Press release

Gerflor, a manufacturer of 100% recyclable flooring, is teaming up with Paprec Recyclage to create Floor to Floor®

Gerflor, a world leader in the design and manufacture of French-made floor coverings, and Paprec, the independent recycling leader in France, are announcing the creation of a joint venture: Floor to Floor®.

The new company, Floor to Floor®, will give Gerflor and Paprec the opportunity to enhance their expertise in recycling floor coverings, and to increase every year the amount of flooring offcuts collected and recovered.

For several years, the Gerflor group has been operating recycling and recovery programmes in partnership with Paprec:

- Recycling manufacturing offcuts: all the Group's industrial facilities are run as recycling sites in their own right. Most of these offcuts are reused to make intermediate layers or new floor coverings.

- Recycling fitting offcuts: a standard floor covering fitting job generates an average offcut rate of 10%. In 2010 Gerflor introduced a programme called “Seconde Vie” (Second Life) enabling it, in partnership with its fitters, to recover these offcuts, recycle them and reuse them to make new products: this floor recycling programme is certified by EuCertPlast (a European scheme accrediting recyclers) and guarantees transparency, traceability and compliance with best practices.

The challenge now is to write a new industrial chapter with specific tools for recycling floor coverings at Floor to Floor® and lines optimised for the consumption of recycled materials at Gerflor. The goal is to go from 1,500 tonnes to 5,000 tonnes annually in the space of three years, with a pooled investment of €3m.
“Gerflor has always been a pioneer in the field of sustainable development and one of our focuses is recycling, the aim being to cut our consumption of raw materials and to maximise the amount of recycled materials in our products. This enables the Gerflor Group to protect resources and reduce its environmental footprint,” explains Bertrand Chammas, Gerflor Group CEO.

The Paprec Group is the leading independent recycler in France. Active in all existing recycling sub-sectors, the group is number one in plastic, paper, cardboard, and building waste recycling, as well as selective household collections.

“We are delighted to announce this innovative partnership with the Gerflor Group. The way in which our areas of expertise dovetail so neatly will enable us, for example, to develop new grinding and extrusion technologies on our various industrial sites. And by pooling our geographical coverage, we will be able to offer our customers a complete solution, available on their doorstep: an effective way of reducing logistics costs and limiting greenhouse gas emissions,” says Sébastien Petithuguenin, Managing Director of the recycling specialist.

“From the eco-design of our products to their end-of-life management, we are engaged in the transition to a full circular economy with Floor to Floor®,” say Bertrand Chammas and Sébastien Petithuguenin.

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About Gerflor:

Gerflor designs, manufactures and markets innovative, decorative and environmentally-responsible floor and wall covering and finishing solutions. The Gerflor Group offers the widest range of flexible floor coverings to meet the specific needs of each application: healthcare, education, sport, haulage vehicles, shops, industry, housing, offices and the hotel industry. The Group encompasses a number of internationally-renowned brands, including Taraflex®, Mipolam®, Tarabus®, Connor Sports®, Sportcourt® and Gradus®. In 2016, the Gerflor Group recorded a turnover of 830 million euros, more than twice the figure it had achieved ten years previously. With 3,500 employees and 13 production sites, the Group has customers in more than 100 countries. Gerflor is pursuing its international expansion while also continuing to invest in its industrial facilities in France: over 70% of its investments are made in France.

About Paprec Recyclage:

The group was founded and has been headed since its creation by Jean-Luc Petithuguenin. Paprec Group has become the hyper-specialist in recycling. Over 25 years, it has grown from 45 to 4,500 employees working on almost 110 sites in France and Switzerland. Paprec Group recorded a turnover of over 950 million euros in 2016 having collected and recovered 7 million tonnes of waste. Since 1994, the year it was founded, the group has
experienced an average annual growth rate of 25% in its tonnage and turnover. With the acquisition of Coved scheduled for the first quarter of 2017, the group will have 8,000 employees and turnover of €1.4 billion.

The leading independent recycler in France, operating in all existing sub-sectors, the group is number one for plastic, paper, cardboard, and building waste recycling, as well as selective household collections. It is number two in the recycling of electrical and electronic equipment, and number three for organic waste, wood, biomass and routine industrial waste.

From the outset, Paprec Group has been known and acknowledged for its commitment to promoting diversity, secularism and the fight against all forms of discrimination within the company. In October 2016, the Paprec Group received the Trophée Global Axa des Entreprises Responsables (Overall trophy of responsible companies, presented by Axa). And in November 2016, Jean-Luc Petithuguenin was named Entrepreneur of the Year at the BFM Business Awards.