



PRESS RELEASE

June 2018

Kährs' French Pattern shortlisted in the 'International Design & Architecture Awards'

Kährs' newly launched French Pattern wood flooring design has been shortlisted in the 2018 'International Design & Architecture Awards', within the 'Hard Flooring' category. The awards, held by 'design et al' magazine, celebrate some of the best design schemes, product launches and innovation from throughout the world.



The shortlisted design features a modern twist - an engineered plank format which improves install time and efficiency in comparison to a traditional 'French Pattern' floor. With the modern engineered format, the new designs can be installed more quickly than a traditional French patterned floor, ideal for efficient installation in both domestic and commercial projects. The classic pattern can also be specified over underfloor heating, due to the environmentally sound and long-lasting multi-layer construction of sustainable oak and poplar within the boards.

Joining Kährs' design-led European Renaissance collection, a collection of unique and inspiring wooden floors based on the magnificent floor styles of bygone periods, the new design is available in two distinct colour tones - a golden natural brown 'Castello Rovere' and a rich, smokey tone 'Castello Fumo'.

Winners for the 'International Design & Architecture Awards' will be announced in September 2018 at The Hurlingham Club in London - a Private Members' Club adjacent to the Thames, with leading Designers and Architects flying in to London from all over the world to attend.

Online voting for the 'International Design & Architecture Awards' commences on 22nd August 2018, and closes on 19th September 2018. Shortlisted projects and products will be presented online at thedesignawards.co.uk, with voting open to industry professionals, as well as design et al readers and clients.

For further information, please contact:

Kährs (UK) Ltd

Tel: 023 9245 3045, Email: sales@kahrs.com or visit www.kahrs.com

For further media information, please contact:

Katherine Mathews, PR and Communications

Tel: 023 9245 3045, Email: 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 and Russia, and holds a strong position in other key markets, such as the UK and Germany. Find out more at www.kahrs.com