



HFLOR SHOWCASES LVT FLOORING SOLUTIONS FOR THE EUROPEAN MARKET AT DOMOTEX 2024

HFLOR is set to participate in DOMOTEX 2024, an international trade fair renowned for its focus on cutting-edge developments in the floor covering industry. The fair is scheduled to take place in Hannover, Germany, from January 11 to 14, 2024.

As one of the key participants in this gathering in the flooring industry, HFLOR will showcase its innovative contributions and engage with industry professionals, enthusiasts, and stakeholders from around the world. Demonstrating a commitment to staying at the forefront of flooring technology, HFLOR will present a curated selection of Luxury Vinyl Tile (LVT) flooring solutions designed for the European market. Additionally, attendees can expect a preview of HFLOR's upcoming product releases planned for the year 2024.

In response to the dynamic demands of the European market for flooring solutions that integrate technological advancements, HFLOR will present a comprehensive portfolio of LVT floorings. From distinctive designs to enhanced durability through innovative printing techniques, HFLOR's LVT floorings embody a seamless integration of style and practicality, catering to diverse applications in residential, commercial, and hospitality sectors.

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Jayden Kim, Product Manager at HFLOR Europe, shared insights into the company's objectives, stating, "Our primary focus at DOMOTEX 2024 is the introduction of our latest LVT flooring range, thoughtfully tailored for the European market. We look forward to presenting these solutions that emphasize our commitment to addressing the evolving needs of our European clientele."

Concurrently, the Executive Officer of LX Hausys, MC Chun, expressed the company's broader vision for the exhibition, noting, "DOMOTEX 2024 serves as a pivotal platform for HFLOR to showcase not only our advancements in LVT flooring but also our unwavering dedication to innovation and customer satisfaction for European flooring market. As a company, we are eager to demonstrate how our commitment to excellence permeates every aspect of our product offerings."

In addition to showcasing its LVT flooring collection, HFLOR Europe will offer attendees an exclusive preview of the upcoming product releases scheduled for 2024. These additions to the HFLOR portfolio aim to set new benchmarks in flooring aesthetics, performance, aligning with the evolving industry standards.

Visitors to the HFLOR Europe exhibition at Booth A26, Hall 20, during DOMOTEX 2024 are invited to explore the curated LVT flooring range designed for the European market. The HFLOR Europe team will be available for discussions, providing insights into the features and applications of the products set to debut in 2024. This presentation reflects HFLOR's dedication to technical precision and innovation in flooring design.

About HFLOR

HFLOR is a leading global brand specialising in flooring products known for their exceptional quality, human-friendly features, and eco-consciousness. As part of the LX global corporation, HFLOR has been at the forefront of developing and producing high-performance flooring solutions using advanced manufacturing techniques over 60 years. Their LVT products are carefully crafted with eco-friendly materials and processes, ensuring minimal impact on the environment. Whether you're looking for a durable glue-down system or the convenience of a floating loose-lay or click system, HFLOR offers lifelike designs that bring spaces to life. Choose HFLOR for premium luxury vinyl tiles that merge elegance with sustainability.

For more information, visit our website and follow us on social media.



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HFLOR is designed and produced by LX Hausys (formerly LG Hausys), a world leader in the technology sector and a subsidiary of LX Holdings Corp.