

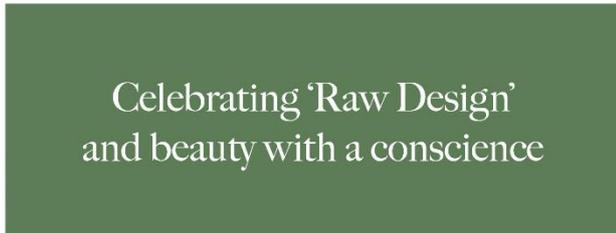


PRESS RELEASE

March 2018

Kährs to showcase 'Raw Design' theme at Clerkenwell Design Week 2018

Kährs will be celebrating a theme of 'Raw Design' at London's Clerkenwell Design Week, with the launch of new nature-inspired and sustainable 'ultra matt' wood flooring designs. Over the three days, visitors can meet the Kährs team with refreshments on the roof top terrace, enjoy a themed workshop, and will have the chance to win one of the new flooring designs.



Joining the Kährs collection this year is a selection of ultra matt lacquer designs, which embrace minimal light reflection and give the floors a look of newly sawn timber. During the event, Kährs will be hosting a number of 'Raw Design' workshops which will demonstrate the new designs and discuss how nature has inspired Emanuel Lidberg, the head of design at Kährs.

There will also be a chance for visitors to win scandi-chic 'Oak Rime' – one of the new ultra matt designs from Kährs' newly launched Lumen collection. The white stained design features light and dark contrasts in the wood, allowing the subtle warm oak tones to filter through, and a delicate scattering of small natural wood knots.

Kährs' flooring designs will be shown 'on easel' in a gallery style throughout the event, where visitors can learn more about the Kährs brand and dedication to the environment.

Meet the Kährs team during Clerkenwell Design Week 2018 (22-24 May) at the Kährs Design Studio, 5 Albemarle Way, Clerkenwell EC1V 4JB.

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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