

# Chinafloors officially opens its new production unit

On 20 March, Chinafloors officially opened its new production unit in Jiashan, China. Over 400 guests attended this event, including the governor of the Chinese province of Zhejiang (Jiashan is in the province of Zhejiang) and Paul Breyne, governor of West Flanders, Belgium. Thomas Baert, Bruno Descamps, and Woody Zeng, owners of Chinafloors, entertained their guests with a combination of Chinese and Western traditions.



Dignitaries prepare to cut the red ribbon.

### Increased capacity

A good 400 guests were present in Jiashan for the inauguration of the factory. The site numbers 10 production halls on a total surface area of 200,000m<sup>2</sup>. This opening saw the finish of a project which started with a visit by the governor of Zhejiang to Bruges in 2005 at the invitation of his fellow governor in West Flanders. During that official visit, the first steps were actually taken towards the construction of this new factory. The building of the production unit attracted investment of 25 million dollars. The new site increases the production capacity of Chinafloors to 10 million square metres of laminate and 2 million square metres of wood.



The manual operation stop for the Lamett parquet planks.



From left to right: Thomas Baert, vice-governor Zhong Shan, Paul Breyne (provincial governor of West Flanders), and Woody Zeng.

### Western standards

The French architect Jean-Marie Charpentier was responsible for the design of the new Chinafloors factory. The building has been designed according to Western standards in line with the company's philosophy and, by Chinese standards, is quite luxurious. Chinafloors believes that with this approach they can look to the future full of confidence. The strong economic growth of China also means that the local character of the company is becoming increasingly important. A rapidly growing Chinese middle class now has the spending power to buy floors produced by Chinafloors and Chinese workers, too, are becoming more fussy when they look for work. Healthy working conditions and a pleasant working environment make it easier for Chinafloors to attract the best employees. Moreover, this also fits in with the company philosophy: a Chinese manufacturer of parquet and laminate in accordance with Western standards and corporate culture.

### Investment in quality

The new production company is not only aiming to be good. It wants to provide perfect facilities to meet the highest Western standards and the strictest selection of wood. The dry kilns in Jiashan are a good illustration of this. They are made in Italy by a manufacturer which is acknowledged all over the world as one of the leaders in the industry.

## NEW CHINAFLOORS PRODUCTION UNIT IN JIASHAN (CHINA)

### Location:

Jiashan (province of Zhejiang), situated in the East of China near the Southern Chinese Sea.

### Total surface area of the site:

200,000 m<sup>2</sup>

### Total surface area of the buildings:

100,000 m<sup>2</sup>

### Capacity:

10 million square metres (laminate)  
2 million square metres of parquet.

### Chinafloors turnover:

60 million dollars (45% in the U.S.A., 45% in the EU, and 10% in the rest of the world)



A Chinese labourer hand-scraping a parquet plank.

