

Awards for HARO**HARO again named Product Champion and Industry Winner**

The respected German daily newspaper DIE WELT and the consumer services company ServiceValue have awarded HARO the title of 'Product Champion in Silver' and also ranked it as 'Industry Winner' – the top company among flooring manufacturers.

Rosenheim – A regular place on the podium. HARO is renowned across the globe for the high quality of its products, and this standing is confirmed at regular intervals by surveys investigating the opinions of consumers. For both HARO and its trading partners, consumer surveys are valuable indicators of product quality and/or the company's brand image. After the latest survey, HARO emerged as Product Champion and was additionally declared Industry Winner in the floor covering sector – an award that HARO's trading partners will also be able to exploit in their customer communication.

Survey of enthusiasm for products

In an extensive survey, the German daily newspaper DIE WELT and ServiceValue GmbH asked consumers to express their opinion about well-known brands. The following question was crucial for the "Product Champion" ranking: "Please specify the companies/brands that excite you personally with the quality of their products". Up to 1,000 consumers per brand were asked to give their verdict. HARO received the "Product Champion in Silver" prize and was also named as the top flooring manufacturer.

Total commitment to quality pays off

By repeating its excellent positioning in a consumer ranking HARO demonstrates once again how dedication to product quality is a decisive factor in market success. Uwe Eifert, managing director for marketing/sales at Hamberger Flooring GmbH & Co.KG, comments as follows: "Together with our colleagues from production, we are delighted to have received this fantastic award. It motivates us in our ongoing commitment to top-quality products."



"Our excellent position in the ranking from Die Welt and ServiceValue shows how enthusiastic consumers are about the HARO brand," says Uwe Eifert, managing director for marketing/sales at Hamberger Flooring.

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With the floor covering brand name "HARO", Hamberger Flooring GmbH & Co. KG in Stephanskirchen near Rosenheim has grown to become the German market leader for parquet floors and can now look back on over 60 years of experience in producing parquet. In addition to its Flooring division which offers parquet, cork and laminate floors as well as the healthy living style Disano design floor and Sports Flooring, the Hamberger group of companies also incorporates Sanitary, Retail and Farming and Forestry divisions. Hamberger was certified according to DIN EN ISO 9001 as early as 1995, followed in 1998 by the certification of its environmental management system according to DIN EN ISO 14001. The new energy management system was integrated successfully in the existing environmental management system in 2013 with certification according to DIN EN ISO 50001:2011. Hamberger has been certified according to PEFC since 2002. The PEFC seal provides proof that the raw materials from which Hamberger products are manufactured are sourced from certified, sustainably managed forests. Founded in 1866, the company is today managed by Peter Hamberger and Dr Peter M. Hamberger, in the fourth and fifth generations. With 2,700 employees, the group of companies achieves an annual turnover of approx. 325 million euros (31/12/2018). The export share of the company's business is 50%, with export being made to over 90 countries around the world. Further information is available at www.haro.com

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