

For more information

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MEDIA BACKGROUND

The Australian Timber Flooring Association (ATFA) is the peak body representing the timber flooring industry in Australian and New Zealand.

- ❖ **Growth** - Timber flooring makes up approx. 25% of the greater floor surfacing industry and has continually grown since 2005.
- ❖ **The timber flooring industry** consists of solid strip timber flooring, overlay solid timber flooring, parquetry, engineered timber flooring, cork, laminate flooring and bamboo flooring.
- ❖ **The size** of the timber flooring industry consists of approx. 5500 enterprises ranging from large corporate companies, through industry suppliers, installation and flooring retailers.
- ❖ **The benefits** of timber flooring are - longevity, sustainability, health benefits and a multitude of colors and grain patterns, most importantly it adds warmth and character that no other surface can achieve and adds a touch of class.
- ❖ **The industry employs** over 20,000 personnel and has an estimated annual GDP of \$2.5 billion.
- ❖ **Big Business to Consumers** - Large companies manufacture and sell timber flooring, adhesives, coatings, abrasives and equipment. Suppliers/distributors on sell all of these products, while contractors install, sand and finish timber floors. Retail outlets sell timber flooring, however most consumers deal directly with contractors for all of these needs.
- ❖ **Help for Consumers** – The ATFA offers free advice (unlike other Industry Associations) and lots of useful information for consumers on all aspects of the timber flooring process.
- ❖ **Sustainability** - The ecofriendly, energy-efficient materials of natural timber flooring use less greenhouse gas emissions that make these floors an environmentalists' delight. With a commitment to preserving the environment, energy consumption and cost.
- ❖ **Longevity** - Well tended, wooden floors will last a really long time and natural floors are generally more environmentally friendly than synthetic materials.
- ❖ **Membership** - The ATFA has approx. 750 members worldwide and constantly leads the way with technical and business development guidance