



European
Parquet
Federation



Innovation in the Parquet sector

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Agenda



- What's FEP – Mission, Tasks, Membership
- FEP Statistics 2023 – Key figures
- Innovation in the Parquet sector

What's FEP - Mission



- European Parquet Federation
- Created in 1956
- Main body representing and defending the interests of the European parquet industry at all relevant levels
 - To strengthen and improve the position of wood flooring
 - To enhance growth, prosperity and stature of European parquet manufacturers
- The activities of FEP are situated in the areas of raw material supply, production, market and internal affairs

What's FEP - Tasks

- Follow-up of relevant EU & international initiatives and policies regarding parquet and its raw materials
 - Green Deal, Circular Economy, SPP, CRC, Renovation Wave, Forest & Biodiversity Strategies, EUTR, EUDR, trade issues (*Free, but Fair Trade*)...
 - Part of *Wood4Real coalition*, Circular Choices Coalition, woodPoP
- Follow-up of relevant EU & international standards and other technical topics
 - CEN/TC 175, CPR, Single Market, ISO/TC 218, ISO/TC 287...
- Development of market data
 - FEP Annual Statistics, Q-Stats, PRs, Marketing surveys...
- Communication towards the end-consumers
 - *Real Wood initiative* (www.realwood.eu), FEP Parquet Refinishable Program
- Communication towards members and the Press
 - PRs, articles, Annual GA & Parquet Congress
- Enlarging the membership
- Leaflet available on www.parquet.net



What is FEP - Membership

- 86 Members
 - 52 manufacturers
 - 8 national federations
 - 26 suppliers
- In 24 countries
- All the main players

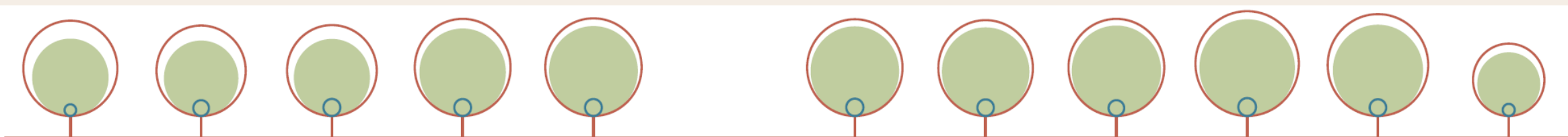


FEP Statistics 2023 – Key figures



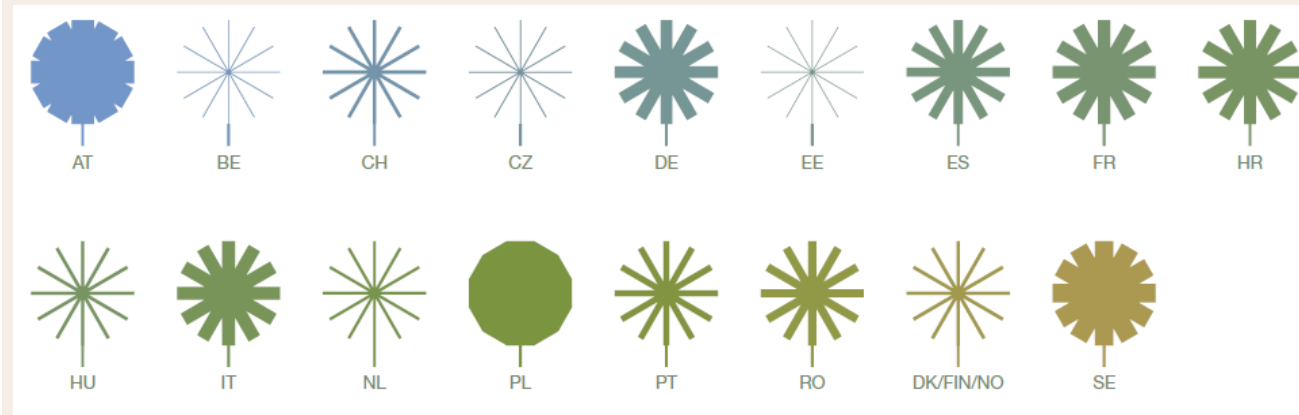
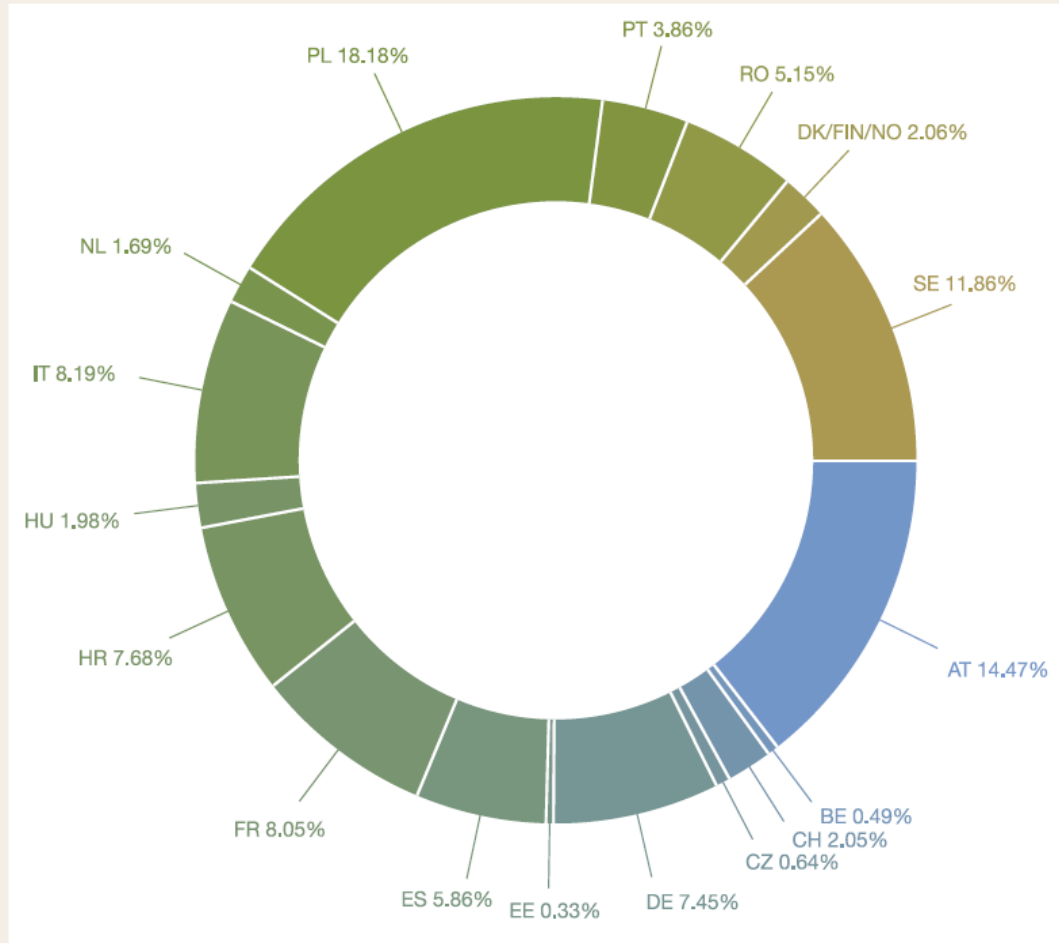
- Production 2023
 - FEP 54.394.000 m² (-30.50%)
 - Non-FEP countries in Europe 10.350.000 m²
 - Total 64.744.000 m² (-29.52%)
- Consumption 2023
 - FEP 61.869.000 m² (-30.50%)

FEP Statistics 2023 - Market

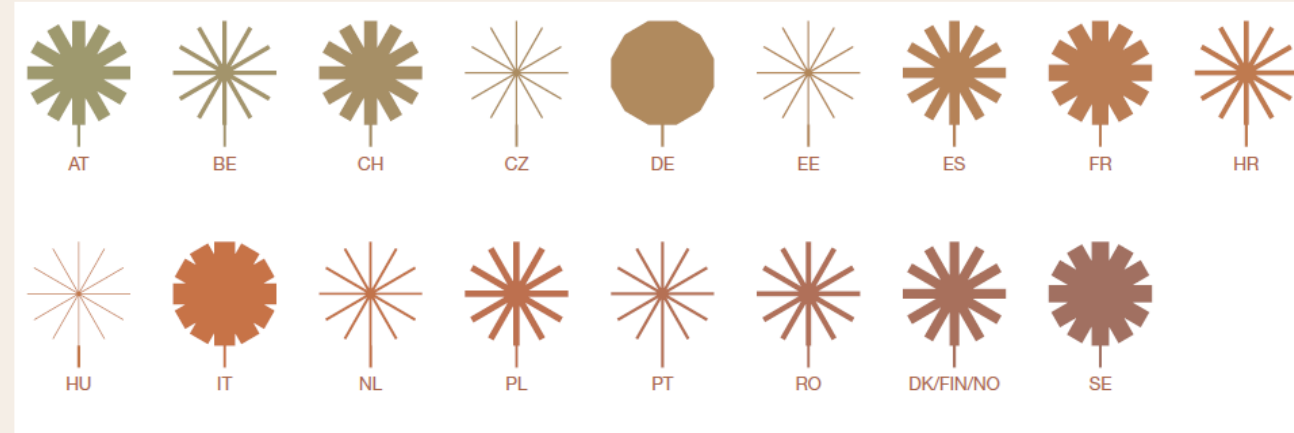
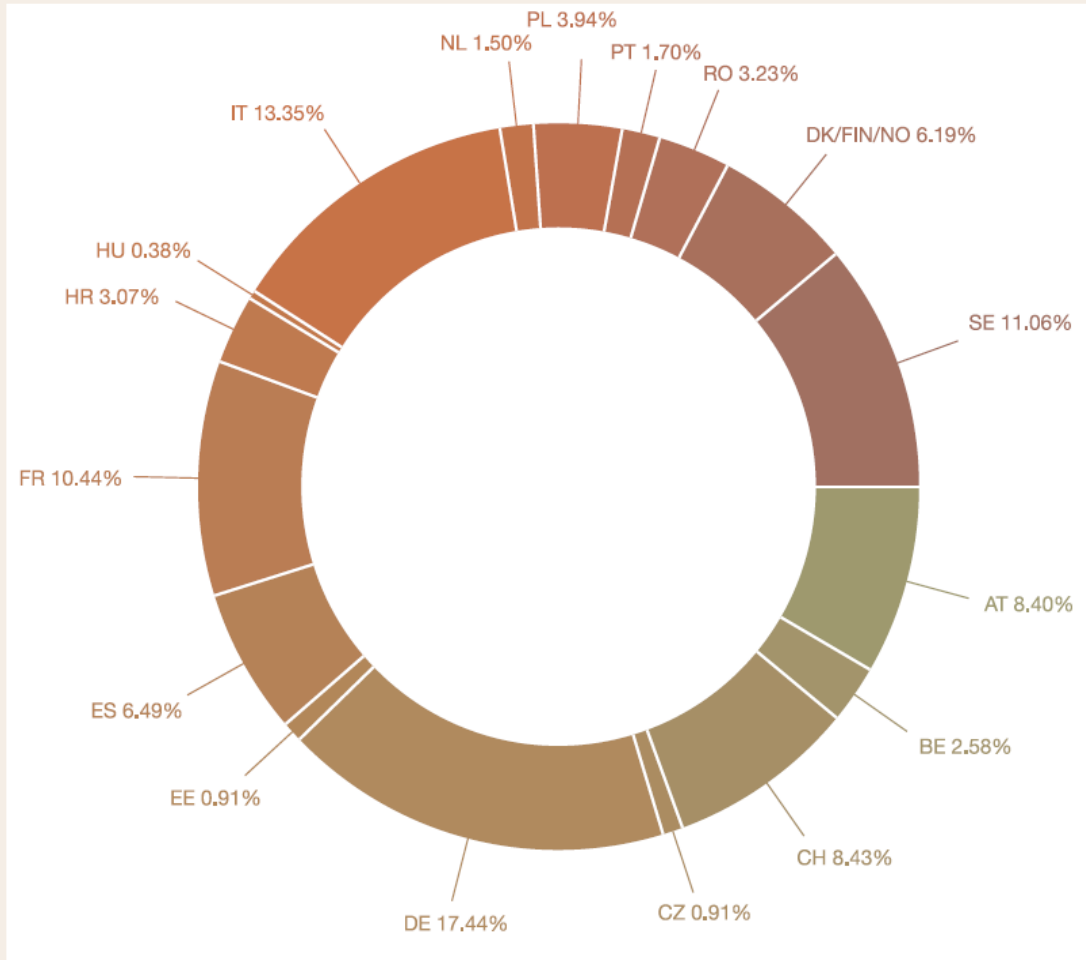


Million sqm	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Production FEP countries	66,077	64,407	65,842	74,749	76,840	76,601	75,728	77,274	81,851	78,012	54,394
Production European non-FEP countries	10,000	13,500	14,600	14,500	14,500	14,800	14,200	13,500	15,300	14,300	10,350
Consumption FEP countries	81,521	77,329	77,718	83,043	83,506	82,717	81,946	83,022	89,625	87,116	61,869

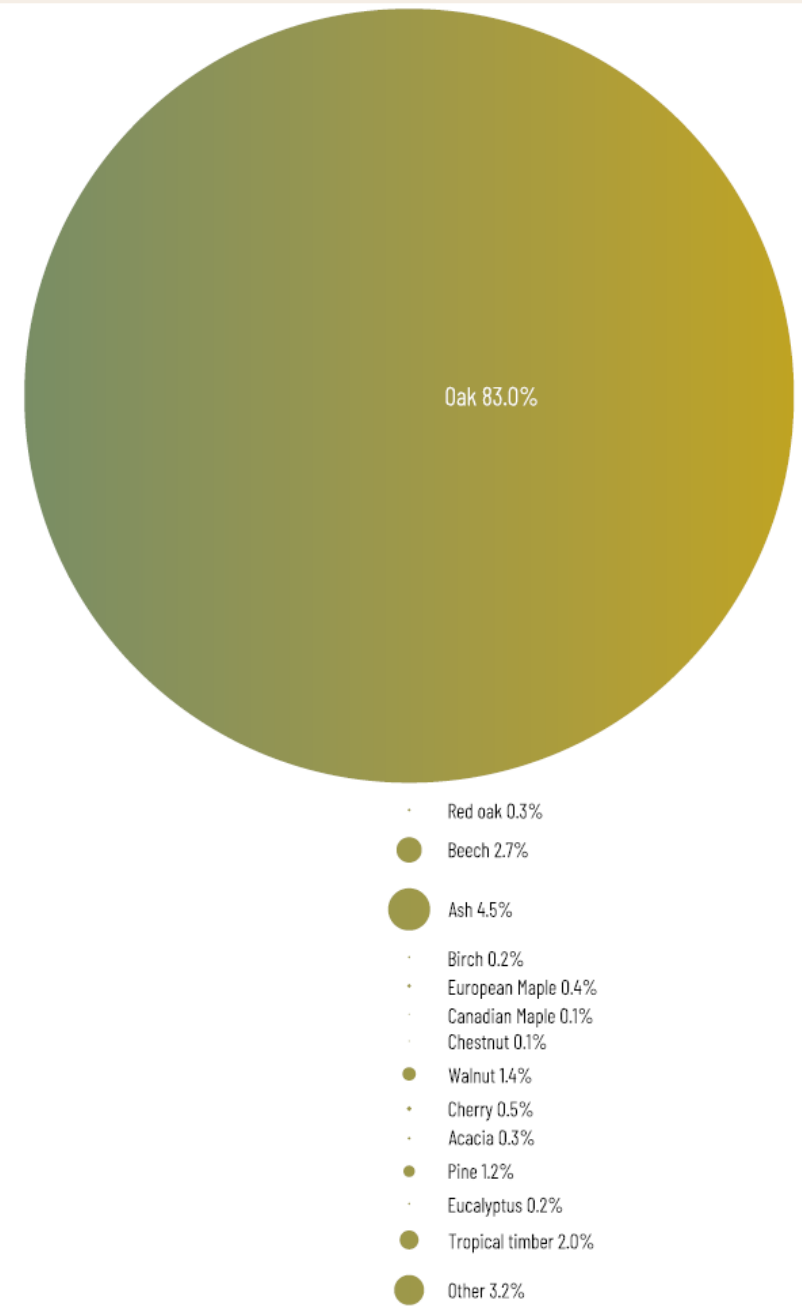
FEP Statistics 2023 - Production



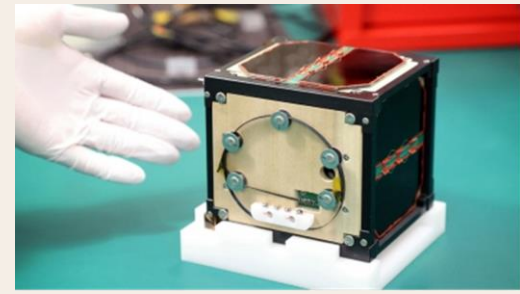
FEP Statistics 2023 – Consumption



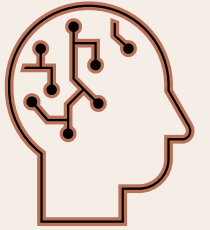
FEP Statistics 2023 – Wood top layer



Innovation in the Parquet sector



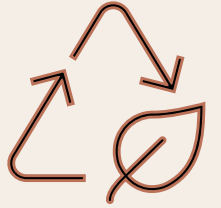
- From tradition to modernity & beyond? → also a question of image!
- What is innovation?
 - *“It’s not just about inventing something new or improving an existing product, but about aligning and synchronizing with the emerging forces that will shape tomorrow” (A. Massimo, Bona)*
- Mainly incremental (improvement of the existing) vs. disruptive



Innovation in the Parquet sector

- *Hi Laura, what are the main current innovations in the parquet or wood flooring sector?*
 - Sustainable wood flooring
 - Improved durability
 - Water-resistant and waterproof hardwood floors
 - Acoustic wood flooring
 - Smart wood flooring
 - Innovative designs

Innovation in the Parquet sector



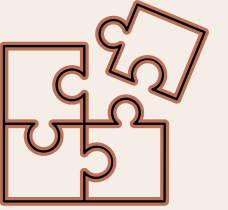
- Sustainable wood flooring → *per se*
 - Legal & sustainable wood supply + reclaimed wood
 - Environment-friendly production processes ((renewable) energy efficiency, etc.)
 - Improved coatings, finishes, glues... with low VOC, water-based, LED UV cured
 - Carbon storage and substitution of fossil-based flooring alternatives with energy-intensive production
 - Circular - can be used, recycled: reused and/or repurposed, and finally wood converted into bioenergy
- FEP 'Circular Economy and sustainability – Guidelines for Product Design' (tbp)

Innovation in the Parquet sector

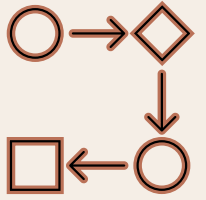
- Improved durability
 - Long-life product *per se* → potential to be fully used!
 - Circular *per se* → onsite renovation, but also change of style
 - FEP Refinishable Program
 - Promoting parquet which is at least twice resandable thanks to its minimum 2.5 mm real wood top-layer (EN 13756)
 - Program developed in cooperation with the National Wood Floors Association (NWFA, North America)
 - 23 manufacturers have joined the FEP Program so far



Innovation in the Parquet sector



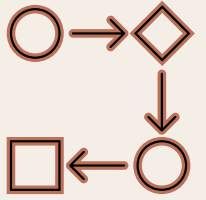
- Acoustic wood flooring
 - Designed to reduce noise, absorb sound and prevent it from reverberating in a room
- Smart wood flooring
 - With integrated technologies that can recognize movement and/or heat up, emit gentle sounds, colour tones...
- Innovative designs
 - From unusual wood grains to intricate inlaid *designs (aesthetic & utility)* → patterns



Innovation in the Parquet sector

- With new (waterproof, acoustic...) and improved & better recognized (durability, sustainability...) features → **Commercial segment** & its verticals: offices, retail, hospitality, public, health...
- Product as a service
- Personalization
 - Digital co-creation tools
 - Intelligent Augmented Reality not only to visualize but to provide data on parquet condition → personalized maintenance advice

Innovation in the Parquet sector



- Emotional traceability (especially for reclaimed wood, reused parquet)
- Biophilia and well-being
- End-of-Life → natural regeneration
- 3D printing: grow vs. manufacture..?
- ...

Q&A



Thank you for your attention!

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