



## PRESS RELEASE

January 2018

Natural and grey-tone oak floors complement 2018's palette

**2018 is the year of dusky pink and bold purple shades for walls and decor, with shimmering copper and rose gold home accessories also a key interior trend for the year. Natural and grey-tone oak floors offer a minimalist and timeless base for the delicate pastel, powerful purple and metallic hues of the year.**



Natural oak flooring is versatile and timeless, making it ideal to show off an on-trend sherbet pink rug, or draw focus to eye-catching copper lighting fixtures. Ranging from warmer, classic sandy designs to contemporary oak floors with hints of stone grey, such as ultra-matt Kährs Lux Oak Coast, the term 'natural oak' covers a whole colour spectrum of flooring designs to suit all interior tastes.

Developed for design-led interiors, Kährs Lux Oak Coast is an award winning one-strip natural oak design, featuring greyish hues amongst warm, earth tones. The design is finished with an ultra-matt lacquer surface treatment for minimal light reflection, and also features micro-bevelled edges and a brushed effect.

Kährs' Lux Collection recently won the Gold Award for 'Best Flooring' in the House Beautiful Awards 2017. Other Kährs collections with a selection of natural oak flooring designs include the 'European Naturals' collection and the 'Capital' collection.

**For further information, please contact:**

Kährs (UK) Ltd

Tel: 023 9245 3045, Email: [sales@kahrs.com](mailto:sales@kahrs.com) or visit [www.kahrs.com](http://www.kahrs.com)

**For further media information, please contact:**

Katherine Mathews, PR and Communications

Tel: 023 9245 3045, Email: [katherine.mathews@kahrs.com](mailto:katherine.mathews@kahrs.com)

---

Kährs was founded in 1857 in Nybro in southern Sweden, and is one of the world's leading brands of parquet and wood flooring. Kährs floors are made with a true passion for wood and designed with both functionality and beauty in mind. Since 2012, Kährs is a part of Kährs Group. The group delivers products to more than 70 countries and is a market leader in Sweden, Finland, Norway and Russia, and holds a strong position in other key markets, such as the UK and Germany. Find out more at [www.kahrs.com](http://www.kahrs.com)