



## PRESS RELEASE

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Kährs launch new 'Modern Classic' large format herringbone wood designs

**As patterned wood floor designs continue to be a popular choice for contemporary and traditional interiors alike, Kährs have extended their wood flooring portfolio with a brand new collection of large format herringbone wood designs, in styles described as 'Modern Classic'.**



Oak CC Dim White

The new Kährs Herringbone Collection consists of seven engineered wood floor designs, ranging from crisp whitewashed colours, to warming greys, to rich and smoky cappuccino designs. Depending on the desired interior style, the collection offers various different designs from clean and calm, to more lively and rustic with distressed features including on-trend saw marks.

In the heart of a modern home, these striking patterned wood floors offer a natural contrast to popular metallic and monochrome details, and can offer an interesting visual point to a minimal interior. Also working well with more traditional interior styles, these designs team well with raw, exposed materials such as brick and concrete. The result is a more rustic and industrial look.

The board size for each design is 600 x 120 x 11 mm, larger than Kährs' other popular herringbone collection, 'Studio'. The larger size achieves an even more remarkable and distinct look, striking the perfect balance between showcasing a classic design, but with a modern aesthetic.

Each design utilises an engineered construction, for a stable and sustainable end product. Every design has been finished with a natural oil to enhance the natural lustre of the floor and offers a long lasting protection, with a 30 year warranty. Brushing on each design highlights the texture of the natural wood, and a micro bevel has been added for edge definition around each side of the board.

A room visualiser on [www.kahrs.com](http://www.kahrs.com) makes it possible to experiment with the new designs, as well as a variety of (vinyl and wood) flooring designs, paint colours and room settings. Kährs website 'Find a Dealer' page makes it easy to get in touch with a local approved Kährs retailer, for further information and samples.

**Notes to Editor**

Please contact Katherine Mathews for further information, and hi-res swatch and lifestyle images in various interior settings.

**For further information, please contact:**

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Kährs was founded in 1857 in the deep forests of southern Sweden. Today, it's one of the oldest flooring companies in the world. We have also developed into a global market leader with sales in 70 countries, offering a wide range of flooring products. Our key to success is our deep passion for creating beautiful wood and vinyl floors, reflected in high degree of craftsmanship and a constant focus on quality. Find out more at [www.kahrs.com](http://www.kahrs.com)