



## PRESS RELEASE

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Kährs launches contemporary ultra-matt wood flooring collections

**Kährs have launched two new ultra-matt wood flooring collections, Lux and Lumen. Recently winning Gold for 'Best Flooring' at the 2017 House Beautiful Awards, Kährs' Lux collection includes nine one-strip plank format designs in an array of natural colours, which are mirrored in Lumen's three-strip designs.**



The new surface treatment applied to the designs is non reflective; enhancing the colour and beauty of real wood, whilst giving a silky, yet strong shield against wear and tear.

Emanuel Lidberg, Head of Design at Kährs Group, says,

"Lux and Lumen have been developed for design-led interiors, with abundant natural light, for example with floor-to-ceiling glazing. Traditional lacquer finishes reflect light which distracts from the floor's appearance. Our new, ultra-matt finish minimizes reflections so that the wood's natural grain and tone can be appreciated to the full."

The contemporary Lux Collection features nine floors spanning from the milky white "Ash Air" to the earthy, deep-smoked "Oak Terra". Kährs' Lumen Collection offers mirrored three-strip and two-strip designs to complement Lux, or offer an alternative interior look. All designs feature a brushed effect, accentuating the natural grain of the wood.

All floors feature Kährs' multi-layered construction, with a surface layer of oak or ash. This engineered format is eco-friendly, whilst also making the floors more stable, and ideal for use with underfloor heating systems. Matching accessories, including mouldings, skirting and handmade stairnosing are also available for the new designs.

**For further information, please contact:**

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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](https://www.kahrs.com)