



DESIGN STORIES

ULTRA-MATT PERFECTION

Proudly introducing the new Lux and Lumen oak floor collections, featuring a new ultra-matt, light absorbing finish.

GET THE LOOK...

...with a wood floor. Decorating inspiration from stunning homes in Denmark, France and Sweden.

160 YEARS

A passion for wood, passed on from generation to generation. Meet some of our co-workers – and find out why Kährs is both the oldest and most innovative company in the business.





News. Matt is the new black.

Celebrating 160 years of quality and beauty

From a local wooden utility goods craftsman, deep in the forests of southern Sweden, to a world-leading inventor and producer of modern hardwood floors. The 160-year history of Kährs is the story of our strong passion for nature and the environment; for wood as a material and for interior design, combined with innovative thinking and a commitment to the highest quality standards.

Today, we sell our beautiful, durable wood floors in more than 60 markets worldwide – many more than any other manufacturer on the globe.

“The whole world is standing on our floors,” as one of our co-workers puts it.

This time, Design Stories is a celebration of what he, and generations of Kährs co-workers and ‘lovers of wood’ have achieved over the years.

And also to the creative minds that ensure that we will continue to lead in wood flooring design innovation and development.

It is also a reflection and presentation of how vastly different interior styles in different countries inspire us to develop new floor designs. Welcome to homes in Germany, France, Denmark and Sweden.

We hope this will provide you with lots of design inspiration and ideas.

Please also visit our web site, www.kahrs.com, where you’ll find many more ideas and inspiration, as well as useful information about wood and wood flooring.

Happy reading!

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BARE NECESSITIES



The expression 'Less is More' would be an understatement if it was used to describe this brand new family summerhouse, on the Swedish west coast.



The southern façade lets the sunshine in, through wide sliding doors that open the house up to the outdoors. The ultra-matt surface of Coast is perfect for creating a borderless feeling between the raw timber of the patio/terrace and the wood flooring throughout the interior.









Looking at the bare wooden exterior you almost expect the interior to follow in the same fashion, with minimal decoration.

Certainly, you won't find anything that the owners don't feel absolutely necessary for their relaxing summer stay, far, far away from their usual hectic life in the city.

The whole interior breathes of a calm and relaxing existence where the focus is summer life; play, bicycle trips and days on the beach just a couple of minutes' walk from the house.



TWILIGHT

Other floors with a weathered feeling. See the full range at www.kahrs.com



NOUVEAU GRAY



ALLOY



NOUVEAU GREIGE



A TRADITION OF THINKING OUTSIDE THE BOX

Experience is the best innovator. With 160 years in the business, Kährs is one of the oldest makers of wood floors in the world. It is also one of the most innovative. The wood knowledge we have accumulated over the years has been passed down from generation to generation, from neighbour to neighbour. Over lunch, on the football field, on the ski slopes and across the fence, we are constantly discussing new ways to improve our floors. At work, we try out these ideas; we test, sometimes we fail – but eventually we succeed. The goal is always the same; to make our floors even more beautiful, stronger, sustainable and easier to install.

Our combination of tradition, knowledge and high-tech is unique amongst wood floor producers. It has inspired us to think outside the box and to use wood in an innovative way – for the benefit of present and future generations.

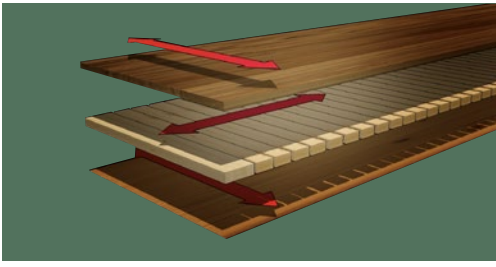
In 1857, Kährs is founded in Nybro, deep in the heart of a Swedish forest, where Johan Kähr the elder sets up a shop crafting wooden utility goods.

Today, 160 years later, our operations are still based in this small, rural town.

In 1919, Gustaf Kähr, grandson of the founder, takes over the company and changes its name to AB Gustaf Kähr. Under his leadership, the company develops and becomes an important and innovative producer of wooden doors, toys, furniture and floors. Gustaf was dedicated to finding efficient ways of

using sustainable wood raw material and improving the stability of wood when used in building materials.

In 1937, Gustaf's perseverance pays off as he receives a patent for the invention of the modern multi-layer, laminated door. Following on from this success, he works hard to find a solution for the problem of gapping, twisting and cupping of solid wood floors.



In 1941, Kährs is awarded a patent for the invention of today's modern engineered hardwood floor, the multi-layer floor. After World War II, the home market booms and many families build a small house of their own. This means an increased demand for parquet floors, regarded as essential for the more representative parts of every house.

In 1958, the first factory-lacquered floors are produced, based on methods introduced by Kährs. Previously, floors were installed and sanded before being lacquered on site. The production of a factory-lacquered floor requires a high degree of precision to ensure that the surface of the floor becomes smooth and consistent.

In 1965, Kährs receives a patent for a completely new sports floor construction. Boards were nailed to a flexible batten system, which resulted in a floor that was able to absorb impact and give a more uniform response to sports activities.

In the 1980's, Kährs starts a global expansion, starting with several markets in Europe, including the Nordic region, Germany and France, as well as the US. In the middle of the 1990's, Kährs also moves into East European and Asian markets, such as Russia and China.

In 1984, Kährs is the first floor manufacturer able to boast an entirely solvent-free production process,

having initiated its own environmental programme long before this becomes general practice in the industry.

In 1993, Kährs is the first wood floor manufacturer to achieve ISO 9001 quality certification.

In 1995, Kährs introduces a new generation of wood floors: Linnea, featuring a thin surface layer of wood, but still hard, durable and easy to install.

In 1997, Kährs gains ISO 14001 environmental certification. Waste products from forest felling provide district heating for the community around the factory. The ash that remains is returned to the forest as fertiliser.

In 1999, Kährs introduces the world's first parquet floor with the glueless Woodloc® joint. The technology was seen as revolutionary, resulting in faster laying and perfect results.

In 2004, a new sports floor is launched by Kährs. Advantages include a faster installation over larger areas. The floor is approved for the global standard for sports floors and used at many major sporting events.

In 2007, Kährs celebrates 150 years as a company, with products sold in more than 30 countries, in many hundreds of designs, styles and finishes.

Long-term efforts continue to ensure maximum sustainability throughout the whole production process and life cycle of a wood floor – from raw material to recycling.

In 2009, Kährs launches the next generation Woodloc® joint system – Woodloc® 5S. The new joint makes installation even faster and more flexible, while producing a stronger floor.

In 2013, Kährs introduces Master, a technically advanced 2-layer parquet floor. The range comprises three collections: small, medium and large format.

In 2015, a revolutionary, high-tech robotized design line is taken into operations at the Nybro plant. The line enables advanced pre-programmed designs adjusted to each unique plank.

In 2017, the company's 160th anniversary is celebrated with the introduction of a number of new, innovative floors. Long-term efforts continue to ensure maximum sustainability throughout the whole production process and life cycle of a wood floor – from raw material to recycling.

KÄHRS
160



PASSING ON WOOD KNOWLEDGE FROM **GENERATION TO GENERATION**

What makes a good product great? We're certain that the key to success lies in the people that produce it. It's their passion and knowledge that ensures that the quality we've been delivering over the years continues to distinguish our floors. Many of our employees have been working at the Nybro plant for several decades – in some cases for generations – passing on their knowledge to new family members, friends and neighbours that start working at Kährs. Meet three of these pillars of the company.

“A second family.” This is how these employees at Kährs in Nybro describe their colleagues and workplace. Despite their different backgrounds and assignments in the production process, they all share a long history with the company, vast wood knowledge and a passion for the end product. Much of the activities in Nybro, bordering the deep forests of Småland, centre around the wood flooring producing plant, which provides jobs, heat and a natural meeting place.

ZORAN STANKOVIC,

second generation who returned to Kährs:

– I learn new things every day. Since I stopped working here in 2003, the production process has undergone some dramatic changes. But there is a great atmosphere and people are more than willing to share their knowledge. That’s one of the things I really like about working at Kährs and why I returned to the company, says Zoran Stankovic, who was at Kährs between 1994 and 2003 and then came back in August 2016 to work in the production of the core

of the floors, quickly advancing to group leader in his shift.

– My father worked at Kährs for 40 years. He taught me to love my job. As a youngster, I thought it was a great place to be. Of course, you sometimes feel you should try something different. I ran my own company for some years, but now it’s great to be back.

– I think everyone here feels passionate about the beautiful, high-quality floors that we produce. I mean, the whole world is standing on our floors. Of course I’m proud!



ADIVIJE DALIPI,

31 years at Kährs:

– I love the smell of wood, the sensation when you touch a smooth plank and I take pride in the belief that we produce the best quality wood floors in the world, says Adivije Dalipi, who joined her father at the plant when she was 18.

– It felt natural to start here – as well as my father, three of my sisters, my brother, husband, my sisters’ husbands and several of the friends that I went to school with work here. This is like a second home for

me, says Adivije, who works on the production line, ensuring that the right pieces of wood are selected for each floor. You could say that Kährs is in our genes, she adds, laughing.

– My parents came here from Macedonia in the 1960’s, when my father was offered a job at Kährs. This company has meant so much to us. I feel a strong sense of solidarity with Kährs and always try to do my best at work. And at home, we have a beautiful Kährs floor – so you could say that a great part of my life centres around the company.

STEFAN LARSSON,

28 years at Kährs:

– Over the years, I have tested most wood species. I know how they react to moisture, underfloor heating, pressure and climate changes. I’ve seen what can be done – and what can’t, says Stefan Larsson, who works with technical development at Kährs in Nybro.

– I love the fact that we always get to work with new ideas – but it’s also great to have a wide knowledge base, so that we don’t have to reinvent the

wheel over and over again. It’s really stimulating to constantly discuss new ideas with younger colleagues and to be able to provide facts and information that we have collected in the testing processes over the decades, he says.

– After finishing my college studies and working for some other companies, it was great to return to Nybro. I love working and living here. And I love the forest, spending most of my time off mountain biking in the surrounding area.





IN PROVENCE

At first glance, this impressive stone house looks like a grand estate, for relaxing by the pool and in the garden. But, it's actually a working farmhouse and the surrounding land is full of olive trees and rolling fields where different crops are grown.







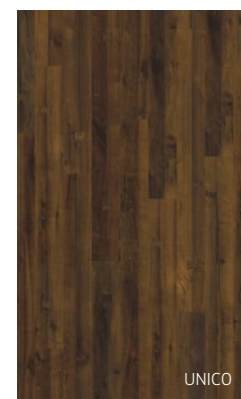


The interior isn't what you'd expect from a traditional farmhouse. The owners have a keen interest in interior design and they have created both a practical and modern home with high ceilings and an airy feel.



The cool mix of rustic and minimal furnishings, together with large, comfortable sofas, create a very relaxing interior. The wood floors throughout the house soften the feeling, with their oiled and slightly undulated tactile surface that perfectly matches and complements the interior, in colour tone and mood.

Other floors with a rustic feeling. See the full range at www.kahrs.com





BARE BEAUTY

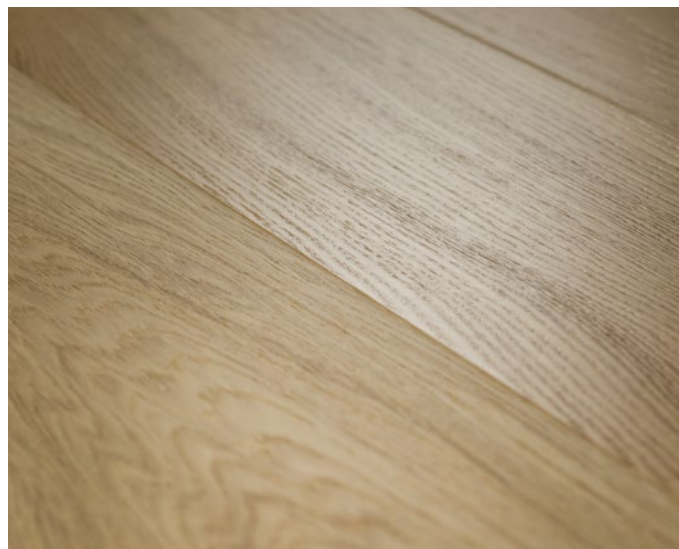
Kährs proudly introduces two new collections – Lux and Lumen – our first floors featuring an ultra-matt, non reflective finish. Feels and looks like untreated, newly sawn timber – but with a strong, yet silky, invisible shield against daily wear and tear.





Strong daylight from large windows

This key trend in contemporary architecture can create shiny reflections on a floor, confusing our sense of colour and appearance. The ultra-matt finish of Lux and Lumen absorbs the light and enhances both the colour and feeling of the floors, revealing their true beauty.



Lux, the one-strip design, is available in six colours, from light to dark. Three-strip Lumen is offered in six colours. Both designs are made from clean, homogenous oak, with a natural, soft colour tone.



THE HOUSE AMONG THE DUNES



This small summerhouse on the Danish west coast sits less than 100 metres from the beach and the North Sea. The dunes stretch as far as the eye can see, softening the hard winds from the west and giving breathtaking views in all weathers and seasons. Truly relaxing scenery.









The small house has a large living, kitchen and dining space in its centre and three small bedrooms have been fitted with white wood flooring; it's very forgiving when shoes, bare feet and the breeze bring in sand from the dunes, through the open doors.



Other floors in white. See the full range at www.kahrs.com



KILESAND

COLOUR REPORT 17

At Kährs, we have partnered up with leading paint producers and brands to provide inspiration and ideas on how to combine wall colours and Kährs wood floors to achieve stunning results.

On the following pages you can see what Dulux, Caparol and Earthborn are forecasting and offering for 2017. Visit our website to find out more about these exciting colour trends.

BLUE – THE COLOUR OF LIFE

Blue is always there in every aspect of our lives states Dulux, presenting its colour of the year; Denim Drift!

From the deepest ink blue to the palest misty blue, the colour represents every spectrum of life, from royalty to worker's jeans – and Dulux has developed a whole palette of blue tones. Also, Caparol is presenting a blue trend colour for 2017. A powerful blue that gives a "kick" to every interior.



DENIM DRIFT
DULUX

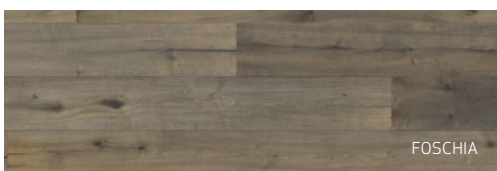
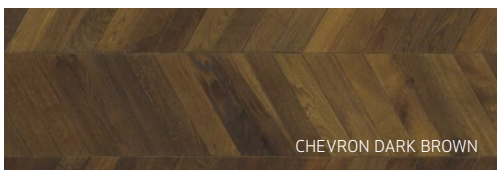
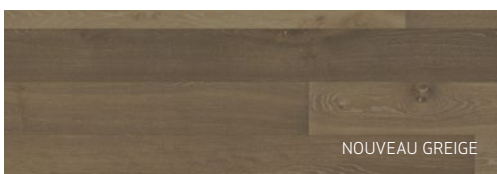
S9.30.40
DULUX

S0.05.65
DULUX

3D SAPHIR 95
CAPAROL

3D LAVENDEL 155
CAPAROL

Caparol



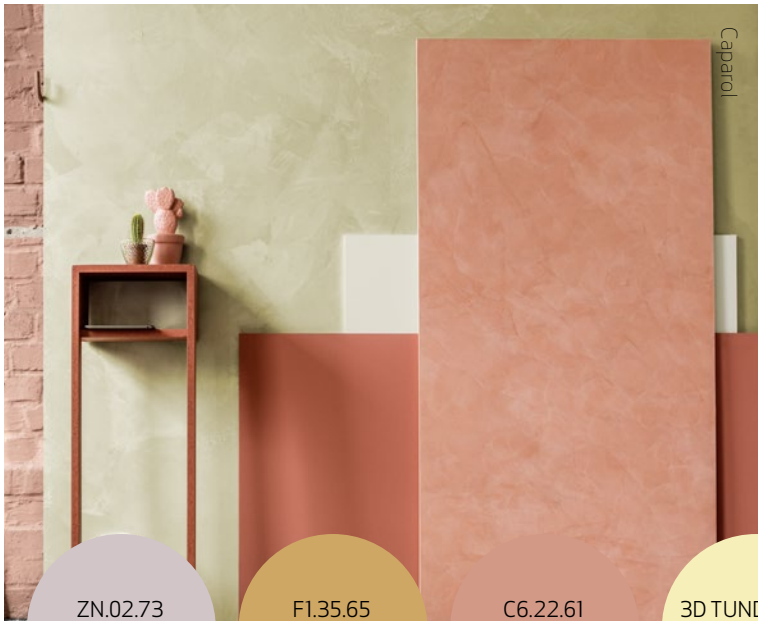
BRIGHT WARM PASTELS

How do you make the walls of a home reflect the individual personality of the people who live there?

It's all about warm, welcoming colours working together. This is how Dulux explains it and it's the background to a new palette; Shared individualism with a range of paint colours that are a mix of bright, as well as lively and soft colours. See the whole Dulux range at dulux.co.uk.



Dulux



Caparol

ZN.02.73
DULUX

F1.35.65
DULUX

C6.22.61
DULUX

3D TUNDRA150
CAPAROL

BALLET SHOE
EARTHORN

ROSIE POSIE
EARTHORN

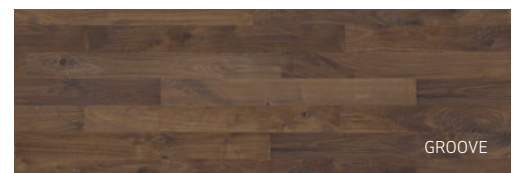


Dulux



Dulux

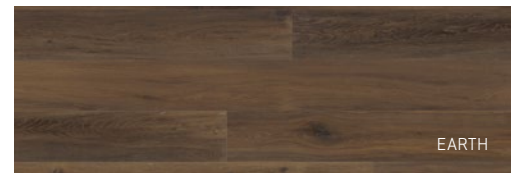
Caparol's (www.caparol.com) palette of pastels goes in the same direction and with a feeling of the 50's, as well as Earthborn's (www.earthbornpaints.co.uk) range; Candy Coloration.



GROOVE



VISTA



EARTH



ULF

NORDIC NEUTRALS

The trend for "a new way of living" away from too much materialism and gathering of possessions is growing. This trend is featured in one of Dulux's palettes for 2017, where the pared-back colour range reflects this new focus.

Caparol is also presenting some new tones with its soft grey Palazzo and soft beige Melisse.

Earthborn's "Donkey Ride" from the Wilder Side range is another new paint colour in the same direction.



Dulux

E4.05.65
DULUX

G0.05.75
DULUX

G9.03.88
DULUX

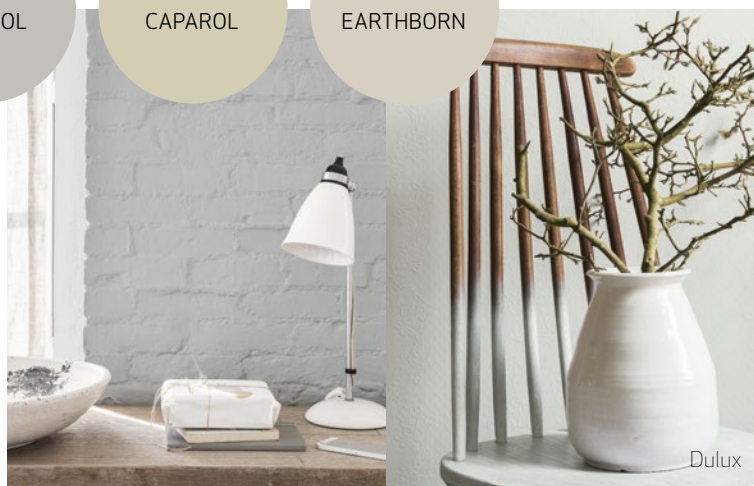
3D PALAZZO 15
CAPAROL

3D MELISSE 40
CAPAROL

DONKEY RIDE
EARTHORN



Dulux



Dulux



NOUVEAU GRAY



ASPELAND



PARIS



VISTA



Earthborn



RETRO WALLS

For 2017, you'll also find a bit of nostalgia, with colours reminiscent of the 50's and early 60's.

The Dulux range for "working homes" includes colours for creating spaces that inspire work and play. The colour range is inspired by Eames and Corbusier states Dulux.

F6.55.54
DULUX

C3.46.30
DULUX

3D GRANIT 10
CAPAROL

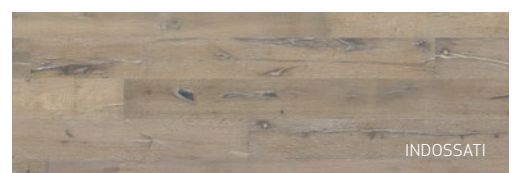
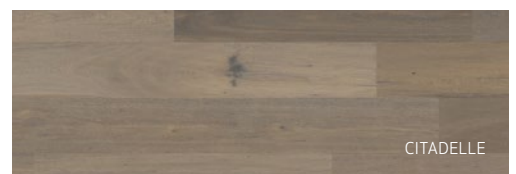
3D PAPAYA 65
CAPAROL

ROCKY HORSE
EARTHORN

MUDDY BOOTS
EARTHORN



Caparol also plays with strong colours like the Papaya 65 and Granit, while Earthborn in its "Wilder Side" range presents some earthy colours that embrace a healthier, more sustainable way of living; colours that go well together with unfinished furniture and textiles.



IN BERLIN

This large property in the eastern part of Berlin was built in the 1930's for small industries and craftsmen. Today, it houses a mix of spacious residential apartments and businesses, mainly in the fields of marketing, film and communication.









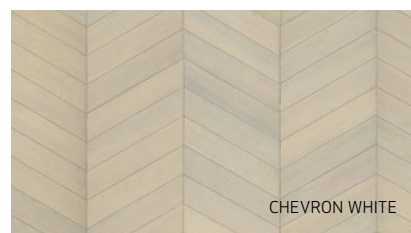




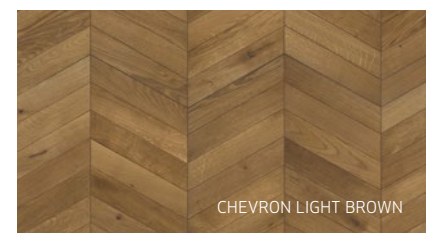
CHEVRON DARK BROWN

The owner of this three room 300 sq.m apartment has chosen the wood floor as the main interior decoration feature throughout the living space. It softens the large area and creates a more "homely" feel.

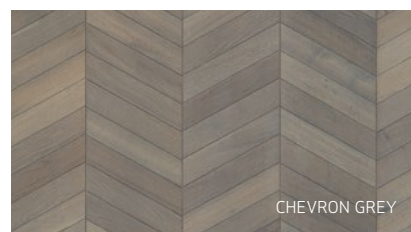
Other Chevron floors. See the full range at www.kahrs.com



CHEVRON WHITE



CHEVRON LIGHT BROWN



CHEVRON GREY



DEVELOPMENT DRIVEN BY

PASSION FOR
PERFECTION



Development is driven by conviction. A precise vision. For us, it has always been to find new ways of enhancing the natural beauty of wood, while making our floors even stronger and more sustainable. "You could describe our work as a meeting between man and machine – creativity meeting the feasible," explains Patrik Antonsson, project leader of Kährs' technical development.

An ounce of fashion. A pinch of electronics, fabrics, colours and interior design. A cup of technology. A dose of chemistry. All mixed together using innovative thinking, blended with experience. These are all vital ingredients in the making of new wood floors.

Kährs has always been a pioneer in the wood flooring business. Today, our team of developers represent a combination of expertise and experience in design, technology and chemistry, working in close cooperation to produce new floors. The process typically begins with an idea to identify new looks, colours and surfaces.

– I get my inspiration from many sources – fashion magazines, interiors, furniture, fabrics and even

electronic design. When we translate all this into floors, however, we always aim for a natural look, bearing in mind that our floors should remain as attractive tomorrow, as they are today, says Emanuel Lidberg, Creative Design Manager at Kährs.

– Also, we always consider trends in architecture, i.e. how we build our homes. A current trend in Scandinavia, for example, is big windows, covering a whole wall from floor to ceiling. This means that the light falls in a way that can cause reflections on the floor, confusing our sense of colour. In order to address this, we're currently working with new ultra matt surfaces that absorb the light in a new way, he explains.



It's extremely important never to be satisfied with what you have achieved. We work closely together in the design team, constantly challenging each other, Patrik says.

MAN MEETING MACHINE IN NEW DESIGN LINE

But creative thinking isn't only applied to looks. Kährs also boasts a history of innovation in the production process of wood floors. One of the most recent investments at the Nybro plant is a robotized design line, based on advanced technology that adjusts itself to each plank in order to create a desired look that has been pre-programmed into the computer system that runs it.

– Using this line, we can create a number of looks, rustic or homogenous, by enhancing or reducing natural characteristics of the wood, such as grain, says Patrik Antonsson.

Patrik, who has been breathing wood since he was a baby, with both a mother and grandfather working for Kährs, has been instrumental in achieving the new, innovative line, which took some 2.5 years to develop.

– It's been a major challenge, but also extremely interesting to produce a machine that thinks like a man. It required a combination of expertise and technology

from Germany, Italy and Sweden to achieve, he says.

The company is always evaluating new ways of improving the production process from a number of aspects – with the overall object to use more of the raw material, not least from a sustainable point of view. A large percentage of the floors produced by Kährs are made from oak. But current development projects include using other wood species – that, with new technology, could be made to attain desired looks and performance.

– It's extremely important never to be satisfied with what you have achieved. We work closely together in the design team, constantly challenging each other, Patrik says.

THE SURFACE IS WHAT MEETS THE EYE – AND THE FEET

Another important aspect of the floor is the surface. Sara Hagman has an MSc degree in chemical engineering and is working as a development engineer and surface treatment specialist at Kährs. The work mainly involves leading projects within this area. She works





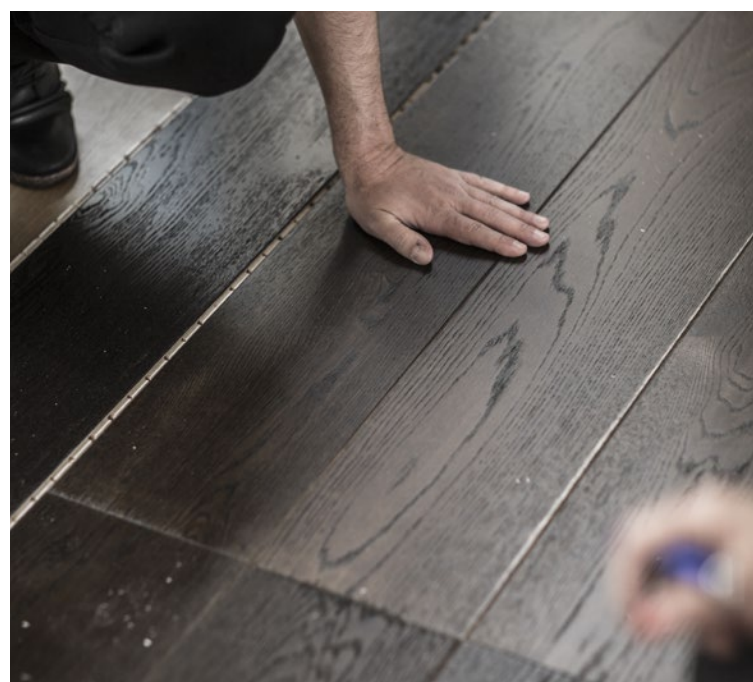
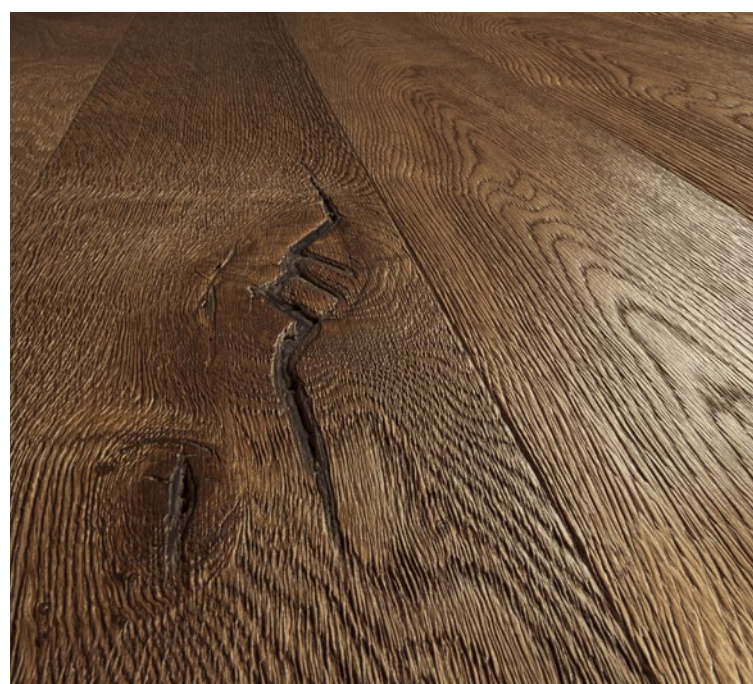
The structure and feeling of the surface is just as important as the colour, in terms of how you perceive a floor

closely with the design team at Kährs, as well as suppliers of surface treatment agents, to constantly perfect the look, durability and sustainability of the surface treatments.

– A lot has happened within this area since I started working for Kährs seven years ago. Focus is both on aesthetics – colours and looks – technical performance and environmental aspects, Sara says.

Before a new lacquer, for example, is used, it goes through a number of tests – carried out by Kährs, the supplier and external testing institutes, in order to ensure that it meets the company's high demands.

– Some people ask how I can be so dedicated to what they see as a small detail. But it's not just one type of surface treatment, look or properties. It's lots of them! Each with unique performance features and a lot of development work behind it. The surface is such an important part of how you perceive a floor and it provides the all important protection of the wood. It's fascinating how you can dig so deep in every detail, Sara says.



EAST WEST







The owner of this one-storey house imports traditional handmade decorative pieces from Asia and has used a lot of these items throughout the property.



VERONA

The clean natural oak floors have been used throughout the house, to complement and brighten the interior and to further enhance the dark, exotic decorations, the walls and doors.



VERONA



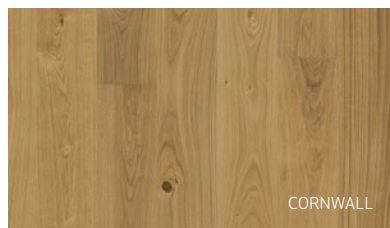
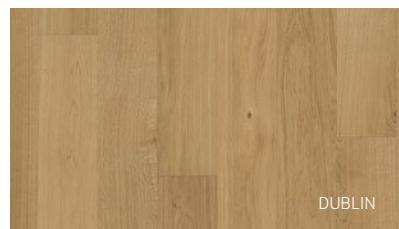
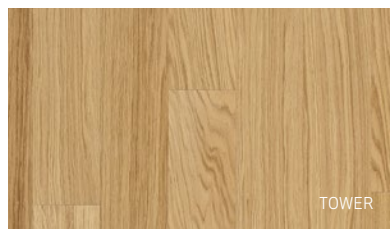
BURGUNDY







Other floors in natural oak. See the full range at www.kahrs.com





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