gerflor materials in its 2011, 2012 and 2013 trends books.

RECOGNIZED BY INTERNATIONAL DESIGNERS AND TRENDSETTERS

INNOVATIVE SOLUTIONS
GERFLOR SPIRIT

70%

SUSTAINABLE SOLUTIONS
GERFLOR COMMITMENT

4000

DECORATIVE SOLUTIONS
GERFLOR FLAIR

INNOVATIVE SOLUTIONS
GERFLOR SPIRIT

SUSTAINABLE SOLUTIONS
GERFLOR COMMITMENT

DECORATIVE SOLUTIONS
GERFLOR FLAIR
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

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**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 g/m³ for homogeneous ranges and
  < 100 g/m³ for all other products
- Floorscore, AgBB and M1 compliant
- VOC free systems : looselay solutions, adhesive free.

RECYCLING

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

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DECORATIVE SOLUTIONS
GERFLOR FLAIR
Designs and colours that set the trends

A RANGE OF
4000
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FOR FREEDOM
OF DESIGN

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AND TRENDSETTERS

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materials in its 2015-2016 trends
books.
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.

GERFLOR BRINGS YOU MORE

INSTALLATION SOLUTIONS

Gerflor invented new installation techniques, such as:

– Attraction, GTI, Creation Clic System: looselay installation with no need for adhesives.

– Tarabus Self-adhesive Kit System for buses and coaches: ready to bond, no curing time, easy to use. 50% time saving versus standard installation.

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.

CREATION CLIC SYSTEM

TIME SAVING VS STANDARD INSTALLATION

Attraction ® Looselay Tiles

Tarabus Self Adhesive Kit System

SPM Wall Protection Romus entrance mats

FAST INSTALLATION only by Gerflor

VERTICAL “CLIC”

100 cm

17.6 cm

GERFLOR SERVICES

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

GERFLOR Technocentre – unique facilities of 1500sqm

GERFLOR VIRTUAL LIBRARY

50 Apprentices and 250 experienced installers trained every year...

REPUTATION FOR CUSTOMERS SUCCESS

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

GERFLOR

Our everyday commitment: making our customer’s lives easier.

Gerflor Technocentre – unique facilities of 1500sqm

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50 APPRENTICES AND 250 EXPERIENCED INSTALLERS TRAINED EVERY YEAR...
REPUTATION FOR CUSTOMERS SUCCESS

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

OAK PARK COMMUNITY CENTER
USA

AIRBUS – BOEING AIRCRAFT INDUSTRY
WORLD

MC DONALDS MC CAFE & MC GYM AREAS
WORLD

SANOFI
SOUTH AMERICA

VOLLEY BALL & HAND-BALL COMPETITIONS
LONDON
## Asia
Gerflor Asia  
Tel: +852 9222 6355  
Fax: +852 3006 1449  
e-mail: gerflorasia@gerflor.com

## Australia / New Zealand
Gerflor Australasia Pty. Ltd  
Australia Tel: 1 800 060 785  
New Zealand Tel: 0 800 630 119  
e-mail: gerflor@gerflor.com.au

## Austria / Switzerland
Gerflor GmbH  
Tel: +43 (0)72 29/70 800-0  
Fax: +43 (0)72 29/70 800-218  
e-mail: switzerland@gerflor.com

## Belgium / Luxembourg
Gerflor Benelux  
Tel: +32 (0) 3 766 42 82  
Fax: +32 (0) 3 766 29 14  
e-mail: gerflorbelgium@gerflor.com

## Canada
Gerflor International  
Tel: +1 438 333 0752  
Fax: +1 438 380 5425  
e-mail: gerflorcanada@gerflor.com

## China
Gerflor China  
Tel: +86 21 6357 8818  
Fax: +86 21 6357 8998  
e-mail: gerflorchina@gerflor.com

## Finland
Gerflor Oy  
Tel: +358 (0) 10 6 17 5150  
Fax: +358 (0) 10 617 5152  
e-mail: info@gerflor.fi

## France
Gerflor – Service Express  
N°Azur : 0 810 569 569  
N°Azur fax : 0 810 569 570  
e-mail: contactfrance@gerflor.com

## Germany
Gerflor Mipolam GmbH  
Tel: +49 (0)22 41-25 30 0  
Fax: +49 (0)22 41-25 30 100  
e-mail: gerflormipolam@gerflor.com

## Ireland
Gerflor Ltd  
Tel: +353 (0) 42 966 1431  
Fax: +353 (0) 42 966 1759  
e-mail: gerflorirland@gerflor.com

## Italy
Gerflor S.p.A.  
Tel: +39 02 90 40 10  
Fax: +39 02 90 42 74 84  
e-mail: gerfloritalia@gerflor.com

## Latin America
(Brazil)  
Gerflor América Latina  
Tel: +55 11 3848 2020  
e-mail: gerflor@gerflor.com.br

## Middle East
Gerflor Middle East  
Tel: +966 3 847 1779  
Fax: +966 3 847 1781  
e-mail: gerflorME@gerflor.com

## Portugal
Gerflor Iberia, SA  
Tel: +34 91 653 50 11  
Fax: +34 91 653 25 85  
e-mail: gerfloriberia@gerflor.com

## Russia
Gerflor Moscow Office  
Tel: +7 495 785 23 71  
Fax: +7 495 785 23 71  
e-mail: gerflorrussia@gerflor.ru

## Scandinavia
Gerflor Scandinavia  
Tel: +47 64 95 60 70  
Fax: +47 64 95 60 80  
e-mail: gerflorscand@gerflor.no

## Spain
Gerflor Iberia, SA  
Tel: +34 91 653 50 11  
Fax: +34 91 653 25 85  
e-mail: gerfloriberia@gerflor.com

## United Kingdom
Gerflor Ltd  
Tel: +44 (0)1926 622 600  
Fax: +44 (0) 1926 401 647  
e-mail: contractuk@gerflor.com

## USA
Gerflor USA  
Tel: 877 GERFLOR (437 3567)  
Fax: 847 394 3753  
e-mail: info@gerflorusa.com

## Other Countries
Gerflor International  
Tel: +33 (0)4 74 05 40 00  
Fax: +33 (0)4 74 05 03 13  
e-mail: gerflor@gerflor.com

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