



Press Release 02-09-2009:

## **NFI and Wide narrow Intelligence get a market leading grip of the wood flooring industry**

**NFI Group announces collaboration with Competitive Intelligence specialists Wide narrow Intelligence. The collaboration will support NFI Group's ambition to become the worldwide market leader in wood flooring.**

Martin Dahlberg, Business Intelligence Officer with NFI, believes the collaboration will be important to reach NFI's goal to become the worldwide market leader in wood flooring:

*"Operating in a global and highly competitive environment creates strong needs for gathering and analyzing data about the market, competitors, customers, design trends and substitute products. Our new process for Competitive Intelligence will provide us with all the knowledge we need to improve our early understanding about market shifts and trends."*

Martin Dahlberg adds that an IT-system for Competitive Intelligence (CI) will be necessary for success:

*"Tracking changes on one market with a handful of competitors can be manually coordinated by one person in the sales team, but to do the same for 40 countries and 50 competitors requires IT-infrastructure to support the CI-process."*

Per Skårner, CEO, NFI Group, emphasises on how CI will improve decisions:

*"Our new process for Competitive Intelligence will generate a much improved, fact-based and continuous decision support. Our proactive approach to market shifts will increase, enabling us to act on market changes before our competitors."*

Anders Bretz, Senior Partner, Wide narrow Intelligence, comments:

*"Most organizations lack a well-defined process for Competitive Intelligence. We think NFI has done a fantastic job in quickly implementing a world-class process that will continuously increase their competitive advantage."*

**Background Information:**

**Nybron Flooring International (NFI)**, is the European market leader in wood flooring, with headquarter outside Zurich, Switzerland. The wood floor boards are produced in three manufacturing plants in three countries and are sold in over 50 countries through 10 owned sales subsidiaries and close partnership with selected distributors. Main brands are Kährs and Bauwerk which are both aiming for market leadership in mid to high end in multilayer and 2-layer respectively. NFI Group aims to deliver superior shareholder value by striving to be the market leader in wood flooring worldwide, to be recognised as an innovative, interior-design-oriented company with a genuine environmental commitment, and to achieve excellence in customer satisfaction.

**Wide narrow Intelligence**, is a consultancy based in Stockholm, Sweden, providing the entire chain of services for Competitive Intelligence.

**Additional information:**

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