



PRESS RELEASE

Natural to the eye and to the planet: the 'Japandi' way of living

Brussels, 17 December 2021 - As we reach the end of 2021, the trend towards authenticity and naturalness continues to go unabated, with increasing demand towards a more authentic and sustainable way of living. Our members have continued to invest in new solutions to provide laminate floors that can withstand challenging uses while also protecting the environment.

Warm, natural, oaky colours for an exceptional realism

Authentic designs continue to be the most attractive amongst customers, with new designs borrowing the best from nature while preserving resources. Warm colours reminiscent of honey and fine wood with natural characteristics will trend in 2022. Natural beige and sand shades are also trending, as are light grey shades. Overall, customers demand tend towards more 'Scandinavian' and 'Japandi' designs that combine functionality with rustic minimalism to create a comfortable, natural, and protective home against the external challenges of everyday life.

Manufacturers have therefore created laminate flooring with different nuances to provide a particularly natural feel. New designs offer bright and accentuating warm colours, coupled with historically charming patterns. A combination of traditional mineral building materials and tiles in various formats.

In terms of feel, mat nicely structured surfaces are still the favoured trend in most European countries, with Herringbone and Chevron being the most in demand when it comes to patterns. Regarding format, while European countries prefer standard plank sizes, Nordic countries tend to prefer longer and wider planks. And while design is a key aspect of flooring, customers are now more than ever looking at the quality, functionality, and safety of their flooring.

Sustainability will fuel innovation

As we spend more and more time in our homes, using our living space for more varied activities, customers are looking for a flooring that is both practical and durable. Laminate flooring is no longer simply for the bedroom or living room. It is also increasingly found in kitchens, hallways, and bathrooms thanks to its sturdy features.

On top of moisture-proof flooring with impermeable top and bottom surfaces, new technology allows for a new and uniquely tight-fitting click system that facilitates the installation process, while also preventing water ingress. Providing customers with a floor ready to withstand the challenges of time.

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Aside from new functional properties, our members are committed to a flooring that is both durable and sustainable. CO2 emissions can be considerably reduced thanks to regionally sourced products containing a lot of wood -a renewable raw material- and therefore guarantee both a high indoor air quality and an unbeatable lifecycle advantage. With growing demand for flooring that is both natural to the eye and to the planet, this will be our members' main focus for 2022: to enhance their contribution to climate protection through eco-conscious production, sustainable processes and certified materials, all the while providing high-quality floorings that promote natural designs in line with nature.

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About EPLF: Established in 1994 in Germany, the Association of European Producers of Laminate Flooring represents the leading producers of laminate flooring in Europe and their suppliers. The focus of its work revolves around research, development, standardisation and representation at international trade fairs. Its management has moved to Brussels since November 2019.

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