

COMPANY OVERVIEW

ARCHITECTURE
DECORATION
SPORT
TECHNOSPECIFIC



Gerflor[®]
theflooringgroup

MOVE ON GERFLOR

LEADERSHIP IN RESILIENT FLOORING SOLUTIONS

Gerflor is recognized as a specialist and a world leader in resilient flooring solutions. The group creates, manufactures and markets innovative, design-led and eco-responsible solutions for flooring and complementary interior finishes. Already well-established in more than 100 countries, Gerflor is continuously developing its activities in new markets.



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 loose-lay products reduces the use of adhesives and facilitates recovery and recycling at the end of

the product's life. In addition, our products are easy to maintain throughout their lives and qualify for credits under many internationally accredited Green Building Schemes.

A MULTISPECIALIST GROUP

Gerflor's main strength builds on specialization in four key competencies within the broader market:

- Architecture
- Decoration
- Sport
- Technospecific.

What makes us unique and strong comes from combining these competencies.

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.

Bertrand Chammas
Chairman and CEO

OUR MISSION STATEMENT

To create, manufacture and market innovative, design-led and eco-responsible solutions for flooring and complementary interior 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.



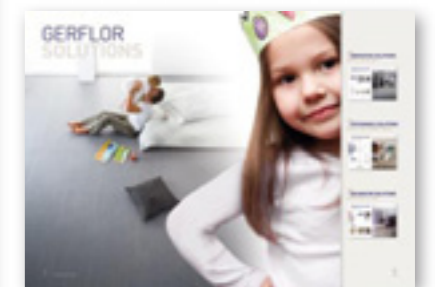
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GERFLOR GROUP



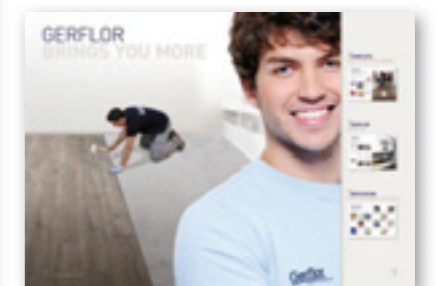
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GERFLOR SOLUTIONS



20

GERFLOR BRINGS YOU MORE



OUR HERITAGE

GERFLOR EVERYTIME...

A group built on innovative brands and companies



BATIFLEX™

1948: The first flooring solution dedicated to aircraft.



GERFLEX™

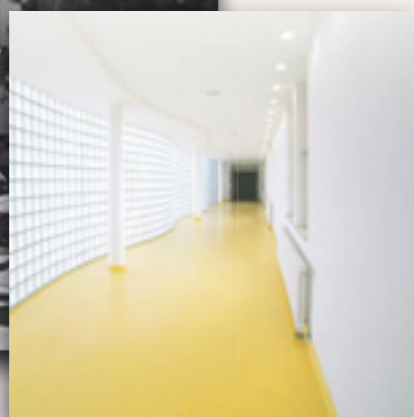
1985: Invention of self-adhesive tiles.



SENSO™

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

1937 1948 1976 1985 1987 2000 2005 2007



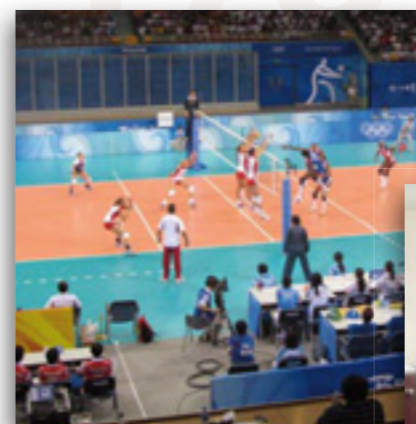
MIPOLAM™

1937: The first homogeneous flooring.



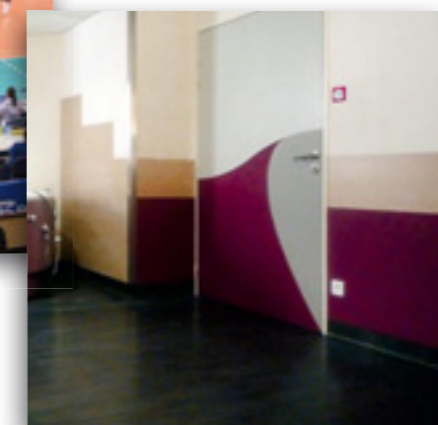
TARAFLEX™

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



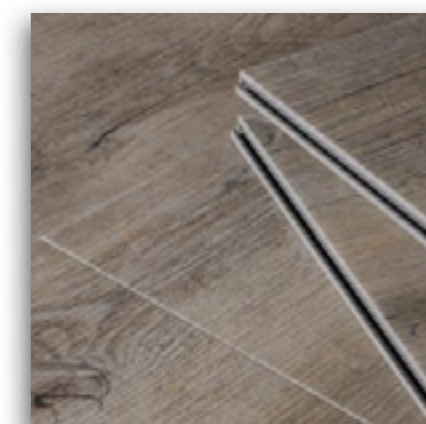
PROTECSOL™

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



SPM - DECOCHOC

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



CLIC SYSTEM PLANKS

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

OUR PRESENCE GERFLOR EVERYWHERE...

Global perspective

SALES GROWTH

GERFLOR GROUP TURNOVER



KEY FIGURES 2010
SALES
445 MILLION EUROS
STAFF
2 000 EMPLOYEES
VOLUME
43 MILLION SQM

Worldwide presence and proximity to our customers through:

23 subsidiaries and a broad network of partner distributors
12 manufacturing plants and logistic hubs

● sales offices
● manufacturing plants and logistic hubs



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



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



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



...GERFLOR
EVERYDAY

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



200 000 **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

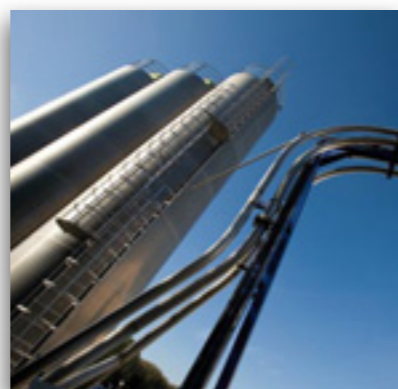
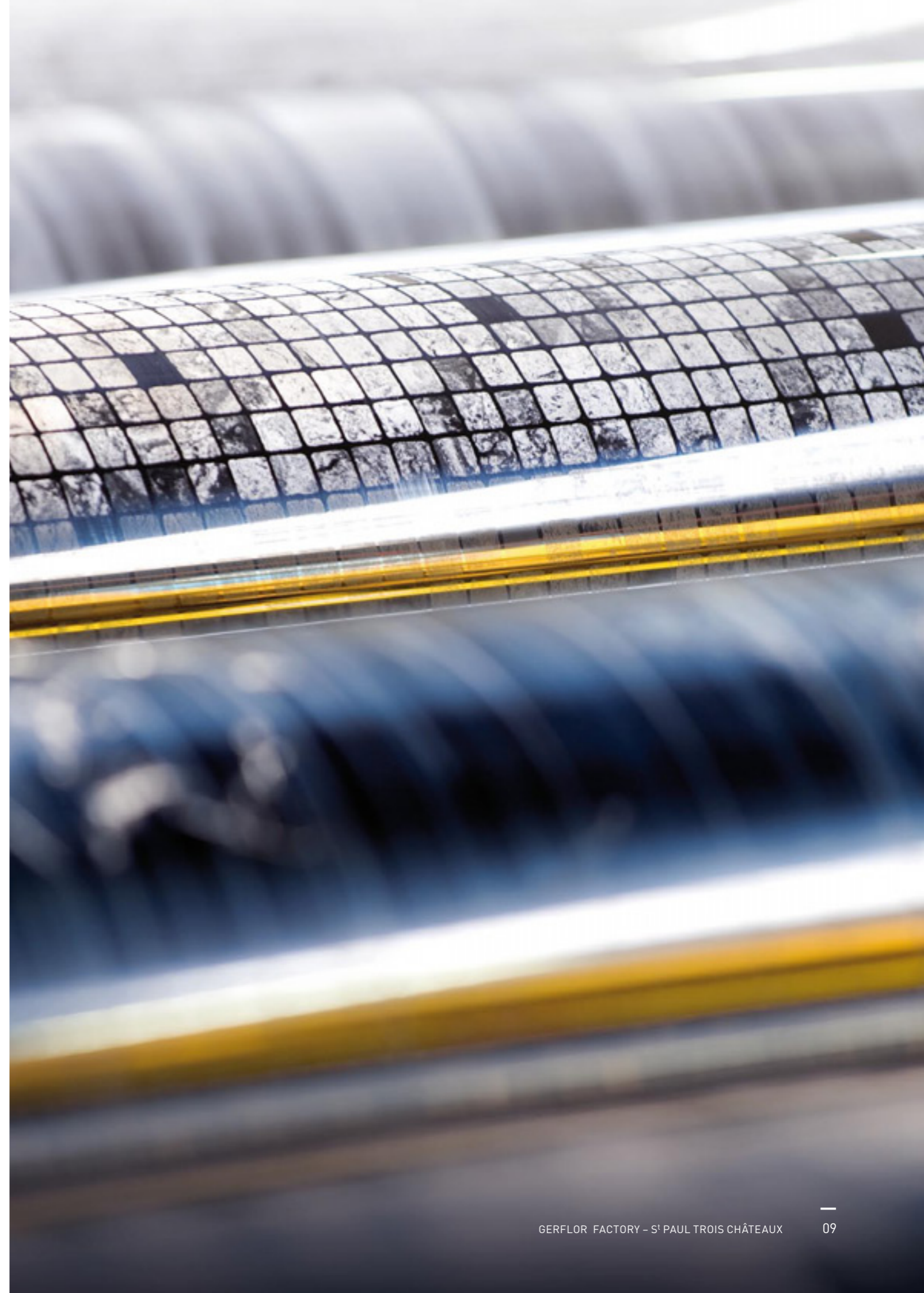


This investment in combined and specialized processes applies to all product families and enables Gerflor to deliver the largest vinyl range in the market.

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

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



ARCHITECTURE

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



DECORATION

To enhance interior decor and easy living.



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



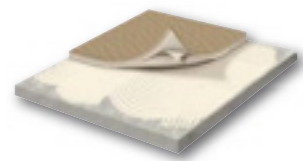
3 Research & Development centres dedicated to product innovation, including **70 engineers** for new and better flooring solutions that anticipate the needs of our customers.



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



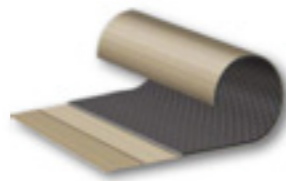
RECENT PRODUCT INNOVATIONS



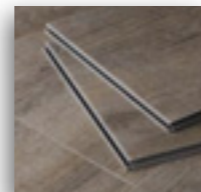
**DRY-TEX™
SPORTS FLOORING**
Revolutionary sport flooring system for high moisture subfloors.



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.

SUSTAINABLE SOLUTIONS

GERFLOR COMMITMENT

Committed to Sustainable Development



Health & Safety

- Selection of raw materials: no heavy metals, no solvent-based inks, no phthalates and components rated as carcinogenic, no formaldehydes, no PCP.
- No substance potentially subject to any REACH restrictions (European Union regulation to prevent any sale of proven harmful raw materials).
- Low VOC emissions: on average more than **70% lower** than European standards.



ISO 14001

All Gerflor industrial sites are **ISO 14001 certified**.



Life Cycle Analysis

All new Gerflor product ranges are developed using a full life cycle analysis model and have an Environmental Product Declaration. Gerflor vinyl floorings qualify for credits under many internationally accredited Green Building Schemes (LEED, BRE, Démarche HQE, and others...).



Recycling

- 100% recyclable products**
Use of recycled material into new products.
- 100% of recycled materials**
controlled and REACH compliant.

VOC EMISSIONS
70% LOWER THAN
STANDARDS

100%
OF GERFLOR
PRODUCTS ARE
RECYCLABLE



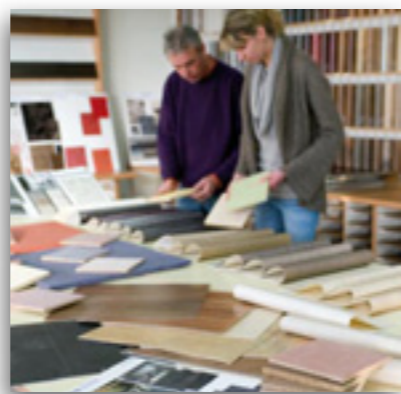
DECORATIVE SOLUTIONS

GERFLOR FLAIR

Designs and colours that set the trends



A RANGE OF
4000
COLOURS
FOR FREEDOM
OF DESIGN



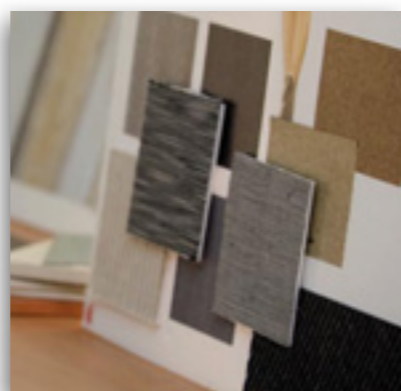
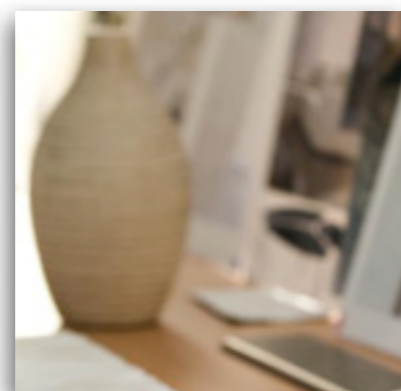
GERFLOR DESIGN CENTER

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

ELLE DECORATION awarded Gerflor Interior Concept 1.0 the 2009 "BEST DESIGN INNOVATION".

NELLY RODI, one of the world leading trend setter, selected Gerflor materials in its 2010, 2011 and 2012 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

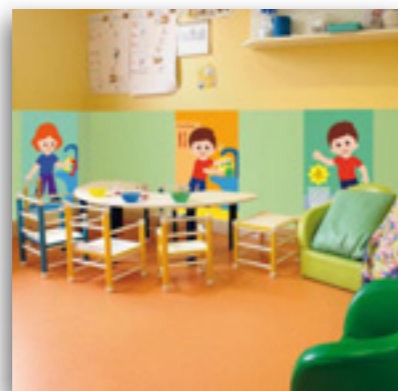
INSTALLATION SOLUTIONS

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.**



Connecting Profile



SPM Wall Protection

INTEGRATED SOLUTIONS

Gerflor gathered the most **comprehensive range of interior finishes including wall covering, skirtings, adhesives, tools, SPM wall protections and handrails.**

A fantastic opportunity for our customers to have a combined and complete floor & wall offer.



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 ?...

BROWSE ON GERFLOR.COM

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



Gerflor Technocentre - unique facilities of 1500sqm dedicated to training



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**



^
**BI BUSINESS SCHOOL
NORWAY**



^
**LEADING DIY RETAILERS
EUROPE**



^
**SHANGHAI 2010
WORLD EXPO
CHINA**



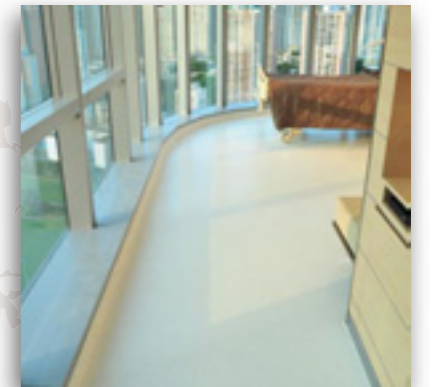
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**MC DONALDS
MC CAFE & MC GYM AREAS
WORLD**



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**SANOFI
SOUTH AMERICA**



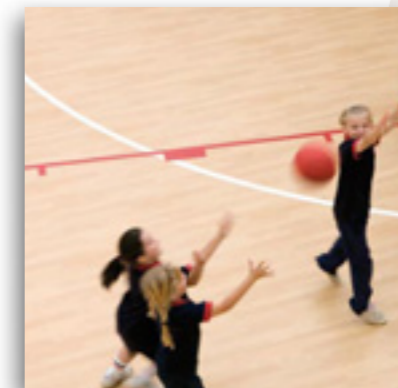
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**KAUST UNIVERSITY
SAUDI ARABIA**



^
**KTP HOSPITAL
SINGAPORE**



^
**AIRBUS - BOEING
AIRCRAFT INDUSTRY
WORLD**



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**OXLEY COLLEGE
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