



Press release

Pergo enters vinyl flooring market

Trelleborg, August 2010 – Pergo, the leading manufacturer of HPL laminate flooring, is introducing its first line of durable vinyl flooring. With over 30 years of experience in the laminate flooring industry, the company known for inventing and refining the laminate floor is now bringing its latest innovations into the vinyl flooring market.

According to Pergo's CEO, Ralf Eisermann, the move marks the creation of a whole new product category and a significant step for those who prefer vinyl flooring: "Now architects and consumers can choose vinyl flooring that reflects the same dedication to design that we have long offered buyers of laminate," says Eisermann. Pergo calls the new product category "Vinyl planks and tiles," highlighting what Eisermann says is a major advantage over conventional vinyl: "We have taken all our expertise, including our latest Fold Down technology, and created beautiful vinyl floors that are just as easy to install as our well-known laminate."

As with their laminate portfolio, Pergo's new vinyl flooring is available in a choice of styles, formats and quality levels to suit applications ranging from home use to demanding public environments. Designs have been created to give the appearance of leather, slate and wood.

About Pergo:

Pergo is regarded as the inventor of HPL laminate flooring and enjoys an outstanding position on both the North American and European markets. The company develops, produces and markets laminate flooring with premium-quality multi-layer sequence in unmistakable designs and unique product features for the residential sector and commercial applications.

Pergo produces more than 30 million square metres of laminate flooring a year at two locations in Sweden (Trelleborg and Perstorp) and two manufacturing facilities in the USA (Garner, NC) and Canada (Laval). The traditional Pergo brand was acquired by the SDAX-quoted Pflleiderer AG (ISIN DE 0006764749) in 2007. To find out more please go to www.pergo.com

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