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With a consolidated net turnover of €646m (2018) our products are exported to more than 130 countries worldwide. In June 2017, Balta Group became a public company listed on Euronext Brussels.



## A strong team spirit for a confident future

Our CEO,  
Cyrille Ragoucy



Thanks to the efforts of nearly 4,000 of our employees across the world, the Balta Group is renowned as a professional, customer-focused business that excels in the manufacture of carpet and rugs for homes and businesses and non-woven textiles for building, geotextile, automotive, print and exhibition industries.

Through all of our activities runs one common thread; the determination to innovate with products that positively impact people's daily and working lives. Whether sustainable, modular carpet from modulyss and our LA-based Bentley brand, inspiring and affordable rugs from Balta home, or beautifully soft carpet from Balta carpets and ITC; we are proud of our ability to bring our customers products that make their spaces better places to work or live.

Most of all though, it is the strong sense of family that makes the Balta Group such a force in the floorcovering sector. Our employees enjoy collaborating to drive us forward, making the Balta Group a quality partner in markets across the world, and also belonging to a company that every one of them can be proud of.

I know that, through the powerful combination of our determination to innovate and strong team work, we can feel extremely confident about the future of the Balta Group.



# BALTA BY NUMBERS



**3,899**

total number of employees  
(31-12-2018)

**50** nationalities



**139**

countries we sell into



**752,000 m²**

total manufacturing  
footprint = 150 football pitches



**€646m**

revenue 2018



**61,150**

solar panels on 5 factory roofs  
in Belgium

**33.7 ha** factory roof

**67** football fields



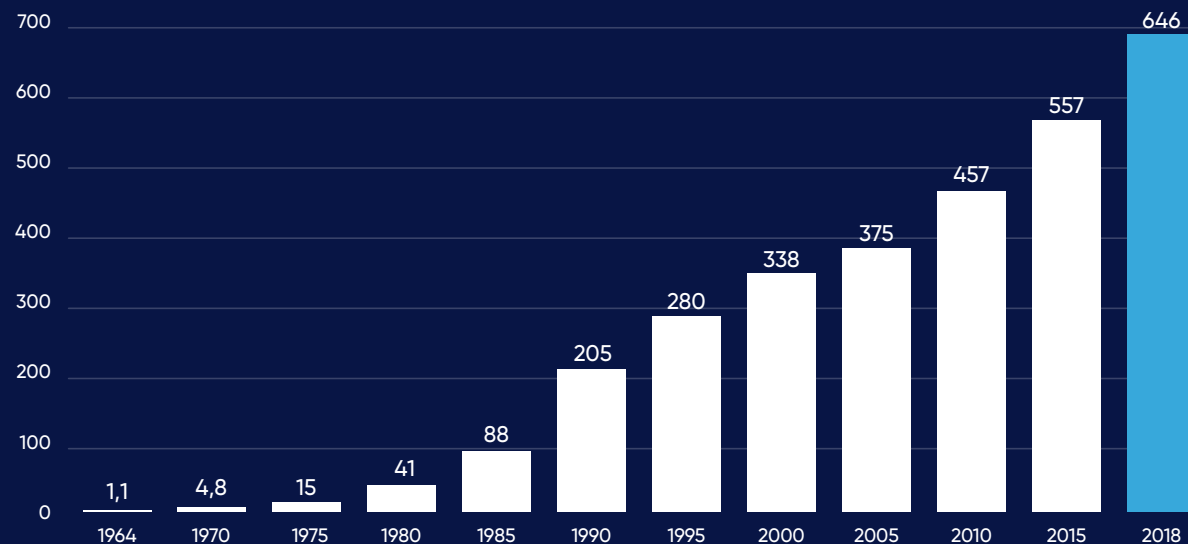
**12.8 million  
kWh per year**

the electricity consumption of  
4,600 Belgian families



**-4.75 million kg**

CO<sub>2</sub> per year



Consolidated net turnover incl. Domo Floorcoverings as per Nov. 2010, excl. IVC, Ideco, Grantil, J.V. Trinterio & Exelto.

# WHERE WE OPERATE



9

production sites



Head office - Sint-Baafs-Vijve  
Belgium



Avelgem  
Belgium



Waregem  
Belgium



Tielt  
Belgium



Oudenaarde  
Belgium



Zele  
Belgium



Balta Floorcovering - Uşak  
Turkey



Balta Orient - Uşak  
Turkey



Bentley - Los Angeles  
USA

2

distribution centres

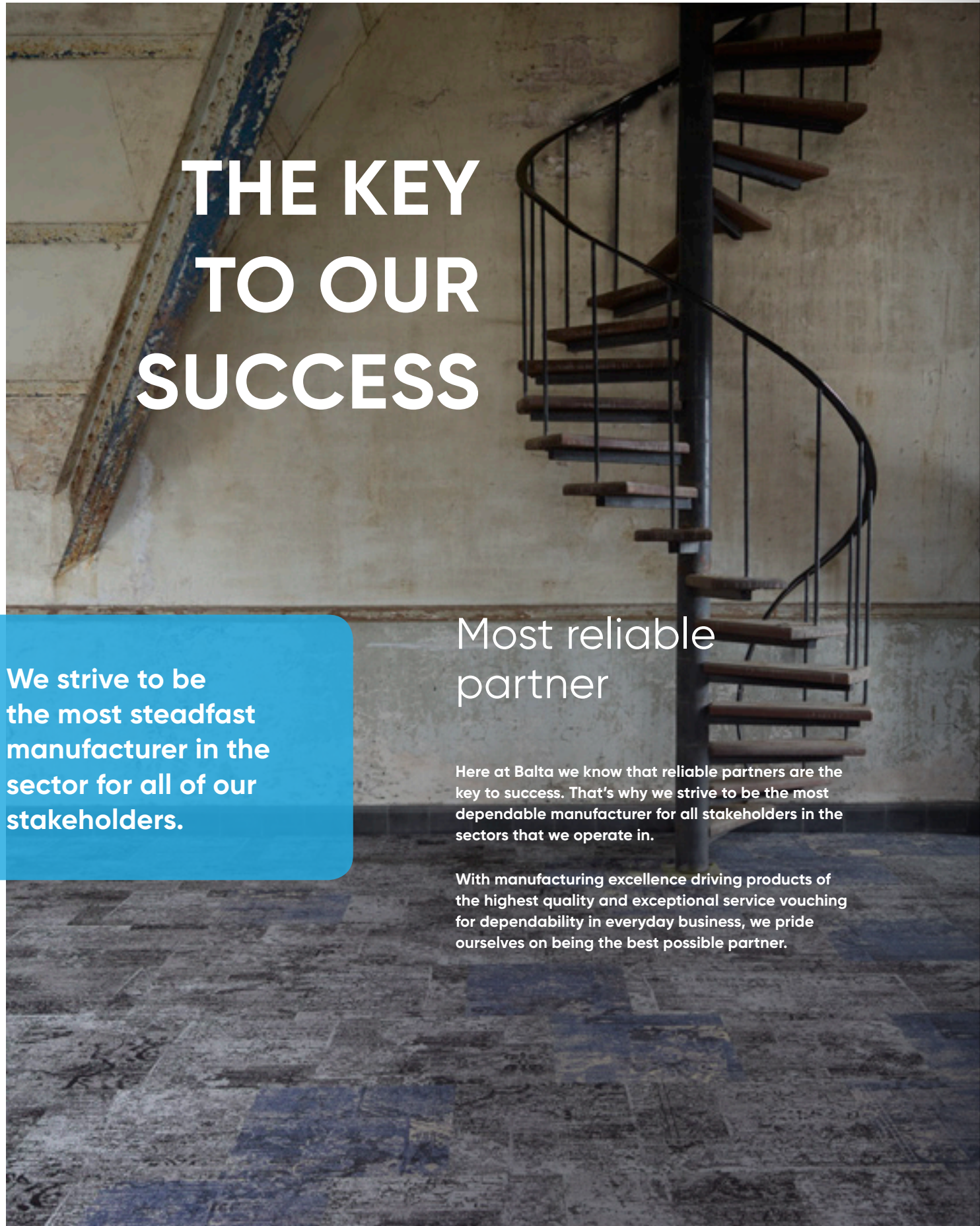


Rome - Georgia  
USA



Savannah - Georgia  
USA





# THE KEY TO OUR SUCCESS

We strive to be the most steadfast manufacturer in the sector for all of our stakeholders.

## Most reliable partner

Here at Balta we know that reliable partners are the key to success. That's why we strive to be the most dependable manufacturer for all stakeholders in the sectors that we operate in.

With manufacturing excellence driving products of the highest quality and exceptional service vouching for dependability in everyday business, we pride ourselves on being the best possible partner.



## Constant innovation

Creativity and innovation are key ingredients in any new product launch, with colours and designs driven by market demands. Product development teams, within each division at Balta, keep a close eye on international trends to ensure the company stays one step ahead of the market. As a market leader, Balta is not only seen as a trend setter in rugs, broadloom carpet and carpet tiles, but also as a pioneer in new flooring technologies and solutions.



## Always better

With vertically integrated factories, Balta is constantly looking to improve its manufacturing with its "Operational Excellence" programme applying the Six Sigma lean manufacturing principles. A Total Quality Management system across all plants ensures that products manufactured are of the highest quality and perform to exacting standards.



Working for Balta is about discovering, developing and using talents.



## Our people

As we care about our people, we go beyond providing our employees with a safe, motivating and rewarding workplace. The working environment offers plenty of space for autonomy, personal initiative, training and internal mobility. A professional welcome policy, a personal approach and individual mentoring are all essential ingredients of this.

At Balta, the advantages of a large organisational structure are combined with a flat line management structure incorporating **the atmosphere of a close-knit group.**

We are building a climate of open communication and employee commitment. We attach tremendous importance to optimal employer branding, strengthened by our social media presence. We are working on the Balta employee brand to drive a **stronger corporate engagement** with our employees and to increase our followers' and supporters' base inside and outside Balta.

This gives us the ability to attract, motivate and retain the best people.

The team spirit is extended further by our active year-round programme of events for our employees and their families, including a number of cultural and sporting events, health and safety initiatives and family-friendly activities.

The **strong international nature** of our business is highlighted by the 50 nationalities that work here together. We believe that diversity leads to better governance and performance.

We are proud of our employees because, thanks to their daily commitment, we as a group are able to fulfil our ambitious objectives.



# SUSTAINABILITY



## Planet

As a leading soft flooring producer, we retain and win customers by supporting their growth with innovative, sustainable and high performance products. Balta is reducing the environmental footprint by limiting pollution from its production process and reducing consumption of natural resources, whilst operating as efficiently as possible. We design new products that can be fully recycled, as well as modify existing products to now be made of only one raw material, thereby supporting their recycling.

Balta works towards environmental sustainability as we are fully ISO 14001 compliant, creating strong foundations to implement our environmental initiatives. Internal and external audits are helping us to continuously improve our performance in this area.

## People

At Balta, we embrace our corporate social responsibility by supporting good causes. Among others, we arrange an employee blood-donating session and raise money and attention for charity projects such as 'de Warmste Week'. In Selendi, Turkey, we participate in a social project by providing a bus service for our employees in order to curtail immigration from rural areas to the town.

We require high standards of health and safety to support an efficient and growing business. Recently, we invested in our strong commitment to putting safety first with the aim of improving our safety performance across the group.

**Our ambition is clear for all employees: "Every colleague who starts the work day or shift returns home safe and healthy."**



### From fishing nets to carpet tiles

modulyss joined Healthy Seas, a cross-sector initiative which recycles and regenerates discarded fishing nets into Econyl nylon 6 yarn.

In 2018, modulyss produced 742,023 m<sup>2</sup> of carpet tiles made from Econyl yarns.

## Prosperity



The satisfaction of our customers and suppliers is often determined by how we grow their businesses and by the long-term relationships we have developed.

We are committed to doing business in a responsible and sustainable manner by complying with all local laws. Our businesses operate within local communities where we play an active role and participate in supporting good causes. Compliance is an important subject at Balta, giving us the freedom to grow our business for the benefit of all our stakeholders.

Balta operates a zero-tolerance policy towards fraud, bribery and corruption and values a data protection policy meeting the General Data Protection Regulation (GDPR).





papilio  
by balta  
home

balta  
home

# RUGS

a global player in woven and tufted rugs

**Balta home's core business is machine-woven and tufted rugs for in- & even outdoor use.**

An experienced development team is continuously working on new market-oriented collections, designs and colours to meet the requirements of all customers.

Balta home, with its state-of-the-art production facilities in Belgium and Turkey, is well known throughout the world for its creativity, innovation, know-how, quality, service delivery and its broad product range.

Besides the distribution centre in Rome, Georgia in the US, Balta home opened a new distribution centre for its growing e-commerce business in Savannah, Georgia.

**Balta home recently expanded its product portfolio with the handmade rugs collection of the Belgian brand Papilio.**

With the brand Papilio, internationally known for its innovative, stylish design rugs and repeatedly awarded with renowned design prizes, we're building a new business unit within the Balta home division.

Papilio handcrafted rugs form a complementary range. They are designed in Belgium, in close consultation with our customers, and hand-crafted in different countries around the world according to the rules of art, but especially in India and China.





# RESIDENTIAL

## carpets & tiles for your home

### Balta carpets & ITC

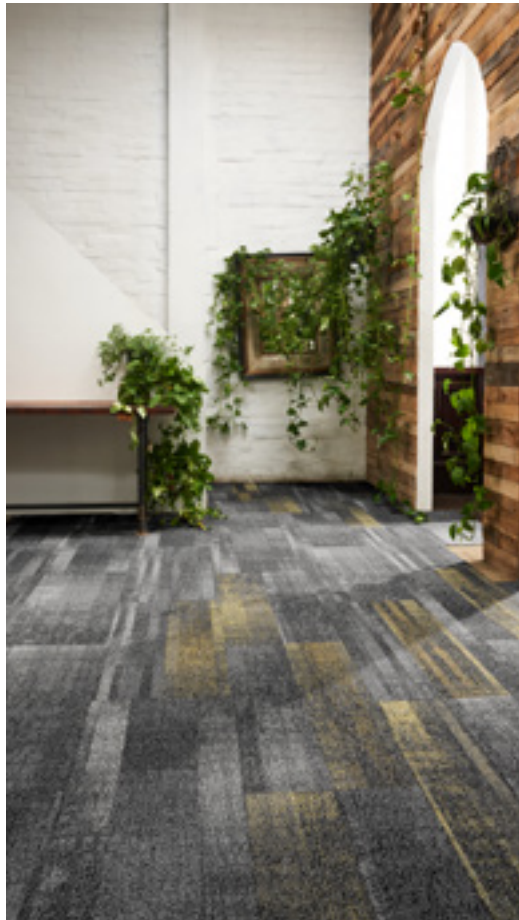
Balta carpets is the European market leader in the production of tufted and woven wall-to-wall carpet in polypropylene. The market as such is predominantly renovation-driven and to a lesser extent driven by new-build. Key market is the United Kingdom, one of the largest residential carpet markets globally, with a strong traditional preference for carpets as a flooring solution, where we believe we are market leader by volume.

ITC is the European market leader in the production of tufted broadloom polyamide carpet. ITC produces high-quality products for premium residential applications in which creativity, design, appearance, durability and resistance to wear are important. All quality and safety aspects are certified by independent bodies such as PRODIS, GUT and TUV.

### Balta carpet tiles (LCT)

With Balta carpet tiles, we can offer a wide range of multi-functional Luxury Carpet Tiles (LCT) for use in homes. This modular application is clearly on the rise due to its advantages of being easy to transport, fit and replace. Unique laying patterns and exciting combinations are made possible through these carpet tiles.





arc edition

BENTLEY  
LOS ANGELES

modulyss

# COMMERCIAL

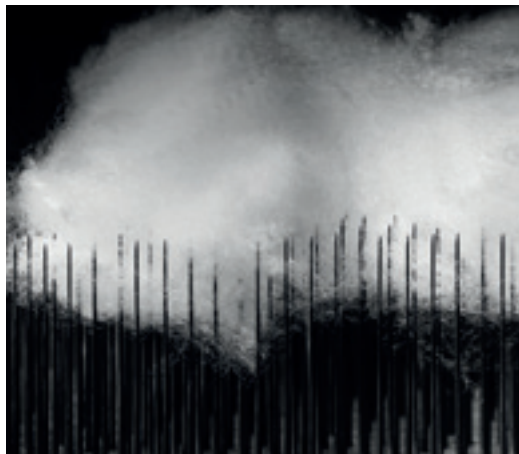
## carpets & tiles for professionals

**Arc Edition** defines innovative high-quality broadloom carpet for commercial environments, enabling flooring professionals, architects, designers and specifiers to explore the creative potential of performance flooring. This brand provides a wide choice of in-stock textile floorcoverings suitable for use in demanding commercial environments with the service collection, as well as the freedom and unlimited potential of tailor made bespoke, chromojet-printed, carpet creations.

**Bentley:** Style. Service. Quality. Partnership. For more than 30 years, these tenets have been the driving forces behind Bentley, California's largest carpet design and manufacturing company. Backed by an industry-leading design team recognized for consistent innovation and with a proven new product success track record, Bentley is a leading producer of award-winning, premium carpet tile and broadloom for commercial interiors. It is an iconic brand, chosen by specifiers, architects, designers and end users. Its success is driven by long-term support of the design community, a focus on sustainability and a broad global platform for its end-user clients. Bentley's impressive growth path is fuelled by significant investments in its highly efficient LEED (Leadership in Energy and Environmental Design) Gold production facilities.

**modulyss** designs, manufactures and supplies unique carpet tiles for the international commercial market, from their own dedicated facility in Zele, Belgium. Geared towards architects, designers and other decision makers in a commercial project, seeking a high-quality and trend defining floor space, the modulyss carpet tiles are available in a huge array of colours, structures and patterns. modulyss has more than 25 years' experience in the carpet tile business yet and is active in more than 95 countries all over the world. modulyss has become a challenger to the established giants, with an own clear sense of identity. And as part of Europe's largest carpet manufacturer, the Balta Group, modulyss has the benefit of being flexible to move according to market conditions but having the support of the parent company.





# NON-WOVEN

needle felt for exhibitions,  
carpet backing and  
technical non-wovens

Captiqs, the non-wovens brand of Balta Oudenaarde, is a key European producer of technical and residential needle punched non-wovens, made from virgin and recycled polypropylene and polyester staple fibres.

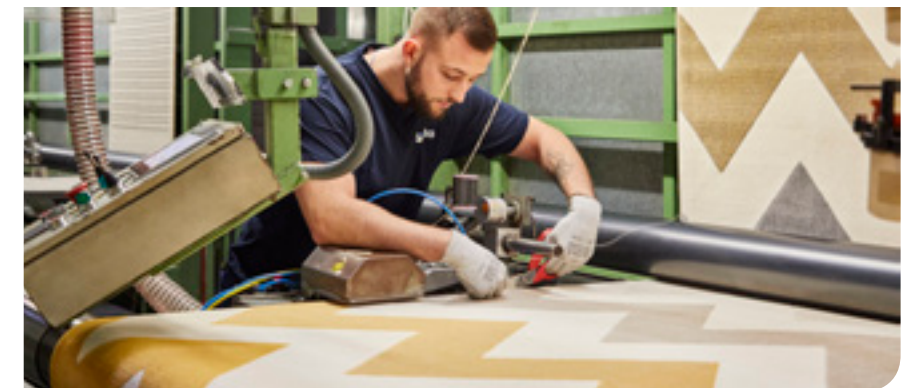
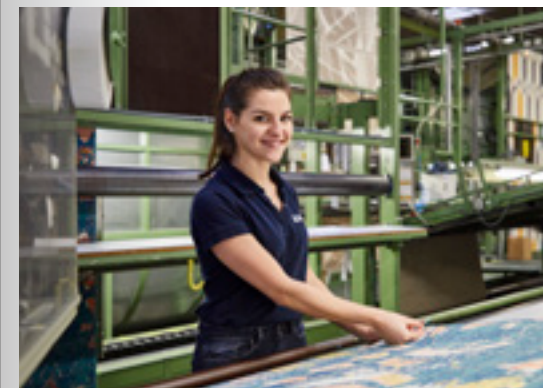
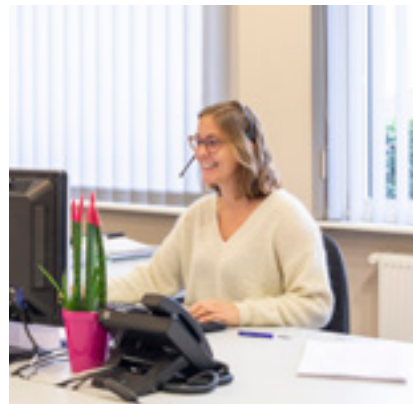
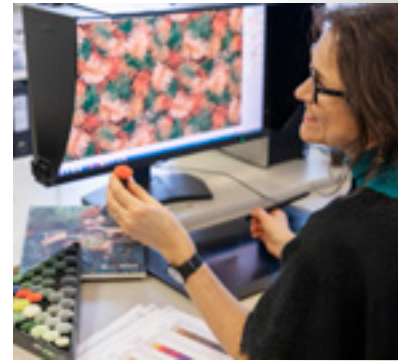
Captiqs offers durable, non-woven solutions for a wide variety of applications such as automotive, buildings, events, insulation, lining, carpet backing and advertising banners. Through innovation and a dynamic approach, we produce needle-punched, breathable, bonded and calendared non-wovens perfectly meeting our customers' needs.

Our polypropylene related business is vertically integrated which offers control at every stage of the production process, from raw material to finished non-wovens: moreover all our operations are compliant with both the ISO9001 and ISO14001 management systems, as well as all legal requirements.



# Join our team!

[www.baltajobs.be](http://www.baltajobs.be)







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