

Challenges:

One of the challenges that Unilin Flooring face is within their customer base. The push for sustainable solutions is not coming from the end consumer which is where the core of their business still lies. Their project team are seeing this more from larger builders/architects etc. More demand for sustainable solutions creates more investment.

These people were assigned to oversee sustainability in their organisation:

- Tino Mulle: Chief Sustainability Officer
- Lasse Six: Corporate Sustainability & Environmental Expert
- Jenny Mae Vansteenlandt: Sustainability Advisor

In 2021, their sustainability strategy for Unilin Group will be finalized in which all targets and policies are drafted.

Impact:

Through being an active member of the School, Unilin found the following to be:

Assessment - This was originally completed by a UK sales team representative. The process helped them realise there was a lack of understanding in their team and gave them a great starting point to seek more information from within their business. They approached their sustainability team and asked them to also complete an assessment which has given them some key actions to focus on.

Action plan – Unilin has found the Action plan to be very useful. Before joining the school, sustainability was a huge focus for the business but not necessarily filtering through to their sales teams. The project of working through the action plan has brought different teams together to learn from each other, and their commercial team can now advise clients on sustainability issues. This results in a change of specified products for reasons such as Co2 release from production.

Re-assessment – Unilin aims to do these every 3-6 months. Let the business evolve, make changes and then re-assess.

E-learning modules - This is what Unilin has found to be most useful during times where we they have been working from home and not travelling. They have more time to focus on e-learning and enjoy the change in the working day as well as the content. Topics surrounding managing stress felt really relevant and as a consequence, their HR department has also signed up and booked events.

Fact box



Company

Unilin Group

No of employees

7500+

HQ

Wielsbeke, Belgium

Website

www.unilin.com

Main contact

James Erskine

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Services

The flooring division manufactures laminate, engineered wood, vinyl, carpet, and accessories.

About

At Unilin, we create and build smart living solutions. Our business is split into 4 divisions – Flooring, Panels, Insulation and Technologies.

Unilin is part of Mohawk Industries, the world's largest flooring manufacturer with 37,800 employees and sales + \$9 billion.

Value gained:

Sustainability has been brought to the forefront of Unilin's commercial team and they now understand the benefits and importance of having this knowledge. Their head office has always had this information and always pushes for more sustainable solutions, but the Supply Chain School has connected our teams together. A great example of this is where a large housebuilder in London was explaining their sustainability targets and Unilin was able to present options based on Co2 emissions. This gives them a better reputation and shows that they are working to find solutions for the customer. As these people move around companies, this relationship results in further business.

Now there is this drive from sales, it helps to further engage the sustainability team and there is a real energy around the topic.

Future Proofing:

Unilin would like to see the supply chain sustainability school connect us with developers who can share their environmental goals. This information flow is key to producing more sustainable products. When the market expresses demand, our business will continue to invest to provide those solutions.