

# Floor Covering Media

Your Gateway to the Floor Covering Industry

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## Taiwan flooring industry improves



How flooring is sold within Taiwan is undergoing a significant transformation according to [Fagen Wasanni Technologies](#). The techniques and processes used to make the flooring is improving, as are their methods to market them.

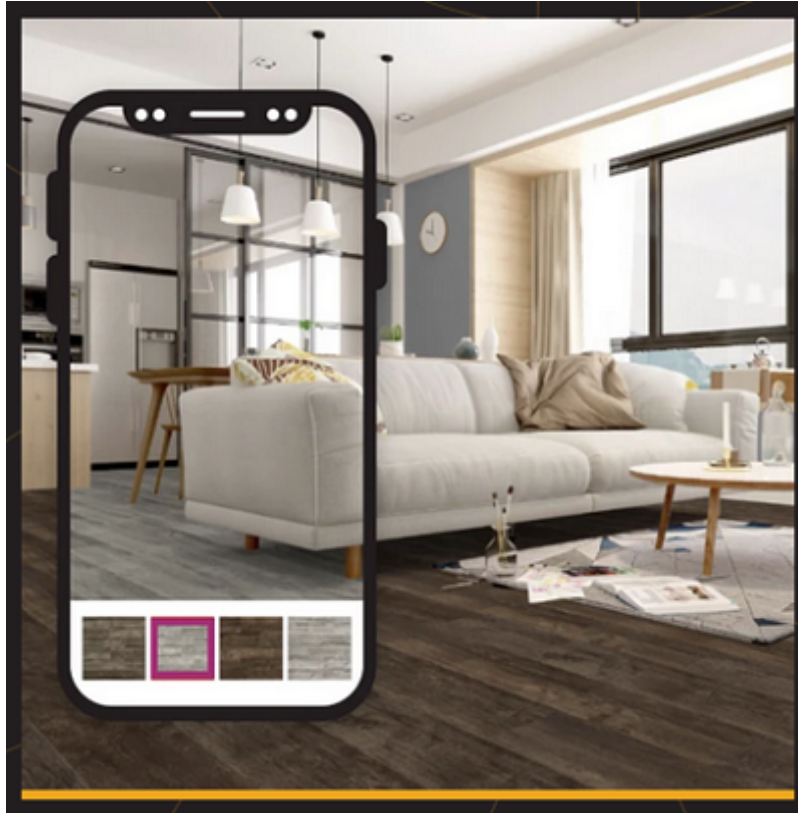


Smart technology in this sector is improving the way that flooring is made. Use of AI optimizes the use of raw materials by reducing the material waste. Additionally, it actually lightens the supplier's environmental footprint through processes that track and manage the aging materials throughout its lifecycle, which is useful when the materials are inevitably replaced. Sustainably disposing of discarded materials is an important part of the product lifecycle.

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AI improves the way that products are marketed and sold. Augmented Reality and Virtual Reality empowers the buyer to visualize the floor before it is purchased and installed. The data that's gathered through AR and VR may provide suppliers with a better understanding about their customers while offering a useful perspective through careful analysis of their buying habits.



Adopting this technology is not without its share of challenges such as the cost of the technology, its operation and maintenance. There are a few other important matters to consider as well; not the least of which is the delicate matter of data security, as protecting the privacy of customers is a top priority.

Useful Supplier Links:

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Augmented reality flooring

Floor Covering Media publishes  
press releases called Flooring Updates.

## Flooring Updates



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## Flooring Network

For those in the market and those that serve it

# Floor Covering Media

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Floor Covering Media is  
a social media network.

# Floor Search

Answers to Questions About Flooring

Retrieve timely, objective news and  
information at <https://www.floorsearch.info>.