

Press release

Pfleiderer at the trade fair EuroShop 2020: Sustainable products and solutions

Neumarkt/Düsseldorf, 16.02.2020 – from 16th to 20th February, Pfleiderer wants to inspire the trade audience at EuroShop in Düsseldorf with customer-specific, ecological and smart solutions (Hall 11, Stand D60). There, over 120 m², the wood-based panel manufacturer will present numerous new products relating to its decorative product range to the trade audience from the fields of shop fitting and trade fair stand construction.

125 years of sustainable products

From its beginnings as a rafting business to the production of railway sleepers and telegraph poles to today's production of wood-based panels, there is one constant factor in all of Pfleiderer's activities – the sustainable material wood, which has been centre stage at Pfleiderer since the beginning. "Sustainability is a basic principle of our corporate strategy and also a benchmark for long-term corporate success," explains Michael Schiebe, Sales Manager for Trade and the Contract Sector. "For more than 125 years, Pfleiderer has been associated with wood as a material – it is part of our company's DNA," says Schiebe. "Wood and the responsible handling of it are embedded in the company's DNA." To underline this attitude, Pfleiderer handed over a cheque donating 10,000 euros to the Plant-for-the-Planet Foundation at the end of last year. The donation will be used to plant 10,000 trees and thus to support Plant-for-the-Planet's objective of planting 1,000 billion additional trees throughout the world in order to neutralise 25 % of the man-made CO₂ emissions.

Sustainability and recycling economy

A special presentation at the trade fair illustrates the value and contribution of wood-based panels to the issue of the environment and sustainability. The positive effect that wood as a material has on the carbon footprint due to the cascading use can be seen, as well as the possibilities for making an impact on recycling rates and indoor air quality through the selection of the material.

Visitors to the trade fair can also find out what wood mix certain products contain or what certifications certain products have. The company also gives insight into its commitment to purchasing wood from sustainable forestry and into questions of energy production. “We recognised the importance of our social responsibility a long time ago and have been working for decades, in collaboration with our partners, on continuous optimisation at a raw material, product and process level,” explains Michael Schiebe.

About the Pfleiderer Group – 125 years of high-quality wood-based panels

The Pfleiderer Group is a leading wood-based panel manufacturer in Europe with annual sales of approx. 1 billion euros and around 3,500 employees. The company has its headquarters in Wrocław (Poland) and in Neumarkt in der Oberpfalz (Germany). Pfleiderer has nine production locations in Germany and Poland, and sales branches in England, the Netherlands, Switzerland, Romania and France. The Pfleiderer Group offers a complete range of products and services with a focus on furniture making, the timber trade, interior fitout and timber construction. Pfleiderer pools the Duropal and Thermopal product ranges under the Pfleiderer umbrella brand and is a partner of industry, commerce, installers, designers and architects.

Contact for editorial teams:

Pfleiderer Deutschland GmbH
Stefan Göldner
Tel: +49 - 5241 – 871-366
Email: Stefan.Goeldner@pfleiderer.com

Pfleiderer Deutschland GmbH
Diana Bachmeier
Tel: +49 - 9181 – 28 8739
Email: Diana.Bachmeier@pfleiderer.com