

## PRESS RELEASE

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Wood warms up for 2018

**Smoky rich tones look set to steer 2018 wood trends, as architects and designers seek out muted nuances and hearty hues. The strong trend for patterned wood floors, in retro-inspired Chevrons, is also set to continue, along with the enduring popularity of single-strip wide plank formats.**



As well as rich cinnamon shades, popular white and grey colour-ways will be sought in warmer tones with fawn and tawny hues. Tactile oil prefinishes will also continue to prove popular, as well as brushed and handscraped finishes and bevelled edges, which define plank designs.

“Natural materials are timeless but a subtle shift in tones will soften this new interior look, with rustic or calm grained designs providing two very different characters to choose from,” explained Harvey Booth, Kährs’ Country Manager.

Ahead-of-the trend, Kährs designs include floors from the Grande Collection, in 'warmed-up' pale shades and darker tones, and a choice of knotty or clean grained wood. As well as textured finishing treatments, Grande's darker 'Espace' and 'Maison' designs are also smoked, which creates more colour contrast within the board and that sought after smoky look.

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#### Editors' notes

Kährs Group is a world leading wood and resilient flooring company, with well-known and globally recognized brands including Kährs, Karelia and Upofloor. The company's innovations have shaped the industry and Kährs purposefully works to bring new innovations to the flooring market. It delivers products for homes, commercial applications and public spaces in more than 70 countries.