

PRESS RELEASE

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New floors and collections designed for the way consumers are thinking

As the wood flooring manufacturer Kährs celebrates its 150th anniversary, the company is marketing its floors to design-conscious consumers in a new way. Because floors are one of interior decoration's most crucial elements, Kährs is now focusing on emotions, styles and interior trends from around the world in its communications.

The new way of communicating and marketing will give consumers better guidance when they choose the floors for their interiors.

The Kährs range has been divided into twelve collections based on the wood's natural origins or on different directions in interiors and tastes. This makes it easier for consumers to make their choice in line with their personal wishes and the emotions that the floor creates.

"The idea behind the new interior design-focused communication is that the process of choosing new floors should be connected more with interior design styles and less with how wood floors used to be classified internally here and by other wood floor manufacturers," explains Mats Skanby, Marketing Manager at Kährs. "It's one more step away from the wood floor as a plank-like building material towards being a product and a medium for conveying consumers' aspirations and perceptions about their style and interior design choices."

"Because the floor is at least as important to the look and feel of the home as the walls and the rest of the décor," considers Mats Skanby, "the move towards a more holistic approach to interior design is also our motivation when we develop and produce innovative new floors for the future."

The Classic Nouveau and European Renaissance Collections include a number of new products for 2007.

Classic Nouveau Collection

"A contemporary look, but at the same time combined with old-fashioned charm, is what we want to create with the Classic Nouveau Collection," says Mats Skanby.

Something that distinguishes the collection is that it aims to achieve a more living structure by using different types of surface brushing techniques during production. Brushing removes some of the softer surface material and makes the surface look more alive. When the wood's natural variations and features are emphasised, the wood feel becomes even stronger and more evident.

The floor is stained in a choice of colours and is bevelled on all four edges, which further accentuates the shape of the board.

Furthermore, all floors are treated with a very matt lacquer that means it feels almost like an oiled or untreated wood floor. However, the floor is as hard-wearing as Kährs ordinary silk matt lacquer, and maintenance is equally simple.

European Renaissance Collection

The 150-year history of Kährs is just one of the inspirations behind the European Renaissance Collection.

"We have developed a collection of classic floors based on the magnificent floor styles of bygone periods. They are a combination of classic traditions of craftsmanship and modern design thinking."

Four of the floors, under the Castello name, have the Hungarian herringbone pattern, while the two Palazzo floors are in a traditional Dutch pattern.

The Castello floors are available in four colours ranging from light white-brushed oak to almost black, and can be laid with several variations.

The Palazzo floor is traditionally made in oak. For this year the collection has been augmented with the same pattern in American walnut. The aim is to create a new and exciting look using a different wood species.

For further information and additional images, please contact:

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Kährs is a business area within Nybron Flooring International (Switzerland). The NFI Group is Europe's leading wooden flooring company. Other group members are Bauwerk and Marty. AB Gustaf Kähr was founded in 1857 and is now one of Europe's leading manufacturers of parquet and wooden flooring. Net turnover in 2005 was EUR 229.8 million, with 1384 employees. Major markets are Europe and the USA, but the company is active on more than 40 markets throughout the world and has its own sales team in 11 countries. See also: www.kahrs.com