



WELCOME TO HARO



FAMILY COMPANY  
INNOVATION  
CUSTOMER FOCUS  
EMPLOYEE ORIENTATION  
SUSTAINABILITY  
MANUFACTURING COMPANY  
QUALITY AWARENESS  
RESPONSIBILITY  
ECONOMIC SUCCESS



Company management in  
the fourth and fifth generations:  
Peter Hamberger and  
Dr. Peter M. Hamberger

Welcome to HARO! As a family company in the 4th and 5th generations, we stand for quality and innovation. Our philosophy is to make life better with each and every of our products.

With a history going back more than 150 years, our company builds an important bridge between tradition and the future. To this day we rely on classic corporate values such as responsibility, a high level of quality awareness, stable structures, as well as a strong orientation towards our employees and customers. At the same time, we are always looking to the future. Modern ideals such as innovative strength, economic success, a healthy living environment and sustainability drive us to look beyond the horizon, to be open to new ideas, to set trends, and to shape the future with courage and commitment.

Based on these values, we have established ourselves as Germany's leading parquet manufacturer with a great love of craftsmanship and a great passion for wood as a natural raw material. In this position we are now the leader in the field of hard-wearing, first-class floors made of natural, environmentally certified materials - and we want to make an important contribution to a better quality of life in people's homes.

# DEEPLY ROOTED, ALWAYS IN STEP WITH THE TIMES AND A PIONEERING INNOVATOR

1866/1867

1912

1950

1958



The company is founded as a brickyard (1866 – 1968). Match production (1866 – 1983) and sawmill (1867 – today)



Start of WC seat production.



Start of lamella parquet production.



HARO produces its first sports floor.

Follow the history of the Hamberger family business and the HARO brand through the decades. From a match factory in Upper Bavaria to Germany's leading parquet manufacturer and the state-of-the-art, internationally active pioneer in the parquet and design floor sector.

We are proud of this history, and it is our daily incentive to shape the future actively – as a reliable employer, a successful business partner, a courageous driver of innovation, and a responsible and sustainably acting industrial production company.

1987

2000

2004

2008

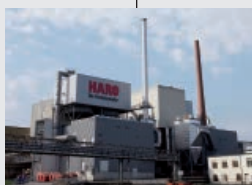
2013

2016

2019



HARO becomes one of Germany's pioneers in the area of laminate floors.



Construction of the thermal power station. Carbon-neutral wood combustion for the production of heat and green electricity for around 20,000 households.



Opening of the logistics centre in Thansau, Bavaria.



With the DISANO by HARO Series, HARO launches the design floor for a healthy living environment.



**Gran Via 4V**  
The introduction of the spacious, more than 2-metres-long Gran Via 4V board sets new standards in modern interior design.



**naturaDur**  
The revolutionary parquet surface: as beautiful as a natural oil surface, as easy to clean as a high finish.



**HARO DIGITAL! APP**  
The entire world of HARO now fits into your pocket – including comprehensive tools: from the virtual floor studio to the product finder, information, videos and downloads.



Hamberger is PEFC-certified.  
The world's quietest laminate floor with Silent CT technology is introduced.

# DIFFERENT DIVISIONS, A COMMON GOAL: PREMIUM QUALITY FOR TODAY AND TOMORROW

Hamberger stands for quality. We are not saying this because it sounds good or because awareness of quality and tradition is currently back in fashion, but because we invest all our expertise, courage, innovative spirit, and passion in every part of our company. The result is trendsetting ideas that inspire the world over: the premium parquet floors, high-quality laminate floors and

healthy design floors from Hamberger Flooring. The premium quality WC seats of Hamberger Sanitary that are renowned around the world. The regionally popular home improvement centres of the Hamberger Retail division. And regional products from our Farming and Forestry division.

**HAMBERGER.**  
FLOORING



#### **HAMBERGER FLOORING**

Our largest division comprises the development, production and distribution of high-quality floors. With the HARO brand, we are the market leader for parquet flooring in Germany.

# HAMBERGER®

## HAMBERGER® SANITARY

## HAMBERGER® RETAIL

## FARMING AND FORESTRY DIVISION



### HAMBERGER SANITARY

Development and production of WC seats. Market leader in Europe for toilet seats. Global pioneer, for instance in China with Hamberger Sanitary Kunshan.



### HAMBERGER RETAIL

Operation of DIY stores in the region of Rosenheim as a franchisee of OBI, a German DIY-store company.



### FARMING AND FORESTRY DIVISION

The agricultural company Gut Filzenhof with young-bull breeding and sustainable forestry on an area of around 250 hectares.



WITH THE HARO BRAND, THE  
FAMILY COMPANY POSITIONS ITSELF  
AS GERMANY'S MARKET LEADER FOR  
PARQUET





The result is a wealth of experience that enables us to continue breaking new ground and developing pioneering innovations – such as the quietest laminate floor or the DISANO Design Floor for a healthy living.

Environmental sustainability and respect for nature are always of the greatest importance to us. Naturally, this attitude can be seen and felt in all of our development and production steps.

What drives us is our goal of creating a high quality of life with our floors in beautiful homes, in now more than 90 countries around the globe.

## THREE TARGET GROUPS, THREE BRANDS – GUARANTEED QUALITY: WORLDWIDE

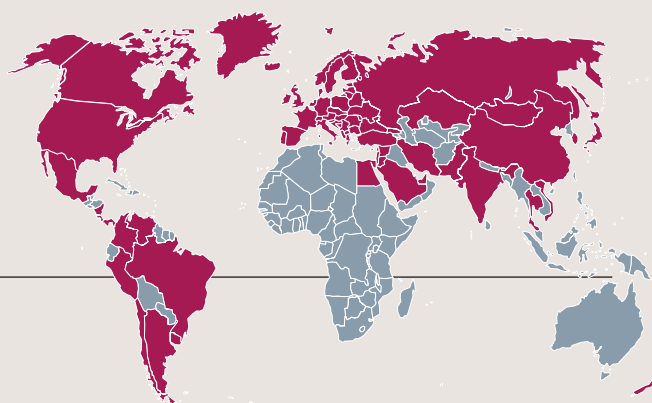
In all countries of the world, people are interested in an elegant interior design of high quality. HARO offers sustainable floors made in Germany that create a healthy living environment and meet the highest quality requirements, while at the same time impressing with their trendy, innovative looks.

We sell our quality floors with three brands adjusted for various market groups: HARO Quality Flooring, the brand for specialised retailers, HARO Professional for distributors and craftsmen, and Living by HARO for the DIY sector. This way, we reach all target groups with our high-quality flooring, ranging from DIY enthusiasts with limited budgets to more luxurious parquet lovers who directly contact professional installers.

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### INVESTING IN THE FUTURE

Every country is a new challenge for us. To this day, we have taken up this challenge more than ninety times.



**HARO®**  
Quality Flooring

**HARO®**  
**PROFESSIONAL**

*Living*  
*by* **HARO®**



#### HARO Quality Flooring

**THE CLASSIC LINE FOR DEALERS –** an entire flooring range with a wide selection for every taste, from parquet and laminate flooring to design and cork floors. For this, we have created a comprehensive range of print, online and POS marketing materials.



#### HARO Professional

**THE TOP BRAND FOR WHOLESALERS AND THE SKILLED CRAFTS SECTOR –** the best-selling range of 3-layer parquet, laminate floors, design floors, and 2-layer parquet for glue-down installation - with a targeted marketing strategy for wholesale partners and professional installers.



#### Living by HARO

**THE BRAND FOR THE DIY SECTOR –** a clearly distinguished, separate range of parquet, laminate and design floors with a marketing concept designated for DIY customers including individual presentation in the markets.

# WE ACT RESPONSIBLY WITH THE FUTURE IN OUR SIGHTS. STRIVING TO ACHIEVE GREATER SUSTAINABILITY IS GOOD – HAVING AN EXCELLENT ECOLOGICAL BALANCE SHEET IS EVEN BETTER

Designing living spaces with high-quality natural products entails a huge responsibility towards people and the environment. It is therefore important to us that our ecological footprint is as small as possible in all stages of development, production and marketing. The goal of a positive ecological balance sheet can be felt throughout the entire value chain. We attach great importance to short distances for our raw materials: over

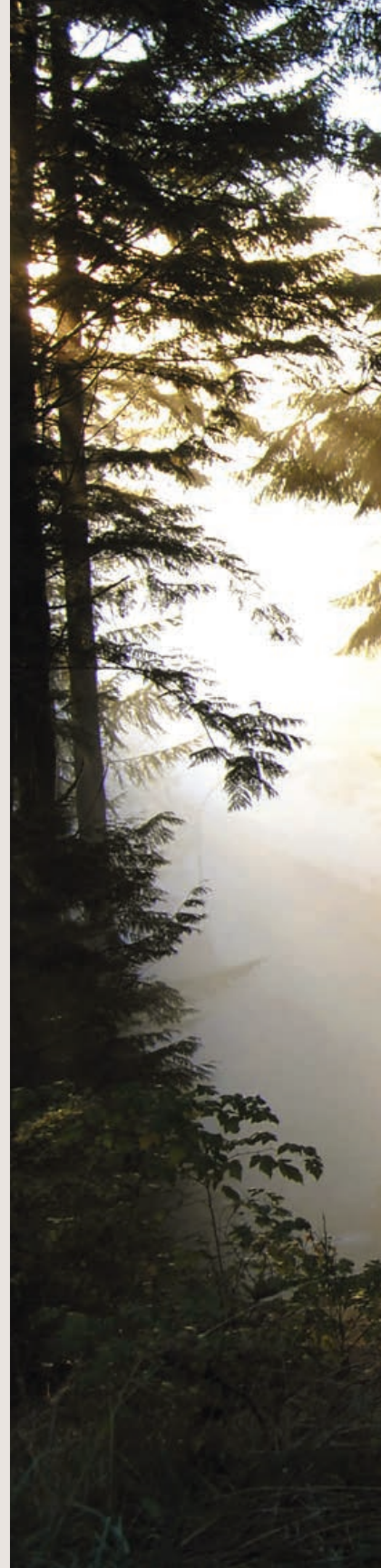
90% of them come from European sources, if possible from the local surroundings, which saves energy and helps protect the environment. We try to keep our energy consumption to a minimum. We also give back energy to our environment in the form of green electricity from our hydroelectric power plant and from our company-own thermal power station, which processes waste from production.



**MADE IN GERMANY**  
Our quality floors are of the highest-quality German workmanship. Manufactured at our company headquarters in Bavaria.



**BLUE ANGEL ECO LABEL**  
The Blue Angel has certified the environmental sustainability of our products since 1992. The independent and reliable eco label of the German government is the guide for sustainable purchasing.







#### SUSTAINABILITY

Hamberger Flooring GmbH & Co. KG has been PEFC-certified since the beginning of 2004. This guarantees that the wood we use is sourced from sustainably managed forests.



#### VDP/FEP

Hamberger Flooring GmbH & Co. KG is a member of the Verband der Deutschen Parkettindustrie e.V. (Association of the German Parquet Industry) and of the FEP, the European Federation of the Parquet Industry.



#### REAL WOOD

Hamberger Flooring GmbH & Co. KG leads the way in implementing the Real Wood Campaign to ensure real wood floors are correctly identified as such.



#### VOC Label

The French VOC label certifies that the emissions of HARO Floors are entirely non-hazardous.



#### ISO 9001

Our quality management has been certified in accordance with DIN EN ISO 9001: 2000 since 1995. It secures workflows in the company and consequently contributes to maintaining a consistent product quality.



#### ECO INSTITUT

With its certification, the UL ECO-INSTITUT verifies that DISANO by HARO meets the strictest regulations regarding harmful emissions.



#### ISO 14001

With the certification according to DIN EN ISO 14001:2004, we have committed ourselves to active environmental management since 1998.



#### MMFA

Hamberger Flooring GmbH & Co. KG is a founding member of the Multilayer Modular Flooring Association.



#### ISO 50001

The ISO 50001 standard is aimed at supporting companies in establishing processes and systems necessary to reduce their energy consumption and increase energy efficiency.



#### EPLF

Hamberger Flooring GmbH & Co. KG is a founding member of the Association of European Producers of Laminate Flooring.



## BORN OUT OF OUR LOVE FOR WOOD: HARO PARQUET – ONE OF A KIND

We have been passionate about wood processing since 1866. As Germany's leading parquet manufacturer, we now stand for floors of lasting value with exclusive looks, a sensual feel, and naturally textured surfaces. Whether cool and modern, traditional and rustic, or entirely authentic – you will find every trendy style in our wide range of parquet flooring. Our elaborate

colour concept that includes trendy nuances such as white or grey as well as dark and natural tones plays an important role. The natural beauty of the parquet floor is highlighted by our high-quality surface treatments. A particular highlight is our matt naturaDur surface finish, which combines the expressive look of a natural oil surface with the reliability of a high finish.



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### HARO 3-LAYER PARQUET

- Beautiful parquet floors that are easy to clean, made of 100% natural materials
- An exceptionally large selection for every taste
- The highest quality standards in every way – from material and processing to appearance and haptics
- Easy to install thanks to the simple Top Connect installation system







# NOBLE WOOD FOR HIGHEST REQUIREMENTS: NATURAL BEAUTY FROM HARO

Those who love wood and want to ensure the best possible processing of this noble raw material will find solutions at HARO that exceed the usual standards by far. Our parkettmanufaktur by HARO brand stands for individual parquet floors, made of the best wood and refined by hand in our master workshop. Besides exclusive Plank 1-Strip boards and elegant Strip Parquet, the parkettmanufaktur range also includes unusual flooring variants such as parquet in tile design and Parquet Carré.

Our 2-layer parquet supplements this range with a wide variety of sophisticated strip parquet for professional installation.

HARO INTERIOR was developed for those who want to use wood for more than just the floors when designing their home or business rooms: our range of elegant tables, wall panelling and staircase solutions made of wood.



### PARKETTMANUFAKTUR by HARO

- The premium segment of the HARO brand
- Every single board is manufactured with masterful craftsmanship
- An impressive variety of customisation options
- The most elegant woods, ranging from expressive oak to extra-hard cross-grain wood to century-old vintage wood

### HARO 2-LAYER PARQUET

- The classic parquet with a variety of installation options, such as herringbone pattern
- Available in popular board formats, ranging from filigree strips to spacious Plank 1-Strip boards
- Particularly high stability of value thanks to professional glue-down installation



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#### HARO INTERIOR

- HARO WALL for the partial or complete designing of walls with design wood elements
- HARO TABLE: Precious wood tables made of original HARO Parquet
- HARO STAIRS for a harmonious, elegant room concept that reaches far beyond the landing

## SUSTAINABLE AND HEALTHY LIVING: DISANO by HARO DESIGN FLOOR

The HARO brand, many decades of experience, and a high level of expertise in the parquet sector are a strong foundation for innovative ideas and surprising new developments in modern flooring. DISANO by HARO heralds a new era in high-quality design floors. While this type of flooring used to be known as plastic flooring

that contained harmful substances, the DISANO by HARO Design Floor for healthy living convinces with its 100% omission of PVC and plasticisers as well as the Blue Angel environmental certificate.

100 % FREE  
from PVC and  
plasticisers



### DISANO by HARO

- Being 100% free from PVC, plasticisers, and phthalates, it guarantees a healthy living environment
- The all-rounder: Soft, warm to the touch, quiet, durable, hard-wearing and almost maintenance-free
- Available in an authentic wood style or in the Piazza design, an authentic tile look with the style of stone

- Suitable for all residential and commercial applications – even for damp rooms such as domestic bathrooms
- Available in authentic wood style or natural stone style
- Certified with the Blue Angel and the Eco Label







## BEAUTIFUL, DURABLE AND EASY TO MAINTAIN: HARO LAMINATE FLOOR – SIMPLY BETTER

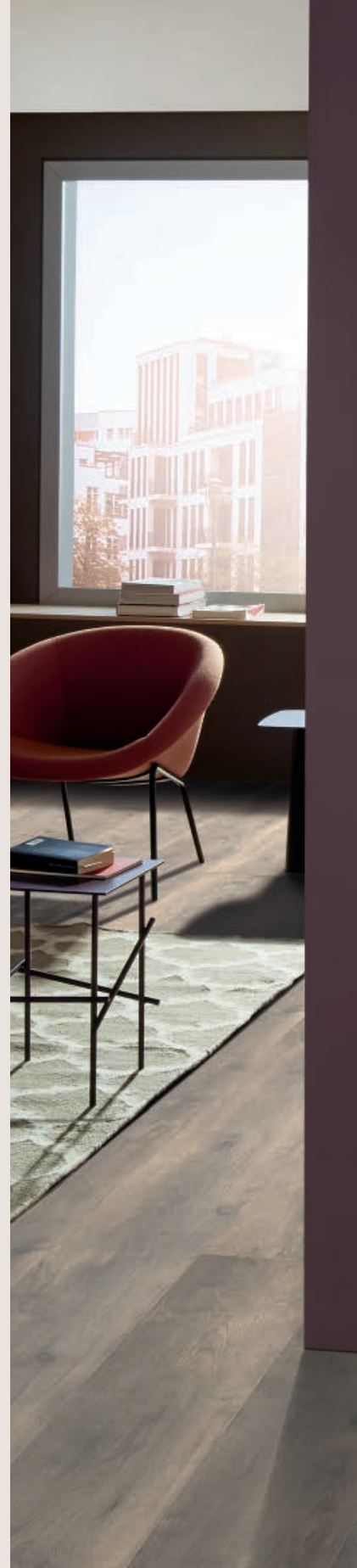
As Germany's leading parquet manufacturer, our wood expertise contributes to every single one of our HARO Laminate Floors. Combining the best of two worlds, we make floors that stand out: natural styles that are almost indistinguishable from original parquet and an intelligent construction making it as easy to maintain and

as hard-wearing as possible. The perfect example is our "world's quietest laminate floor". In combination with the innovative SILENT CT technology, this floor reduces indoor sound by 60 per cent compared to common laminate floors, creating a clearly audible gain in comfort.



### HARO LAMINATE FLOORS

- Available in a large selection of modern, classic or elegant interior-design styles
- Various series - from the entry product NKL 31 to the Premium Laminate Floor HARO TRITTY 200 Aqua
- Formats ranging from a vibrant 2 or 3-Strip to a spacious Gran Via 4V board
- Authentic surface textures and styles for a natural wood look







# HARO ORIGINAL ACCESSORIES: SYSTEM-TESTED, PERFECTLY MATCHING AND WITH A LOVE FOR DETAIL

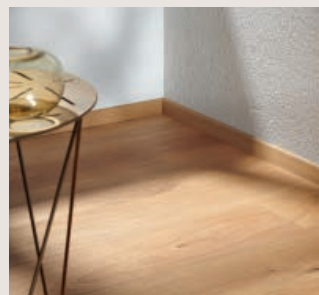
Taking full responsibility for our products also means considering the system as a whole. We develop and produce floors in the best possible quality – including the matching pieces that put the finishing touch on our parquet, laminate, design and cork floors. This creates a system in which all elements are perfectly aligned. Apart from high-quality HARO Floors, our product range also includes the technically and visually

matching original accessories with warranty. These include environmentally-friendly care products, as well as installation tools and accessories, repair sets, several insulation underlays, and a wide selection of elegant skirtings that are easy to install. With this large variety of accessories, we guarantee that a HARO Floor will bring you joy from the first day and keep its extraordinary quality for many years to come.



### HARO ACCESSORIES

- The visually and technically ideal supplement for all HARO Floors
- For a harmonious overall impression



### HARO SKIRTINGS

- A wide selection of various formats and styles
- Also available: matching plastic corners for connections around corners





#### HARO STAIRS

- Stair nosings for a perfectly harmonious look
- Parquet and stairs out of one wood
- A reliable, identical colour is guaranteed



#### HARO INSULATION UNDERLAYS

- A selection of premium insulation underlays for the highest demands on indoor and footfall sound insulation
- Also suitable for installation over underfloor heating



#### HARO Care accessories

- High-quality clean & green products
- Simple and economical to use
- Particularly eco-friendly



# DEALERS, CRAFTSMEN, PLANNERS, ARCHITECTS – WE SUPPORT OUR MOST IMPORTANT PARTNERS WITH A PERFECT ALL-ROUND SERVICE

As Germany's leading parquet manufacturer, it is especially important to us that our high-quality products find their way to the end customer through expert dealers and qualified craftsmen. We select our strong partners with great care, while doing everything possible to ensure they are always well-informed and successful in the long term. With our "easy selling" motto, we support you actively in sales and consulting. Among other things, we offer our partners extensive training, support for craftsmen and salesmen, shop planning with our architects,

and our HARO Partner Service Portal. In addition, we offer a wide variety of online and offline sales materials, as well as our product reference data management that enables us to provide our partners with all relevant product data and photo material – including BIM data for architects. An in-house competence team also advises architects and property developers in all phases of project planning and implementation: from the preparation of tender documents, samples and product selection to the inspection of the property.



#### THE NEW HARO DIGITAL! APP

Virtual floor studio, interactive sales consultant, offer calculator and much more: The new HARO digital! app makes selling even easier for our dealers – and together with virtual reality glasses, it is a unique spatial experience.



#### HARO ROOM VISUALIZER

The integrated HARO Room Visualizer makes the HARO digital! app the perfect helper for making a decision on your new floor from the comfort of your own home. With their smartphone or tablet, customers simply upload a photo of their home into the app, and can see in real time how the selected HARO floor looks in their own four walls: An equally efficient and innovative sales support with a direct link to the HARO dealer search.



#### STORE PLANNING

Experienced architects plan the HARO area for our dealers in accordance with the latest sales aspects, taking our current exhibition modules into account.



#### DEALER PORTAL

The HARO Partner Service Portal offers comprehensive support for dealers, including 24/7 information on stock levels, important elements for the individual internet presence, appealing product labels and up-to-date sales displays.

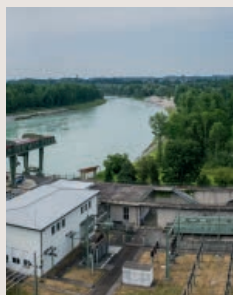
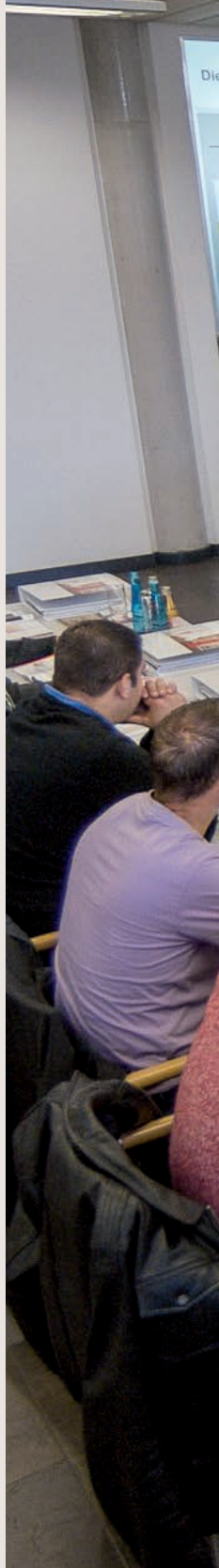
## KNOWLEDGE TRANSFER AND PERFECT LOGISTICS – AN INTEGRAL PART OF OUR SERVICE

To constantly improve and maintain our high quality standards, Hamberger Academy passes on our latest knowledge regarding technical novelties, important sales tips, and practical expertise on installation directly to partners and dealers. Innovative seminars and presentations as well as professional training materials prepare the participants for consulting, sales and installation. This makes it possible for our partners to transfer the exceptional quality of HARO directly to the end customers.

Another important pillar of our ambitious quality assurance is logistics. Its foundation is an efficient, comprehensive sales and logistics network in combination with our production 'made in Germany'. With space for around 30,000 pallets on 19 levels, our HARO Logistics and Service Centre is the heart of our worldwide sales. From here, the commissions are delivered just-in-time directly to our partners using state-of-the-art technology.



**TECHNICAL SERVICE DEPARTMENT**  
Competent consultation, individual optimisation suggestions and situation-related solution approaches: the technical service department ensures the optimal integration of the HARO brand and its partners.







#### IMPRESSIVE FIGURES

■ 600 pallets per day  
incoming goods / approx. 50 pallets  
per hour

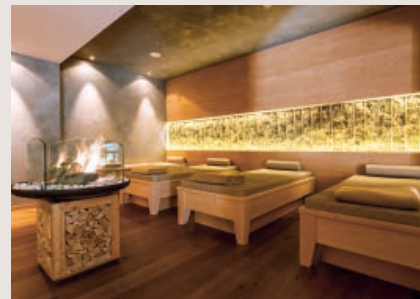
■ 800 pallets per day  
outbound goods / approx. 50 pallets  
per hour

■ Processed trucks: approx. 25 per day  
With this service we make the handling  
of goods easier for our customers. Our  
floors always get there on time.

# PURE INSPIRATION: OUR HARO FLOORS CAN BE FOUND IN MILLIONS OF PRIVATE HOUSEHOLDS AND HIGH-CLASS REFERENCE BUILDINGS THROUGHOUT THE WORLD

When architects, developers or private individuals choose a high-quality HARO floor today, they are in good company. After all, our floors are at the feet of residents, visitors and guests in millions of private households, numerous hotels,

restaurants and business premises around the world. Let our renowned references inspire you, and get a first impression of what is possible with HARO's creative flooring and interior design concepts.







# TRADITION AND HISTORY, COURAGE AND INNOVATIVE SPIRIT, QUALITY AND EXPERTISE – THE HAMBERGER COMPANY AND THE HARO BRAND AT A GLANCE

The Hamberger Industrierwerke of today is the result of the work of five Hamberger generations and their employees. This is something we are proud of - and our success is also our motivation

when it comes to driving innovations, ensuring lasting quality, and making an important contribution to a future worth living in a healthy, natural environment.

<b>FOUNDATION OF THE COMPANY:</b>	1866 by Franz Paul Hamberger
<b>FAMILY-RUN COMPANY:</b>	Continuation of the company in the fourth and fifth generations
<b>DIVISIONS:</b>	Hamberger Flooring, Hamberger Sanitary, Hamberger Retail, Hamberger Farming and Forestry
<b>EMPLOYEES:</b>	2700 (Hamberger Group)
<b>ANNUAL REVENUES:</b>	325 million euros (Hamberger Group)
<b>EXPORT RATE:</b>	50 per cent, into more than 90 countries worldwide
<b>HAMBERGER WORLDWIDE:</b>	4 combined production sites and distribution companies, 1 production site, 8 distribution companies
<b>HAMBERGER FLOORING:</b>	The market leader in Germany for parquet
<b>BRANDS:</b>	HARO Quality Flooring, HARO Professional, Living by HARO
<b>RANGE:</b>	Parquet Floors, Laminate Floors, Design Floors, Cork Floors, Interior, Accessories
<b>CERTIFIED QUALITY ASSURANCE:</b>	Numerous environmental and quality seals and labels as proof of continuous high quality
<b>ECO-FRIENDLY POWER GENERATION:</b>	100 % use of resources through our own thermal power station and our own hydroelectric power plant
<b>FOCUSING ON THE FUTURE:</b>	Certified training company for technical and commercial professions, partner company of universities and colleges

The entire HARO product range originates from our passion for the fascinating material wood. In our products we use its natural appeal, its powerful aesthetics and its diverse properties as the foundation for stylish living. We combine the knowledge and our wealth of experience from

over 150 years of company history with a great deal of courage and innovative strength. The results are products that convince with traditional craftsmanship made in Germany, and inspire with pioneering state-of-the-art technology.

