

The Kährs logo is displayed in white text on a solid red square background.

PRESS RELEASE

February, 2019

New light absorbing, Nordic inspired ultra matt wood floor designs join the Kährs range

Following the successful launch last year of the Kährs Lux and Lumen ultra matt lacquer flooring collections, the leading European flooring manufacturer have now introduced four brand new, Nordic inspired whitewashed and grey toned ultra matt designs to their range.



Kährs Oak Prague – Capital Collection

Now available in the Lumen Collection is a selection of new three-strip and two-strip ash designs with the popular ultra matt surface treatment, ranging from warm white Drift and soft white Ardor, to stone grey Ash Verve. Joining Kährs' calmest collection of wood floors, the Capital Collection, is Oak Prague – a plank style floor with greyish notes throughout and finished with the ultra matt surface treatment.

The ultra matt surface treatment applied to the designs is non reflective; enhancing the colour and beauty of real wood and giving the appearance of newly sawn timber, whilst still giving a strong shield against wear and tear.



Kährs New Lumen Collection designs (From left to right) - Ash Drift, Ash Ardor, Ash Verve

All floors feature Kährs' multi-layered construction, with a surface layer of oak or ash. This sustainable engineered format makes the floor more stable than traditional solid wood flooring, and is also ideal for use with underfloor heating systems. Matching accessories, including mouldings, skirting and handmade stairnosing are also available for the new designs.

Contact Kährs UK

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 Manager

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