

PRESS RELEASE

ERFURT & SOHN KG
Hugo-Erfurt-Straße 1
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GERMANY

190 years of Erfurt: A Successful Past and Fit for the Future

The market leader in the field of overpaintable wall coverings is using its anniversary year for technical investments and thus further expanding its expertise.

Wuppertal, November 2017 – (fpr) When Friedrich Erfurt founded the Erfurt & Sohn paper mill in 1827, he had no idea that his descendants would develop it into the leading manufacturer of overpaintable wall coverings within the next two centuries. This year, the wallpaper specialist based in Wuppertal is celebrating its 190th birthday. Their portfolio successfully bundles not only woodchip, non-woven and paper wallpapers, but also digital photo wallpapers and energy-saving interior wall systems – and utilises the momentum to drive forward progress, innovation and growth.

Constant Innovation as the Basis for Growth

With passion and tradition, Martin and Henrik Erfurt are the seventh generation to lead the family business. They are proud of what the Erfurt family have created over the past 190 years together with many responsible employees. At the same time, they are actively addressing the future: By investing in machinery, the company is expanding its



Based in Wuppertal for 190 years: Erfurt & Sohn KG.

core competence in the production of paintable wall coverings. The „PM 5“ paper machine has been extensively modernized and is therefore state-of-the-art. As in the past, we will continue to focus on combining state-of-the-art technology and innovative product development,” says Henrik Erfurt. On the one hand, we are committed to adapting to the dynamics of the market

and offering modern products, while on the other hand further developing our proven product portfolio is a challenge to which we are committed“. This has always included sustainability and the responsible use of natural resources. Martin Erfurt continues: „The environmentally friendly production of durable products that are economically and ecologically sound is a central component of our company philosophy. The most recent example is the recently upgraded PM 5, on which a large quantity of Erfurt wallpapers can be produced in addition to the classic woodchip wallpaper. Among other things, the technical modernization will enable higher production capacities, which, in view of the positive market development for overpaintable wall coverings, will ensure that we can react even more flexibly to the expected high demand in the future.

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Being Flexible, Remaining Successful

The efforts to continuously drive our own optimization efforts are also reflected in the high level of customer satisfaction. Consumers have recently confirmed the company's highest confidence in the quality of the Erfurt brand. "This appreciation also inspires us," says Martin Erfurt. In the future, we will not rest on our laurels, but rather plan for the long term and remain flexible and open to

innovation. The market is constantly on the move, consumer requirements and technical possibilities are not static but constantly changing. And we carry that over with us with our products." This means that even at the age of 190, the company is still not a bit tired – quite the contrary: With fresh ideas and an ear to the pulse of the times, Erfurt & Sohn is well prepared for the challenges ahead.

More at www.erfurt.com.



Fit for the Future: Henrik and Martin Erfurt (from left to right) in front of the recently modernized paper machine „PM 5“.

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Erfurt & Sohn KG

Erfurt & Sohn KG is the market leader in the production and sale of wall coverings that can be painted. The Wuppertal-based international family-owned company was founded in 1827 by Friedrich Erfurt. Today, alongside its well-known woodchip products, it sells innovative, design-orientated and ecologically sustainable wall coverings, like nonwoven, flat nonwoven and embossed wallpapers worldwide in over 30 countries. Recycled fibres and renewable raw materials, like cellulose and wood fibres from sustainable forests are predominantly used in production. With innovations to optimise the energy-saving capacity of interior walls, like the KlimaTec system, the company has been very successfully supplying economically viable systems for saving energy and improving the interior climate of your home.