



DESIGN STORIES

GÖTALAND COLLECTION

Introducing a unique collection of vintage style oak floors. Read about the design idea behind the range.

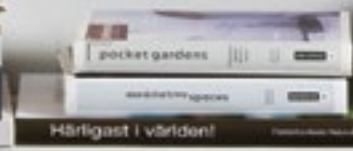
FROM CASTLE TO COTTAGE

From a stylish apartment in Paris, to a modern town house in Sweden and a charming summer house in Denmark. We've found some of the most inspirational homes around the globe.

"THE SWAN"

The Nordic Ecolabel – "The Swan" – is the most extensive and rigorous environmental certification in the world. Find out more about Kährs and "The Swan".





Welcome to Kährs Design Stories, no. 2.

For Kährs, beauty is more than skin deep. The design of the floor, the quality and durability are all key elements of what we stand for. But equally important is our commitment to contributing to a sustainable society.

For more than 50 years, Kährs has been an environmental pioneer in the wood flooring business. We have, in fact, invented and implemented a number of solutions aimed at reducing the environmental impact of both producing wood floors and the end product. Many of these inventions have, subsequently, been adopted globally. This resulted in Kährs being the first wood flooring producer in the world to gain an environmental certification more than 20 years ago. In this magazine, you can find out more about our many eco-initiatives.

You can also read about what triggers home owners and designers in the fast-growing wood flooring market in the United Arab Emirates – where Kährs floors are sold by our passionate and successful partner in Dubai, Nordic Homeworx.

As usual, we've collected some of the most inspirational homes we've found around the globe to show how you can make the most of your interior with a wood floor – regardless of design direction. And last – but not least – we've taken the opportunity in this issue to proudly introduce our new collection of vintage floors – the Götaland Collection.

Happy decorating!

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SCANDINAVIAN DELIGHT



Situated on one of Denmark's beautiful coastlines, 15 metres above the sea and with a breathtaking view, this superbly renovated summerhouse sits on the border between nature and sea.

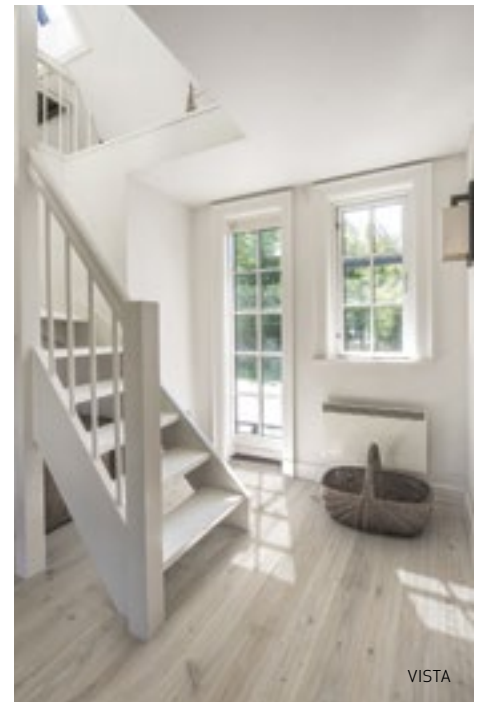






The house is exceptionally picturesque and beautiful, featuring a reed roof, paned doors and windows and with an interior that spells summer in capital letters. It has no less than twelve doors facing all directions – terraces, patios and balconies.

The beautiful, white wood floors also add to the relaxed summery feeling of the house. All furniture is in white, beige and grey and made from natural materials, adding to the both romantic and genuine summer feeling.

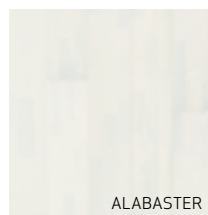


VISTA



VISTA

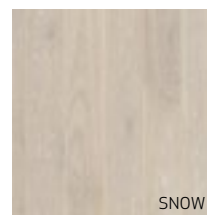
Other floors in white. See the full range at www.kahrs.com



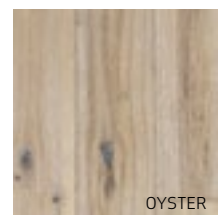
ALABASTER



MANOR



SNOW



OYSTER



The house is swimming in sunshine and a fantastic light, intensified by the Scandinavian blonde and summery interior design featured throughout the whole house.



United Arab Emirates

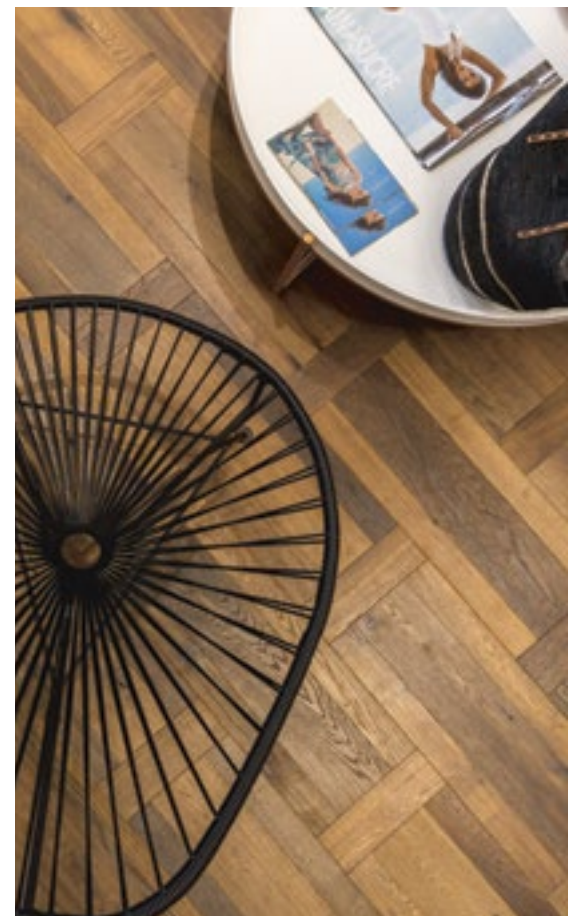
INDIVIDUALITY RULES IN MULTICULTURAL SOCIETY



A melting pot of people. Interiors in the United Arab Emirates are as varied as its international community, with decorating styles reflecting the diverse cultures and traditions of its residents. “We’re fortunate to be able to cater to every interior design scheme. Kährs offers so many different designs and colours with its wide variety of floors, that there is a floor for every style and preference,” explains Pauline Madani, founder of the successful flooring specialist, Nordic Homeworx in Dubai.



“The community here is more daring in its design schemes; people are not afraid to stand out and be individual. The spirit of the nation is to keep pushing boundaries and to be a role model of leadership, innovation and progress,” says Pauline.





NORDIC HOMEWORX FACTS
Founded: 2006
Showroom: Sidra Tower, Dubai, UAE
Company Size: 35 employees
Website: www.nordichomeworx.com
Completed Projects to Date: +2,000



She is a Swedish native who has lived with her husband and four daughters in the Middle East since 1999 and has managed to combine her passion for wood flooring, while developing a successful business. In 2006, Pauline founded Nordic Homeworx in an effort to bring premium Swedish wood flooring to the region. Today, Nordic Homeworx celebrates its 10th anniversary as the exclusive distributor of Kährs in the UAE, as well as the agent for the brand in the Middle East.

“Here, you can’t say that one floor is most popular, or fits all. We cannot predict as easily what colour or design will work best for the masses – this keeps it interesting and exciting to work on projects as each one is so unique and unpredictable,” Pauline says.

“We spend a lot of time with our clients to find out what type of floor would suit their specific project. This means that we can guide them in the selection of floors based on their

preference of interior style and the concept for each project. Many clients know the colour scheme they want for their project, but are uncertain about the design, wood species or surface finish,” she continues.

SELLING A FEELING, RATHER THAN A PRODUCT

Over the past decade, the company has developed a successful concept based on a strong passion for Kährs as a brand with its Nordic heritage. Focus has been on maintaining a boutique-style concept, providing inspiration for a lifestyle that Pauline wants to share with her clients.

“Kährs wood floors enable our clients to experience their interiors completely differently – we sell them a feeling, rather than just a product. This approach, along with us representing and specialising in a single brand, has been very successful and well received by clients here,” adds Pauline.



The UAE market is extremely service-oriented and Nordic Homeworx' focus has been to provide the best service consistently, from initial client meeting, to project finalization and after-care. The company has strong relationships with architects, interior designers and contractors, providing them with samples to inspire them for their projects.

“Our clients love to work with Kährs because it has such a wide range of products, including colours, wood species and finishes suitable for any type of project. It's really inspiring to see how such a broad range of clients and designers visualise their concepts using our wood floors in so many different interior designs,” explains Pauline.

QUALITY VALUED AMONGST ALL

She also says that although the market in the UAE does not follow one specific interior design trend, the client segment

Nordic Homeworx approaches has something in common; that they all require high quality in both product and service.

“Kährs has the premium qualities required to meet these demands by providing beautiful floors, innovative solutions and – most importantly – consistently high quality, which is crucial in our tough climate of extreme heat and high humidity,” Pauline says.

Pauline believes that her Swedish heritage is an important reason for Nordic Homeworx' success.

“We work according to beliefs and values strongly linked to my Swedish heritage of quality, design, tradition, sustainability and, most importantly, outstanding and reliable customer service. We are especially proud that our hard work has paid off, as we were recently voted ‘Best for Flooring 2016’ at the InsideOut Readers’ Choice Awards,” Pauline concludes.



ANYTHING BUT GREY

Among old town houses and cobbled streets, you will find a home that stands out radically; a three-storey ultra modern town house. It shines starkly and brightly white against a backdrop of old and colourful buildings. The open plan design of the house and the amazing light that appears to come from every corner creates a surprising sense of space in this petite house and adds to the attraction of a home that is anything but conventional and bland.





THE COMBINATION OF
WOOD, STEEL, SKY AND
SEA CREATES A SENSE
OF BEING ON A BOAT.







THE WOOD FLOOR IN LIGHT GREY MEETS THE GANGWAY,
WHICH CONNECTS THE INSIDE WITH THE OUTSIDE.

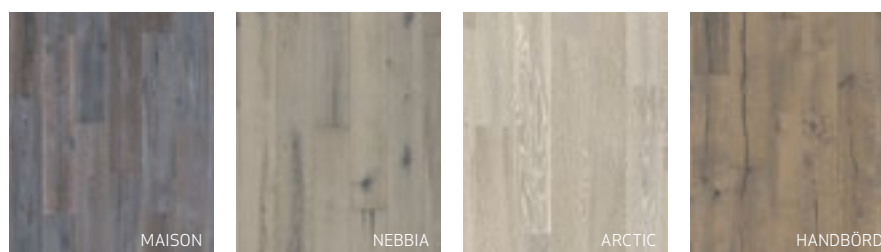


ALLOY

The interior is characterised by strictly graphical and minimalistic shapes, but spiced up with lively shots of colour in green and yellow. Everything rests on a harmonious, natural base consisting of grey wood floors. From the dining area it's just a few steps to the small atrium, which also leads to the home office. Bamboo and olive trees thrive in the small and sheltered area.

On the inside, the house features an open-plan solution between the three floors. The light shines through the house and the sky is close – especially from the rooftop terrace, which offers a fantastic view of the city. The combination of modern, strict architecture, the staircase with its bannister in white steel and the wood floors throughout the house creates a pleasant feeling of being on a boat.

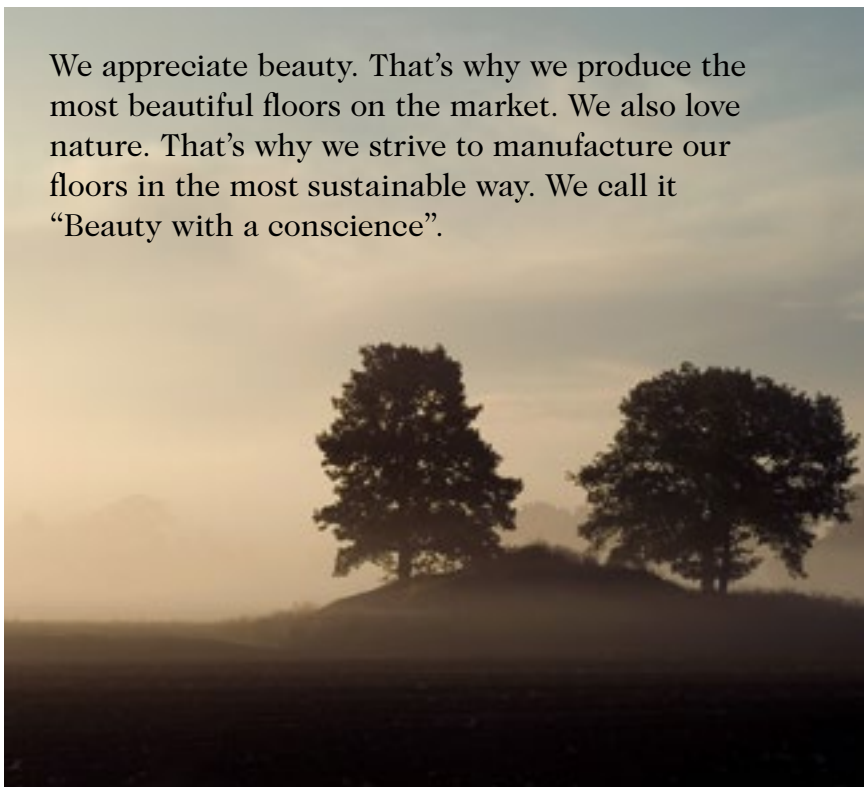
More floors with a weathered feel. See the full range at www.kahrs.com



BEAUTY WITH A CONSCIENCE



We appreciate beauty. That's why we produce the most beautiful floors on the market. We also love nature. That's why we strive to manufacture our floors in the most sustainable way. We call it "Beauty with a conscience".



Pioneers in sustainability

Kährs invented the modern, engineered wood floor in 1941 and, in doing so, created a much more effective way of utilizing the raw material – which was later adopted worldwide. We were also the first company to use glueless joints. In 1993, Kährs was the first wood flooring producer in the world to be awarded an environmental certification according to ISO 9001 and four years later the operations were certified according to ISO 14001.

FOCUS ON ENERGY AND RAW MATERIAL

Kährs is one of the leading producers of wood floors in the world. Not only does this mean that we have the opportunity, but also the responsibility to use our influence to pursue matters that are important for both our customers, the company and society in general.

To choose a wood floor is to make a responsible choice, both when it comes to the indoor and outdoor environment. To pick one from Kährs means making an even smarter green choice. Our innovations have radically changed the production of wood floors globally – while at the same time contributing to a brighter future for our planet.



Wood is the world's most environmentally friendly building material. The production of materials made from wood consumes very small amounts of energy and results in very small emissions of carbon dioxide.



Green thinking at every stage

Throughout the production process, we strive to always pick the most sustainable option. One example is that we only cooperate with certified forestry suppliers. A major part of the raw material is derived from local forestry farmers; something that both reduces transport and increases control. We only use water-based surface treatments and our floors are easy to keep clean without the use of strong chemicals.



SAVING THE WORLD EACH DAY

“We suspected that we were already working according to the strictest environmental requirements throughout the whole production process of our wood floors. But we didn’t know how to prove it. The answer was to apply for ‘The Swan’ Nordic Ecolabel certification,” says Bruce Uhler, Kährs environment ambassador. Today, more than 150 floors from Kährs have been certified according to the Nordic Ecolabel – one of the world’s most comprehensive environmental certifications.

“Save the world a little bit each day”. This is the motto that Nordic Ecolabel has been using for more than two decades to help consumers make the best green choices. “The Swan” label was born 25 years ago, when the Nordic Council of Ministers initiated the Nordic Ecolabel to guide consumers to find the most eco-friendly products and services. It started with paper and batteries – and today more than ten thousand products and services have been certified. The non-profit state owned company Ecolabelling Sweden, which operates on consignment from the Swedish government, has the overall responsibility for the Ecolabel certification.

Natural step

In 2014, Kährs initiated preparations to apply for certification of its wood floors according to the Nordic Ecolabel.

“It was a natural step, since we suspected that we have been meeting the demands of ‘The Swan’ label for a long time. Meanwhile, we also noticed increased demand for environmentally certified floors both for public spaces and private homes,” Bruce Uhler says.

“We also knew that if we could prove that our floors live up to the strict requirements of the Nordic Ecolabel, they would also meet most other international environmental demands,” he continues.

Comprehensive documentation and analysis

Despite the strong conviction that the company was working the right way, documentation was lacking. This meant that the process to achieve this turned into a major investment in both time and money for Kährs.

“We were obliged to analyse and document our products throughout their life cycles; from raw material to waste,” explains Bruce.

The work yielded results – today more than 150 wood floors from Kährs have been certified according to the Nordic Ecolabel.

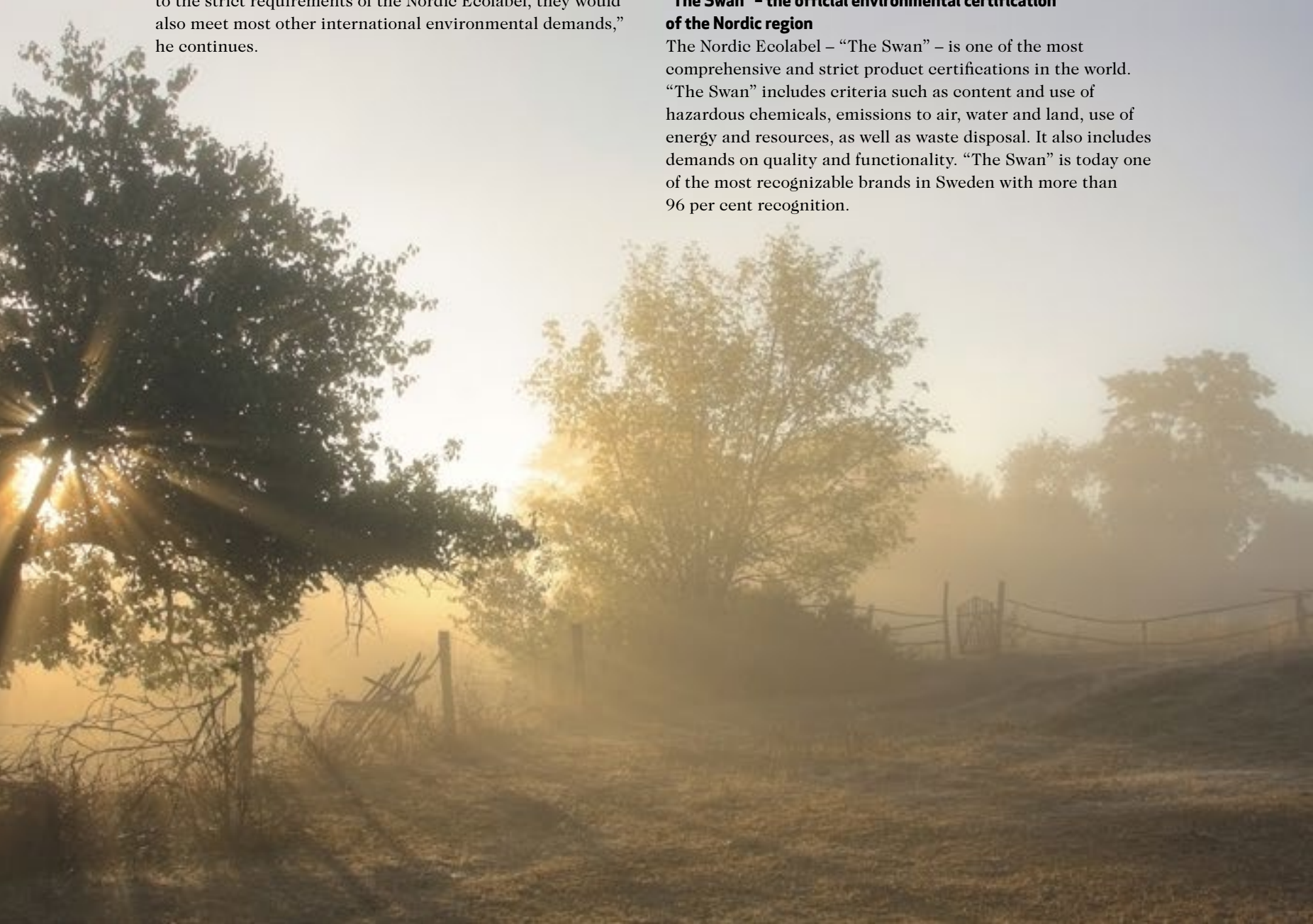
“Our effort has attracted a lot of external attention. We have also noticed a great interest in the Nordic Ecolabel from other countries, including the US and several other markets in the EU and the Middle East, as the certification covers so many environmental aspects,” Bruce adds.

Bruce Uhler and his colleague Sverre Severindsen from Norway were invited to the 25th anniversary of the Nordic Ecolabel, which was opened by His Royal Highness the Crown Prince Haakon of Norway, to give their account of Kährs journey towards achieving “The Swan” certification.

“The Swan” – the official environmental certification of the Nordic region

The Nordic Ecolabel – “The Swan” – is one of the most comprehensive and strict product certifications in the world.

“The Swan” includes criteria such as content and use of hazardous chemicals, emissions to air, water and land, use of energy and resources, as well as waste disposal. It also includes demands on quality and functionality. “The Swan” is today one of the most recognizable brands in Sweden with more than 96 per cent recognition.



ON THE CAPE

This glass and wood summer home can be found along the Cape Cod coast in the midst of sand dunes and salty winds.







The kitchen is covered in wood from floor to ceiling. The white PH lamps hang above the bar, and the black wire chairs come from Italian Bertoia.



The home, with glass facades that literally seem to melt into the low bushes, grass and sand dunes, is found far out on Cape Cod. The many windows reflect the sea and the sky. Only the wooden window frames with their graphic square pattern break with the soft lines of nature.

Everything in the house is made of wood and glass, except for the chimney and the house's structural elements, which are made of concrete. Walls, floors, ceiling and facades. Hard-wearing Cedar was selected for the exterior of the house. Durable Oak was selected for the inside. The same natural Oak flooring is used throughout the entire house, except for the bedroom where the floor is stained, making it just a bit warmer and a shade darker.

The open areas are awash in daylight and offer a fantastic view. The masonry fireplace is set in the middle and divides the area into rooms.



TOWER



DUBLIN

Danish period furniture is mixed with Italian and other Scandinavian design classics. There are two black chairs in front of the fireplace, as well as a small table from Eero Saarinen's Tulip series. Comfortable leather chairs accompany the dining room table, with a PH lamp designed by Danish architect Poul Henningsen hanging above. The kitchen is covered in wood from floor to ceiling. Grayish black tiles and sleek black barstools, part of Harry Bertoia's iconic wire collection, were selected for the kitchen. In the bedroom we see an Oak armchair with webbing from the Swedish furniture designer Bruno Mathsson. The mixture gives a sensation of pleasant soft minimalism, where the wood plays a major role.

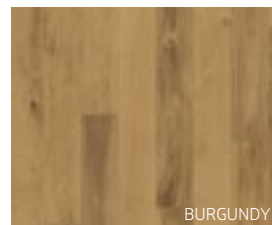




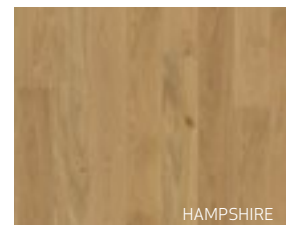
DUBLIN

The common areas are awash in daylight and morning sun. The wall-to-wall oak flooring gives a soft and warm feel to the summer home.

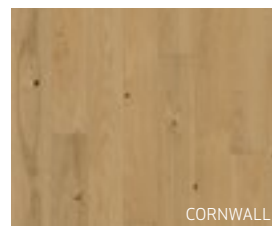
Other floors in natural oak. See the full range at www.kahrs.com



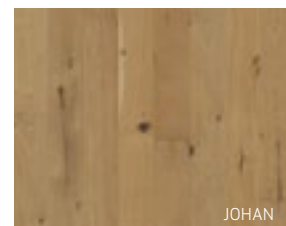
BURGUNDY



HAMPSHIRE



CORNWALL



JOHAN

Danish period furniture is mixed with Italian and Scandinavian design classics.



The New Vintage

INTRODUCING THE GÖTALAND COLLECTION

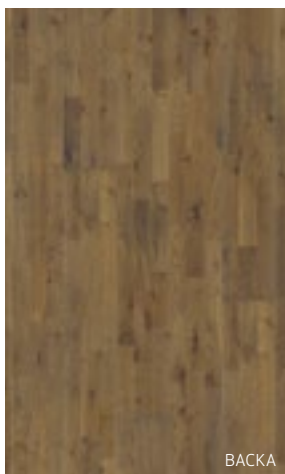


"Götarna", an ancient tribe said to have co-founded Sweden, named a kingdom of wild forests and glittering lakes covering the southern part of the country. Now their domain, Götaland has inspired Kährs to design a new, innovative collection of vintage oak floors. Götaland includes five 3-strip oak floors in colours ranging from light to dark, with individually treated planks to create a unique look. They also create a perfect extension to the exclusive 1-strip Småland collection.

The success of the 1-strip Småland collection of rustic vintage oak floors inspired Kährs to take a new turn on the concept. The result is the Götaland 3-strip collection; equal to Småland in beauty, but with a slightly different and livelier expression.

The floors within the two collections have been created to offer perfect options for mixing and matching; e.g. a Småland floor for the living room and its Götaland counterpart for the bedroom.

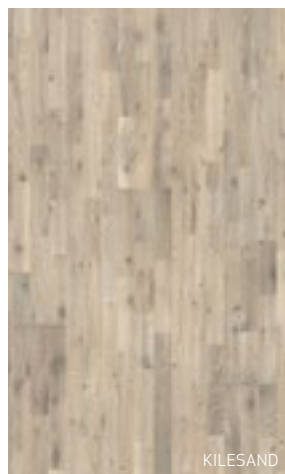




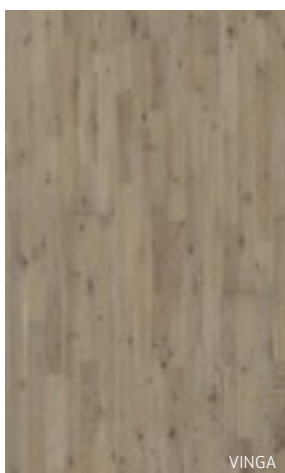
BACKA



BODA



KILESAND



VINGA



ATTEBO

Götaland includes five floors with names borrowed from places in the region, reflecting its great variety of scenery and evoking the special atmosphere of each destination. The sandy beaches of Kilesand, for example, have lent inspiration to a floury, white floor, while the magical feeling of entering the deep and protected forest of Attebo has been turned into a dark, warm-toned floor.

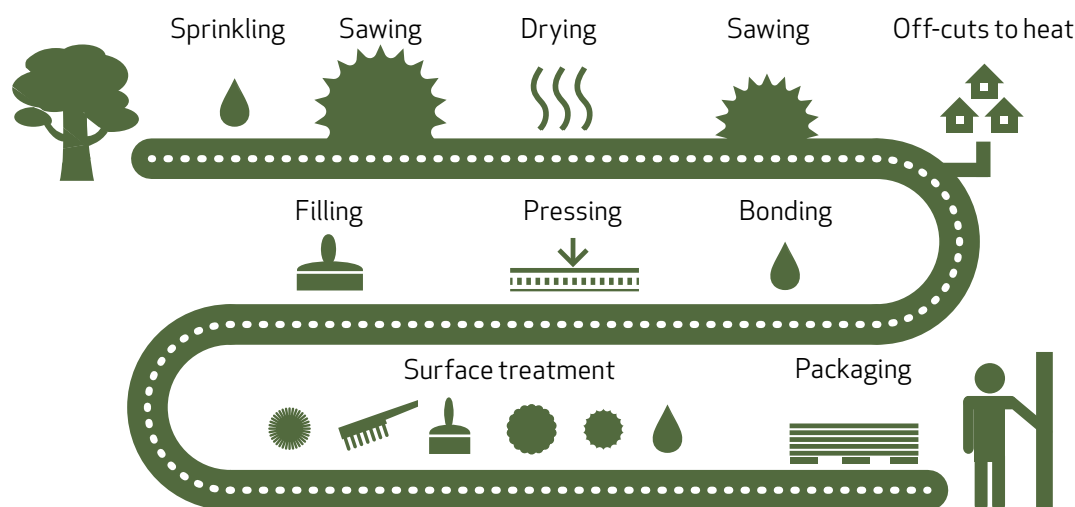
Focus has been on creating a dynamic, tactile and flowing surface through individually treating each plank with scraping and brushing. Randomly scattered saw marks combined with bevels that frame each board create an effect that starts to blur the line between 3-strip and 1-strip designs.

The surface of each board is treated with several layers of oil, which sink deep into the wood and enhance its variations. The result is a durable, lively and rich floor with natural lustre and feeling.



FROM SMÅLAND WITH LOVE

Quality is a way of life. Perhaps it's because we have been based in the same location in Sweden for more than 150 years that our staff take such pride in what they do. A passion for wood, craftsmanship and knowledge has been passed down through the generations. Their focus on quality in every detail also means that our floors last for more than a generation.



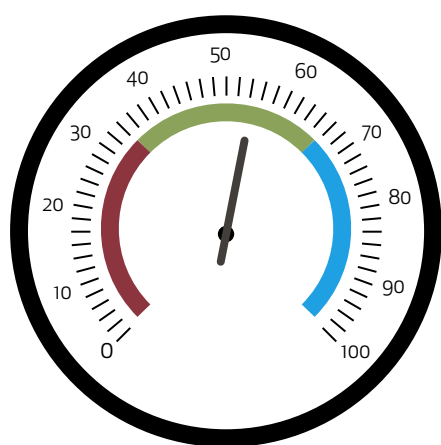
50

THE QUALITY IS IN THE
DETAIL. OVER 50 QUALITY
CHECKS THROUGHOUT
THE PROCESS.

To turn a tree into a Kährs wood floor requires a great deal of wood knowledge, advanced technology and engineering skill. It's a complicated process that we have been refining over the decades – and that we try to continuously improve. Did you know, for instance, that the wood is both sprinkled with water and dried to achieve the perfect balance of humidity to create a floor that

can withstand seasonal changes? That it's sawed in two stages? And that nothing is wasted in the process – off-cuts are used to heat the neighbourhood.

Throughout the process, we carry out more than 50 quality checks, to ensure that all Kährs floors meet our strict requirements, both when it comes to looks and functionality.



COME RAIN OR SHINE

Quality also means that we make sure that our floors perform equally well in all types of climates. Wood is affected by the amount of humidity in the air and a wood floor moves with the seasons, i.e. it swells in high humidity and shrinks when the air is dry. Our innovative three-layer construction, however, minimises this type of movement and creates a stable floor all year round with a correct balance between the layers – top, core and back.

THE PERFECT FINISH

The smallest things often make the biggest difference. This is true of a Kährs floor, where the highest level of skill and craftsmanship is added to every detail, including the skirting boards and different types of mouldings.



OLDEST - AND MOST INNOVATIVE

Kährs is the world's oldest wood flooring manufacturer still in operation. The company was founded in 1857 in the small town of Nybro, located in the deep forests of southern Sweden.

It's also the most innovative, pioneering the evolution of the modern wood floor. Our innovations include the multi-layered wood floor in 1941, a construction that has now been adopted globally. We were the first floor manufacturer to use a glue-less joint system – Woodloc™ – as well as water-based stains.

By combining tradition and innovation, we continue to lead the way.

MORE THAN A PRETTY SURFACE

For us, beauty is more than what meets the eye. Equally important is what the floors feel like to touch – and how well they can stand up to the strain of daily wear and tear. Our surface treatments are strong enough to resist normal family life, but thin enough so as not to disguise the silky and natural sensation of wood.

All surface treatments are water based and free from solvents and formaldehyde.





PARIS, JE T'AIME

To enter into the magnificent 19th century apartment in a building in 16th Arrondissement is like entering into a world gone by. The home is like a mix between Versailles, Harry Potter and modern design.

From the entrance, you step straight into the old library with its wrought iron staircase, beautiful arches and heavy red curtains; a combination that gives the apartment an almost surreal feeling. Behind one of the bookshelves, a bedroom door is hidden. The palatial living room is a dream, decorated with modern furniture. The terrace offers a magnificent view over the Eiffel Tower, the river Seine and the city that never sleeps.





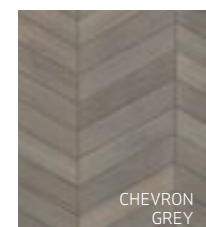
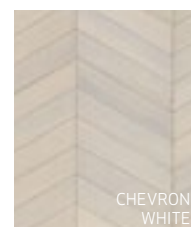
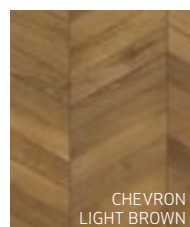
The kitchen has been modernised. The latest kitchen appliances and furniture have been carefully selected, accentuating the atmosphere of the kitchen and complementing the style of the apartment perfectly.





Even the bedroom has been given a modern touch with a white staircase leading up to a modern home office.

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





The Chevron floor has the right elegant vintage vibe to accentuate the atmosphere in this Paris apartment.





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