

Challenges and Opportunities for B2B Companies in Establishing D2C Channels

The **Tarkett** Direct to Consumer Experience



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The case for Direct-to-Consumer

Why and how last mile can be implemented



Faster go-to-market and improved business agility



Bridging the gaps in a fragmented consumer purchase journey



Moving from product to experience sell



Monetise value-add services



Higher margin and consumer lifetime value



Cross-organisational digitalisation, accelerated





This is Tarkett

Sqm floor sold per day: 1,3 million

Number of Countries: over 100

Employees: 12 000



Tarkett's history started with wood floors...

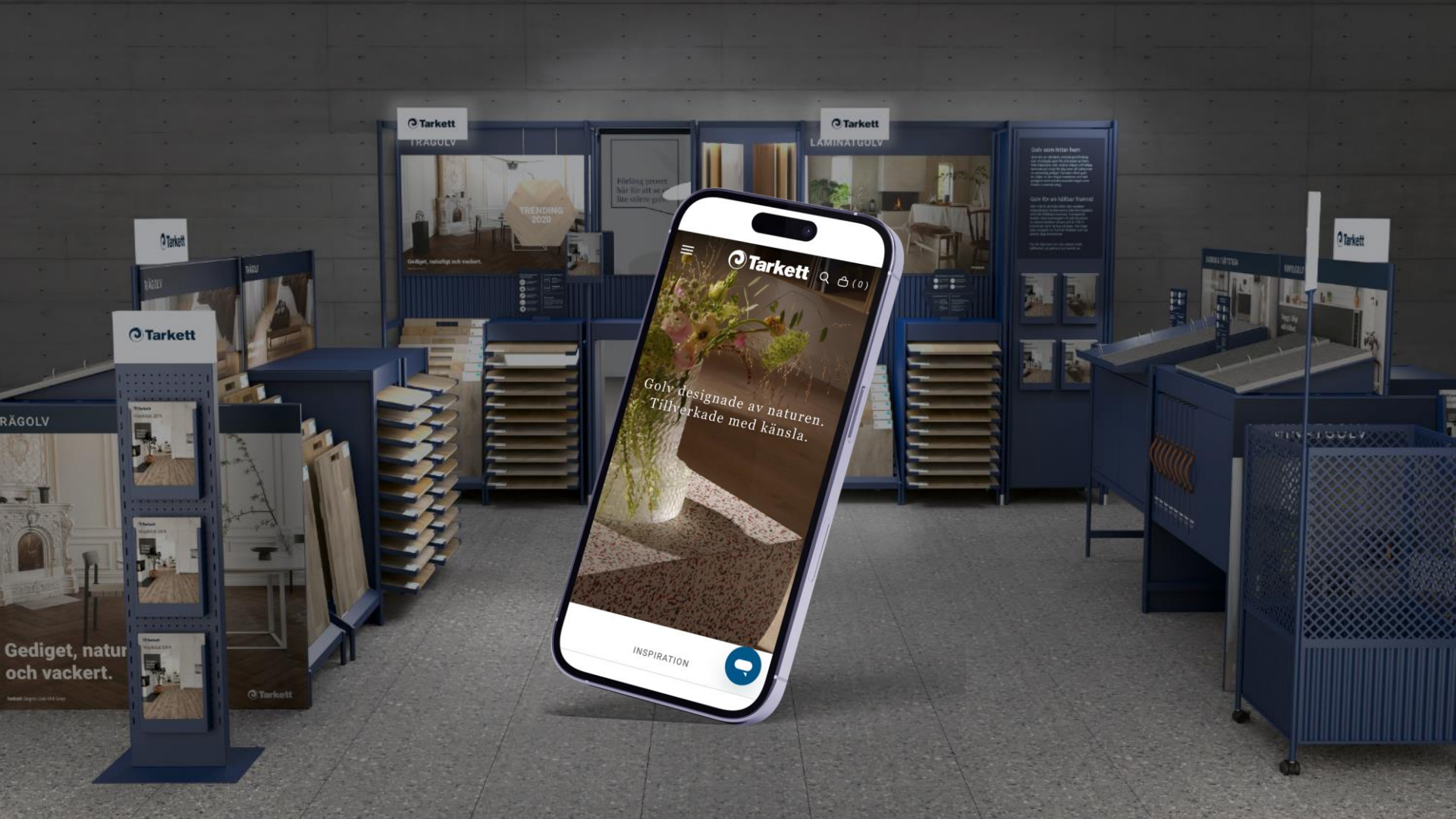
1886: Tarkett (then Malmö Snickerifabrik) starts producing parketfloor in Sweden



...and continued with plastic floor

1947: Tarkett starts producing the first Swedish vinyl floor, a plastic mat named "Tarkett"





Tarkett
TRÄGÖLV

Tarkett
LAMINATGÖLV

Tarkett

TRÄGÖLV

TRÄGÖLV

Tarkett

TRÄGÖLV

Gediget, natur
och vackert.

Tarkett Design Center 044 3400

Tarkett

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