



MMFA welcomes Floorify, Kneho-Lacke and Renolit as new members

Brussels, 30 September 2022 – [MMFA](#), the Multilayer Modular Flooring Association, is pleased to announce that [Floorify](#) joined the association as an ordinary member, while [Kneho-Lacke](#) and [Renolit](#) did so as associate members.

The President of MMFA Jan Dossche (COREtec® Floors) welcomed the three organisations to the association: *“As Floorify, Kneho-Lacke and Renolit join our membership portfolio, we expand our collective expertise. Whether in business for 86, 75, or 6 years, all three companies share a commendable passion for innovation and quality, which is why they are such a good fit for the MMFA”.*

“As a pioneer and expert in rigid planks and tiles, we are delighted to join MMFA and look forward to supporting the association’s efforts to further develop this young and fast-growing flooring category”, said Pieter Buyck, co-founder of Floorify.

“Decades of research, development and production of UV and LED coatings led us to multi-sector competence. We are happy to have a seat at the MMFA table and shine a spotlight on the multilayer modular flooring industry alongside other members” stated Kneho-Lacke’s Head of Sales, Bernd Dinkelborg.

Renolit’s Sales Director Mathias Schrafl remarked *“We are excited to contribute to the association’s varied work in the multilayer modular flooring sector. Being able to exchange experiences with other members will be an invaluable benefit of joining the MMFA”.*

Floorify is a Belgian company kickstarted in 2016, specialising in the production of rigid vinyl floors with a click system. The company boasts combining their digital strategy and a personal approach through innovative shop concepts. For founders Marie Callens and Pieter Buyck, innovative technical solutions and beautiful designs go hand in hand.

Kneho-Lacke was established in 1936 – since then, the company has been specialising in the production of materials for finishing wood, plastic, and similar surfaces. Environmental management and quality are integral parts of the Kneho-Lacke approach, which manifests through eco-friendly products and a quality management system based on DIN EN ISO 9001.

Renolit prides itself in 75 years of experience as an independent, family-owned business. With more than 30 locations worldwide, the company produces a wide range of plastic products (most notably films) and services for various markets and applications – from components for transfusion sets, furniture surfaces and window profiles to facade claddings and swimming pools linings.

With the addition of the Floorify, Kneho-Lacke and Renolit, the MMFA now has 29 ordinary members (producers of MMF flooring or their European representations), 31 associate members (supplier companies) and three supporting members (scientific institutes).

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About MMFA: The Multilayer Modular Flooring Association was established in October 2012 and represents and promotes the interests of the leading producers of flooring in Europe and their suppliers. Its work revolves mainly around standardisation; it is also committed to addressing new EU policy developments as well as endorsing a wider sustainability agenda.