



**WE  
DECORATE  
YOUR  
FLOOR**

**BEAU  
FLOR<sup>®</sup>**  
we decorate your floor

Competition in the flooring industry is becoming fiercer by the minute, with plenty of players offering fresh, relevant and engaging products. This abundance of strong offerings allows you to be ever more demanding and select the most service-minded partner.

Why should service be top of mind? It might be stating the obvious, but you want a partner who thinks along and helps you excel. A partner that's not just a brand, but a team of people with actual names. People who are there for you whenever YOU need them - from the first step to the last. And that's exactly what Beauflor is all about.

This brochure will give you a glimpse of how our mission and vision can support yours.

Team Beauflor



**“FROM THE  
FIRST STEP  
TO THE LAST,  
WE ARE THERE  
FOR YOU.”**



01

**WHATEVER  
FLOOR YOU NEED**



02

**WHICHEVER  
DESIGN YOU  
PREFER**



03

**WHEREVER  
YOU ARE**



04

**HOWEVER  
YOU WANT TO  
DO BUSINESS**

# 01

## WHATEVER FLOOR YOU NEED

At high-tech facilities in Belgium, the United States, Slovenia and Russia, we produce cushion vinyl rolls for both residential and commercial applications.

### RESIDENTIAL APPLICATIONS

At Beauflor, we believe that everyone should be able to benefit from quality floors at affordable prices. That's why we have in-house R&D teams, participate in open innovation, learn from sectoral organisations and keep a close eye on market trends. The result: we are able to offer you a wide variety of stylish floors that are suitable for different rooms and easy to maintain and install. Moreover, they are water and stain resistant, absorb sound extremely well and maintain indoor air quality.





# COMMERCIAL APPLICATIONS

OFFICES

HOSPITALITY

RETAIL

SPORTS & LEISURE

HEALTHCARE

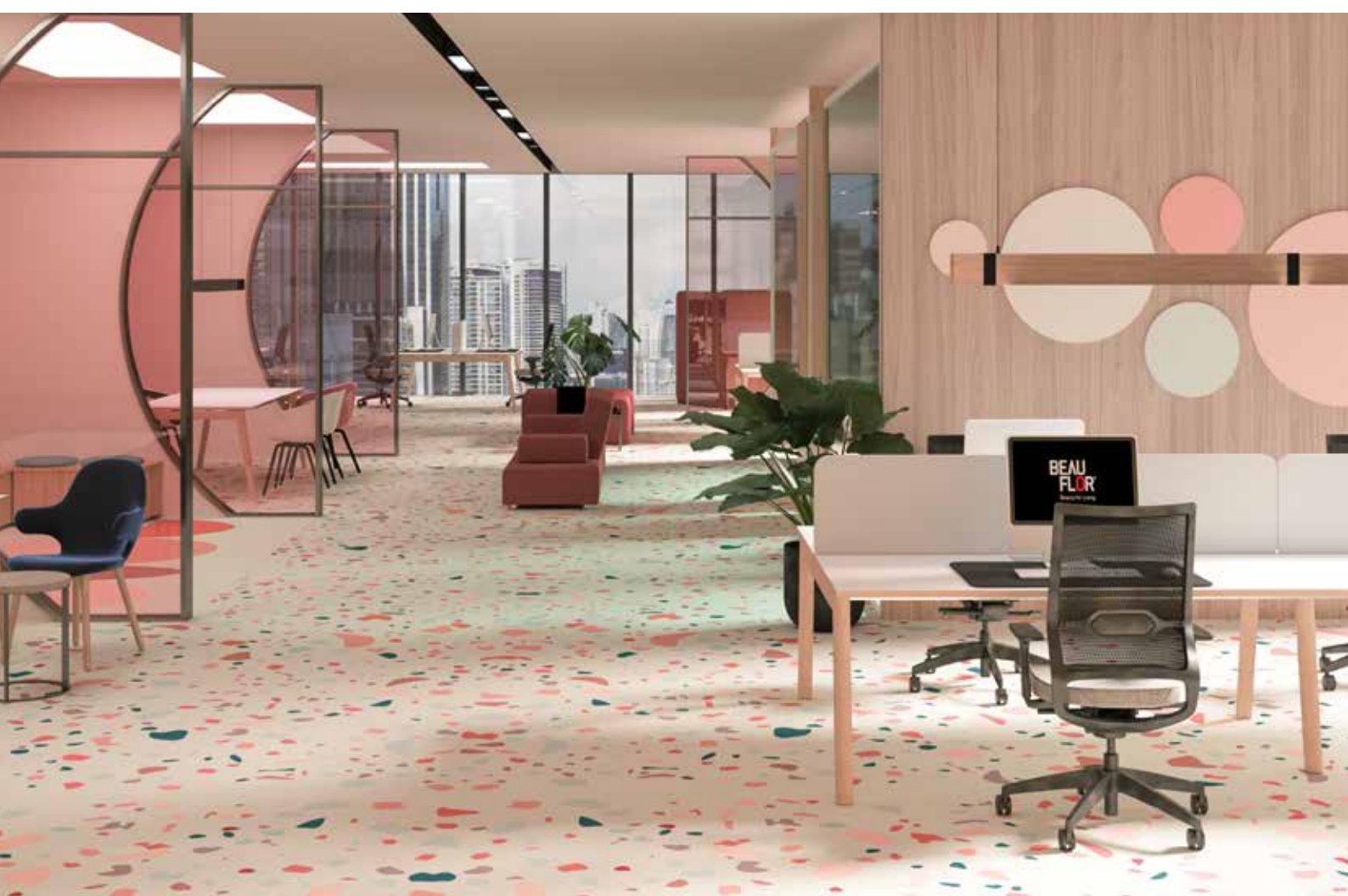
EDUCATION

Continuous investments in our facility in Slovenia make it possible for us to digitally print any floor you want. Literally, because Beauflor is able to completely customise floors from 60m<sup>2</sup> onwards. Moreover, our digital printing technology allows us to respond rapidly to new design trends and to create XL formats – something that wouldn't be possible with analogue printing techniques. In combination with our broad offering of more analogue printed floors, this gives you maximum flexibility, whether you need a floor for your restaurant, store, office or other commercial space.

## OFFICES



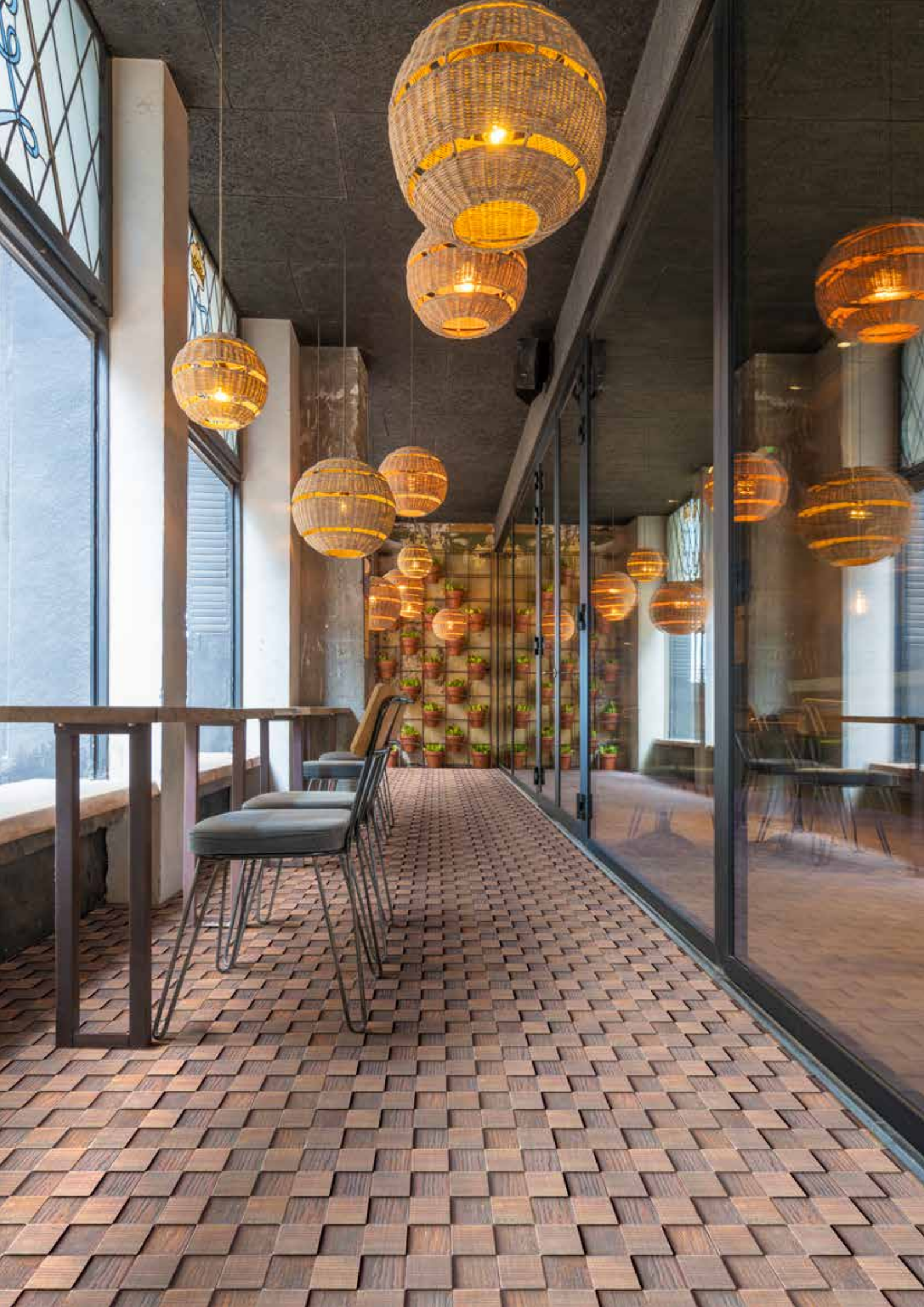




# HOSPITALITY









## RETAIL





## SPORTS & LEISURE









# HEALTHCARE



# EDUCATION



# 02

## WHICHEVER DESIGN YOU PREFER



Our in-house design studio translates both our trusted clients' feedback and the latest trends in interior design into inspiring collections. This two-sided approach keeps you on trend at any given moment. But there's more. Thanks to our digital printing technology, you (co)create whichever design you have in mind. We are confident to claim that we are the only supplier in the flooring business offering such a high level of customisation.

Equally important, we do not only think alongside the design process from start to finish but we also help our customers with the layout of the floor by translating their bespoke design in a clear installation plan.







## CUSTOMISABLE DESIGNS

### GOOD TO KNOW!


Your bespoke design is protected by a tough PVC-wear layer to make sure the design stays perfectly intact for many years to come. What's more, most of our floors for commercial purposes benefit from an antibacterial treatment which prevents the growth of bacteria on the surface and kills them within 24 hours.





# 03

## WHEREVER YOU ARE



Our 350 employees ...

... spread over **4 facilities** in Belgium,  
the United States, Slovenia and  
Russia (Juteks brand)

... deliver cushion vinyl floors to  
**100+ countries**



# BEAUFLOR IN NUMBERS

Beauflor operates under the flag of Beaulieu International Group (B.I.G.), a Belgian global industrial group that specialises in polymers, engineered solutions and flooring solutions. Within B.I.G.'s business unit for flooring solutions, Beauflor has become one of the industry leaders in cushion vinyl rolls, which is reflected in our numbers:

  
**FOUNDED IN**  
**2004** 



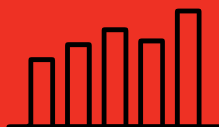
**4**

## **FACILITIES**

(Belgium, the United States, Slovenia and Russia )



**350**  
**EMPLOYEES**



## **TURNOVER**

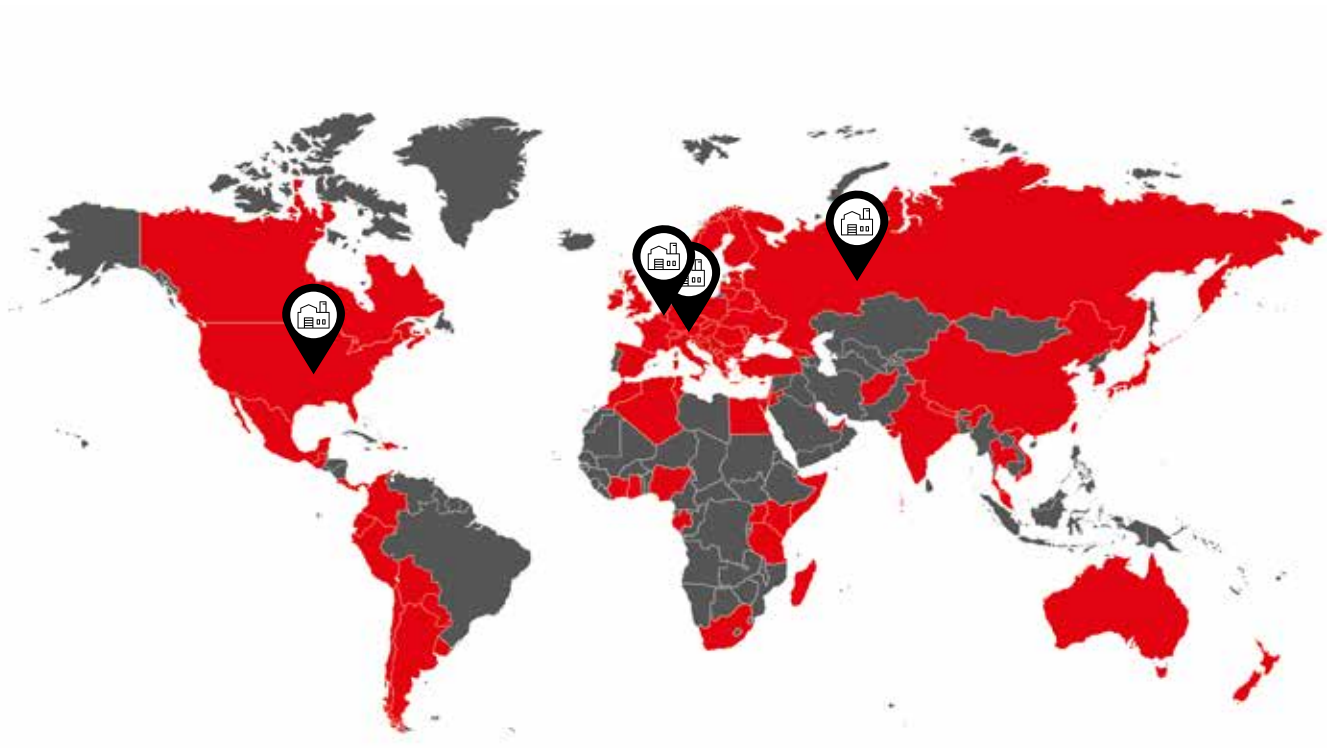
**100+**  
million euro



## **ACTIVE IN**

**100+**  
countries

# TOGETHER WE ARE STRONGER



Through our **large distribution network**, we're always close by.

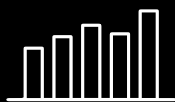
**DIY chains**

**Wholesale stores**

**Home decoration retailers**

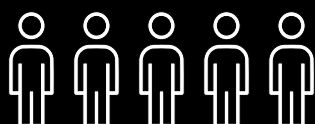
**Dedicated distributors**

# BEAULIEU INTERNATIONAL GROUP



Turnover 2020

**1.7 billion euro**



Employees

**4,700**



Unique customers

**16,000**

Active in

**140  
countries**



Facilities

**29  
plants**

**20  
offices**



Founded in  
**1959**



Headquarters in  
**Waregem**  
Belgium

Cushion vinyl  
distribution

**100+  
million m<sup>2</sup>  
a year**



Our shared DNA in 5 Is:

- Investing in the future
- Innovation-driven growth
- Intelligent diversification
- Intrapreneurial spirit
- Integrated workflows



# 04

## **HOWEVER**

## **YOU WANT TO DO BUSINESS**

SINCE 2004, BEAUFLOR HAS HELPED  
TO REVAMP COUNTLESS HOMES.

This vast residential experience opened the doors to a wide range of commercial projects, from large-scale offices to cosy restaurants to modern sports centres.

Meanwhile, we've learnt to adapt our business recipe to diverse needs. We do, however, rely on 4 fixed ingredients:

- Strong partnerships
- A down-to-earth attitude
- Digital services
- Sustainable practices







## STRONG PARTNERSHIPS

We don't just create and sell, we partner up. That means you can easily spar with us to get an outside perspective. We'll think along every step of the way. This service-minded way of working is also reflected by the different extras Beauflor provides, including trainings and home delivery through our customer's platforms. Together, we stand out.

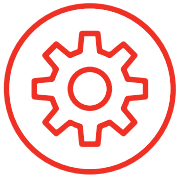


## DOWN-TO-EARTH ATTITUDE

No corporate speech, no long decision-making processes, no complex communication lines. Instead, you get a team of easy-to-access, hands-on experts who won't rest until your needs and wishes are met. You stand at centre stage and by offering an agile, personalised and all-round service, we make sure you shine.

**“OUR SUCCESS  
IS DEFINED BY  
YOUR PEACE  
OF MIND.”**

**“NO FUSS,  
IT'S JUST US.”**



## DIGITAL SERVICES

Carefree experiences. That's what we aim for by offering an extensive portfolio of digital services ranging from home delivery to sample shipments to video tutorials. Good to know: we're one of the few suppliers who provide samples for extra-large formats on request.



## SUSTAINABLE PRACTICES

Beauflor applies a cradle-to-the-grave approach, meaning we improve our environmental impact at every stage of our products' lifecycles – from the sourcing of raw materials to the recycling of end-of-life floors. Moreover, we produce all our floors without the use of any harmful chemicals (REACH compliant), while all our vinyl products are 100% phthalate free and recyclable.

**“WE’RE ONLY  
A FEW CLICKS  
AWAY.”**

**“BEAUFLORE IS  
PART OF THE  
SOLUTION.”**

## **DO YOU WANT TO ADD ...**

... warmth and comfort to your customers' homes?

... identity to your store?

... atmosphere to your restaurant, gym or other business?

... usability to your workplace?

**WE HELP YOU TO DO ALL  
THAT AND MORE.  
WE LOOK FORWARD  
TO REALISING YOUR DREAMS  
WITH YOU.**



**VISIT OUR WEBSITE FOR  
MORE INFO OR REACH  
OUT TO GIVE YOUR FLOOR  
THE MAGIC TOUCH IT  
DESERVES.**

**BEAU  
FLOR®**  
we decorate your floor

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Beaulieu  
International  
Group

