



**Press release - Under embargo until 23rd November
20:00 GMT/21:00 CET**

**We are proud to announce that Floorify has won the
BLCC Golden Bridge Award for "Best SME"**

The Golden Bridge Awards are presented annually to the most successful Belgian and Luxembourg companies exporting to or trading in the UK.

Floorify, the Belgian flooring innovator, secures the Best SME Award at the Golden Bridge Awards 2023, triumphing in the highly competitive flooring industry.

Established just seven years ago, Floorify has disrupted the market with its 'rigid click flooring' segment, emphasising quality, innovative marketing, and a robust distribution strategy.

In their four-year UK journey, Floorify, despite the challenges of Brexit and a tough market, has grown impressively to 45 accounts. Recognising the need for a tailored approach, the company enlisted the expertise of Michel Vanhoonacker to navigate the UK market successfully.

Experiencing rapid growth, Floorify recently invested in local stock operational from September, defying the sales drop trend in the UK flooring industry. This resilience led to their recognition as the 2nd fastest-growing company in West-Flanders.

As Floorify continues to shape the flooring landscape, this award underscores their commitment to excellence and innovation.

A quote from Floorify - "We are thrilled to have received the Golden Bridge Award for Best SME. This recognition is a testament to the dedication and hard work of our exceptional team. It propels Floorify as the fastest-growing vinyl flooring business in the UK," says Niels Vandendriessche, business developer at Floorify.

"We are honoured to receive the Best SME Award. This is a testament to our team's dedication. In a highly competitive industry, we stand out and set new standards," said Pieter and Marie, co-founders of Floorify.

Michel Vanhoonacker, Chairman of the Belgian-Luxembourg Chamber of Commerce in Great Britain and of the Golden Bridge Jury 2023 commented: 'Floorify impressed the jury with its dynamism and enthusiasm which makes it 'best of the class' in customer care and an extremely fast grower. A perfect example of

small is beautiful, it shows that size does not matter when coming to the UK market: a good product, an energetic team and a positive mindset can take any SME to the next level in a very competitive UK flooring market.'

The Golden Bridge Trade & Investment Awards

The Golden Bridge Trade & Investment Awards, initiated by the Belgian-Luxembourg Chamber of Commerce in Great Britain, promote sustainable export and investment to the UK while elevating the profile of BeLux products and services abroad. This prestigious event recognises the achievements of Belgian and Luxembourgish companies on the global stage.

For more information and a list of past winners, visit <https://www.blcc.co.uk/golden-bridge-awards>.

The logo for Floorify is written in a black, cursive, handwritten-style font. The word 'floorify' is written in lowercase letters, with a registered trademark symbol (®) at the end. The 'f' and 'y' have long, thin vertical strokes that extend downwards.

PLANKS & TILES