

# 柏尔：地板产业对硬木的需求

BOER: THE DEMAND OF WOOD FLOORING INDUSTRY ON HARDWOOD

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——type, specification, country, price
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# **1. Overview of the development of solid wood flooring industry**

## 1. Overview of the development of solid wood flooring industry

China's wood flooring industry is an emerging industry that began in the early 1980s.

Although China's solid wood flooring industry started late, it has developed rapidly. In just 20 years, the industry has formed a variety of types, specifications and grades, and developed an industrial system with certain scale covering the whole chain from production to sales, laying, and after-sales service.

# 1. Overview of the development of solid wood flooring industry

China's solid wood flooring industry has basically gone through the following four stages:

## **Introduction (1988-1992)**

In the late 1980s, the products were mainly exported, with high domestic prices and few production companies. There was no systemic brand promotion strategy, and no mature large-scale production enterprises.

## **Rapid growth (1993-1997)**

In those years, with people following the international trend, solid wood flooring has been widely accepted by the market, and there has been a rapidly rising number of companies producing and selling solid wood flooring. Competitive enterprises and brands of solid wood flooring have appeared and the low price competition trend started to emerge.

## **Continuous and stable development (1998-2001)**

Solid wood flooring products have been widely accepted by the market, and production and sales have further increased. During this period, the market's flooring materials were mainly imported, and the price and sales volume of domestically produced materials showed a downward trend. The competition further intensified, and large-scale nation-wide enterprises and well-known brands gradually formed. Small enterprises gradually withdrew from the market due to weak financial and technical strength as well as poor product quality.

## **Maturing (2002~now)**

Entering the 21st century, especially after China's entry into the WTO, the appearance and quality of China's solid wood flooring has reached advanced level in the world, and its production and sales have ranked high in the world. In the next few years, the production and sales volume of solid wood flooring in China will continue to increase by 20% every year. The flooring market now pays more attention to quality and brand marketing. The market has been greatly expanded and the industrial scale has been gradually improved.

## 1. Overview of the development of solid wood flooring industry

Looking at the overall solid wood flooring industry, the appearance, quality and natural defect control of the floor has become comparable with foreign products. The production and sales have also become leading in the world.

With the increase in consumption demand in recent years, solid wood flooring began to expand into more specific categories. Solid wood heated flooring came into being, and quickly became the development pole of the flooring industry in these years.

80% of the mainstream flooring brands have seen the production and sales growth of more than 25% and solid wood heated flooring, with amazing numbers, has become the undisputed focus of the home industry in the past two years. The sales volume of solid wood heated flooring is expected to reach 10 billion, and is likely to account for 10% of the market share of heated flooring.

1. Overview of the development of solid wood flooring industry

**Boer Floor Marketing Status**

## **2. Raw material demand of solid flooring**

**——type, specification, country, price**



## 2. Raw material demand of solid flooring

——type, specification, country, price

**As a resource-based industry, the competition in wood flooring market will inevitably lead to the competition in the raw materials. Solid wood flooring is the type of flooring that is most affected by resources,** and its raw materials are mostly large-diameter hardwoods with a growth period of several decades or even hundreds of years.

From the perspective of origin, solid wood flooring is roughly divided into South American wood, Russian wood, African wood, Southeast Asian wood, and domestic wood. The domestically produced materials are soft and loose and lack in variety. African wood is high in price and not very rich in variety, so the share is small. South American wood is very popular with its various texture, colors and uniqueness. The Russian wood is distinctive with a strong exotic vibe. Southeast Asian wood is stable, hard and wearable, with a wide variety and reasonable price. In short, South American wood is more aesthetic, Russian wood more unique, and Southeast Asian wood more practical.

## 2. Raw material demand of solid flooring

——type, specification, country, price

The main types of South American wood are heavy ant wood, iron sapwood, balsam peas, fragrant two-winged beans, army peas, eucalyptus eucalyptus, large-membrane peas, purple-core eucalyptus, Brazilian rosewood, satin mulberry, variegated lacquered wood , Green Core, Corru, etc.;

The main types of Russian wood are ash, birch, eucalyptus, eucalyptus, etc.; the main types of African wood are Terminalia, Disc Bean, New Donut, Kayak, Cuku, etc.; and main types of Southeast wood are Teak, longan, hibiscus and so on.

## 2. Raw material demand of solid flooring

——type, specification, country, price

**At present, the domestic market of high-end solid wood flooring mostly has its raw materials from the Southeast Asia and the Americas, and solid flooring made from domestic raw materials is mostly used in lower-end occasions.**

With the rapid growth in industrial development demand for wood resources, the industrial demand has largely outgrown the output of large-diameter hardwoods. The deforestation around the world has greatly reduced the number of large-diameter hardwoods and their proportion in the stock of standing wood has reached the lowest point in history. The continuous weakening of the ecological regulation of forests has attracted high attention of developed countries and many developing countries.

## 2. Raw material demand of solid flooring

——type, specification, country, price

**Factors such as changes in natural forest protection policies, bans and export policies in raw material source countries directly affect the rise and fall of China's solid wood flooring industry and determines the healthy development of the industry.**

In fact, since 2003, since the concept of environmental protection has been carrying more weight, governments have imposed restrictions on or even banned deforestation, and the price of solid wood flooring has been on the rise. This phenomenon has become more prominent since 2004 and the tsunami disaster has undoubtedly exacerbated this trend. In addition, Indonesia, the main origin of logs, is undergoing a government change. Log billet exporters expect the new government to increase taxes on exported log billets by 33%. These factors will further increase the price of solid wood flooring.

## 2. Raw material demand of solid flooring

——type, specification, country, price

**In addition to rising prices, the sustainable supply of raw materials is also one of the issues that floor companies should consider.**

As early as 2017, Boer Floor signed a strategic cooperation agreement with Indonesian BSM New Materials for exclusive supply of solid wood substrates. Indonesia BSM New Materials Co., Ltd. invested and developed an area of 540 square kilometers of primitive forest in Ketapang, Indonesia. There are more than 140 kinds of world-famous and precious wood species, and more than 70 kinds of wood species can be directly processed into pure solid wood heated flooring, and continuous supply is guaranteed.

## 2. Raw material demand of solid flooring

——type, specification, country, price

**It can be said that the Boer uses the most various tree species in the industry. So far, Boer has more than 200 series of pure solid wood heated flooring, covering 30 tree species, forming a comprehensive product system.**

The cooperation with the Indonesian partner helped Boer realize systemic integration and resource control of the industrial chain, becoming one of the few wood products enterprises in the Chinese flooring industry that have wild timber resources. Such advantage accelerated the development of Boer in the field of solid wood heated flooring and helped us achieve a milestone that is strategically important to our brand development.

# **3. Prospects of Future Cooperation**

### 3. Prospects of future cooperation

In recent years, the protection of forest resources by raw material exporting countries has continued to increase, and timber exports have shown a trend of constant tightening. The shortage of timber resources and the continuous upgrading of environmental protection policies have caused a lot of pressure on wood products manufacturers. The differential management of timber resources, and the green, healthy and sustainable development are bound to be the main directions of the flooring industry.



### 3. Prospects of future cooperation

**The growing demand for wood is not proportional to the growth period of wood. How to improve the utilization rate of wood has become a top priority.** As the promoter of solid wood heated flooring, Baier has been involved in producing solid wood flooring of different thickness to cope with this problem. In addition to the development of solid wood flooring of varying thickness, Boer also complements resources insufficiency through diversifying the shapes and structures to improve the raw material utilization.

### 3. Prospects of future cooperation

On the other hand, the diversified development of domestic solid wood flooring has also placed new demands on timber suppliers. Take the solid wood heated flooring as an example. “Not all floors are suitable for heating”, only fine wood with good stability, thin fiber canal, and uniform density is suitable for heating. In addition, the emerging emphasis on color, unconventional shape and customization has also raised new market demand for timber suppliers to provide more choices of raw materials.

### 3. Prospects of future cooperation

As the propeller of solid wood heated flooring, Boer has been committed to the research and development of products to meet the changing market demand. Based on market changes and strategic vision, Boer has put forward and implemented the concept of high-end customization of solid wood flooring.

Customization puts higher requirements on the grades and varieties of wood species. Customization also drives Boer to **make comprehensive plans, focus on innovation and maximize the use of wild wood resources to continuously develop more and better wood with higher cost-effectiveness to meet the needs of consumers of all classes.**

### 3. Prospects of future cooperation

**Bore hereby calls for wood suppliers to adapt to the development of the market and provide more product specifications and choices.**

**We wish the conference a  
complete success!**

**THANKS**