

SELIT | Innovations 2017

DOMOTEX, Hanover 14th - 17th of January 2017

DOMOTEX

Hannover
14-17 Jan. 2017

Hall 7
Booth C 36

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The best underlayment - even better!

All SELITPRO® TwinFoam™ products with easy click®+, TÜV certification and "The Blue Angel"

"Whoever stops getting better has stopped being good!". New product innovations at SELIT are developed and existing products continuously improved under this guiding principle. This does not stop at the best underlayment for laminate and wood flooring either, which means that products from the SELITPRO® TwinFoam™ series will receive numerous new product features in time for the DOMOTEX.

A plus for more safety

As a clear processing advantage, the new easy click®+ contour will be added to the product series. The "+" in the already known contour is an adhesive strip that combines the underlayment sheets with one another three-dimensionally and fixes them permanently. Hollow spaces and overlaps are therefore prevented more reliably (more about easy click®+ on page 2).

TÜV certified

The TÜV confirms that the premium range of SELIT underlayments has a high degree of functionality,

quality, usability and production monitoring. Firstly, a criteria catalogue is developed for the "underlayment" product group, by which the underlayments must be measured in order to be given the coveted TÜV test seal. SELIT was the first company to use this test seal on its products (more on page 3).

The Blue Angel

Just like the TÜV test seal, "The Blue Angel" will become visible on the SELITPRO® TwinFoam™ series. The world's most successful environmental seal distinguishes the underlayment as low-emission and environmentally friendly (more on page 3). Especially in times of increased fondness of environmental protection and nature preservation, "The Blue Angel" is a decisive product feature for many customers, and it is not uncommon for this to play a crucial role in purchasing decisions.

New format in premium segment

In order to present all new advantages attractively and in a sophisticated manner, the external appearance of all SELITPRO® TwinFoam™ products has been radically re-engineered. The new, strikingly broad folding panel format highlights the product as a premium series, thereby creating the opportunity to obtain the most high-profile product placement at the point of sale. The full-colour cardboard tray packaging provides a view of the product and the new processing advantage of easy click®+. The integrated cardboard bar at the top gives information, with the AquaStop variation, about the advantages of the new easy click®+ contour and also "hides" the enclosed aluminium sealing tape.

One innovative installation feature, two new user-orientated seals of quality, new packaging and formats: SELIT has made the "best underlayment for laminate and wood flooring" even better - because: "Nothing is too good to be improved!"



Functionality
Quality
Usability



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Three-dimensional connection with easy click®+

With the new easy click®+ contour, installation is easier and more secure

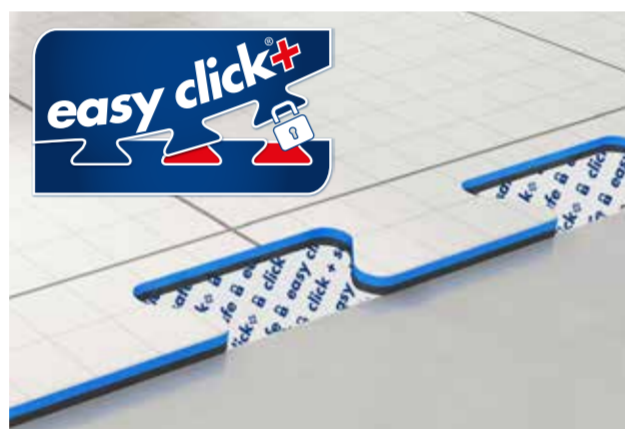
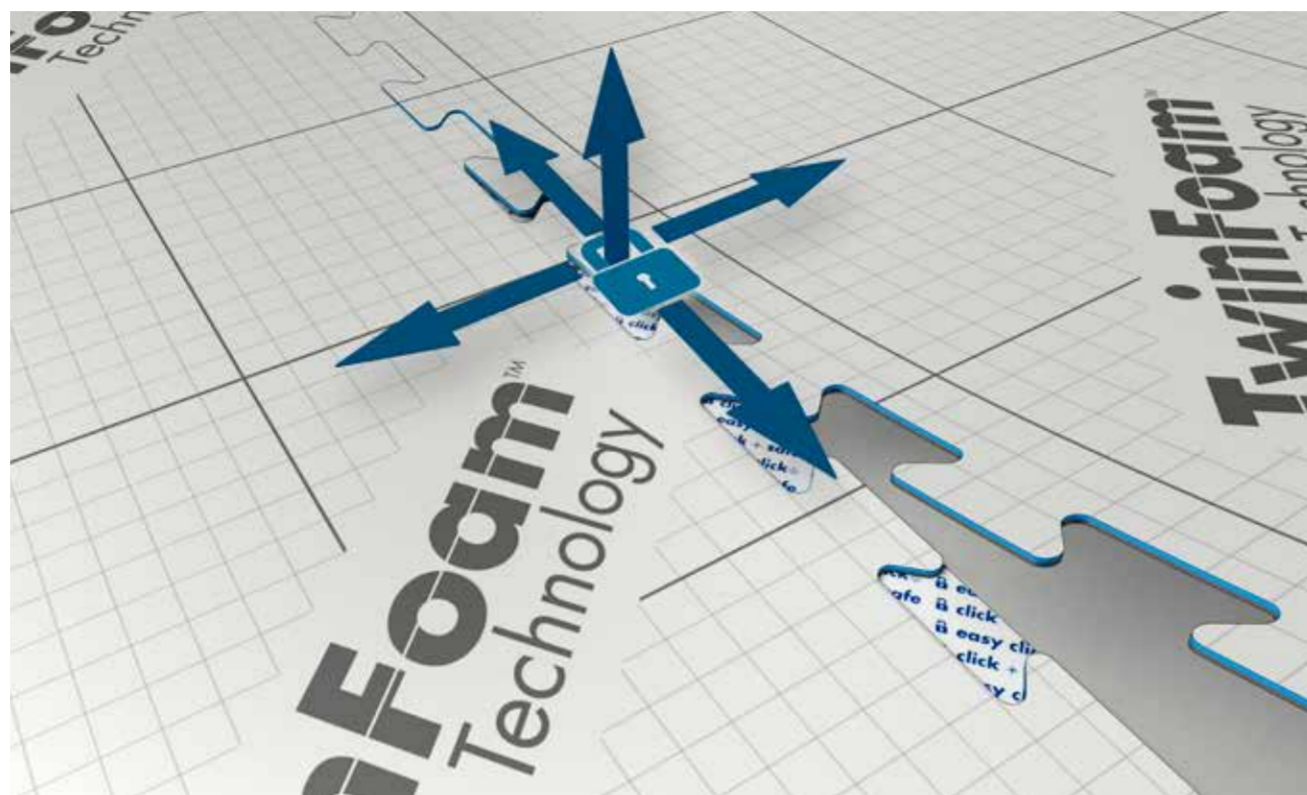
At DOMOTEX 2017, SELIT will be presenting the consequent further development of the popular easy click® installation feature with the innovative easy click®+ contour.

In 2010, easy click® made install laminate and wood flooring underlayments easier many times over. This contour did allow two underlayment lengths to be fitted easily for the first time. This prevents the sheets from sliding apart and building hollow spaces. This makes installing much easier and more professional.

Three-dimensional connection

The easy click®+ further development is based on the positive experiences of the proven easy click® contour. First of all, with the "+", the contour cut has been adjusted slightly. Smaller gaps between the teeth reduce waste when using other lengths, and the deeper cutout ensures a firmer hold.

The one-sided adhesive tape also ensures a three-dimensional connection of the individual lengths. Then, thanks to easy click®+, they are able to move neither horizontally nor vertically, and the click connection is sealed more securely. An optimal installation without sound bridges, overlaps and hollow spaces is thereby more reliably guaranteed. As well as the masking with the aluminium sealing tape for proper moisture protection is made significantly easier by this connection.



SELITBLOC® further improved

easy click®+ and TÜV certification

As well as the SELITPRO® TwinFoam™ series, the SELITBLOC® 1.5 mm GripTec will also receive several new features for the DOMOTEX 2017. The innovative easy click®+ contour (see above) is also integrated in the product. The best underlayment for vinyl and design flooring is therefore also three-dimensional, secure and easy to connect. The new installation feature is also optically emphasised by a printed top bar in the product package.

More performance in new packaging

For customers, impact sound reduction is one of the most important comfort features of underlayment. In this respect, SELIT is also always looking for possible improvements and can thus extend impact sound reduction with the SELITBLOC® 1.5 mm GripTec to a level of up to 20 dB (previously 19 dB). An absolute peak value in vinyl and design flooring underlayments.

First TÜV-certified vinyl underlayment

As the only underlayment for vinyl and design flooring currently on the market, the SELITBLOC® 1.5 mm GripTec

is also tested and certified by TÜV Rheinland (more on page 3). The SELITBLOC® satisfies the strict technical guidelines and convinces with functionality, quality, usability and production monitoring - an unique selling point on the market for these special underlayments.

The SELITstop® aluminium sealing tape is enclosed in the packaging as a standard accessory product, to guarantee proper moisture protection for vinyl and design flooring as well. This is all fitted into a high-quality, printed cardboard tray, which enables a view of the product and makes the product advantages visible to customers.

The SELITBLOC® 1.5 mm GripTec contains sensible and innovative upgrades which further develop the status as the "best underlayment for vinyl and design flooring". The improved SELITBLOC® 1.5 mm GripTec will be introduced in second half of 2017



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SELIT quality - TÜV certified!

SELIT products from the SELITPRO®, SELITAC®, SELITFLEX® and SELITBLOC® series are TÜV certified

With the TÜV Rheinland test seal, the underlayments in the SELITPRO® TwinFoam™, SELITAC®, SELITFLEX® and SELITBLOC® series have become the world's first TÜV tested underlayments - an absolute novelty and proof of the high quality of production and application at SELIT.

TÜV tests quality and safety

The symbol for certified quality is for products that have been certified by TÜV Rheinland and have three main features: quality, functionality and usability.

Is the functionality correct? Does the underlayment have what is promised to you regarding technical data and functions?

Has the product been manufactured with high quality? Are the details, e.g. thickness and format, correct?

Is the product utilisable, easy to use, simple to install and does it correspond with the installation descriptions and features indicated?

TÜV Rheinland places great value on taking consumer requirements into as much consideration as possible when testing. The basic requirements are based on consumer demands as well as extensive experience in the field of product quality assurance. Another important point: The TÜV checks all certification criteria again each year, thus ensuring consistent, standardised quality which the end user can rely on.

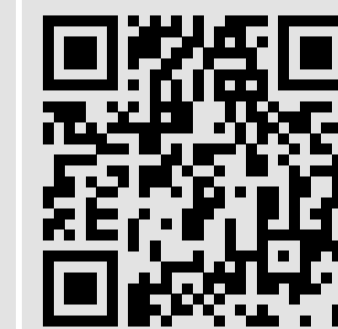
SELIT products gleam in all 3 areas

SELIT products gleam in all three areas, thus receiving the "certified underlayment" test seal. This product certification from TÜV Rheinland is a confirmation of SELITs work in research, development and production of innovative underlayments. As well as focusing on the handling and installation of underlayments, SELIT also always keeps an eye on quality assurance, product safety and sustainability in the whole production and development process. For the customers, TÜV certification means a clearly visible symbol of high-quality and functional products and therefore a clear purchase recommendation.

The TÜV test seal adorns the corresponding product inserts with immediate effect in a high-profile manner. The cardboard packaging and sales aids for the products have also been adapted and enhanced by the TÜV test seal.



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The Blue Angel for low-emission products

The SELITPRO® TwinFoam™ series includes the sought-after and recognised environmental symbol

Since 1978, the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, RAL GmbH and the "Jury Umweltzeichen" independent panel have been awarding "The Blue Angel" to distinguish particularly environmentally-friendly products and services. "The Blue Angel" is thus demanding, independent and has proven itself to end customers as a compass for environmentally-friendly products, because products and services that are distinguished with "The Blue Angel" are more eco-friendly than comparable conventional products and services.

Successful for environment and nature

Over the last almost 40 years, the worlds most successful environmental symbol has established itself, achieved a variety of environmental and consumer policy successes and has become a recognised mark with high orientation value: In Germany, the environmental symbol has gained brand awareness of over 92% according to a survey by the Federal Ministry - 37% of people indicated in the same study that their purchasing decisions are influenced by "The Blue Angel".



Blue Angel tests environmental sustainability

Before certification, "The Blue Angel" tests in particular the effects of the products on the environment such as the climate, resources, water, the earth and the air. Their effects on humans are also focused on in the test. In some cases, stricter guidelines are applied than for marks of conformity which are intended for building products.

Blue Angel for premium segment

All products from the SELITPRO® TwinFoam™ series have successfully passed the tests and certifications of "The Blue Angel" and immediately received the coveted environmental symbol. The underlayments are especially low-emission and therefore help protect the environment and health.

The premium segment of the SELIT product portfolio thus has a sought-after environmental symbol, which enjoys a high reputation especially by the end customers and highlights the high quality and sustainability of the products.

Enjoy your flooring with SELIT

SELIT presents new and innovative PoS concept // Smartphone apps now available



The challenges at PoS have grown. Instead of a pure product purchase, more and more customers are seeking a shopping experience. Touching, trying out, informing and interacting are catchwords used to attract customers at the point of contact between customer and product.

More emotion - the new SELIT PoS

Especially with very technical and complex products such as underlayments, which are fundamentally unemotional, it is becoming more and more important to reach out in an atmospheric, emotional manner. The buzzword "content marketing" is also gathering more and more attention in this respect. For this reason, the new

PoS appearance of SELIT has been completely rethought and, based on the existing product inserts, built up anew. The goal is a more high-profile, emotional customer approach as well as better assistance for customers. The new core of the PoS appearance is formed by one of SELITs known key visuals: A likeable elephant is used as a photorealistic 3D element on sales aids such as top signs for shelves and end customer brochures.

Also new: The "Enjoy your flooring" slogan replaces the outdated claim "SELIT makes floors quieter" and is thus better suited to the wide range of advantages of underlayment. The central board replaces the shelf stopper to become a central information and contact point. Instead

of overwhelming the end customers with specialist terms, customers are targeted with living space situations and issues they face at home. The customers are therefore more clearly, specifically and simply better informed.

PoS 2.0 - the new SELIT Apps

Those who still want more can also use interactive multimedia at the shelf. In time for DOMOTEX, SELIT will soon have two new applications for Android and iOS devices ready in the respective app stores. With the innovative 360° experience, SELIT is jumping on the rapidly accelerating virtual reality train, enabling customers to find out about the problems of flooring installation, practically and interactively and in a virtual living space environment.

In the SELIT product advisor app, an old idea has been revived. A new graphic surface, more interactive features, and a scanning module for the selected flooring are just some of the new features of the "Product Advisor 2.0". This will also be included in the new PoS appearance as a large 13" tablet.



SELIT is expanding and investing

Great investments at the Erbes-Büdesheim and Blumberg location

New production and storage halls, renovation of existing production and administration buildings, construction of employee parking spaces - right now, SELIT is carrying out major construction measures at its two German locations in Erbes-Büdesheim and Blumberg.

New central storage facility

For several months now, the renovation work on the existing building has been taking place at the headquarter in Erbes-Büdesheim, which will finish in 2017 with the replacement of the external facade. The acquisition of 10,000 m² of land has also enabled SELIT to build a 7,000 m² central storage facility. After a one-year construction phase and completion in the 2nd half of 2017, the new hall will provide space for 36,000 pallet slots as well as a logistics office and new ramps for loading and unloading, which satisfies the need for additional logistical efforts.

Sixth extrusion line installed

A new extrusion line each year - SELIT is currently investing in its production capacities at this speed. The high

demand for innovative, high-quality underlayment for laminate, wood and vinyl flooring, and the market growth in Europe especially, make this expansion necessary year after year. Thus, in 2016 the now sixth extrusion line has been installed in Erbes-Büdesheim and capacity was further increased. With a forward-looking view of growth, the seventh line will already become operational in the first half of 2017. Moreover, existing production systems have been expanded and further processing expedited.

Plant expansion in Blumberg

In August 2016, the groundbreaking took place for the new storage hall on the SELIT-POR Schaumfolien GmbH location in Blumberg. Storage capacity for EPS products of over 1,000 m² is being created. At the same time, the production space for innovative EPS products is being expanded by 840 m².

The completion of the construction measures is scheduled for the first half of 2017. At this point in time, the new production line is also set to become operational.

Expansions in North America

In Plattsburgh, New York, the SELIT group has invested in the sustainability of the North American production plant. With the commissioning of a highly modern XPS recycling system, all production-related waste foam can be 100% recycled and re-added to the production process. The environment is thus spared and the expensive raw materials are efficiently used. The system is optimally integrated in the material flow and is almost fully automatic.

Due to increased demand for SELITBLOC® vinyl flooring underlayments, the commissioning of a 3rd extrusion line and the construction of a new production hall also became necessary in May 2016.

Market growth in North America

Company growth is rapid and SELIT North America is a market leader in supplying the laminate flooring industry for directly laminated flooring. With the successful introduction of the SELITBLOC® vinyl flooring underlayment and the presentation of the innovative SELITPRO® TwinFoam™ at Surfaces 2017, constant company growth is also secured for the next few years.



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