

# **MMFA**

# **Annual Press Conference**

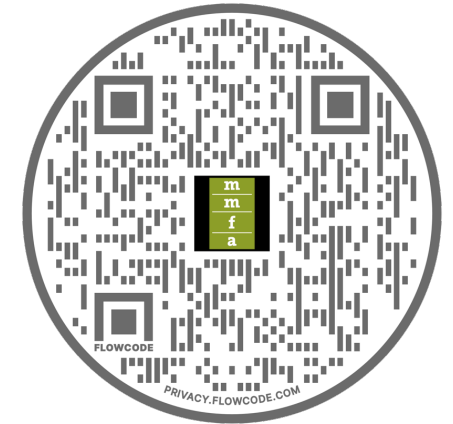
19 April 2023

Munich, Germany

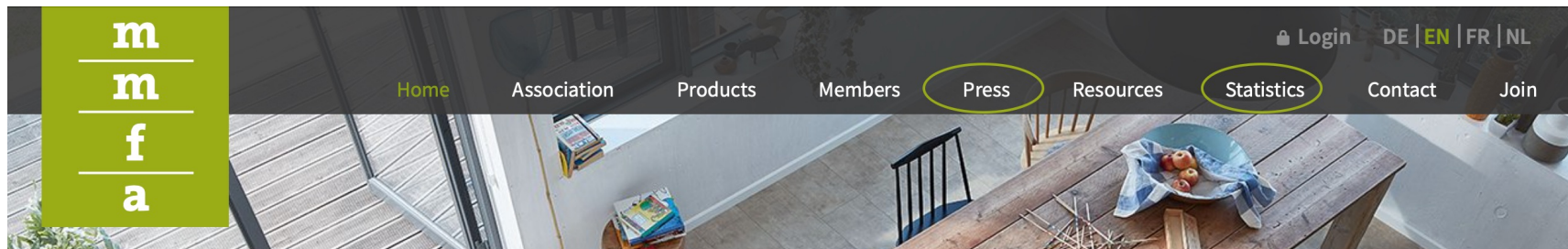
MMFA - Multilayer Modular Flooring Association



# Practicalities



- Our press release will be sent to all journalists after the press conference in DE, EN, FR and NL ([press@mmfa.eu](mailto:press@mmfa.eu))
- All materials will be posted on our website in the **Press** and **Statistics** sections:



# 2022 Overview

Jan Dossche, COREtec  
President



# MMFA turned 10!



**VOLKER KETTLER**  
Director Product Management  
MeisterWerke Schulte GmbH



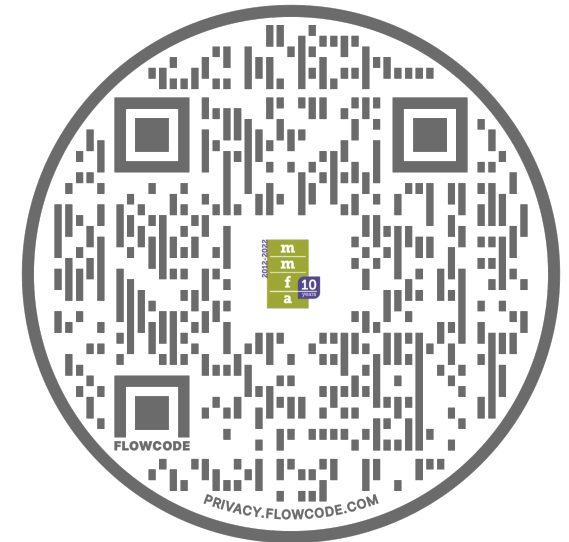
LVT Floor, stone plastic, Rigid Vinyl Products, Desingfloors..., all these names designate a New Flooring Generation introduced into the market 12-10 years ago. It was a real Jungle at that time with new product built-ups, names and creative concepts. MMFA was born as an idea to find a structure for this "Innovation Chaos".

Today, MMFA is established as a strong association with a clear structure for products, gathering information, providing figures and facts and helping members with establishing standards and requirements for products and product features. Looking forward for at least 10 more positive years!

## MMFA Multilayer Modular Flooring Association Celebrating 10 years

2012	MMFA is founded by 7 companies - Akanta Parvex + Profile GmbH, Homburger Flooring GmbH & Co. KG, U & Co AG, MeisterWerke Schulte GmbH, Pader GmbH & Co. KG, Sarni S.r.l., and Witec Flooring Products GmbH - to work on standardisation, provide information on the product and promote the flooring sector.	
2013	Launch of the Technical and Market Development Committees and another 16 members join in less than a year!	
2014	Start of collection of European production sales data (products grouped in 3 classes: polymer on HDF, base polymer on other base and one class for everything else). Contribution to the new CEN standard EN 15511 for Resilient flooring installations and publication of the first Technical Bulletin on testing standards and performance.	
2015	Launch of collaboration with IHD on new parameters for testing locking strength of LVT flooring, which fed into CEN's standardisation work on MMF and LVT products.	
2016	Another two Technical Bulletin are added to the Media Library. One on installation and one on cleaning and care. The first Hot-Spot project is launched.	
2017	New project with IHD to evaluate Castor Chair cast parameters. Launch of new MMFA website.	
2018	Recategorisation of MMF products into new product groups (wood, polymer and mixed). Contribution to the creation of a new CEN WG 11 for modular multilayer flooring.	
2019	Launch of the European Floor Coverings Association (EuFCA) with other flooring associations to act as the voice of the flooring sector. Management moved to Brussels to reflect new focus on EU policy developments. First joint market research project with IFVF diving into customer buying habits.	
2020	Participation in ERM's Circular Economy Working Group.	
2021	Participation in the Circular Sustainable Floor Coverings (CSFCC) project via GFCO and joining the Circular Plastics Alliance.	
2022	LVT market research study in 30 countries. The association launches a new Committee dedicated to EU Policy and is 63 members strong on its 10th anniversary!	

Learn more at [mmfa.eu](https://mmfa.eu)



# MMFA keeps growing!



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# Sustainability agenda

- Discussions around **sustainability**, **circularity** and **recyclability**
- Digital Product Passports, EPR, waste, collection and recycling
- CISUFLO project (via EuFCA)
- Monitor substances under scrutiny (e.g. PVC)
- Partnerships: EUROPEN



# Looking into 2023

1. Position MMFA as the voice of the industry
2. Drive standardization work
3. Improve data collection to also address sustainability

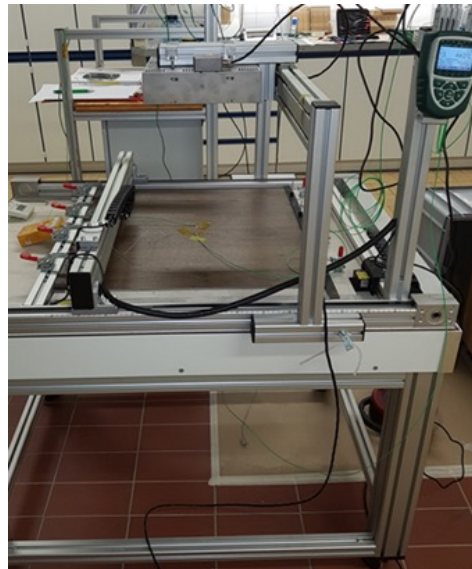
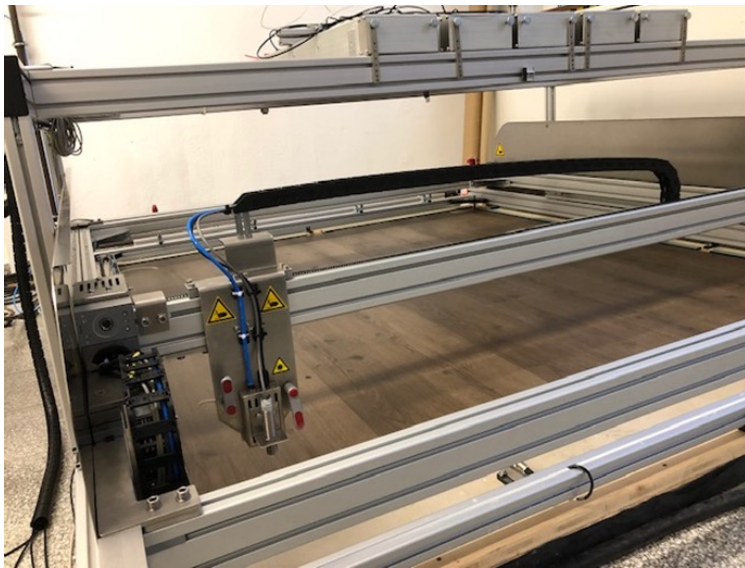
# Technical Overview

Sebastian Wendel, Classen  
Convenor of the Technical Committee





# Hot Spot - with IHD



- Development of an objective test method for practical determination of thermal behaviour of Multilayer Modular Floorings with mechanical locking systems
- Finalised in June 2022
- Standardization planned

# Standardization CEN / ISO

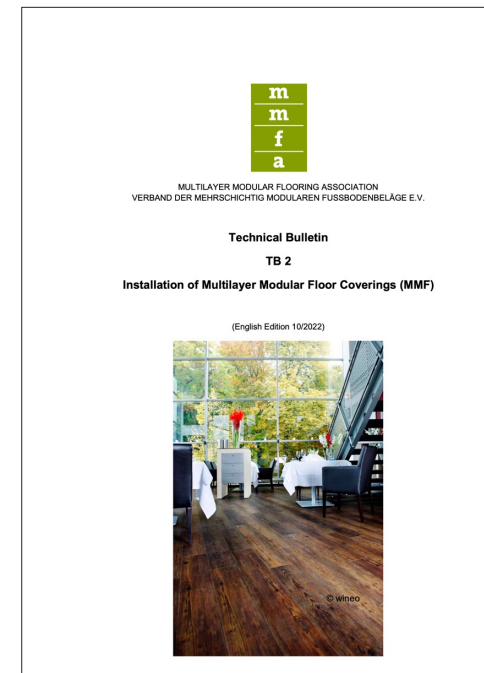
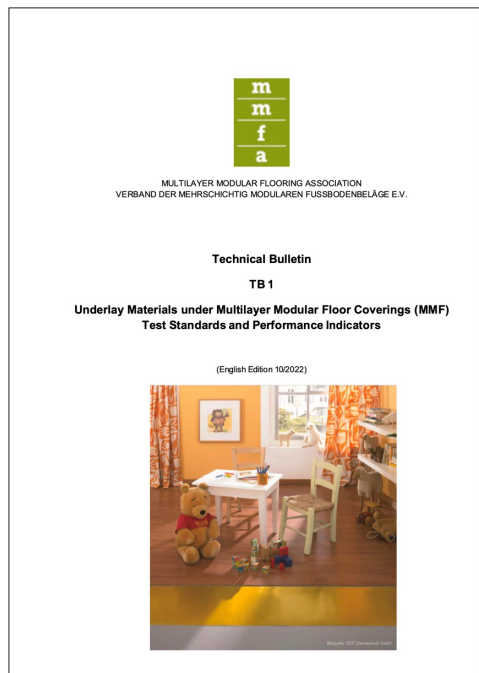
- **Circularity (CEN TC 134 WG 10):**
  - Common terms and definitions (e.g. recycling content)
  - Design for Circularity to avoid waste pollution and achieve products fit for the Circular Economy
  - Content of Digital Product Passports
- **EN 16511 revision:** will be published in May
- **EN 1815** electrostatic behaviour – integrate measurement parameters for MMF

# Standardization CEN / ISO

- Technical report providing guidance on **CE labelling and CPR**
- Improvement of **Castor Chair Test method**:
  - Integrate measurement parameters for MMF flooring
  - Important test to determine durability of flooring

# Updated Technical Bulletins

- Available in EN, DE, FR and NL (**Resources** section of website)



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# Flooring symbols proposal



Water resistance (only  
for wood based or other  
moisture sensitive core)



Resistance of  
mechanical joints to  
water leakage



Water proof panel

# Outlook main projects 2023

- Generic EPDs for MMF products
  - Cat. Wood
  - Cat. SPC
- Workshop on Circular Economy
- Adjustment of Leaflet Installation regarding electrical heating systems
- Continue supporting the CISUFLO project

# 2022 MMFA Sales figures\*

Carl Ruland, Novalis

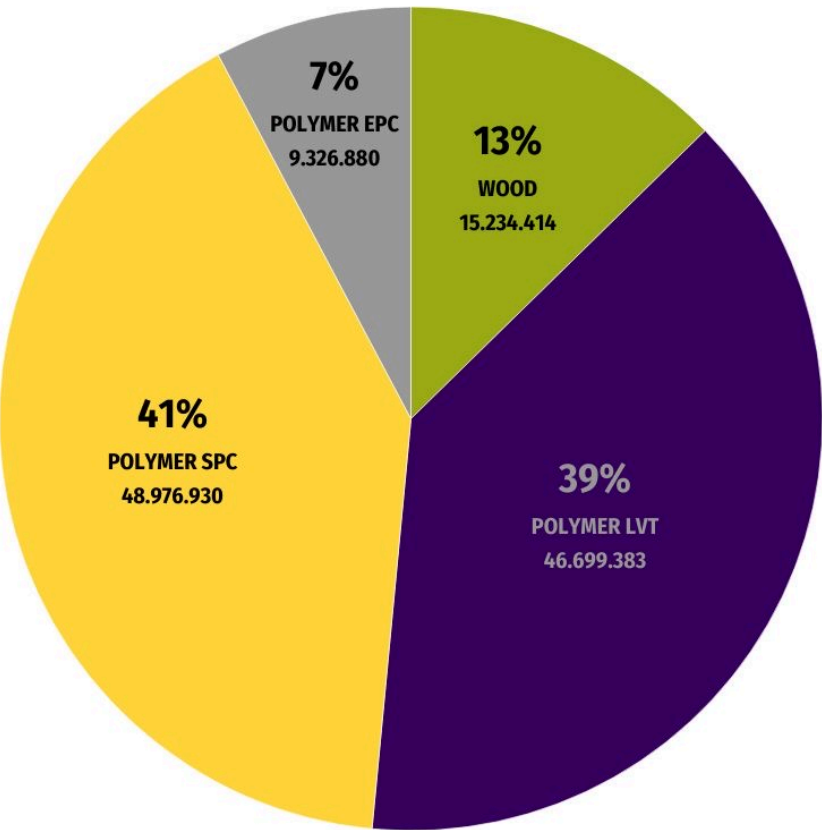
Convenor of the Market Development Committee

*\*Scope: sales of MMFA members into the indicated markets.*

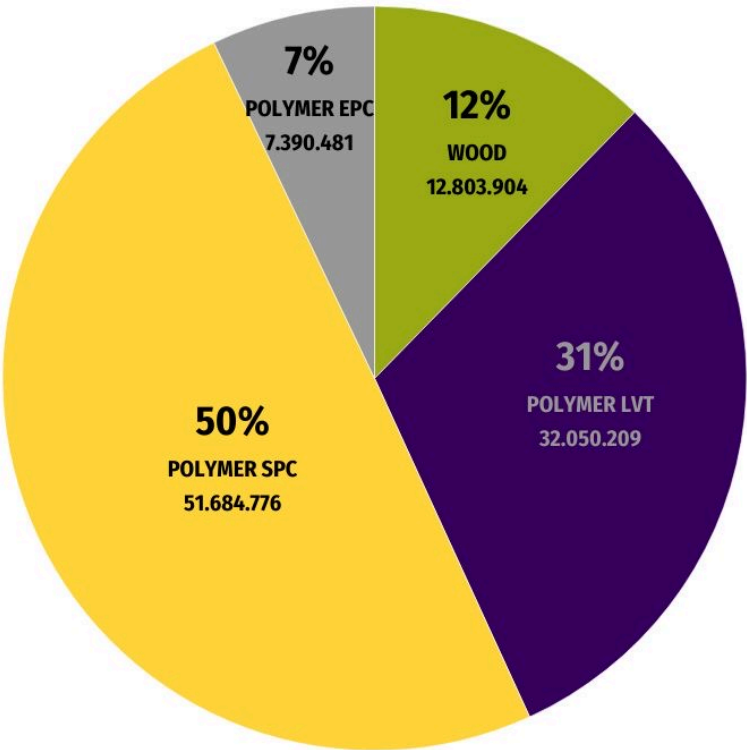
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# Shift of shares in declining markets 2021-2022 (m²)



Total MMFA sales 2021  
120.237.608

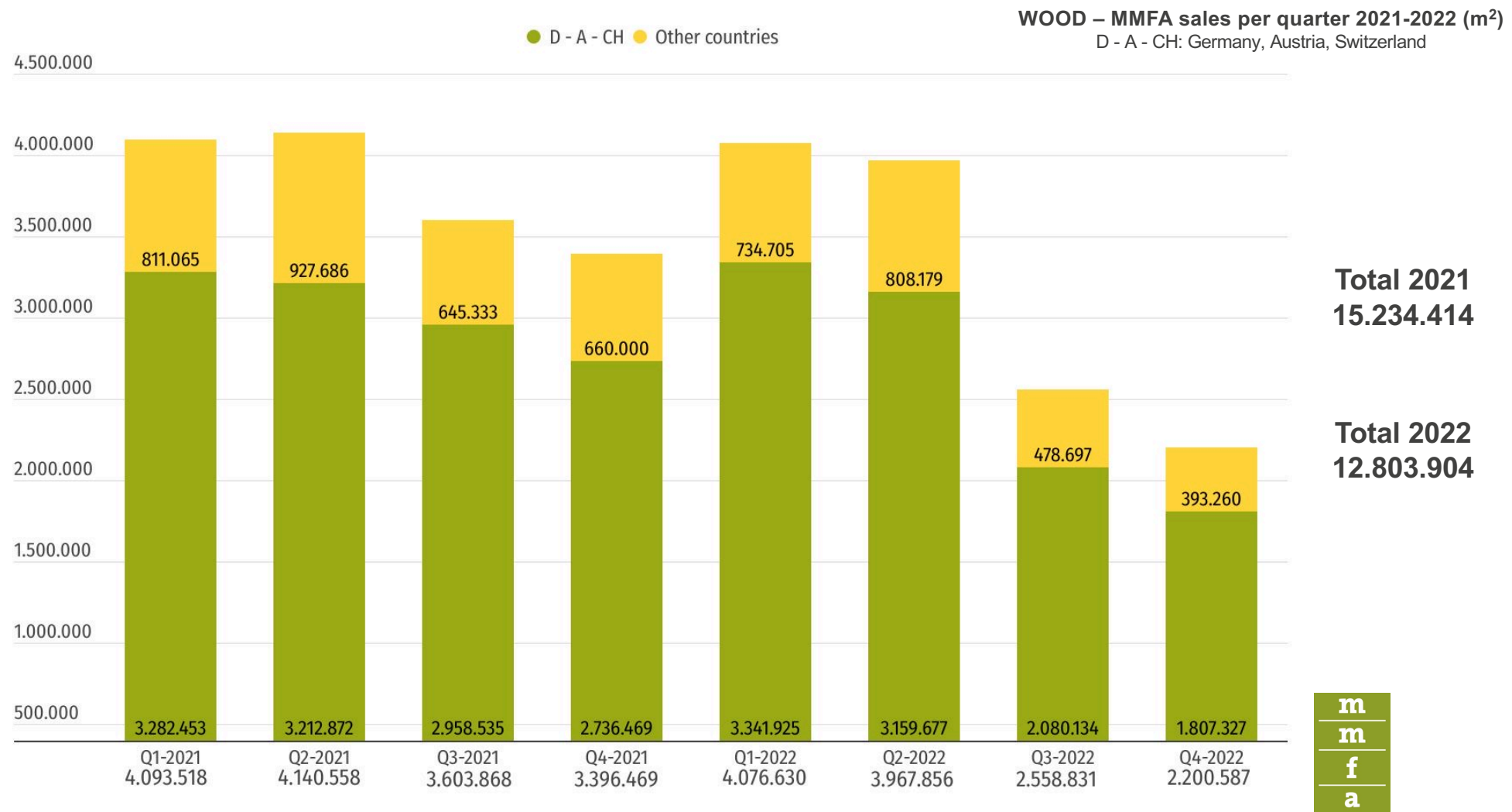


Total MMFA sales 2022  
103.929.370

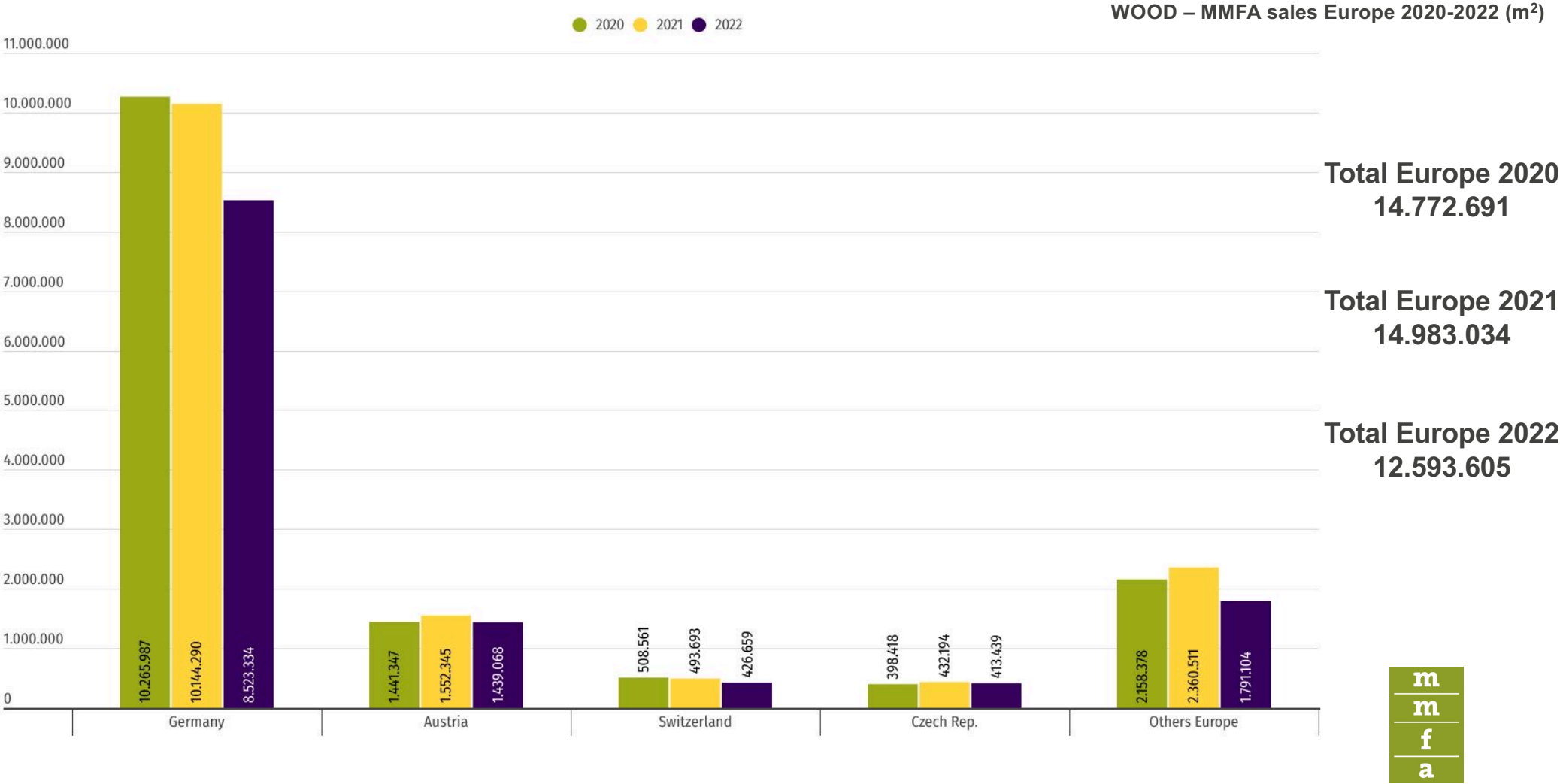




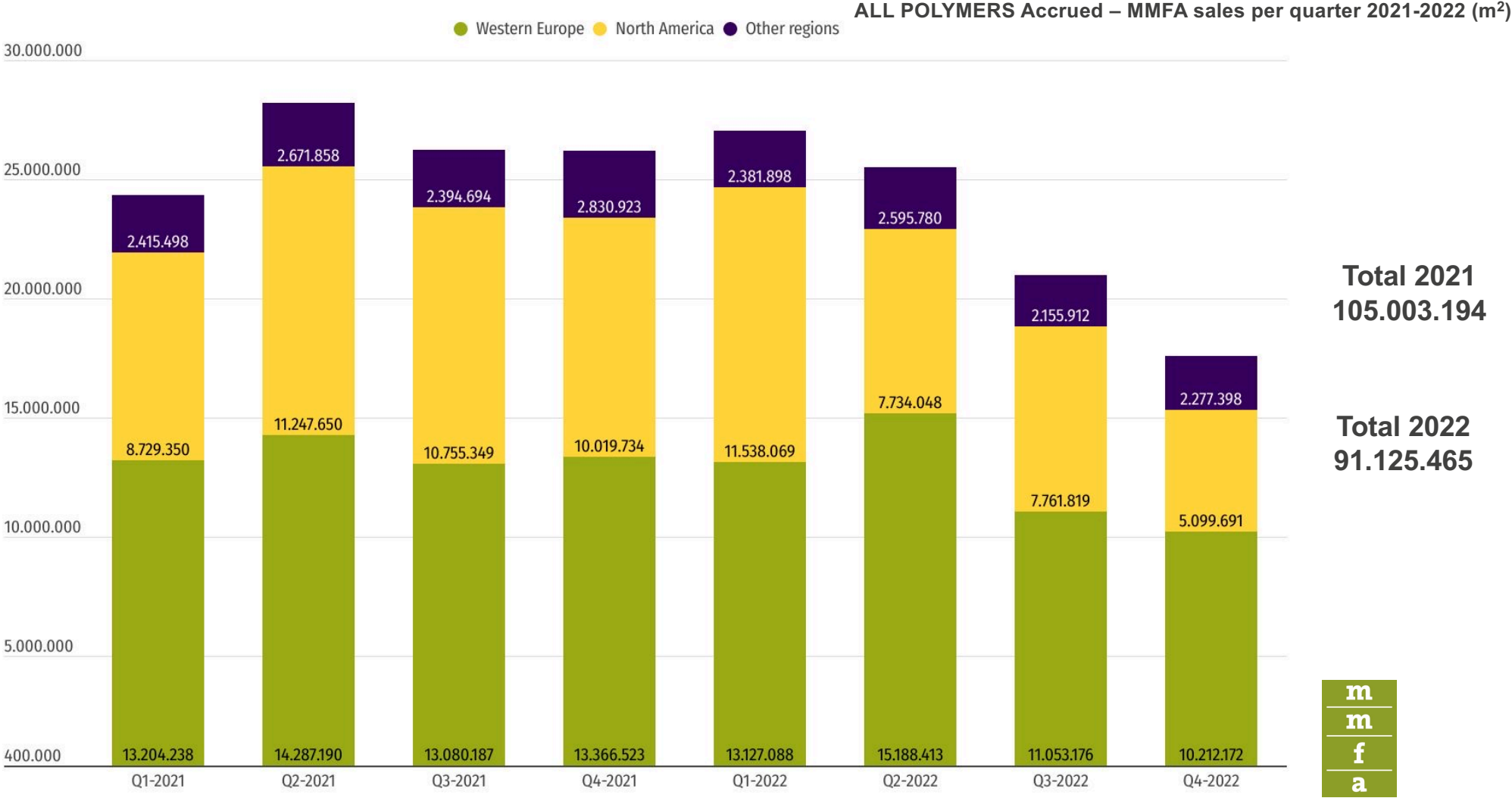
# Wood: The Origin of MMFA still a DACH specialty



# Wood: Top Ten European markets

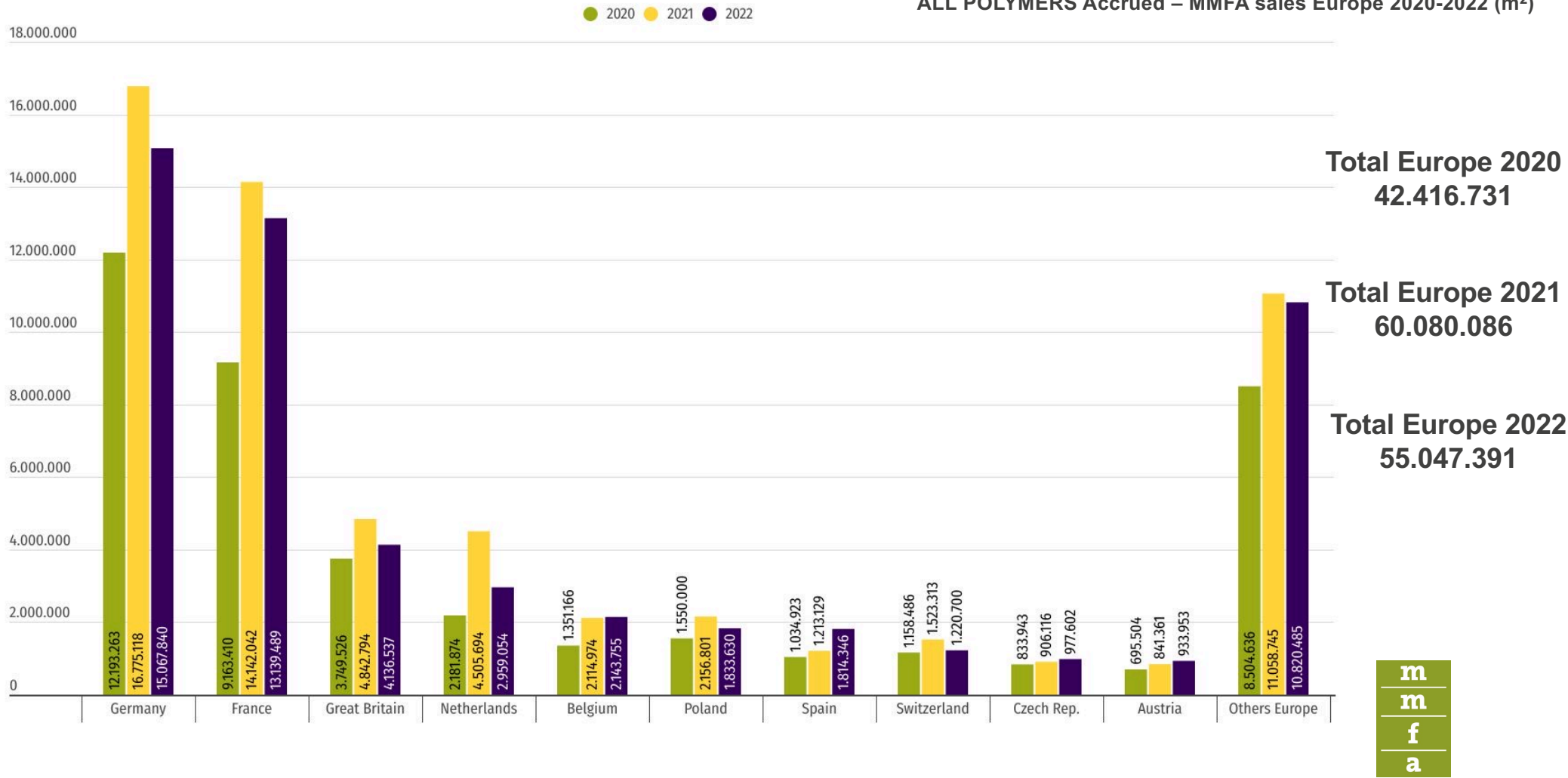


# All Polymers: Looking back onto a challenging year

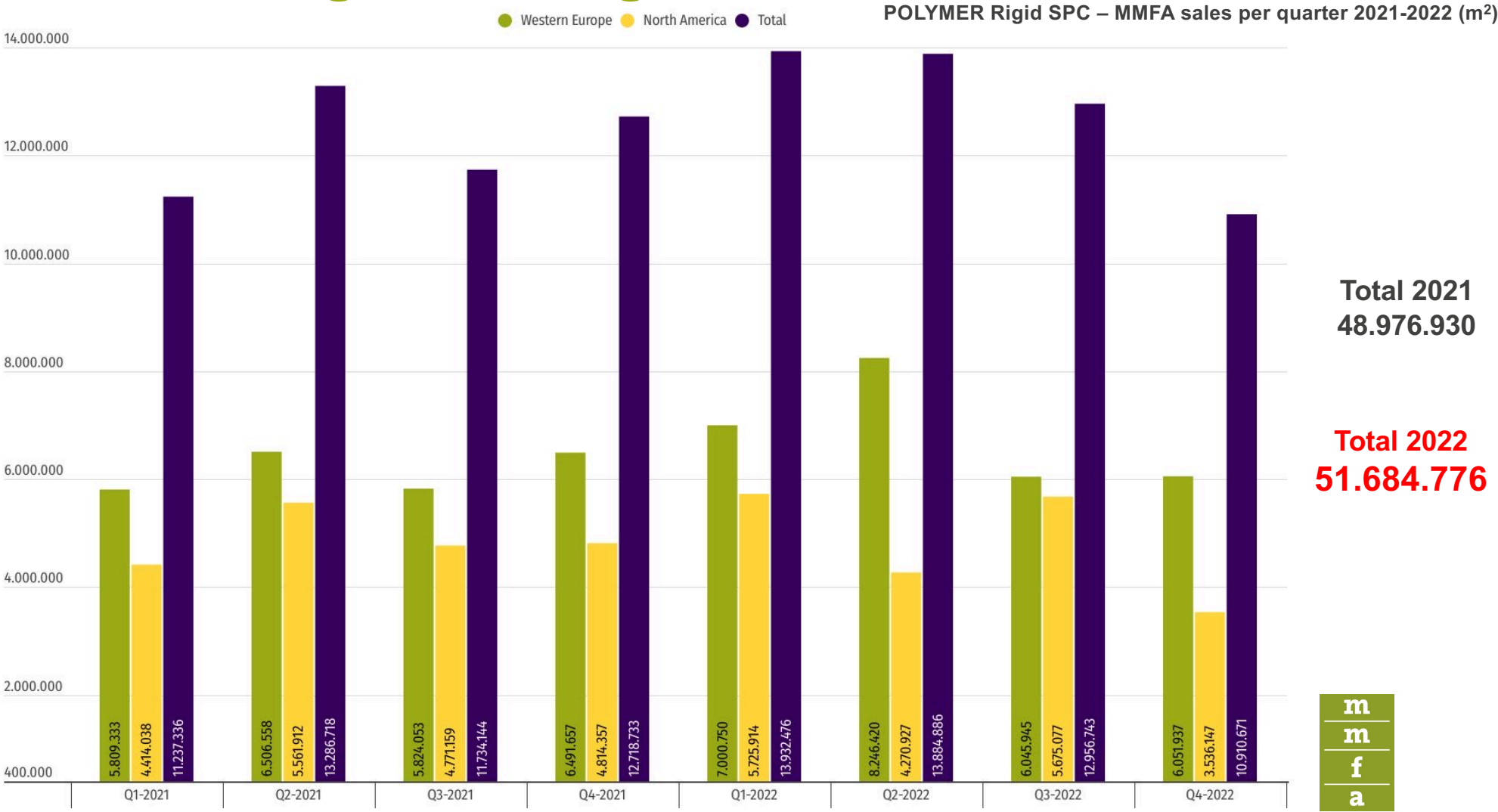


# Polymers Accrued: Top European markets

ALL POLYMERS Accrued – MMFA sales Europe 2020-2022 (m²)



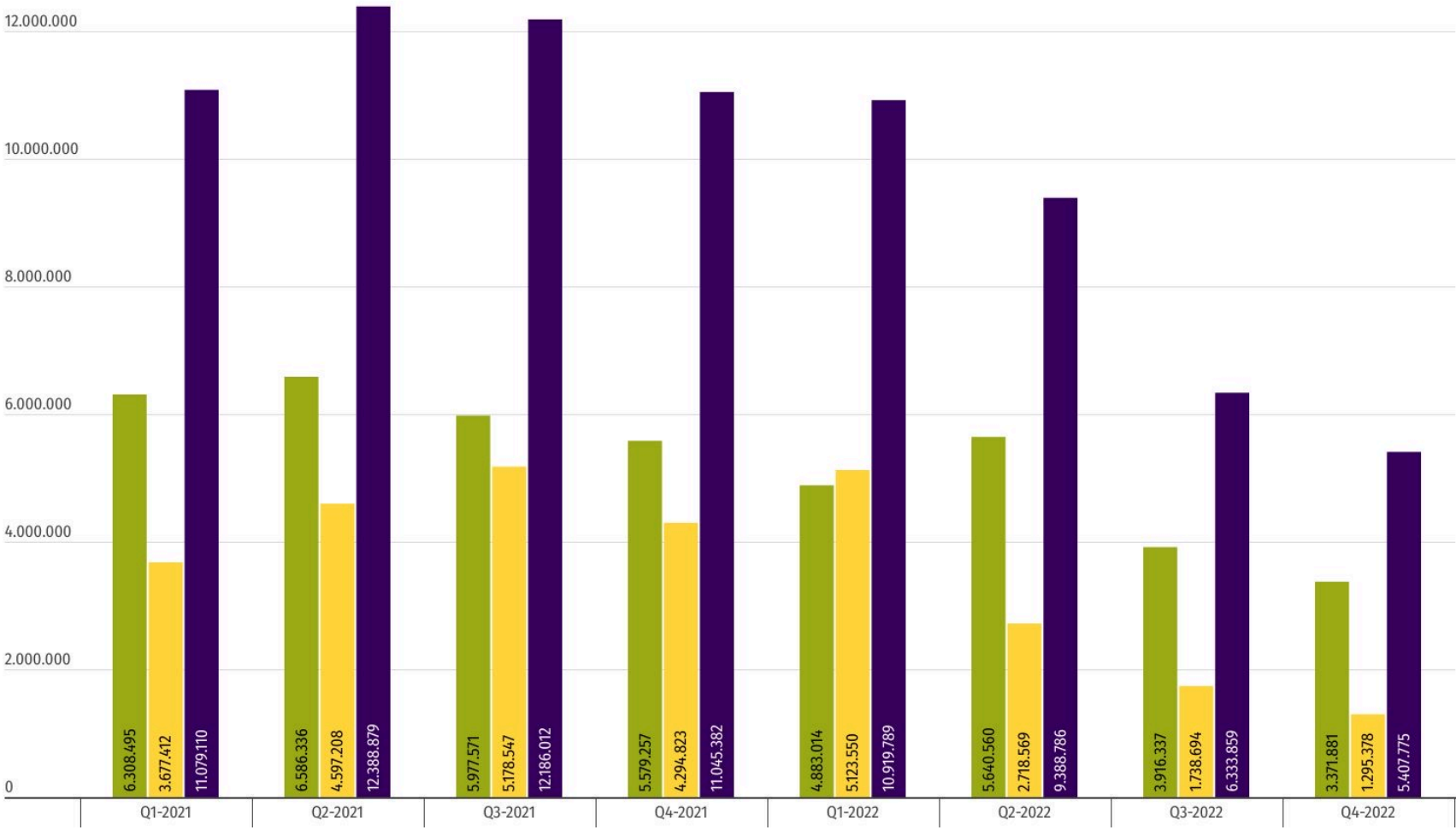
# SPC: Grows and grows and grows



# Flexible click: Despite the decline remaining significant

Western Europe North America Total

POLYMER LVT click – MMFA sales per quarter 2021-2022 (m²)



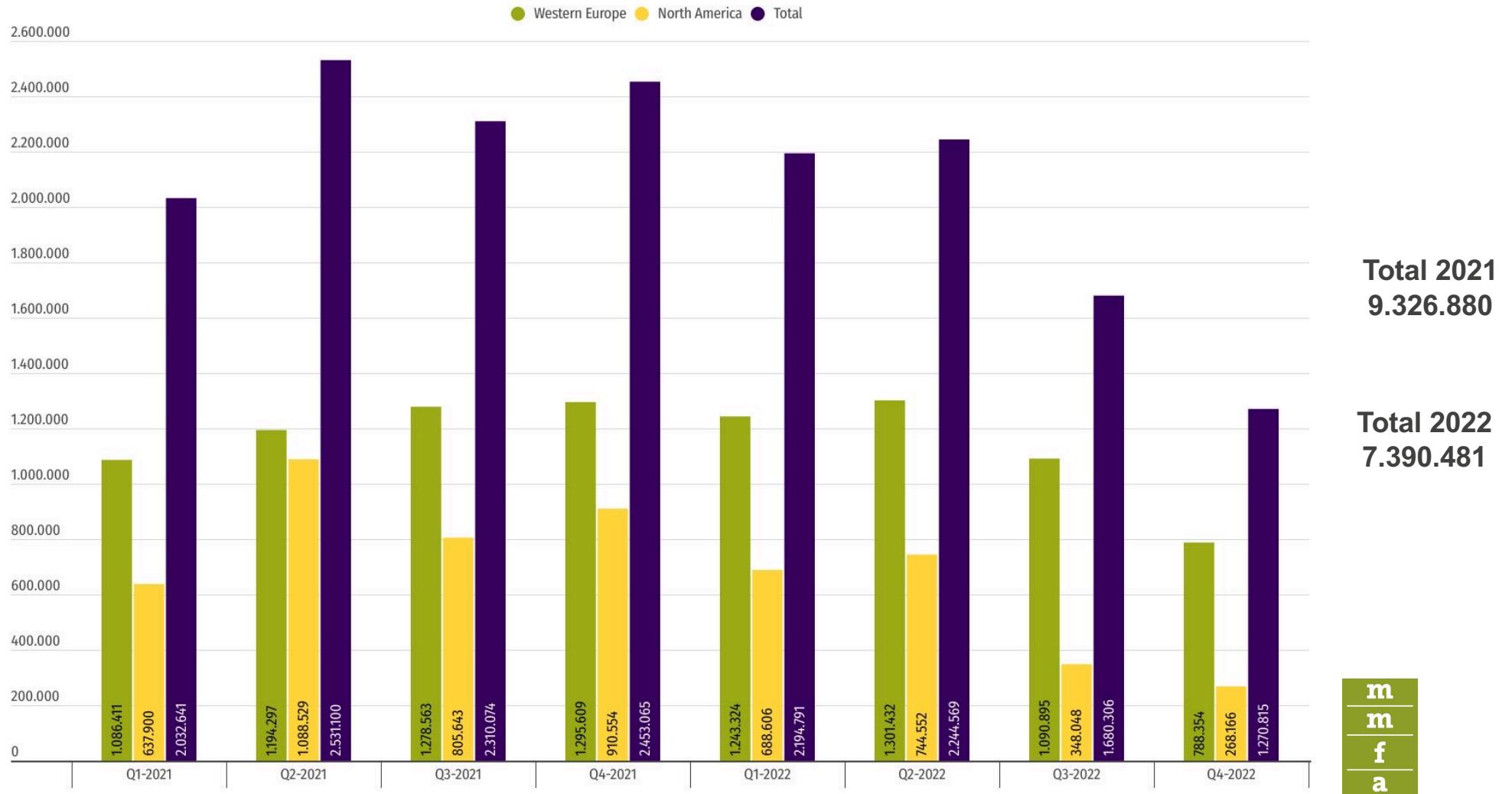
Total 2021  
46.699.383

Total 2022  
32.050.209



# EPC: Light weight was not a driver

POLYMER Rigid EPC – MMFA sales per quarter 2021-2022 (m<sup>2</sup>)



# Q&A

[press@mmfa.eu](mailto:press@mmfa.eu)

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# THANK YOU

[press@mmfa.eu](mailto:press@mmfa.eu)



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