

PRESS RELEASE

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PRESS Release

ZOW 2005

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NATURE REVEALS TEXTURE

The topics:

- Press meeting as a prelude to the ZOW / EGGERZUM 2005, Sunday, 20 February 2005
- EGGER was growing by eight per cent in Germany in 2004
- EGGER trend decors for the furniture industry
- EGGER presents real aluminium laminates also in EUROFORM quality
- New EUROFORM worktop Model
- EGGER invest in the location of Wismar

Your contact persons:

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PRESS MEETING AS A PRELUDE TO THE ZOW / EGGERZUM 2005 Sunday, 20 February 2005

Programme:

- | | |
|------------|--|
| From 15.00 | Reception and accreditation in the Parkhotel Gütersloh |
| 16.30 | Official prelude to the press reception in the banquet room |
| 16.35 | Ulrich Bühler, Managing Director EGGER Germany:
“Overview of the economic situation for the wood-based products industry in Germany in 2004 and 2005” |
| 17.00 | Klaus Monhoff, Product manager decorative EGGER Group:
“Presentation of the new EGGERZUM decors 2005” |
| 17.40 | Questions of the journalists |
| 17.50 | Detlef Hanel, Wemhöner company: 3D-symposium in the house of MARTa, Herford on 20 and 21 June 2005 |
| 18.00 | Professor Jürgen Bräuchle, Design project leader for E-class, CLS and SL:
“From vision to reality – The design process in the automobile industry” |
| 18.45 | Break |
| 19.00 | Appetizer in the foyer of the Parkhotel Gütersloh |
| 19.30 | Dinner |
| From 22.00 | Conclusion of the day at the bar |

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Egger was growing eight per cent in Germany in 2004

The turnovers of Egger Germany were growing eight per cent in 2004. The sales volume of the German plants into the export markets was increasing by almost the same extent. This was announced by the marketing and sales managing director of EGGER Germany, Ulrich Bühler, in the press meeting on the occasion of the ZOW 2005 on Sunday, 20 February, in Gütersloh. All 14 EGGER plants in Europa were "going full blast" in the past year.

Mr. Bühler was satisfied with the development which corresponded with the expectations in almost all areas. The capacity utilisation of the plants producing in Germany or mostly sell on the German market could be described as good all through the year. With an **almost constant development of the quantity compared with 2003, the prices increasingly became stable** in many product areas. The ruinous price development of the years 2001 to 2003 could be stopped due to the good national and international demand. Above all in the second half of the year, Egger managed to include the cost development for most raw materials into the costing.

In contrast to the previous years there have been no disadvantageous movements for the German market according to Mr. Bühler. Except from autumn 2004, which was characterised by a clearly growing demand, all **customers** could be **sufficiently supplied** with wood-based materials.

Positive signals for 2005

Ulrich Bühler reckons with a continuously positive market development for 2005: „Many customers have given us positive signals." In the kitchen sector the insecurity regarding the planned abolition of the home buyer's grant and possible preferential effects conditioned by that in 2004 could not spoil the positive prospects. The **motive powers**

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are the good market position of the German kitchen furniture industry in many export markets and a changing consumer sentiment.

Concerning office furniture EGGER expects a stagnation at the now low market level. If the cyclical expectations can be exceeded in only a few areas, this could have very positive effects on the medium-term prospects.

Consumer sentiment is improving

There is light at the end of the tunnel with consumer behaviour. After a longer period of buying restraint the GfK's index for buying tendencies – which results mainly from expectations in the economic situation and income – the consumer sentiment will now increasingly improve. This should also bring about **positive effects for the domestic economic situation in Germany.**

Common responsibility of the market partners

"This year we think that it is imperative to balance the relations between customers and suppliers" Bühler says: „After years of one-sided price development and the accompanying concentration with suppliers it is now important to learn from this situation." He calls in the common responsibility of all groups involved in the value added process – industry and trade.

The thing is to find the right level for the future in order to go over into a phase of partnership which goes far beyond the strategic customer and supplier relationship. Only a relationship which is characterised by openness and confidence can create innovations for products, processes and performances. This will not eliminate competition, but drive competition and thus promote it based on the demand.

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Development/Innovation

According to the opinion of Ulrich Bühler organisation and development constitute an equally important component of economic efficiency along the value added chain. This, however, may not end up in complexity. The tightening of structures, the installing of a permanent "waste disposal" for products and performances will be the distinctive element between the wood-based materials industry and its customers in 2005. This product lifecycle management is necessary to create more free space for innovation.

„We very much place emphasis on increasingly managing, by agreement with our customers, to design the combining topics to create efficient and economic customer and supplier relation structures. Here are the chances for a growth in the western part of Europe. The well funded consumers are at home here,“ Ulrich Bühler sums up.

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EGGER TREND DECORS FOR THE FURNITURE

INDUSTRY

Design ideas for the mixture of home decorating styles

At the ZOW being held in Bad Salzuflen from 21 to 24 February, the wood based materials manufacturer EGGER will unveil more than 50 new decors for the Global Collection to the furniture industry. Product manager Klaus Monhoff expects continuity in furniture design to go three ways: **straight lines and a mix of materials** on the one hand, and **warm colours, dark woods and harmonious contrasts** on the other hand. Klaus Monhoff is convinced that the horizontal and straight lined forms will certainly reach their peak in the next season and trend setters will increasingly focus on vertical and naturally moved forms. EGGER anticipates this development with its new decors for the furniture industry: **straight-lined forms and clear colours meet natural but not rustic wood reproductions which allow the customer to design his living environment to become cosy and comfortable.** Anything goes. Only the result is important. And this is: Dignified quality.

Style mixture of simplicity and opulent luxury

Therefore furniture combinations will continue to be constant, but this will no longer only include a mix of materials but also increasingly a mix of styles. „We expect exciting combinations of modernity and tradition or technology and cosiness. A new simplicity is combined with opulent luxury“, Monhoff explains in his decor presentation.

He explains how this is in practice: „Catchwords like ‚laptop-lounging‘, ‚de luxe relaxing‘ or ‚casual elegance‘ will constantly accompany us in the next two years. Thus already today we can see high-gloss, light and dark solid colour surfaces and frontal elements mixed and/or enriched in straight line designs, worktops or also drawers as accentuated

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surfaces which are combined with bold woods, above all, have a very matt, waxlike surface. It is also not important if the accentuated surfaces (e.g. drawers) have a distinct profile, while the other surfaces are smooth and straight”.

For this reason EGGER not only sees the motto of “Fusing Classic and Contemporary Styles” as a series of individual topics but also in the combination of both which can also be described with elegant cosiness as a third topic.

Tendency towards warmer metallic colours_____

Metallic surfaces with fantasy decors are in line with the trend. A tendency towards warmer metallic colours can be seen. Besides the *anthracite* colours new trend colours of EGGER will be shown in particular with *velvety gold*, *gold* and *copper*, which are still at their beginning stage at the moment but will attract interest within the next two to three years. The warm metallic colours embrace modernity and sensuality.

Sherwood Oak: Planked structure with flowery design_____

Oak will continue its advance which opens up a broad spectrum for this wood species in particular, from stripes and flowery planked to knotty designs. Furthermore, apart from natural colours, lacquered tints will also be important.

As the current, stripe oaks are too simple for some application areas - particularly for larger areas - EGGER has **developed a planked oak structure with flowery design represented by Sherwood Oak.**

This design with its warm, brownish colours reaches a high degree of naturalness. The new decor is shown in **six colours**: *nature*, *pastel*, *cream*, *polaris*, *truffle* and *cocoa*. The last two are suitable for excellent combinations with beige and brown tints as well as with metallic colours of stainless steel from gold to copper.

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The **Lounge Oak** forms a contrast to the latter with its many stripes and elegant effects, placing an emphasis on the tint. The designs in *cognac*, *chestnut* and *anthracite* for the first time present matching colours with real wood frontal elements of the Santarossa company, Italy.

The **Winchester Oak** has been specially developed for the markets of England and the Benelux countries, which comes with a rustic appearance and produces very natural effects due to the many knots.

Woodline with a distinct softwood character_____

Klaus Monhoff is convinced that **softwoods** will also gain in importance again, as they will show a high degree of naturalness due to their pronounced wood grain. EGGER presents **larch decors** at the ZOW combined under the name of **Woodline**. This decor series complies with the realisation that linear striping has passed its zenith and is now replaced by naturally moved wood grains. Woodline is very zeitgeisty with its decor effects and is also particularly suitable for transverse uses. The interplay of decor effects with the deep brushed surface ST21 produces a perfect impression. It also fascinates by rather opaque and dark colours.

Exotic wood species and domestic fruit-woods_____

Following last year's success of Romana Cherry as an elegant, striped finish, **Portland Cherry** puts more focus on a more vivid, very natural variant this year. Naturalness is also in the centre of attention with this new decor. Flowery design, planked and an accentuated wood grain, these are the characteristics of this fruit-wood. *Light* and *natural* colours are suitable for use in kitchens, living areas and bedrooms and particularly meet the taste of consumers in Western Europe. The *cognac* colour has been specifically developed for the Eastern European and British Market. The subtle pearlescent effects in particular give this decor a beautiful appearance.

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Walnut wood species are increasingly demanded. After the success of elegant Aida Walnut of last year, **Noce Palermo** will show medium grade natural colours, but at the same time also some rustic characteristics. The effects are more distinctive, the colours fawn and tobacco and are in line with the future consumer trend and underline – as all newly presented clearly distinct wood decors - the topic of sensuality.

The fruit-wood of **Modena Pearwood** shows a reproduction which is also characterised with more distinct, natural effects and therefore has a more robust appearance.

The **Fineline** decor series comes with effects in a classical appearance of the Alpi veneer with *brownish* colours and a very modern appearance with *anthracite* colours.

The exotic wood species already increasingly considered very much last year will be even more accentuated: **Zebrano** and **Santos Palisander** are new colours and new wood grains.

Siam Teak is shown in two alienated colours which are in the classical and consistently modern colour ranges of *grey* and *anthracite*. The stripes of the wood grain as well as the reflexion effects give the decor a beautiful naturalness.

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Variations for worktops from stone to concrete

With worktops EGGER very much focuses on darker **Butcher's Block decors**. **Single plank Havanna Oak** and **Afzelia** are two wood species which are completely different variants in texture and colour.

The decor trend scouts of EGGER in addition also present very nature-oriented effects with **Natural Core Beech**. This novelty comes from the sector of massive wood producers where one can see a trend towards the use of wood with core portions. What is rather difficult to realise for frontal elements due to the limited decor pattern repeat, seems to be very natural for the worktop. This finish constitutes a beautiful combination with modern frontal elements.

Single plank **Wild Pearwood** shows a great play of colours with the advantage that it can be combined with a lot of solid colours.

Stone decors have reproductions of small quartz stones (Quarzit decor series). The team of Klaus Monhoff has created a **reproduction of mineral finestone effects**. The small stone elements show a great colour variety with which it is accordingly easy to combine solid colours and woodgrains. Furthermore, a new granite design (Galizia decor series) and a vivid marble reproduction (Levanto decor series) are presented. When developing the colour series Egger has taken the current trend of *beige* and *brown tints* for frontal elements into account.

A completely new and more increasingly used material for worktops is **concrete** which is represented in *light* and *dark* colours. Here one has deliberately selected a decor variant which provides more texture and thus can also be excellently combined with many natural tones due to its play of colours.

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EGGER presents real aluminium laminates also in EUROFORM quality

For the first time the EGGER company presents a laminate in real aluminium produced in accordance with the CPL process (**Continuous Pressure Laminate**) at the ZOW. As the name already implies, this is a laminate which is produced on a continuous press. The very special advantage of this real aluminium laminate produced in a continuous process is in its dimension. It can finally be produced in every required long measure.

For several years already this laminate has been primarily used for shop systems, valuable interior decoration and also by the furniture industry for kitchen frontal elements and recessed rear panel boards.

For the time being the colours of aluminium and stainless steel as well as the special new tint of copper are offered as standard tints.

On request a large number of more colours with brushed effects, which are either in the range of different metallic colours but also available in full primary colours, are available also with corresponding minimum purchasing quantities.

The new aluminium laminate furthermore offers the advantage of postforming capacity. Thus corresponding EUROFORM Postforming products are available.

In addition it is also possible to deliver the matching multi-layer edge of the same material and thus EGGER offers a complete solution for small surface edging.

At the same time it is also possible to combine these real aluminium multi-layer edges on the furniture surfaces as effect edges in combination with other decors.

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NEW EUROFORM WORKTOP MODEL

The model name „**SLOPE**“ stands for a completely new worktop profile presented by the wood-based material producer EGGER. In the past years the radii have become smaller and smaller and designers more intensely put emphasis on straight-lined design forms, but this orientation seems to slowly change right round again.

Round and organic forms are very much on the way in. This can not only be seen in design developments for example in the automobile or electrical industry.

Once increasingly again focuses on more distinct structures, ornate decorations and opulent ornaments in all different areas of interior decorations.

The streamlined roundness also meets the current findings of trend research which indicate a growing wish for originality and more sensual products. In this respect „**SLOPE**“ exactly fits into this year's fair motto at the ZOW: “Fusing Classic and Contemporary Styles”.

Originality offers new design possibilities

The new worktop has a round slope with a high independent feature. This profile imparts an optically high-quality impression in particular with trend decors like concrete, schist, marble and granite, as the profiles create a character as if the material has been intensively treated before being skilfully rounded. Elegant, striped woods like Cherry or Oak have also reached a new naturalness which clearly distinguishes them from the recently successful, rather modern represented close radii. At the same time one reaches a high degree of originality with this profile, which becomes increasingly important for customers nowadays; the new product clearly stands out from customary mass-produced articles.

„Slope“ also opens up completely new possibilities for furniture designers: The round slope invites manufacturers to flushly design the frontal elements with the 38 mm thick worktop and therefore also to “break out” of the familiar pattern of the retreating corpus.

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The surface of the board is made of EUROFORM laminate, the balance at the reverse side of the board is bonded with a PUR hot-melt adhesive, in addition a UV lacquer has been applied which makes the worktop resistant to water and steam.

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EGGER invests in the location of Wismar

EGGER Wismar ranks among the most modern companies in wood-based material industry in Europe. At the moment more than 700,000 m³ MDF and OSB boards are produced in the Wismar location every year. At present about 700 people are employed in the plant of Wismar. In order to guarantee a **further expansion** of the location, the family-based company purchases an adjacent site of the size of 20 ha. "It is planned to invest in **additional installations** and in this connection in an **expansion of the production capacity** for new markets and new products. The further upgrading process of our own products is connected with an increased value added on site. The detailed plans for that are still in the concretising phase", Ulrich Bühler, managing director of EGGER Germany announced in a press meeting in Gütersloh.

The "Europawerk **Wismar**" offers **ideal logistical requirements** with its harbour, rail and road connections for an immediate vicinity to the market and also for an economic and continual raw material supply within the shortest distance. About five million Euros are estimated for the land development and infrastructure measures of the new site. The Economics Ministry of the Hanseatic city provides a grant of 4.5 million Euros.

EGGER Wismar shows that economic settlements in Mecklenburg-Western Pomerania are very successful and set new standards at the international level. Highly **motivated employees, state-of-the-art production technologies, fully developed logistics and environmental protection measures** as well as **quality products** constitute the basis for a successful future. The development of the past years should be a motivation for others to further improve this interesting region. „

Michael Egger, proprietor of the family-based company of the location of Wismar is convince that

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“The decisive factor for us for a settlement in Wismar was also the constructive cooperation with the major of Wismar, Ms Dr. Rosemarie Wilcken and with the Schwerin IHK (Chamber of Industry and Commerce), which consequently supported our company from the beginning”.

Wismar has developed itself to become a centre of the wood industry in Europe. Apart from EGGER there are also other companies which are working in this sector, the large “Klausner” sawmill and the glue-laminated timber manufacturer “Hüttemann”. The settlements also provide for employment and turnovers with the handling processes in the harbour, the transport industry and the many regional service providers.