

Press release

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Kährs and modulyss aim to inspire customers to Mix & Match with three colour concepts at Stockholm Furniture & Light Fair

Kährs, a leading manufacturer and distributor of flooring, participates at the Stockholm Furniture & Light Fair together with its partner modulyss, a Belgian carpet tile manufacturer. Kährs and modulyss will together showcase the latest product offerings in various materials via three unique concepts of colour trends, all examples of how various materials can be combined to create unique flooring solutions and surroundings that perform to the highest standard of quality.



The first concept is called *luscious yellow* and focuses on energy and stimulation, showing how the right colours can create a positive attitude and build confidence in healing and performance. Bright colours, especially reds, oranges and yellows, stimulate the brain and encourage a playful attitude – and play is one of the primary learning mechanisms for children. The second concept is called *lavish rust* and contains products of strong and warm colours aimed to enrich and have a positive effect on the human mind. The third concept is *calming nature* and is developed based on a green and blue colour palette designed with the nature in mind, since the colour green has a positive impact on our health and creates harmony and balance.

Each concept includes a combination of flooring types with a design aimed to inspire visitors to new and unique flooring combinations. This in order to create beautiful and unique flooring experiences with a sustainable approach to environment and health.

“We are excited to showcase the three concepts at our booth together with modulyss. We want to inspire to mix, match and to let creativity flow and rest assured that the floors will perform to Kährs high standards of quality and sustainability”, said Charlotta Persfell, Chief Marketing Officer at Kährs.

“Sustainability is at the heart of Kährs and we are very proud of our innovative achievements throughout the years, as for example Kährs Upofloor Zero, made from the unique flooring material Enomer®. The material is designed to promote clean and healthy indoor air. With no PVC,



plasticizers, phthalates, halogens, chlorines or heavy metals, while at the same time being very durable and high performing, it is a completely unique innovation”, Charlotta Persfell continued.

Visitors will also have the chance to interact with a representative from the Nordic Swan Ecolabel at Kährs booth on February 4th and 6th between 10.00 and 12.00. A representative from BIMobject® will also be present at Kährs booth on February 4th between 13.00 – 15.00 or 5th between 10.00 – 12.00 CET.

Welcome to visit Kährs and modulyss at Stockholmsmässan, Hall A, stand A15:13.

Read more about Stockholm Furniture & Light Fair 2020 [here](#).

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About Kährs Group

Kährs Group is a leading manufacturer and distributor of flooring with the aim of providing customer experiences beyond expectations. Kährs innovations have shaped the industry throughout its history and the company is dedicated to offering flooring solutions for every room, environment and need. The company delivers sustainable and durable flooring solutions to more than 70 countries, being a market leader in hardwood flooring in Sweden, Finland and Russia, and having strong positions in other key markets, such as Norway, the UK and Germany. The Group has approximately 1,700 employees and annual sales of more than SEK 3 billion.

www.kahrsflooring.com www.kahrsgroup.com

About modulyss

modulyss designs, manufactures and supplies unique carpet tiles for the international commercial market from its dedicated facility in Belgium. The innovative production process is driven by the life cycle analysis of the carpet tiles and enables modulyss to deliver products that push the boundaries of performance and design. modulyss has more than 25 years of experience in the carpet tile business and is active in over 95 countries in the world. Today, modulyss has established itself as one of the main competitors, with a clear sense of identity. As a part of Europe's largest carpet manufacturer, the Balta Group, modulyss has the benefit of being flexible and to move according to market conditions whilst being supported by our parent company. www.modulyss.com