

CHINAFLOORS, one of the fastest growing and most innovative Laminate and Parquet producers of China invested again in new HOMAG profiling technology

Founded in 2004 as a Belgian - Taiwanese joint venture by Thomas Baert and Woody Zeng the strategy of CHINAFLOORS was always to produce high value added products at attractive prices for customers worldwide. The major quantities of the production are exported to Europe and America.

After the 1st growth phase from 2004 - 2006, when mainly Chinese local machines were used for profiling, CHINAFLOORS bought its 1st Homag Profiling line in order to meet the acceptable tolerances required in the international markets. The new Profiling line must guarantee very high precision, especially because of the use of different Loc-Profiles and the use of the pressed bevel technology. Tolerances have therefore to be minimized. That's why the request for high machining tolerance was one of the key points and one of the reasons why CHINAFLOORS ordered the HOMAG FPR 225/226 DET-Line. In close cooperation with HOMAG the line was continuously upgraded in order to fulfil the change of demand of the continuously new developed products (profile, bevel, surface structure and speed).

In 2007 a joint venture with POWER DEKOR was founded in Danyang in order to use the know how of CHINAFLOORS for the production of high end laminate flooring products. Due to the excellent experience with the HOMAG machines, HOMAG was the supplier of choice of the profiling line.

Thanks to the international success of its innovative products,

CHINAFLOORS invested in a 2nd HOMAG Profiling line in 2008.

One of the milestones of the young companies history was the opening of the new, state of the art, vertically integrated production facility in Jiashan (close to Shanghai), Zhejiang. The official opening of this top notch facility held on 20.03.2009 was attended by 400 international guests from around the world.

The site has 10 production halls on a total area of 200,000m². The new site with a total investment of 25 Million US\$ increases the production capacity of Chinafloors to 10 million square metres of laminate and 2 million square metres of parquet.

Despite the worldwide financial crises and the reduction of the worldwide consumption of Laminate and Wood Flooring, CHINAFLOORS is still growing against the trend. On the international market, the products are sold under the famous brand LAMETT (one of the first laminate flooring brands in the world having its origin in Sweden, South America and Holland). While Chinafloors focused its efforts on the export market during its first 5 years, it now recently launched the Lamett brand on the local Chinese market offering the same high end products to Chinese consumers.

To accommodate its further growth, CHINAFLOORS now invested in a 3rd especially for CHINAFLOORS developed Profiling Line from HOMAG. After long technical discussions, investigations and design work, the contract was signed in August 2009 for delivery of the new line in October.

But as well the joint venture company with Power Dekor in Danyang is successful. They placed the order for their 2nd HOMAG Profiling line in July 2009 for start up in October 2009.

Chinafloors has now grown into a big family headed by a mix of foreign and Chinese management staff, combining years of technical flooring expertise. Chinafloors strongly believes that a supplier is a key partner in building a successful business and for the same reason it highly values its close relationship with its preferred profiling manufacturer.

One of the main reasons in the continuous ordering the Profiling equipment from HOMAG was the machinery's dimension accuracy, long time reliability of the machine and the company's mentality which met with CHINAFLOORS quality requirements and ideology. Other reasons were good service, keeping the timetable and spare part service. After years of using HOMAG's FPR 225/226 DET which are produced nearby at HOMAG MACHINERY in Shanghai, Chinafloors is very satisfied with the precision and reliability of the machine.

This makes the long partnership for both, CHINAFLOORS and HOMAG so successful. Ideas for new flooring products are developed in the research and marketing center of CHINAFLOORS. Together with HOMAG new production methods for the efficient processing of the flooring elements are developed and fast tested and installed in the production.

CHINAFLOORS mission is to be the most innovative flooring company in Asia for worldwide sales. "Top quality and flexibility are our strengths, and we intend to stick to it" explains Woody Zeng one of the founders of CHINAFLOORS. A mission which corresponds perfectly with the HOMAG quality philosophy.



Fig. 1:
CHINAFLOORS

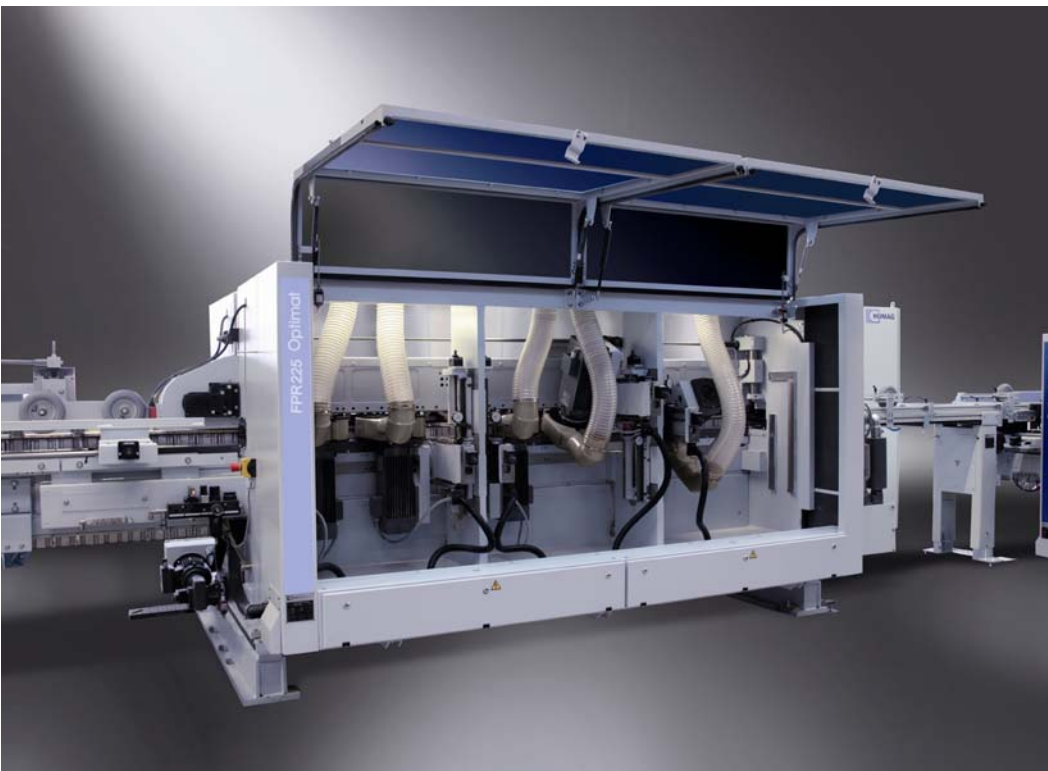


Fig. 2:
Homag FPR 225/226 Profiling Line



Fig. 3:

Inside Homag Machinery Shanghai, Production site for over 350 DET for the flooring industry

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