



MMF industry embraces versatility on its way to sustainability

8 December 2023, Brussels – In 2024, the multi-layer modular flooring (MMF) industry is on track to achieve the synergy of sustainability, innovation and design diversity. These trends pave the way for a more environmentally conscious and versatile market, offering consumers a broader array of choices that meet their preferences.

Green solutions in demand

In 2024, sustainability and environmental consciousness will remain pivotal trends in the MMF industry. Resource conservation and innovative materials are on the top of the agenda, starting with replacing top layers traditionally made of film with environmentally friendly paper, or the integration of cork and PVC padding layers for comfort and noise reduction. Some members are shifting towards PVC-free and plastic-free flooring options, aligning with the global drive for eco-friendly materials.

The concern with material sustainability goes beyond the product itself; it extends to the entire product life cycle, with recycling and reusing old floor coverings through innovative concepts like a plastic-free natural floor made exclusively from renewable materials (such as wood, cork, natural rubber, vegetable fats and other natural fibres) and second life programmes. Moreover, consumers can choose and handle products wisely thanks to product labels that provide clear recycling information, enabling easy recycling and reuse, ultimately reducing waste.

Innovation through flexibility

In a time of recession and the resulting crisis in the construction sector, customers want to see flexibility and innovation that satisfies their diverse needs. This includes both aesthetics and practical considerations, which the industry is responding to through a variety of flooring formats, whether they are regular or long planks, or tiles.

Innovation remains the guiding light for all elements of production, with product design being tightly connected to sustainability. Yet, comfort remains a top priority – water-resistance surfaces and waterproof products are on their way to becoming the standard. SPC flooring, known for its durability and water resistance, is set to maintain its appeal, proving that convenience and low maintenance remains an important feature in the demand for MMF.

Individuality shines through

Aesthetically, two trends emerge in parallel: on one hand, realistic oak designs embodying the undying need to reconnect with nature. Preference for classic oak, gold and honey tones complete the picture, with Embossed in Register (EIR) technology used to enhance the tactile experience of flooring, offering realistic wood visuals and feel. Elm and chestnut colours are also becoming top choices, where smoky tones of grey and beige are particularly popular.

On the other hand, customers look to bold yet elegant designs like ultra-matte surface finishes, which give interiors both a sophisticated and futuristic look. This is complemented by a preference for longer plank formats for a streamlined, spacious appearance.

These diverse set of trends indicate the consumers' willingness to break out of pandemic-era cautiousness in favour of more individuality. This is also evident with digital printing technology on the rise, which allows consumers to take pride in expressing their creativity through customised flooring patterns – setting the MMF members for an exciting year ahead.

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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.