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Press release FEP
FEP's Real Wood website now also in Italian



Following the announcement made during FEP's last General Assembly in May 2010 in Rome and after several months of hard work, FEP and the Italian member federation are pleased to launch the Italian version of the Real Wood website.

The www.realwood.eu website was already stressing the advantages of real wood floors in English, German, Spanish, French, Polish, Dutch and Hungarian. Visitors can now discover this 8th linguistic version online at <http://www.realwood.eu/it/home/home.shtml>.

Other linguistic versions are being prepared in co-operation with the national associations and respective FEP member companies.

With the "Living on Wood" project, the European Federation of the Parquet Industry, FEP, wants to put real wood flooring into the spotlights, enhance and strengthen the image of parquet and give it the prominent place in the market it deserves.

The essential vision behind the "Living on Wood" initiative can be best summarised in the clear set of objectives defined by FEP's Board and elaborated by the Marketing Committee:

- Increase the interest in and demand for real wood floors at end consumer level;
- Amplify the attention from the trade for genuine wood flooring;
- Ensure better product differentiation at point of sales;
- Establish a "Wood Floor Lobby" regrouping manufacturers, distributors, installers, etc. promoting wood floors.



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