



MMFA celebrates its 10th anniversary and embraces new sustainable initiatives

Brussels, 26 October 2022 – Today, the [MMFA](#), the Multilayer Modular Flooring Association, turns 10. Since its 2012 launch in Munich, Germany, the association has been putting forward the interests of the multilayer modular flooring industry by serving as a market intelligence-sharing platform for producers and suppliers, raising awareness about the industry, working on standardisation (to introduce or update relevant flooring standards at CEN and ISO level) and strengthening the reputation of its members and their products.

Outgoing MMFA President, Matthias Windmüller (Windmüller) remarked *“I am proud of what we've achieved since the launch of MMFA – starting with work on standardisation, taking part in sustainable initiatives like CISUFLO, EuFCA and CPA, to expanding our membership base. While the association has grown from seven founding members in 2012 to 63 members in 2022, we managed to pool our strengths and remain a unified voice for the MMF industry.”*

Incoming President, Jan Dossche (COREtec® Floors) echoed the sentiment by saying *“We can look back at the last ten years with a sense of pride and accomplishment. Thanks to the hard work of the MMFA Executive Board and our members, we are excited about the next 10 years and will focus on our sustainable ambitions, as well as the ever-challenging regulatory framework our members have to face.”*

Since its creation, MMFA serves as the trade association gathering the niche multilayer modular flooring producers. To better understand the industry, the MMFA has worked to streamline and define product categories – such as Wood, Polymer and Mixed – and has been collecting sales data of members to assess the MMF market since 2016.

While standardisation was the initial priority, the MMFA's operations have expanded to reflect the industry's focus on EU policy. Members have used the association as a platform to face EU and global regulatory challenges as well as participate actively in the wider dialogue around the sustainability, recyclability, and circularity of the industry. Some notable MMFA initiatives include:

- Launching the European Flooring Coverings Association ([EuFCA](#)) in 2019 alongside EPLF, ERFMI and ECRA,
- Participating in the Circular Sustainable Flooring initiative ([CISUFLO](#)),
- Becoming a signatory of the Circular Plastics Alliance ([CPA](#)).

Going forward, the association will focus on working alongside legislators to secure a more sustainable future for the multilayer modular flooring industry and its customers.

The MMFA was founded in 2012 by 7 members: Akzenta Paneele + Profile GmbH, Hamberger Flooring GmbH & Co. KG, Li & Co AG, MeisterWerke Schulte GmbH, Parador GmbH & Co. KG, Skema S.r.l. and Windmüller Flooring Products GmbH. Currently, the association counts 63 members, including 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 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. It is now managed out of Brussels.