



MMFA supports the "Fluthilfe" industry initiative

Members donated flooring materials for the victims of the unprecedented flooding in Germany

Brussels, 21 September 2021 – The Multilayer Modular Flooring Association (MMFA) announced today that its members took part in the project "Fluthilfe" that aimed to provide material support to help renovate the houses that have been hardly hit by the flooding. Members were invited to donate floors that have been centrally distributed by an action committee in Euskirchen (North Rhine-Westphalia).

"It was with great sadness that we saw the terrible images of the floods in Germany. Our thoughts are with all the victims, their families as well as their loved ones and we share their pain. In the face of this disaster, the manufacturers of MMF flooring have wished to support the population to help them rebuild their homes. This is only a drop in the ocean, but it is our duty to help the victims.", stated Carl Ruland (Novalis).

This initiative was originally launched by Rüdiger Dicke, Responsible for sales at [Unifloor](#), and Günter Bochenek, Sales Manager at [Holz-Zentrum Schwab](#) – Hockenheim, to help the victims of the unprecedented flooding in some German regions. The goal was to provide manpower, machinery, and material to help renovate the houses that were still safe and habitable but damaged by the flooding. It proved to be a real success with people starting to line up from 6am and with 60 cars already queuing two hours before the opening time.

As a result, nine MMFA member companies – namely Egger, Forbo, Gerflor, Novalis, Selit, Tarkett, Ter Hürne, Tilo, and Windmüller – supported the initiative by donating products which have been centrally distributed by the action committee on 12 September. The solidarity effort made it possible to collect and distribute more than 30,000 m² of floor coverings, 20,000 m² underlay, and about 30,000 linear in skirtings for a retail value worth one million euros.

A video of the solidarity action is accessible here: <https://bit.ly/3CJ6cU3>

On 14 and 15 July, the pouring rain resulted in floods in Germany which were responsible for the death of 188 individuals. In the 151 municipalities affected, thousands of people have seen their house destroyed by the water.

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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

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October 2012 in Munich, Germany, by seven European flooring producers. The management of MMFA has moved to Brussels since November 2019.