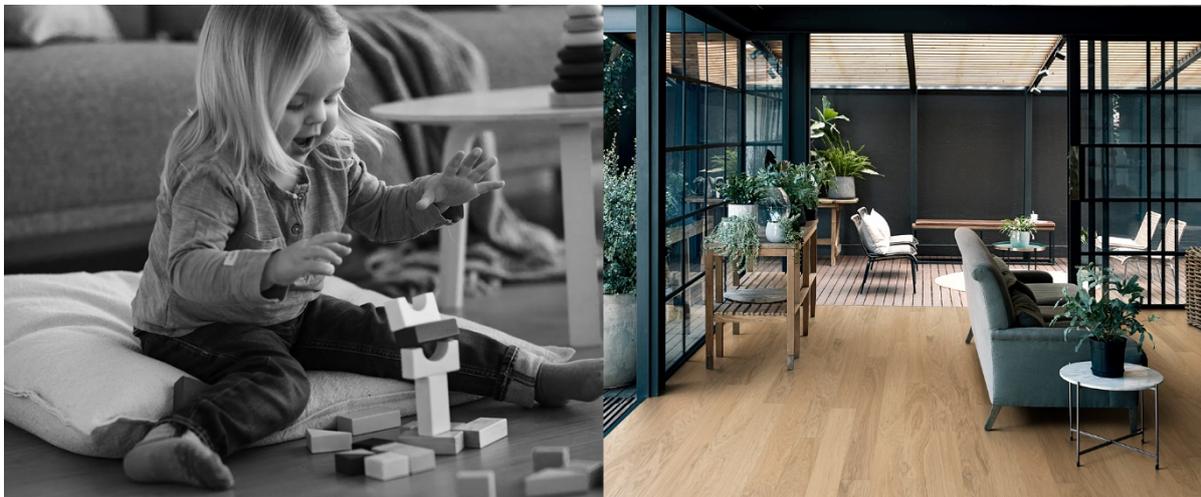


Press release

Altamonte Springs, FL 06-07-2021

Kährs introduces Life – A wood floor combining the best of two worlds

Kährs, a leading Swedish manufacturer and distributor of flooring, introduces a new type of wood floor. Kährs Life is a range of wood floors with properties that are close to durable vinyl floors. The new Kährs Life Collection combines the best of two worlds, where the beauty of wood meets the practical properties of a vinyl floor.



Kährs of Sweden has been working with wood for over 160 years. Quality and innovation are close to the heart of the company, and for almost a century, Kährs has been delivering premium flooring beyond expectations. Today there is a strong trend towards more sustainable and natural wood floors, but also a trend towards wood flooring with extra durable properties.

To meet this growing market demand, Kährs introduces the Life Collection, a new range of affordable wood flooring with outstanding durability and modern design, featuring new colors in line with today's trends. Life even passes the tests for Class 33, i.e. Heavy Commercial Use, the highest standard of veneer flooring - meaning it withstands wear and tear while also offering outstanding impact resistance.

Kährs Life is the perfect balance of aesthetic and practical, where function meets the beauty of wood. The innovative matte lacquer protects the floor, making it more dirt resistant and easy to clean while keeping the natural and beautiful wood feeling. The improved lacquer system provides waterproof properties on the surface of the product, so there is less worry about everyday spills.*

**Under conditions specified in the Kährs Life Warranty*



"We are excited to launch the new Kährs Life Collection of Wood flooring into the US market. The products meet our high standards for quality while adhering to our strict environmental requirements. With its clean, contemporary looks, Life is perfect for the residential/remodel market as well as both light and heavy commercial applications – and the price point can't be beat!" -Sean Brennan, President Kährs US

With a total thickness of 7 mm, Life is also ideal for renovation as it fits with most existing thresholds and doors. Due to the outstanding durability and the fact that it is made for Heavy Commercial Use, Life can be used in numerous places such as hotel rooms, conference areas, offices, homes, and summer houses. Life is available in different sizes, all of which are available in eight contemporary, stained colors and two natural choices, pure Oak and pure Walnut.

Find out more about Kährs Life wood floors here: <https://www.kahrs.com/en-us/life-floors/>

For more information, please contact:

Kali Kupp, US Marketing Manager, Kährs

Tel: +1 800 800 5247 x 121, kali.kupp@kahrs.com

About Kährs

Kährs is a leading manufacturer and distributor of flooring with the aim of providing customer experiences beyond expectations. Kährs' innovations have shaped the industry throughout its history, and the company is dedicated to offering flooring solutions for every room, environment and need. The company delivers sustainable and durable flooring solutions to more than 70 countries, being a market leader in hardwood flooring in Sweden, Finland, and Russia, as well as having strong positions in other key markets, such as Norway, the UK and Germany. The Group has approximately 1,700 employees and annual sales of more than SEK 3 billion.

[kahrs.com](https://www.kahrs.com) & [kahrsflooring.com](https://www.kahrsflooring.com)