



MMFA welcomes Fair Underlay as new Associate Member

Brussels, 10 July 2020 – MMFA, the Multilayer Modular Flooring Association is pleased to announce that Fair Underlay joined the association as a new Associate Member.

Matthias Windmöller (Windmöller), President of MMFA, highlighted that Fair Underlay is a valuable addition to the MMFA and continued: *“MMFA especially appreciates Fair Underlay’s innovative approach when it comes, for example, to combining digital technology such as mobile apps with its products.”*

“At Fair Packaging, we are delighted that Fair Underlay has joined MMFA and look forward to mutually beneficial exchanges with the other members of the association to further sharpen our expertise,” Mateusz Pretki, Chief Executive Officer at Fair Packaging, stated.

Fair Underlay is part of Fair Packaging and is the leading European manufacturer of professional grade natural rubber underlays. Its production plant and logistic centre are located in west Poland (Posnan region). The company has been developing competences in the field of flooring standards and their requirements since 2003. In 2016, they established their own test laboratory to evaluate important product parameters and performances. Each year, the company produces 25 million of square meters of high-quality underlays with focus on performance and parameters fulfilling the most rigorous requirements of European floor manufacturers. With the help of market analyses and a customer-oriented approach the rising Polish brand develops unique products with an excellent price-performance ratio.

With this new addition, the MMFA now has 25 ordinary members (producers of MMF flooring or their European representations), 29 associate members (supplier companies) and three supporting members (scientific institutes).

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About MMFA: The Multilayer Modular Flooring Association is an organisation representing the leading producers of flooring in Europe and their suppliers. The association was established in October 2012 in Munich, Germany, by seven European flooring producers. The management of MMFA has moved to Brussels since November 2019.