



# ALWAYS DOWN TO EARTH

Innovation, high-quality products and excellent service – that's what we stand for as a third-generation family business, trading for more than 70 years.

A family with over 500 members, at three locations in Westphalia, boasting as many as 20 occupations/professions and eight different apprenticeships/trainee courses.

- Owner-operated
- Rooted in Westphalia
- Long-established
- Open-minded





## PIONEER THINKING

We help to make the world an easier and better place to live in with sustainable flooring solutions that focus on wellbeing.





# FURTHERED BY TRADITION



1948

ESTABLISHMENT OF WOOD TRADE IN BAD OEYNHAUSEN

1991

LAUNCH OF THE FIRST LAMINATE FLOORING

2000

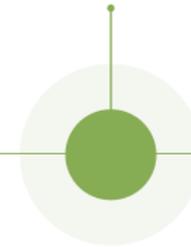
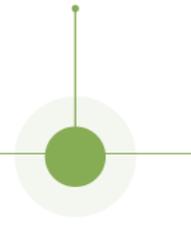
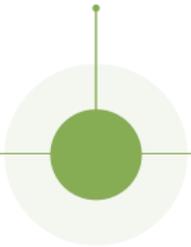
ESTABLISHMENT OF WINDMÖLLER POLYMER TECHNOLOGIE WPT GMBH

2003

WINDMOELLER FAMILY TOOK OVER THE WITEX DAUGHTER COMPANY

2004

THE 1ST GENERATION OF PURLINE WAS INTRODUCED



ESTABLISHMENT OF WITEX KUNSTSTOFFPLATTEN GMBH IN AUGUSTDORF

LAUNCH OF THE FIRST ACOUSTIC MAT FOR LAMINATE FLOOR COVERINGS

THE WINDMÖLLER FAMILY LEAVES WITEX AG

ESTABLISHMENT OF WINDMÖLLER FLOORING GMBH

1978



08/02/22

2000



2002

2004



2007



2011

THE 2<sup>ND</sup> GENERATION OF PURLINE WAS INTRODUCED

wineo

2013

LAUNCHED WINEO FLOORING BRAND



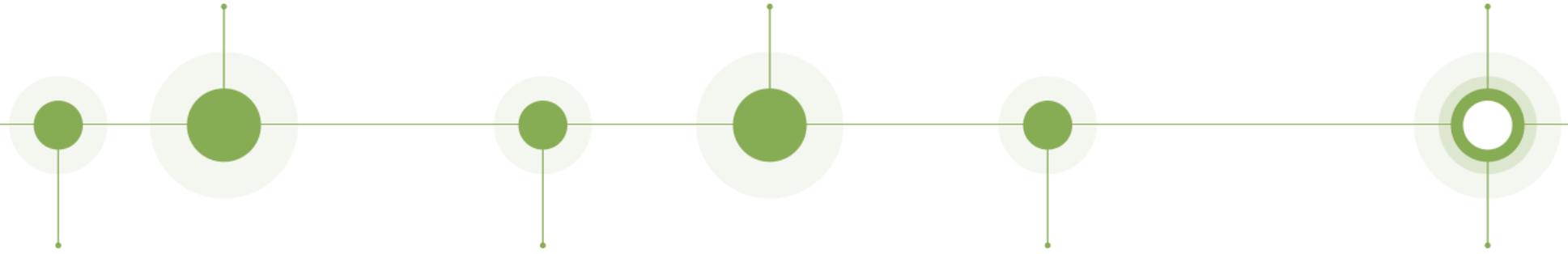
2018

MERGER OF WPT AND WFP TO BECOME WINDMÖLLER GMBH



2018

PURLINE ACHIEVES CRADLE-TO-CRADLE ACCREDITATION



LAUNCH OF THE FIRST CLICK IN DESIGN FLOOR COVERING



08/02/22

2009

TAKEOVER OF WITEX GMBH



2012

TOP 100 INNOVATOR AWARD



2015

FOUNDED WINDMOELLER INC IN GEORGIA, USA

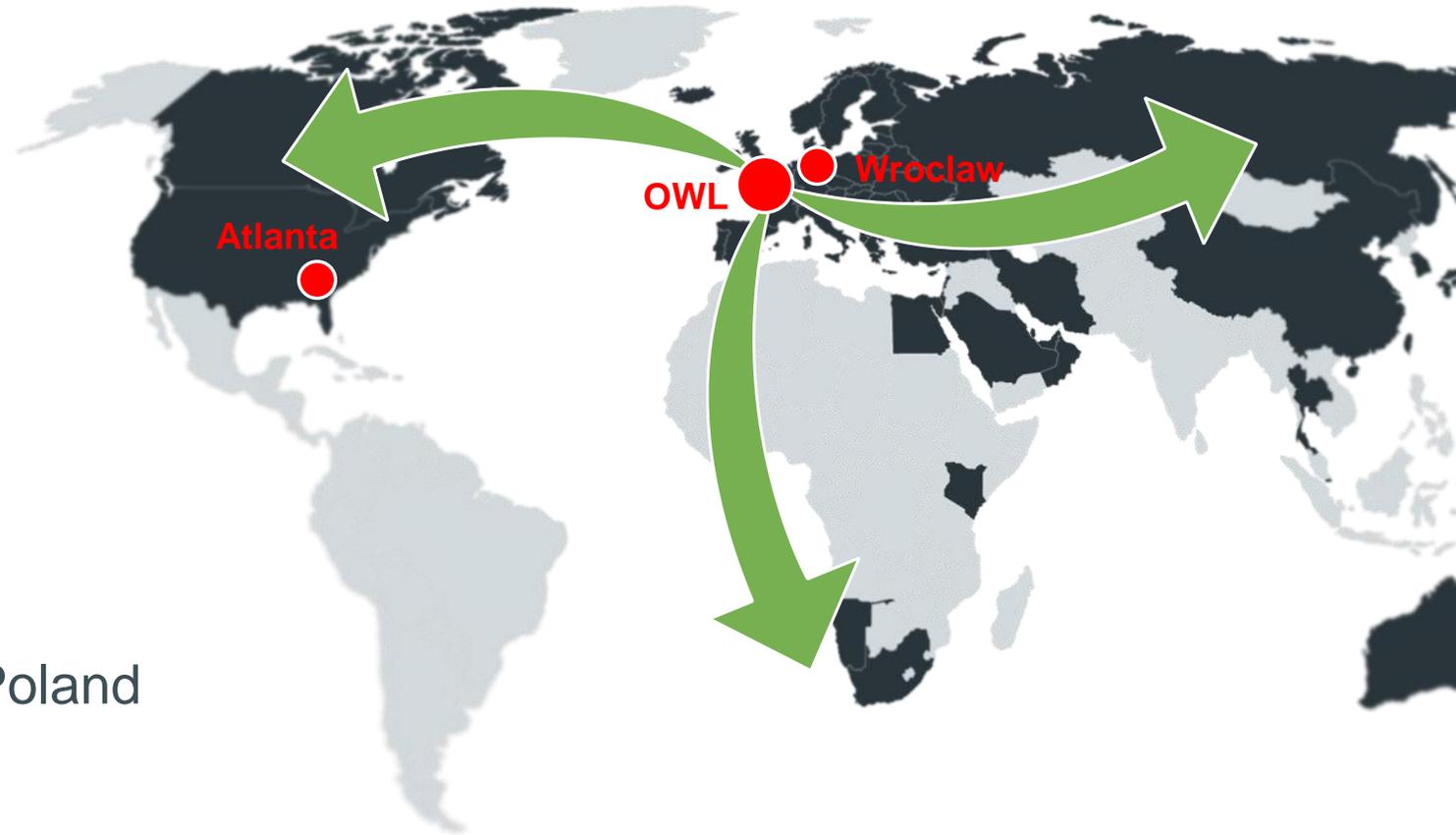


2018



# WINDMÖLLER INTERNATIONAL

- Over 5,000 customers worldwide
- International industry partner & brand provider
- From Westphalia to the world
- Represented on all 5 continents
- Operating subsidiaries:
  - Windmüller Inc. Georgia, USA
  - Windmüller Polska Wrocław, Poland





# SIMPLY IMPRESSIVE

OVER  
**500**  
EMPLOYEES



Over **160** M €  
Turnover/  
CompanyGroup



Worldwide on the road with over  
**5,000** Customers



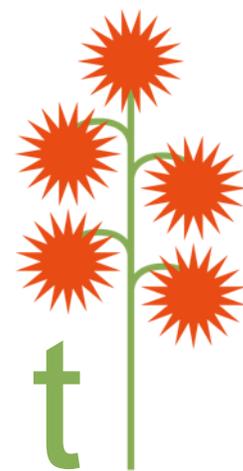
**35 M**  
Production capacity  
acoustic systems per year (sqm)  
starting 2021

**15 M**  
Production capacity  
flooring per year (sqm)

## PRODUCTION SITES

**3**  
Augustdorf  
Detmold  
Bad Oeynhausen

CASTOR OIL/YEAR  
**>7,000 t**



CHALK & SAND/YEAR  
**38,000 t**





# FOCUS ON SUSTAINABLE DEVELOPMENT

**17 sustainable development goals**  
form the basis for decision-making and action.

Priorities at Windmüller:

1. Raw material selection and development
2. Global footprint
3. Transparency
4. Eco-efficiency
5. Sustainability network





# FOCUS ON SUSTAINABLE DEVELOPMENT

For more information  
on the **17 sustainable  
development goals**,  
click here:





# RAW MATERIAL SELECTION AND DEVELOPMENT

- **Polyols** are used on a renewable basis instead of petrochemicals for the production of the high-performance composite material ecuran, which consists mainly of plant-based oils such as canola or castor oil and naturally-occurring mineral components such as chalk
- Production of laminate and multi-layer flooring using **PEFC-certified** core boards and decorative papers. Guaranteed use of wood from controlled cultivation
- Foundation of U. Windmüller Innovation for Research & Development of alternative polyols based on renewable raw materials





# GLOBAL FOOTPRINT

- **950,000 kw/year** self-produced solar energy via photovoltaics
- **Local cogeneration plants** generate, process and heat energy from wood and production waste
- **Savings of > 5,000 T CO<sub>2</sub>/Year** thanks to consistent energy management
- **E-mobility** in production and internal logistics
- Detmold site: CO<sub>2</sub> neutral
- Use of climate-neutral green electricity





# TRANSPARENCY

- Formulas are tested and evaluated by independent institutes
- Regular inspections by external auditors, e.g. EPEA (C2C), TÜV Proficert, etc.
- Emission values & ingredients of ecuran-based products meet the highest requirements (free from PVC, formaldehyde or plasticisers)





# ECO-EFFICIENCY

All ecuran-based products have been **Cradle to Cradle® silver** certified since 2018 and meet the highest requirements in the following categories:

- Material health
- Material reutilisation
- Renewable energy
- Water stewardship
- Social fairness





# ALWAYS EXCELLENT

- Top 100 Innovator 2015
- Top 15 of the most innovative mid-sized companies in Germany  
(according to Wirtschaftswoche, Dec 2016)
- Cradle to Cradle® Certification for PURLINE
- Numerous public and design awards





# BRANDS FOR YOUR FUTURE



Vibrance  
Unity  
Inspiration  
Quality  
Transparency

wineo is the premium flooring brand that inspires people with quality, solutions, services and a fascinating world of sub-brands.



Unity  
Innovation  
Inspiration  
Engaged  
Global

Windmüller makes good things better and new things different. Our developments, materials and floors inspire people, companies and markets all over the world.



Safe  
Unique  
Sustainable  
Resilient  
Unity

ecuran is the sustainable high-performance composite material for sophisticated flooring solutions – it makes flooring innovative and extremely resilient.



### TRADE SALES

- Wholesale
- Retail
- Craft

### CONTRACT SALES

- Contractors
- Architects
- Decision makers

#### Segments

- Health & Care
- Retail & Fair
- Public & Education
- Hotel & Hospitality
- Maritime



### > 5,000 CUSTOMERS WORLDWIDE

- Key market: DACH
- Central, Southern and Eastern Europe
- Scandinavia
- North America
- Asia

**INDUSTRIAL  
CUSTOMERS  
AND OEM SALES**



### INDUSTRIAL CUSTOMER DISTRIBUTION OF ECURAN-BASED PRODUCTS



# THAT'S FLOORING

**wineo**

THAT'S FLOORING





# FLOORING FOR FUTURE

## PURLINE ORGANIC FLOORING

- High-quality polyurethane flooring made from the finest materials
- Free from chlorine, plasticisers and solvents
- Health-conscious and sustainable
- 100% Made in Germany
- Ideal for private and commercial use



**wineo**

THAT'S FLOORING



# FLOORING FOR FUTURE

## PURLINE ORGANIC FLOORING



### SUSTAINABILITY

- With the high-performance composite material ecuran
- Usage of renewable raw materials and natural fillers
- Climate-neutral production in Germany
- Odour neutral and promotes wellbeing

### HIGH-PERFORMANCE

- Tested resilience
- Application for high demands
- Low lifecycle costs
- UV-resistant and temperature stable
- Outstanding residual indentation performance

### DESIGN DIVERSITY

- 136 designs
- Individual designs and bespoke customer requirements
- wineo 1500 fusion with match guarantee
- 10 different formats
- Winner of the **reddot** and **iconic award**



windmüller

# BOOST YOUR FLOORING

**UPGRADE YOUR BUSINESS!**



# BOOST YOUR FLOORING PU-UNDERLAY MATS

- Excellent sound reduction (impact and room sound)
- Long-Life Performance of at least 30 years
- Sustainable raw materials
- No residual indentation
- Free from chlorine, plasticisers and solvents
- Certified sustainability:  
Blauer Engel and Cradle to Cradle®
- Fast, efficient distribution  
of floor/ground heat

**20** YEARS  
**MAT PIONEER**



# YOUR FLOORING UPGRADE

**ecuran**  
your flooring upgrade





Powered by nature —  
made for life





# YOUR FLOORING UPGRADE ECURAN

- High-performance composite material for sophisticated flooring solutions
- Natural raw materials free from chlorine, plasticisers and solvents
- Harmless to health
- Patented technology
- Resistant and durable even during extreme use
- Noise-absorbing
- Flexible use





## MADE IN GERMANY

**What started as a small timber trade in Bad Oeynhausen has grown into an international company over the past 70 years. A family with 500 members at three locations. Honesty, appreciation and a sense of responsibility are the core values of our company.**





# DIE GESCHÄFTSFÜHRUNG



**Matthias Windmüller**  
**CEO / CSO**

Chief Executive Officer  
Chief Sales Officer

verantwortet als  
geschäftsführender  
Gesellschafter  
die Unternehmensbereiche

- Marketing
- Sales
- Business Development



**Ralf Eisermann**  
**COO**

Chief Operating Officer

verantwortet  
als Geschäftsführer  
die Unternehmensbereiche

- Produktion
- Technik
- Supply Chain / Einkauf
- Standortentwicklung
- Qualitätsmanagement
- Produktmanagement
- Anwendungstechnik



**Christoph Ester**  
**CFO**

Chief Financial Officer

verantwortet  
als Geschäftsführer  
die Unternehmensbereiche

- Finanzen
- Controlling
- HR
- IT
- Corporate Development



**Georg Kruse**  
**CTO**

Chief Technology Officer

verantwortet  
als Geschäftsführer  
die Unternehmensbereiche

- Forschung & Entwicklung



# MADE IN AUGUSTDORF

- Founded: 1978
- Focus: Flooring
- Employees: 300
- Production capacity per year:  
15 million m<sup>2</sup> flooring





# MADE IN DETMOLD

- Founded: 2000
- Focus: Acoustic systems,  
Polyurethane flooring
- Employees: 180
- Production capacity per year :  
35 million m<sup>2</sup> acoustic systems  
6 million m<sup>2</sup> polyurethane flooring





## MADE IN BAD OEYNHAUSEN

- Founded: 1948
- Focus: Cutting, processing, storage and logistics of individual wood products and finished furniture parts
- Employees: 30
- Cutting capacities per year: 100,000 m<sup>3</sup> wood materials





# MADE WITH PEOPLE

## Windmüller Culture:

- Vision/Mission
- Guiding principles for leadership and cooperation
- Continuing education and training
- Value-oriented leadership
- Regular feedback meetings
- Promotion of individual competencies
- Targeted talent and ideas management
- A wide range of other benefits:
  - company health management
  - Employee benefits
  - Employee events





# MADE FOR FUTURE TRAINING (MALE/FEMALE)

## 18 trainees in 8 training courses:

- Chemical laboratory technician
- Automation electronics engineer
- Warehouse logistics specialist
- Business administrator
- Industrial mechanic
- IT system electronics engineer
- Machine and plant operator
- Mechatronics engineer





# MADE TOGETHER

**For generations, we have been committed to future development and family togetherness.**

**With our flooring ideas, materials and technologies, we are able to convince people, companies and markets worldwide.**

**Always together.  
Always one step ahead.**

**For us, that is PIONEER THINKING.**





# windmüller

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