



Round Table of Ceramics - Cersaie / Bologna, September 27, 2012

During this year's Cersaie the Federation of European Tile Fixers' Association EUF together with the umbrella organisation of the Italian tile manufacturers CONFINDUSTRIA organised a "Round Table of Ceramics".

Renowned representatives from the European tile trade in Germany, Austria, Switzerland, Italy and France discussed on ideas and initiatives to continue to successfully market tiles.

The general conclusion of this meeting is that especially in Europe there is still a large and unexploited sales potential for tiles. Other flooring materials like carpets, PVC or laminate are still market-leading in particular in Germany, France, Great Britain, the Benelux countries and the two Alpine countries Austria and Switzerland. The marketing concepts "Healthy living with ceramics" and "Saving energy due to ceramics" launched by the EUF are considered to be future-oriented initiatives qualified to open up sales potential for tiles. With these two initiatives the EUF wants to re-position tiles and meet the clients' requirements:

Health

Saving energy

Designing a beautiful home

For more information please refer to the following websites:

→ www.goldcode.at

www.fliesenfachverband.de

www.keramik-einzigartig.ch

www.gesundes-wohnen-mit-keramik.eu

Another general conclusion of the "Round Table of Ceramics" is the fact that industry participants jointly have to invest more in training and further education of tile layers and shopmen of the trade. A higher qualification is a prerequisite to achieve higher market shares for tiles.

The German Association of Specialised Tile Dealers VDF e.V. has worked out a quality and qualification concept called "pro Fliese" ("in favour of tiles"). Together with manufacturers, flooring specialists and specialised dealers an increased focus on topics like "Technique" and "Marketing" will be offered in the form of seminars. The emphasis lies on topics such as "processing large-format tiles", "barrier-free living" and "care and cleaning of tile floorings".

Similar initiatives are offered by the respective professional associations in Switzerland, Austria and France.

Together with the specialised dealers and the industry the EUF aims to be a European platform for participants of the tile trade and to promote joint actions in favour of tiles. A further initiative of the EUF and the VDF is the tile showroom of the future "Exhibition 2020".

In these times of rapid changes in the development of new communication technologies, this topic is of particular importance to tiles. We will report on that on the occasion of the "Round Table of Ceramics 2013".

Saarbrücken, 09 October 2012

Werner Altmayer

Caption of the participants from right to left:

Wilm Kittelmann, German Association of Specialised Tile Dealers VDF

Gerhard Reiter, Austrian Tile Association

Jacques Vinet, EUF and UNECB, France

Graziano Sezzi, CONFINDUSTRIA and moderator

Franco Manfredini, CONFINDUSTRIA

Silvio Boschian, Swiss Tile Association SPV

Francesco Pettenon, Fila Industria Chimica

Photo: http://www.eufgs.com/pdf/euf_1349231776.pdf