



**Gerflor Media Monitoring Report  
January 2008-February 2008**

**Gerflor Announces Exclusive Sales Rep Agreements**

*Silobreaker*

February 16, 2008

[http://www.silobreaker.com/DocumentReader.aspx?Item=5\\_824669190](http://www.silobreaker.com/DocumentReader.aspx?Item=5_824669190)

**Gerflor Announces Exclusive Sales Rep Agreements**

*Kitchen & Bath Business*

February 15, 2008

[http://www.kitchen-bath.com/kbb/news\\_trends/article\\_display.jsp?vnu\\_content\\_id=1003711822](http://www.kitchen-bath.com/kbb/news_trends/article_display.jsp?vnu_content_id=1003711822)

**Innovation in Tile and Planks Rule the Show**

Something Different

*Floor Covering Weekly*

February 4, 2008

**The Tarafit System**

*Visual Merchandising and Store Design (VMSD)*

January 30, 2008

<http://vmsd.com/index.php/channel/50/id/12924>

**Management Changes: Gerflor**

*Visual Merchandising and Store Design (VMSD)*

January 28, 2008

<http://vmsd.com/index.php/channel/1/id/12904>

**Exclusive Agreements Enhance Gerflor's Commercial Flooring Efforts**

*DBusinessNews.com*

January 25, 2008

[http://sales-marketing.dbusinessnews.com/shownews.php?newsid=152450&type\\_news=latest](http://sales-marketing.dbusinessnews.com/shownews.php?newsid=152450&type_news=latest)

**Delmege puts prefab houses on fast track**

*The Island Business*

January 23, 2008

<http://www.island.lk/2008/01/23/business1.html>

**Gerflor to Unveil Tarafit to Improve Hygiene of Vinyl Flooring**

*DBusinessNews.com*

January 22, 2008

[http://hospitality.dbusinessnews.com/shownews.php?newsid=152448&type\\_news=latest](http://hospitality.dbusinessnews.com/shownews.php?newsid=152448&type_news=latest)

**Who's who for the Week of January 21, 2008**

*Hospitality Design*

January 21, 2008

<http://www.hdmag.com/hospitalitydesign/index.jsp>

**Gerflor Names Matula, Timms Vice Presidents**

*FloorDaily.net*

January 17, 2008

<http://www.floordaily.net/News/Article.aspx?article=11925>

**Seasoned Professional to Lead Eastern and Central Sales Divisions**

*DBusinessNews.com*

January 17, 2008

[http://management.dbusinessnews.com/shownews.php?newsid=152449&type\\_news=latest](http://management.dbusinessnews.com/shownews.php?newsid=152449&type_news=latest)

**Gerflor Names Two Division Vice Presidents**

*ON-Wire.com*

January 17, 2008

<http://www.officenewswire.com/index/2008/01/17>

**Gerflor Products Hit the Right Notes for Television Network**

*Today's Facility Manager*

January 11, 2008

<http://todaysfacilitymanager.com/facilityblog/labels/Gerflor.html>