

# EUF promotes marketing in favour of tiles

Result of the Federation of European Tile Fixers' Association EUF: The year 2010 was dedicated to the introduction of the marketing concept "pro Fliese" (literally translated: "in favour of tiles"). This concept takes up current trends and links them to ceramics.



Photo: EUF

In the first instance, a survey conducted throughout Europe revealed the main wishes of the consumers. These include health and energy saving. By means of detailed studies, the initiators together with partners of the tile sector linked the results to tiles and developed a marketing concept.

"Healthy living with ceramics" was the first marketing topic presented on the German tile market. This topic represents the complete advantages of ceramics. Among others, ceramics are suitable for allergy sufferers, protect against mould, they are odourless and easy to clean and care for, durable, robust and lightfast.

*"The Bundesverband des Deutschen Fliesenfachhandels (VDF) was one of the first partners that actively supported the idea on the market. Due to the VDF, the concept became well-known", says EUF managing director Werner Altmayer, initiator and driving force of the initiative. "Subsequently, we won renowned retailers and their associations, manufacturers and tile layer firms as partners. Especially tile layers were informed about the matter during various seminars and lectures and, above all, were convinced."*

Extensive advertising material was worked out, presenting the advantages of ceramics attractively and convincingly. This advertising material is available at the online shop created by Hauff, an expert for furniture concepts:

[www.hauff-aktionsshop.de](http://www.hauff-aktionsshop.de)

Further seminars and lectures are on the agenda for the year 2011. In addition to that, a communication concept will be developed at the request of the tile specialist retailers which will target end consumers and architects by means of attractive advertisement in magazines. The marketing concept "saving energy" is another topic for the future. We keep you informed.

[www.gesundes-wohnen-mit-keramik.eu](http://www.gesundes-wohnen-mit-keramik.eu)