

PRESS RELEASE

FRITZ EGGER
Holzwerkstoffe
GmbH & Co.

Weiberndorf 20
A-6380 St. Johann in Tirol
Tel.: +43/(0)50/600-10681
Fax: +43/(0)50/600-90681
E-mail address: info-sjo@egger.com

EGGER Holzwerkstoffe
Brilon GmbH & Co.KG

Im Kissen 19
D-59929 Brilon
Tel.: +49/(0)2961/770-265
Fax: +49/(0)2961/770-88265
E-mail address: info-bri@egger.com

EGGER ATTRACTS ATTENTION FROM CRAFTSMEN AND ARCHITECTS AT BAU 2005 IN MUNICH.

Egger's display at the largest trade fair in the sector, Bau 2005 in Munich, was a resounding success. **Hundreds of architects and thousands of craftsmen** visited its stand, which was 455 square metres in size and boasted a whole host of Egger's specialities. **Thirty-nine Egger employees**, who spent the whole week explaining the innovations and offering advice, were literally **'fully booked'**. Presentations aimed at target groups of wood wholesalers, carpenters, joiners, architects and specialist media also attracted large numbers.

Innovations with benefits for the customer

At the press conference held when the Bau trade fair was launched, Michael Egger was able to pass on some good news: as part of the Innovation Prize, which was awarded at Bau 2005 and organised by the AIT magazine, Egger received **special recognition for its products of high architectural quality**. Michael Egger had the following to say: "Being at the forefront of innovation is particularly important to us. Customer benefit must always be the driving principle behind these innovations. On all sites, our plants are operating at full speed," thanks to **continuous product innovation, investment in new facilities and additional services**.

With a plus of 36 percent, the wood-based materials manufacturer Egger has grown twice as fast as the overall market in the last **five years**. "We are confident that we have the right strategy and will also show **solid growth** over the next few years", affirmed Michael Egger. **Eastern Europe** will play an important role in this. We will soon have to make another important investment decision as regards "the green field sites" in the area of Poland, Ukraine, Bulgaria and Romania, he announced.

PRESS RELEASE

FRITZ EGGER
Holzwerkstoffe
GmbH & Co.

Weiberndorf 20
A-6380 St. Johann in Tirol
Tel.: +43/(0)50/600-10681
Fax: +43/(0)50/600-90681
E-mail address: info-sjo@egger.com

EGGER Holzwerkstoffe
Briilon GmbH & Co.KG

Im Kissen 19
D-59929 Briilon
Tel.: +49/(0)2961/770-265
Fax: +49/(0)2961/770-88265
E-mail address: info-bri@egger.com

'Nature reveals structure' with new decors and laminate flooring

New decors, product innovations for wood construction, a new laminate flooring collection and a series of measures for providing retail and craftsmen with support, were all displayed at the very eye-catching stand in Munich. "Nature reveals structure" was the motto at the trade fair. This motto was coined when examining the **requirements for surfaces**.

Roomdesigner, the highlight of the product innovations

Of the numerous innovations (40 new decors from the Global Collection and the 6 supplementary decors of the successful 90+60+90 collection were displayed) the **Roomdesigner** presentation clearly stood out. This, the highlight of the trade fair, was developed together with Egger's partner in the pre-fabricated furniture industry, HORATEC. It gives a **three-dimensional representation** of how the furniture would look **in a room** and thus **gives the customer an idea** of the craftsman's constructive design. In this way, craft enterprises can gain more expertise and impress customers and other interested parties.

Diffusion-open, moisture-balancing fibreboard (DFF)

In the area of wood construction, the focus of the trade fair was the presentation of Formline DFF. The heat insulating, diffusion-open, moisture-balancing fibreboard was developed for use as exterior cladding for walls and roof constructions made from wood and also for the production and restoration of roof constructions. In fact, this product won the Innovation Prize at the Bau. Its 30 mm thickness provides a high level of heat insulation and thus a pleasant indoor temperature.

PRESS RELEASE

FRITZ EGGER
Holzwerkstoffe
GmbH & Co.

Weiberndorf 20
A-6380 St. Johann in Tirol
Tel.: +43/(0)50/600-10681
Fax: +43/(0)50/600-90681
E-mail address: info-sjo@egger.com

EGGER Holzwerkstoffe
Briilon GmbH & Co.KG

Im Kissen 19
D-59929 Briilon
Tel.: +49/(0)2961/770-265
Fax: +49/(0)2961/770-88265
E-mail address: info-bri@egger.com

Intensification of online communication activities

Measures for improving communications were also presented at the Bau. The new design of the Internet platform www.egger.com in Autumn 2004 formed the starting point for the complete reorganisation of on line activities. The on line measures will help to **increase** business partners' **expertise in their dealings with customers, structure work more efficiently and, in particular, provide information on the company and its products more quickly and efficiently.**

At the same time as the new edition of the Global Collection was issued, a new on line version was made available in time for the Bau: using a decor selector you can search for decor names and numbers and certain decor features such as colour, structure, graining etc. All the supplier information for each of the 360 decors is summarised in comprehensible form and the relevant standard structure is immediately displayed.

The new design of www.baudas.com provides access to the product catalogue, product handbook and design catalogue – all via just one platform. The new user page has a uniform, clear structure, solution-oriented links and many interesting and important downloads. It also provides BAUDASaktiv members with on line access.

New laminate flooring collection on the theme of Country Life

Egger's theme for this year for decorative wood-based materials, namely, 'Nature reveals structure' set the tone for the product innovations of Egger Floor Products which were displayed at the Bau. The new innovations in the themed collections, which are brought together under the heading **Country Life**, are not only about

PRESS RELEASE

FRITZ EGGER
Holzwerkstoffe
GmbH & Co.

Weiberndorf 20
A-6380 St. Johann in Tirol
Tel.: +43/(0)50/600-10681
Fax: +43/(0)50/600-90681
E-mail address: info-sjo@egger.com

EGGER Holzwerkstoffe
Briilon GmbH & Co.KG

Im Kissen 19
D-59929 Briilon
Tel.: +49/(0)2961/770-265
Fax: +49/(0)2961/770-88265
E-mail address: info-bri@egger.com

new trend decors but also the theme of surface structure. The trend is moving increasingly **towards the natural look**. New laminate floorings are proving to be just as versatile as the raw material of wood itself: they are available with scrubbed or matt surfaces, with natural pores or high-quality surfaces. Country Life appeals to the countryside lifestyle. Visible details such as fibres, natural pores and velvety or scrubbed surfaces are the distinguishing features of this themed composition in the Floorline collection. Country Life offers eleven decors in four structures.