

HARO – award for commitment to sustainability

HARO honoured once again for its focus on sustainability

TOP ranking on the DEUTSCHLAND TEST 2021

Rosenheim – HARO wins over consumers. More and more shoppers today look beyond the price tag when they make their buying decisions. For years now, one of the other factors they consider in these decisions is whether a company is sustainable and is widely known for assuming its environmental, economic and social responsibility. As it has done many times before, HARO recently won a TOP ranking on the Deutschland Test 2021.

The survey was conducted once again by ServiceValue, a highly respected analytical and consulting firm. Survey respondents were asked to identify the companies in an industry that they considered to be particularly sustainable. The respondents also awarded points for social commitment and responsible business practises (see issue No. 11/ 2021 of FOCUS newsmagazine dated 03/13/2021).

HARO is unreservedly recommended to others

Consumers gave HARO, Germany's leading parquet brand, high marks in all three categories. This praise also extended to HARO floor-covering products that consumers viewed as being especially sustainable and high quality. The ratings by the respondents enabled HARO to be ranked No. 1 in the category "floor-covering maker".

Long-term commitment pays off

HARO

HARO partners profit from this ranking across the board. The reason is simple: In the minds of consumers, HARO is a sustainable brand, just like in years past. "The new ranking as 'award winner' in the Deutschland Test confirms that we are moving in the right direction in terms of transparency and sustainability as part of everything we do," Dr Peter M. Hamberger says. "We are proud of the fact that we produce only healthy living floor coverings that have been awarded such highly respected environmental certificates as the Blauer Engel (Blue Angel). We are also continuously improving our eco-balance. Our work here extends from the sources of our raw materials and energy management in our plants to well-conceived logistics processes. We stand for the very highest level of living comfort in harmony with nature."

HARO partners should actively mention HARO's latest award in their conversations with customers. In doing so, they can sell them not only on the company's naturally beautiful flooring, but also on a brand that demonstrably stands for environmental action. ■



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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 70 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 2,600 employees, the group of companies achieves an annual turnover of approx. 330 million euros (31/12/2020). 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