

Gerflor strengthens its European leadership in flooring circularity programs with a new recycling unit based in Germany

Troisdorf, the 13th of January 2025

During the past years, Gerflor has expanded its "Second Life" program in Europe, offering its installers and key customers the opportunity to collect post installation and post consumer floors and get them recycled.

Gerflor "Second Life" Program is now effective in 10 European countries (Germany, Austria, France, Belgium, Netherlands, Luxembourg, Norway, Sweden, Finland, Italy).



To support the international growth of Gerflor recycling operations and the group commitment to a more circular economy, Gerflor has decided to take over the previously called "AGPR" recycling unit, located next to its Troisdorf factory.

Gerflor will bring its long standing expertise in flooring recycling to transform and upgrade the operations on site to process installation off cuts and glued post consumer products, both for vinyl and linoleum flooring.

This facility will be dedicated to recycling floors collected through Gerflor "Second Life" program.

This development marks a key milestone in the Gerflor "We care / We act" sustainability program, to achieve ambitious sustainability targets for 2030, which will be unveiled soon.

It will support the deploy of Gerflor "Second Life" recycling program, together with the Group's other recycling factories in France.

"This new Gerflor recycling facility based in Germany strengthens our position as a European leader in flooring when it comes to sustainability and circularity" said Bertrand Chammas, CEO of the Gerflor Group.

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About Gerflor :

For more than 80 years, Gerflor has been designing, manufacturing and marketing innovative, decorative and sustainable solutions for floors, walls and finishes : specific solutions to meet each customer's need, whether it's at home, at work, in healthcare facilities, schools, sports halls, public places or transport vehicles. Gerflor Group has achieved in 2024 a turnover around 1,500 M€, operating in over 100 countries and employing 5,000 people.