

Press Information Domotex 2007

Krono Original: The world's favourite laminate flooring

For many years, the Krono Original brand has offered exceptional quality, regularly reinforced by top-level product innovations. Our goal is to maintain this standard, and we are meeting it thanks to new production equipment and an electronic defect detection system called Qualitronic. The system recognises, marks and automatically segregates defective products in the coating as well as in the panel profiling department. This automatic segregation of defective products is an important competitive advantage.

Kronoflooring is investing not just in quality but also in technologies which shorten production times to make us even more flexible in responding to distributor and customer requirements. Consumers' hands-on experience of brand quality is what makes successful market image. Krono Original laminate floors are showcased by high-quality point-of-sale presentations. Our retail partners are looked after professionally by our in-house and field staff.

Selective sales arguments coupled with an emotional approach create a willingness among customers to look more closely at our products and product innovations.

Another important point is that all Krono Original flooring products are manufactured on hightech, state-of-the-art production equipment. The raw material wood comes from sustainably managed forests (PEFC and FSC certified), which protects the environment, enhances quality and yet makes our products outstanding value for money. But from our most important plus point – closeness to customers – benefit above all our retail partners. It's one of the main reasons Kronoflooring has made a name for itself as the leading international manufacturer of laminate flooring. Customer focus applies in the same measure to our breadth of range, our quality and our outstanding customer service. Kronoflooring invests a great deal in attracting and delighting consumers, at the same time providing retailers with various customer-focused offers and displays specifically designed in cooperation with wholesale and retail partners. Like all Kronoflooring sales materials and product displays, they are of high quality and engage customers on an emotional level.

Krono Original. The power brand that brings obvious benefits!

Kronoflooring is set to excite customers even more with Krono Original.

The many different premium products under this strong brand umbrella, as well as additional special campaign products (supplied as previously in neutral packaging), will ensure that sales keep on rising. After all, the Krono Original

brand combines a large number of first-class flooring products, from entry-level to premium floors.

Information on company

The company Kronoflooring was founded in 2001 as subsidiary of Kronospan GmbH Lampertswalde and is one of the leading manufacturers of laminate flooring as well as wall and ceiling panels in the world. Thanks to a broad product range in all different quality levels Kronoflooring sells its products successfully to DIY and interior stores, floor covering retailers and other specialized retailers in 80 different countries. About 120 employees generate an annual turnover of about 250 million Euros.

More information in

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