



# DESIGN STORIES

## INTERIOR DESIGN

From a rustic cabin and white simplicity, to a Paris apartment and sea side living. Experience what a wood floor can do to enhance the style.

## COLOR REPORT 16

Learn more about how nature's own color scheme sets the tone for 2016.

## DESIGNING A WOOD FLOOR

When working with a real material, like wood, you must be flexible and let nature decide.





CLASSIC NOUVEAU RICH

# Welcome to our world of wood floors

Nature and nature's material are more in vogue than ever. More and more people are exploring new ways to bring nature into their homes – from using natural material in furniture and home decoration, to erasing borders between inside and out.

This brings with it an increased focus on floors, which more than any other interior design element can reinforce and bring in a natural feel.

For us at Kährs, nature has always been in fashion. We started working with wood almost 160 years ago in Sweden, where we still have our headquarters and main production facility. 2016 looks to be very exciting as we are introducing some new innovative wood flooring designs in colors to match today's trends in interior design.

In this magazine you can learn more about what wood flooring means to us, in every aspect of the word – from an environmental view-point, to how we think about design innovation and home decoration.

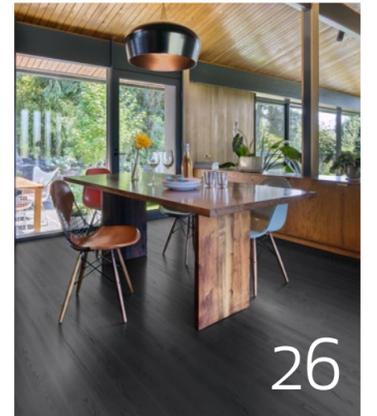
Kährs offers its floors in more countries around the world than any other producer, with sales in over 60 markets. This has also inspired us to present how our floors look in some different and inspirational homes, both in Sweden and abroad.

We hope it will inspire you and give you wonderful ideas about how to create a dream home.

You will also find more inspiration on our website, [www.kahrs.com](http://www.kahrs.com)

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Try, compare, inspire and get inspired

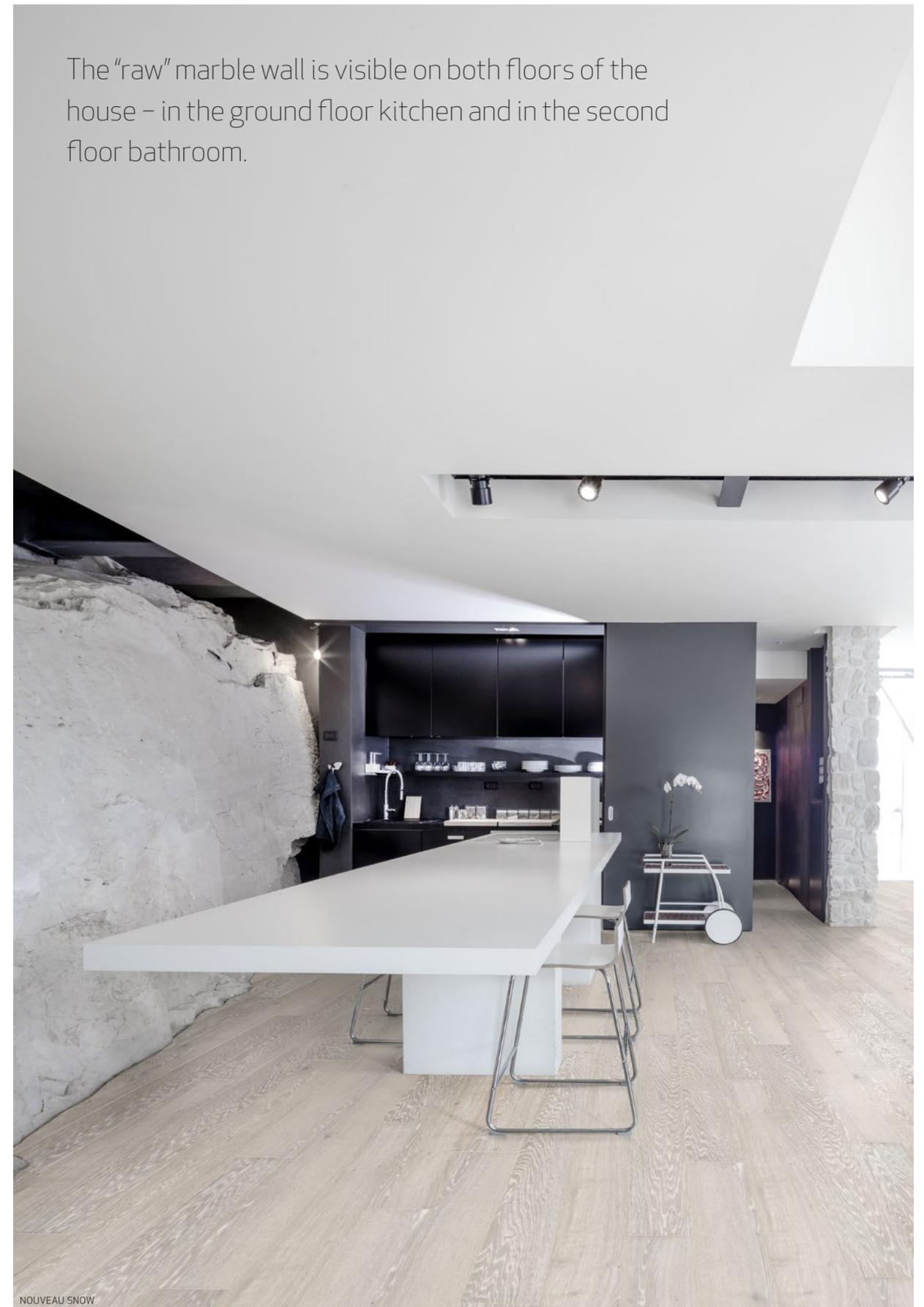


# A WHITER SHADE OF PALE

This house is unlike anything you have ever seen before. It is not only a stunning piece of architecture, but also something of a technical marvel. Built on, or rather into, the side of a "marble mountain", this striking structure appears to be a natural part of the rugged scenery, jutting out from the hillside.



The "raw" marble wall is visible on both floors of the house – in the ground floor kitchen and in the second floor bathroom.



White dominates the whole interior. White walls, surfaces, and furniture complement the house just like the wood floors.





ASH ALABASTER



ASH ALABASTER



ALL ROOMS IN THE HOUSE HAVE A SPECTACULAR VIEW OF THE VALLEY BELOW. ITS BEAUTY CAN BE ADMIRER FROM THE LIVING AREA, AS WELL AS FROM ALL BEDROOMS.

On the second floor, the architect-owner has built and incorporated mechanisms that can lift the roof several feet to allow the soft summer breeze to sweep through the house like a wonderful and natural air conditioning.

The interior, sparingly furnished, is also a gallery for some modern sculptures designed by the lady of the house.

The spectacular round staircase in red and white is a piece of art in itself.

Other floors in white. See the full range at [www.kahrs.com](http://www.kahrs.com)

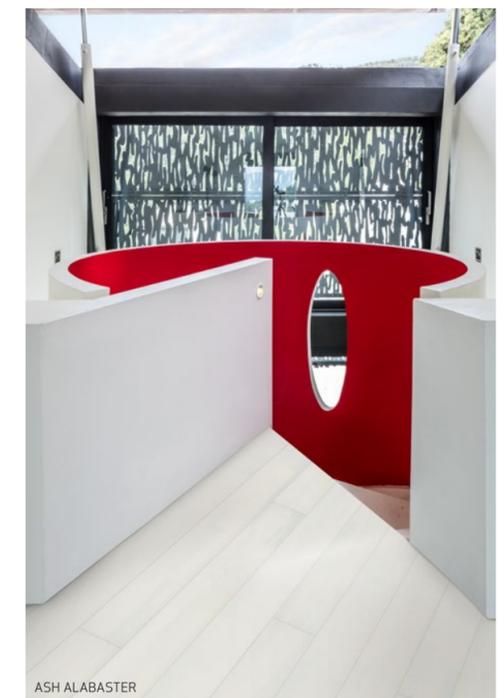


OPAQUE

LIMESTONE

CREME

STROBE



ASH ALABASTER



# With a green conscience

When American architects, designers, and builders started to ask green questions, his own interest in sustainability was awakened. Five years ago this led to a radical lifestyle change for Bruce Uhler and his family. From being responsible for commercial sales in North America for Kährs – based and living in Florida – to moving to the small Swedish town of Nybro, in the middle of a forest, to co-manage the company’s sustainability efforts and communication as the company’s Environmental Ambassador.

“The company already had a great green culture and history that dates back several decades, but never really communicated and talked about it. Today, we are proud to state that Kährs has been awarded more environment certifications than any other wood flooring producer in the world – and we have a whole range of ongoing projects to ensure that we continue to be the leader in the industry on the path to a sustainable future,” Bruce Uhler says.

A visitor may be puzzled by the number of big and aging oak trunks displaying cavities of different sizes placed around Kährs Nybro plant in the south of Sweden. But this is, in fact, the company’s new project to save the biggest insect in Europe, the endangered Stag beetle. The spectacular insect, with its huge stag like antlers, feeds on decaying wood.

“You could say that this symbolizes our environmental concern for every aspect of our operations, from the smallest local issues to those with a major global impact on the industry and the environment,” he says.

Kährs ecological approach is of long standing. It earned the company an ISO 14001 environmental management certification – as the first wood flooring company – more than a decade ago.

“But it goes back much further than that. Founded in 1857 in Sweden, we are one of the oldest producers of wood floors in the business. We have been one of the most innovative in the industry, with a track record of groundbreaking flooring technology that has contributed to making modern wood flooring production more sustainable. Our innovations include

patenting and introducing the world’s first multi-layer wood floor back in 1941, allowing the raw material to be utilized in a more environmentally friendly way,” Bruce explains.

### FROM BIOFUEL TO WATER CONTROL

Showing us around the site in Nybro, where the company started its production and where it still has its main production plant, head office, and heart, Bruce points out some of the various on-going eco-projects. One of the easiest to spot is the large biofuel plant.

“Kährs collects all its wood by-product material on-site, such as the bark, sawdust, and rejected material, then converts it into biofuel. In addition to heating our own Nybro plant, we also produce heating for some 20,000 homes in the area. Our



Our different environment projects stretch from Oak “hotels” for the endangered stag beetle, to using our rejected wood material and waste to heat 20,000 homes. We are also working on several natural water purification projects.

environmental team works constantly to reduce our carbon footprint and impact to nature in the areas of air quality, water discharge and noise control,” Uhler explains.

### NEXT LEVEL GREEN DOCUMENTATION

Environmental and quality certified in its operations since the early 1990’s, and with an ISO 9001 certification to its name, Kährs has been publishing a transparent environmental report for the past 18 years. A few years ago, the company decided to take the documentation of its work in this area one step further, starting processes to certify products according to the standards and market needs that apply

to its seventy plus markets globally. “One of the most comprehensive standards is the Swan label, the Nordic Ecolabel. In April 2014, we set a goal to Swan certify a great number of our products, by doing so we realized that we would have covered many areas required for certifications on most other global markets. This proved to be a major effort and investment since we had to analyze and document our products throughout their entire lifecycle; from raw material to waste,” Bruce Uhler says.

The effort, however, was extremely successful. Today, 159 of Kährs products are Swan labeled. “There has been a lot of interest in the Swan label from other countries in the

EU, like Germany, as well as the US, since it covers so many aspects of environmentally healthy products.”

“Certifications are important of course, but basically it’s all about living up to our total quality concept; we want our products to be beautiful, long lasting and to be produced as sustainably as possible,” Bruce continues.

### SO WHAT MOTIVATES KÄHRS TO CONTINUE ITS GREEN EFFORTS?

“Our motivation to improve in all areas never stops – you can always get better. At the moment, we’re focusing our environmental efforts on creating the healthiest indoor air quality, sustainable forest supplies, product

development and fair trade,” Bruce Uhler explains.

Meanwhile, along with his family and their two corgies, he has embraced a healthy life in Nybro, Sweden – even if the climate is much harsher than the family was used to in the constantly warm and often sunny Florida.

“We love our life in Sweden – I ride my bike every day, even in the winter. It is also personally inspiring to work with corporate social responsibility for a company that cares in areas that will have a positive impact for our customers, as well as the world in general, today and in the future,” he says.



Bruce Uhler, Environmental Ambassador since 2005, with Åke Eriandsson, who has led Kährs’ environment project for 20 years.



One of the water purification projects on the ground

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

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



The home, whose glass facades 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 wood 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.



TWEED

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 Bertioia'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.



SUEDE



SUEDE

The kitchen is covered in wood from floor to ceiling. The white PH lamp hangs above the bar, and the black wire chairs come from Italian Bertioia.

Other floors in white. See the full range at [www.kahrs.com](http://www.kahrs.com)



# NEWS 2016



PALAZZO BIANCO

## EUROPEAN RENAISSANCE

European Renaissance is a collection of classic floors based on the magnificent floor styles of bygone periods. These Dutch-patterned floors represent something really unique, adding a classic and luxurious feeling to any interior design. Choose between three colors; soft white, natural or smokey brown.



PALAZZO BIANCO



PALAZZO ROVERE



PALAZZO FUMO



## INTRODUCING CLASSIC NOUVEAU

NOUVEAU GRAY

Our Classic Nouveau collection has been wildly popular in Europe since its introduction, therefore, we felt it was time to bring it to North America. With the addition of new colors - from a warm white to an earthy grey, a rich brown and a dynamic dark - these plank floors are characterized by their combination of modern visuals with traditional feelings. They are treated with an extremely matte finish, which almost gives them a feeling of being untreated, but they are, in fact, as durable and easy to maintain as Kährs other floors.



NOUVEAU BLONDE



NOUVEAU SNOW



NOUVEAU WHITE



NOUVEAU GRAY



NOUVEAU GREIGE



NOUVEAU BRONZE



NOUVEAU RICH



NOUVEAU TAWNY



NOUVEAU BLACK

# OCEAN BREEZE



The views from this house are as magnificent as those of a beautiful painting. When the large glass doors are opened, the boundary between indoors and outdoors disappears. Nature and the sea are constant companions. The beauty of nature, the beach, the sand and decking seamlessly merge with the flooring in the house.





SACRA



STELE



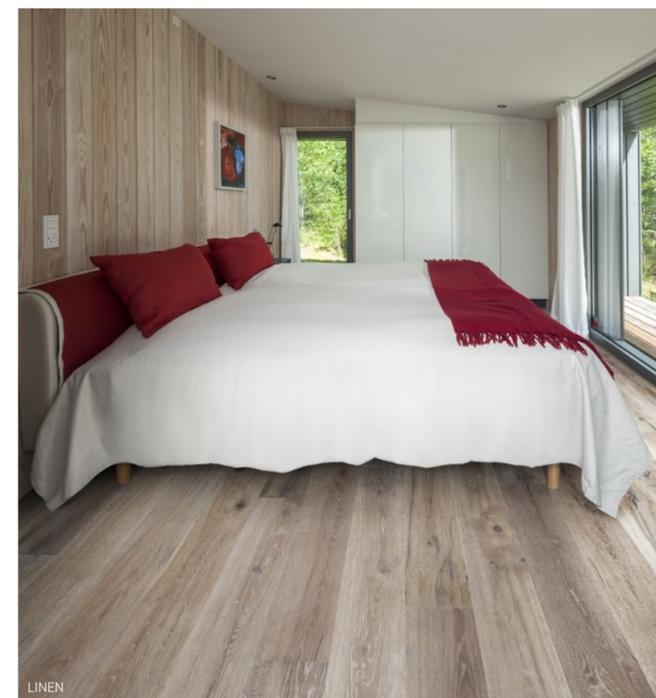
STELE

THE SUMMER SUNLIGHT FLOODS IN FROM EVERY DIRECTION THROUGH SKYLIGHTS AS WELL AS LARGE GLASS DOORS AND WINDOWS.

This modern holiday home is just a stone's throw from the beach. The magical light floods in through skylights and glass walls. The glass partitions facing the sea are often drawn aside to offer unrivalled views, the scent of the salt-tanged sea breeze and the feel of whirling grains of sand. Throughout the house you will find splendid Oak floors.



The architectural design language is Scandinavian, with clean lines, glass, and natural materials. All of the walls are timber-clad in a natural shade, or stained black or white. The only tone allowed to clash with this calm color scheme is the touches of red in fabrics and artwork.



LINEN



More floors with a weathered feeling. See the full range at [www.kahrs.com](http://www.kahrs.com)

# THE MIGHTY OAK

*“A worthy, life-giving and generous tree”*



*Strength and beauty. These are the main reasons why Oak has always been Kährs' favorite tree since the company was founded some 160 years ago. Oak produces beautiful and hard wearing floors with plenty of character. It also offers an infinite number of possible variations via surface treatment and staining. Even then, the individuality of an Oak floor will shine through with Nature's fingerprints created by knots and distinctive graining. Even then, the individual appearance of an Oak floor will shine through. Whatever nature has created via knots and patterns. It is hard not to have feelings for this majestic tree. Is it any wonder then that many of our floors are made of Oak?*

Småland is the number one source for Oak in Sweden. Oak trees abound and flourish here. And it is also home to our factory in Nybro, where these trees are eventually transformed into beautiful flooring. At Kährs we work closely with around 3,000 forest owners, including many right on our doorstep. Being just a stone's throw away means it is easy to visit our suppliers and their Oak forests to guarantee that they are being produced in a way that supports sustainable development. Each and every one of them supplies Oak timber, on average, every ten years. Even though Kährs is one of the largest consumers of oak timber in Europe, we are delighted that the number of Oak trees growing in Sweden is increasing every year.

#### OPEN LANDSCAPE – THE BEST FOR OAK

There is an art to raising strong and beautiful Oaks. The trees thrive best in an open landscape with good, soft

ground. Selecting which trees to harvest starts in the forest. Trees are thinned to rejuvenate the surrounding forest by giving nearby trees more room, air and light for further growth.

The harvesting period for a tree is 150 years. This means that when a tree is ready for felling, it will often have been cared for by several generations of foresters. It is all about long-term thinking. From caring for the growing tree, to the relationship between the foresters and Kährs – and not least producing a beautiful floor that can be loved and cherished and in return give faithful service for years and years.

#### OAKS ARE FAR MORE VERSATILE THAN OTHER TREES

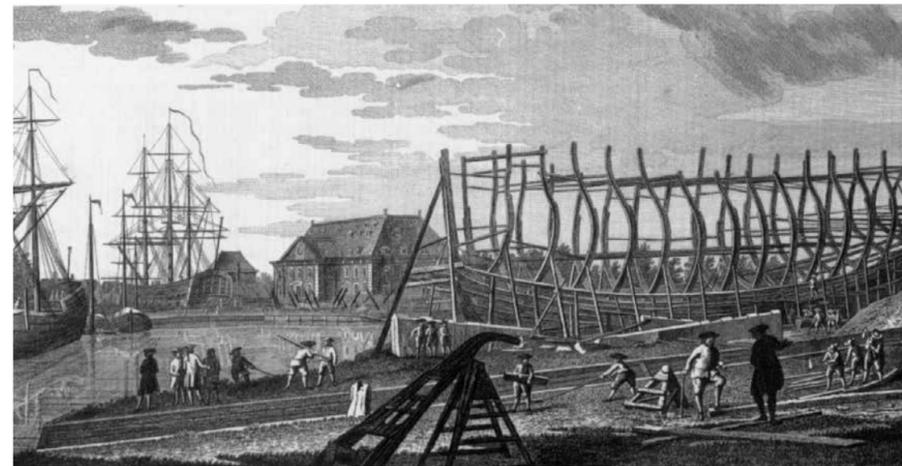
Over the centuries, Oak have been widely used for a lot more than floors alone this remains the case today.

This is because Oak can do what no other tree is capable of. From time immemorial, it has provided us with material to build boats, furniture and floors; with Oak barrels to majestically mature wine, whisky and cognac, while its acorns make ham extra special.

Oak has served in the edification of wine and contemplation in man. It gives wine body, wheels endurance and views beauty. Oak is also an excellent building material for bridges, doors, pilework, furniture and not least, boats



*When an Oak is harvested at the age of 150, it will have been cared for by several generations of foresters. Quality cannot be rushed.*



*It takes longer to build something with Oak than other softer timbers, but the end result will be a more comprehensive and enduring piece of craftsmanship.*



*From time immemorial, Oak has refined wine, cognac and whiskey as well as given us boats, furniture and floors that stand the test of time.*

and floors. During Sweden's time as a great power in the 17th Century, Oak was so valuable it was a protected tree. Having a powerful navy was imperative for Sweden and Oak could only be used with the permission of the king.

Working with Oak is a double delight because it is such a strong, hard, heavy and tough material. It takes longer to build something with Oak than other softer timbers, but the end result will be a more comprehensive and enduring piece of craftsmanship. The other pleasure is that the tree determines what you can use its timber for. You need a curved or bowed part of the tree to make a curved or bowed construction component. Oak is also the only timber that is suitable for large boats. Ships are subjected to different dynamics all the time, such as hard and high winds that want to twist and bow the wood.

#### OAK BARRELS REFINE WINES AND SPIRITS

No method other than using Oak barrels for storing and ageing wine and distilled drinks, such as cognac and whisky, works so well for imparting flavor, maturity and body, developing beautiful color and a rich aroma. Without Oak storage, the drinks remain raw and harsh. No chemist has ever been able to explain successfully exactly why. What we do know, however, is that wood has two tasks: to release substances that add flavor, aroma, color, and to be porous enough to allow oxygen to slowly pass through the walls to oxidate the contents of the barrel.

#### OAK IS LIFE-GIVING

How long can an Oak tree live? The story starts with an acorn germinating. In one year, a seedling will have grown 12 inches. In five years, it will be 6 feet high. An Oak starts producing its first acorns after 50 years. After 100 years, two people can barely span the trunk that will by now be 60–65 feet tall. At this point, the Oak will be pretty much fully grown in terms of height, but not in width. An Oak will expand by a couple of inches a year. The timber is at its best when the tree is 200 years old. If you fell a 200-year old Oak just above ground level, the roots will not die and new shoots will appear from the stump. After 300 years, growth comes to a halt. After 600–700 years the tree will die, but can still stand for centuries. Stately and stubborn, until the end.

Oak is also home to squirrels, jays, lichen, woodpeckers, insects and larvae; an amazing tiny society for thousands of years. It nurtures, it protects, it offers shelter and warmth. Life thrives in the fresh sapling and the thousand year old cracks in the trunk.

Oaks also give off plenty of seductive scents. What can be quite as delightful as lying under a mighty Oak, smelling the life-affirming bouquet, the nutritious and compost-like material that is formed from old timber mixing with other decomposed organic matter. This detritus is good for both the Oak itself and for other vegetation. It is the scent of life and summer.



#### OAK FACTS

**Grows:** In woodland or pastureland, requires pretty rich soil.

**Arrived in Sweden:** 10,000 years ago.

**Variations:** 400 species, foresters tend to differentiate between oaks with tall, straight trunks and short and crooked trunked trees.

**Height:** 65–85 feet in Sweden, twice as high in the south.

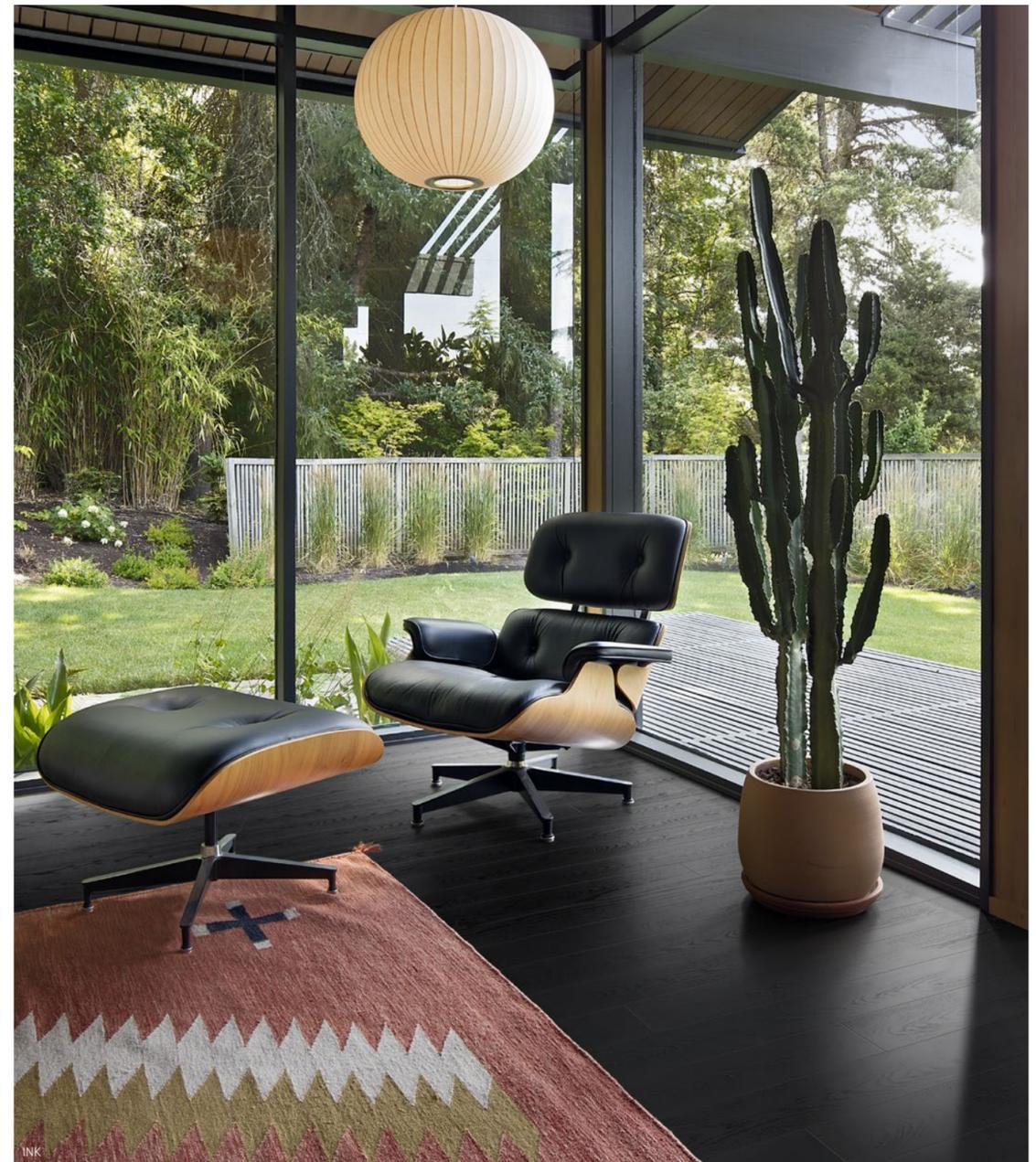
**Girth:** Up to 50 feet in circumference.

**Leaves:** 4–5 inches long, 2–3 inches wide, lobate margins

**Blossom:** In May, male and female blossom on the same tree.

**Fruit:** Acorn, 2–3 bunched together on long shafts.

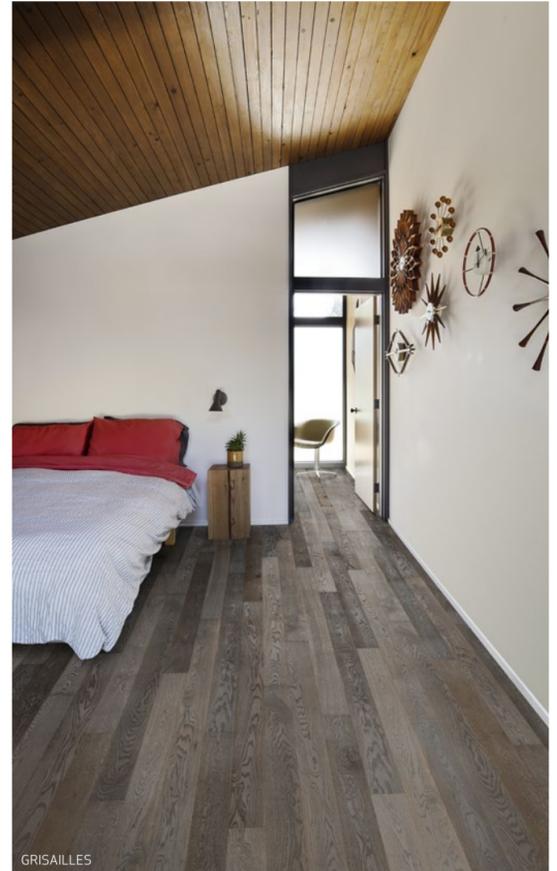
# MID CENTURY MODERN REVIVAL



Built in the 1950's, this house in the Pacific Northwest has been extensively and carefully renovated thrusting it back in time to look and feel authentic.



A BIRD CHAIR IN YELLOW BY HARRY BERTOIA, A SAARINEN SIDE TABLE WITH MARBLE TOP AND A GRASSHOPPER LAMP ROUND OUT THE ROOM.



THE GREY FLOOR IN THE BEDROOM IS KÄHR'S GRISAILLES FROM THE CANVAS COLLECTION.

In true mid-century fashion a George Nelson Bubble lamp is paired with and Eames Lounge by Charles and Ray Eames.

This wood house with several doors to the outside allowing different courtyard and patio settings for outdoor activities, is a real treat for enthusiasts of architecture, interior design and furniture style of the mid-century era. Here you will find furniture from the 50s and 60s most acclaimed and celebrated designers; Eames, Nelson, Bertoia, Saarinen and Jacobsen.

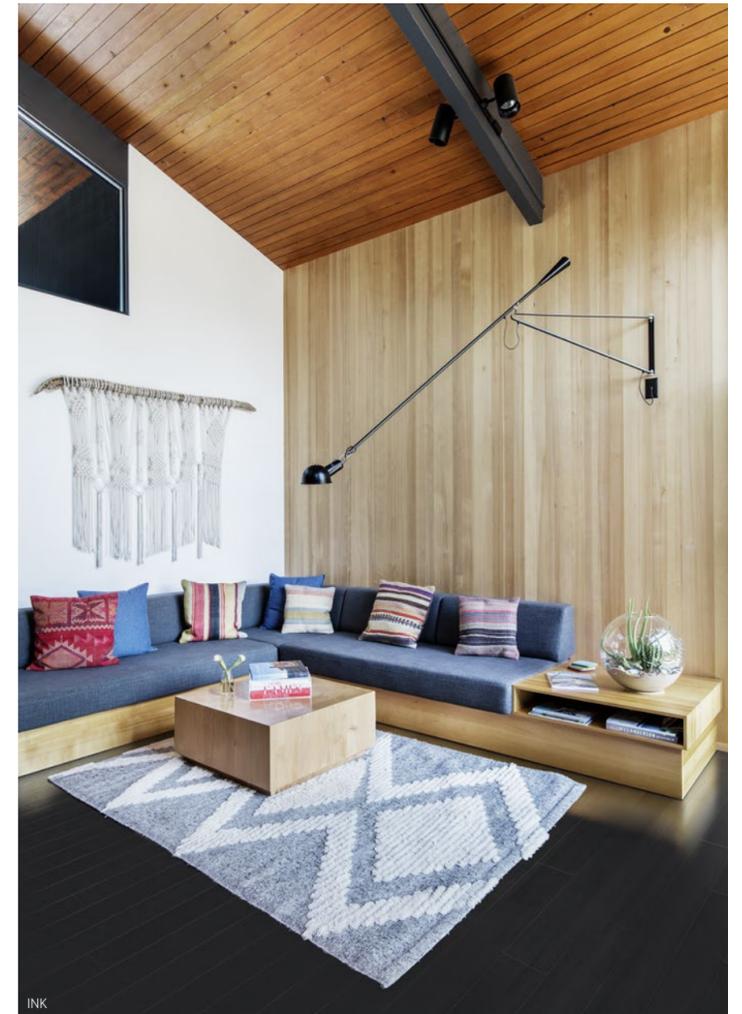
The house hosts a range of different wood species; a Douglas fir ceiling, restored Hemlock walls, dark stained Oak floors that cover most of the public area, an original credenza made from Japanese Sen Ash, and Birch kitchen

cabinets. The result is a warm and comfortable but uncluttered interior.

In true mid-century fashion a George Nelson Bubble lamp is paired with and Eames Lounge by Charles and Ray Eames.

The custom designed and built sofa in the family room and Pine coffee table is paired with a 265 Wall lamp and a vintage molded plywood Lounge chair (LCW) sit in front of the untreated Hemlock built-in-shelving beside the fire place

An assortment of different designer 1950's era dining chairs sit around a solid wooden dining table in the kitchen.



THE CUSTOM DESIGNED AND BUILT SOFA IN THE FAMILY ROOM AND PINE COFFEE TABLE IS PAIRED WITH A 265 WALL LAMP AND A VINTAGE MOLDED PLYWOOD LOUNGE CHAIR (LCW) SIT IN FRONT OF THE UNTREATED HEMLOCK BUILT-IN-SHELVING BESIDE THE FIRE PLACE

Other floors for this color. See the full range at [www.kahrs.com](http://www.kahrs.com)



NOUVEAU BLACK



LAVA



ORCHARD WALNUT



FOREST OAK



## BUILDER GLAMOR

“Selecting the floor is one of the most important aspects of the design process. This is true both for residential homes and commercial spaces. It can literally change the whole feeling and perception of a house, home or space,” says Julie Stark, president of CDC, Creative Design Consultants in Costa Mesa, California. The company is one of the leading interior design companies in the US.

CDCs expertise and business is to provide creative interior design solutions for builders of high-end houses and homes (\$700,000 – \$5,000,000), as well as multi family developments, offices and other commercial spaces.

“What we do is to design a “model home”, that is a house or an apartment in a new development, to provide inspiration for potential buyers to show what it could look like – both when it comes to the interior design and from practical aspects,” Stark says.

### BEAUTIFUL – AND PRACTICAL

CDC was founded in 1981 and Julie Stark joined the company two years later as a young office intern. Today, she is the newly appointed president and creative leader for some 70 employees.

“We design all aspects of the house, from the kitchen, including appliances, to the bathroom. These are the two singularly most important rooms

in the house when it comes to attracting buyers, and they are also the ones that require most work. They must both be beautiful and practical, as well as keep their good looks for many years, withstanding a lot of wear and tear,” Julie Stark says.

“But of course we also design the rest of the house and pick attractive furniture to create interest and “sell” the house from all aspects,” she continues.

### THE RIGHT FLOOR IS CRUCIAL

According to Julie Stark, it is extremely important that the base – the flooring – both looks good and is practical, i.e. is easy to maintain and clean, and that it will keep looking beautiful for many years to come, whether it is made of wood, stone, marble or any another material.

“Of course we put a lot of work and attention to all details of the house. But the right floor is maybe one of the most crucial decisions we have to make,” she says.

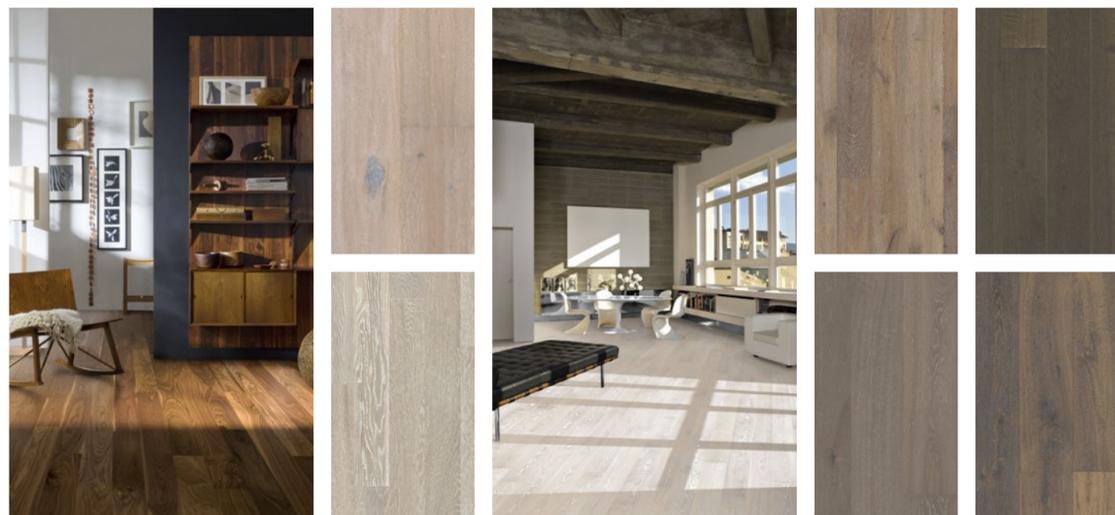


*“It is extremely important that the base – the flooring – both looks good and is practical, i.e. is easy to maintain and clean, and that it will keep looking beautiful for many years to come.”*





*“Today, we are still designing and installing a substantial amount of Oak and Walnut flooring. However, there is a trend for warm and cool grays when it comes to stained floors, as well as in home design in general. The slate and cement look is very on-trend right now”.*



**LONG-TERM PARTNER WITH KÄHR**

CDC and Kährs have been partners for more than a decade. It all started when Kährs established its operations in North America and grew along with the expanding market, with focus on the booming southern California housing market at the beginning of 2000.

Along with Dana Eggert, the founder of the company, Julie Stark and their staff assisted Kährs in developing new designs for wood floors that would suit their wide range of design projects.

**DESIGN AND COLOR TRENDS**

Asked about current design trends, Julie Stark replies: “Well, it seems that we are in somewhat of a transitional time at the moment. For a long time, there’s been a lot of focus on different new and modern functionalities of the home, like a home gym

and maybe a film/TV game area. Now, we really are discussing and waiting for what will be the next big thing. Customers have become aware of the effects of different colors of flooring, as well as practical considerations when deciding on the design.

When it comes to color trends in general and for flooring we have seen a gradual steer from really dark, exotic and exclusive looking floors over to lighter toned ones. Customers are increasingly aware of the different floor designs and the spectrum of shades available – and they’re getting more practical when deciding on the right flooring colors and style.

“Today, we are still designing and installing a substantial amount of Oak and Walnut flooring. However, there is a trend for warm and cool grays when it comes to stained floors, as well as in home design in general. The slate and cement look is very on-trend right now”.



LAURA BRINKLEY, JEFF COOLEY AND LISA KELLS IN DISCUSSIONS OVER A DESIGN PROJECT IN THE “RESOURCE AND SAMPLE ROOM” AT CDC.





## BIENVENUE À CLICHY

At the entrance to the building dating from 1902, in Clichy in north Paris, visitors are greeted by the sight of a magnificent staircase and equally magnificent iron lift with creaky sliding doors. Inside the apartment on the top floor, the charming French impression is reinforced by the arched doorways, stucco and typical French balconies with stunning views over the rooftop skyline.



The elegant Dutch pattern flooring is reminiscent of parquet floors from old times.



NOUVEAU BLACK



PALAZZO FUMO

The apartment, with its expansive and airy floorplan with high ceilings, is right in the heart of the Bohemian quarter of Clichy in Paris.

The beautifully ornamented open fireplace in the living room, together with the stucco, the French balconies and walls in grey and warm earth tones create a warm and personal home that oozes Parisian charm.

In the spacious, open floor areas in the vestibule, living room and dining room, the Dutch pattern Oak floor forms an elegant base for furniture and other fixtures and fittings.

The renovated and modernized kitchen and bedrooms have traditional plank flooring.

The artistically inclined apartment owner, a lover of African and ethnic art, likes to mix the old and new and different styles together. Classic furniture in hardwood is combined with both modern and 1950s furniture, which helps create a charming and stylish ambience.



SMOKE

Other delightful floors. See the full range at [www.kahrs.com](http://www.kahrs.com)



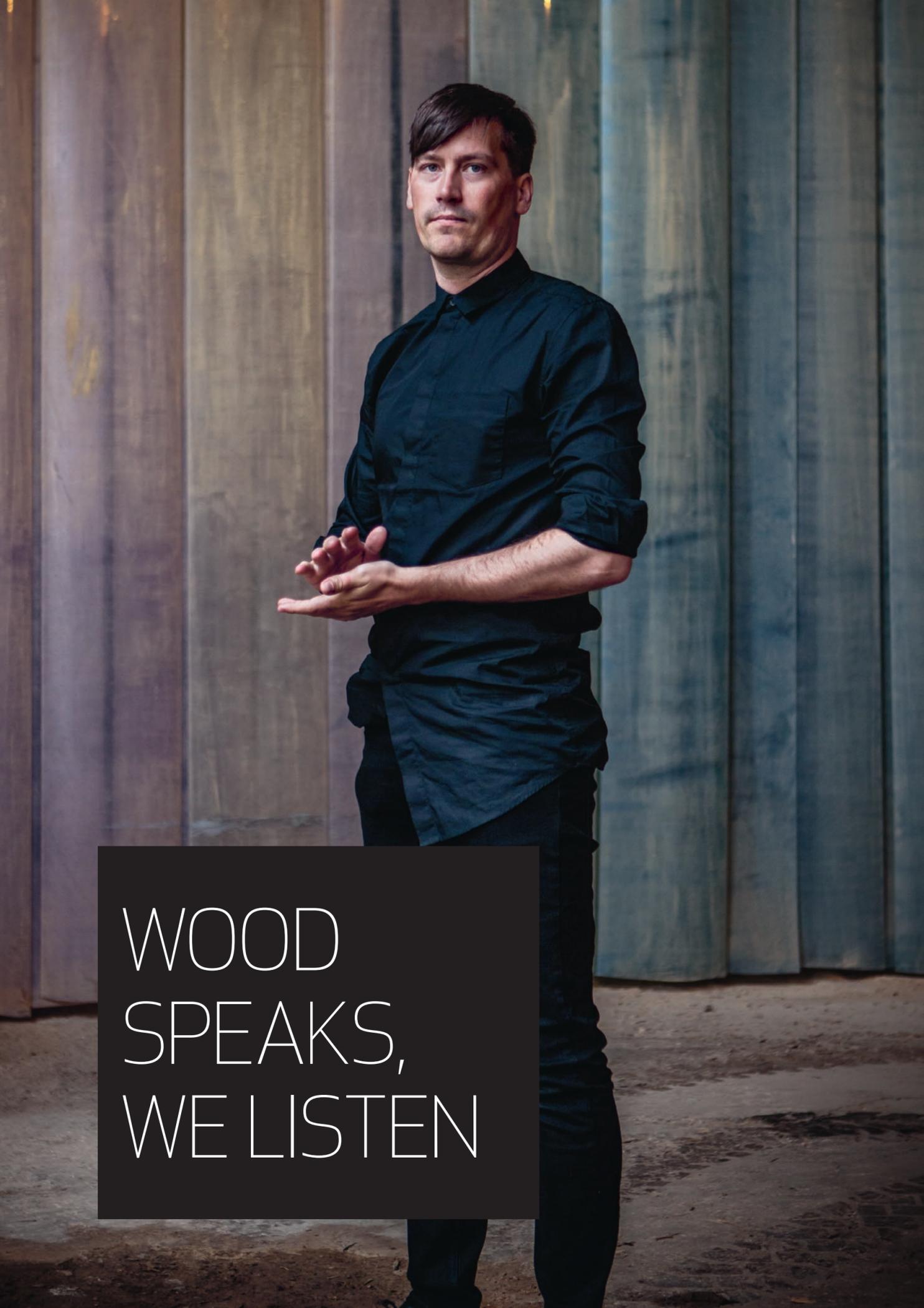
PALAZZO BIANCO



PALAZZO ROVERE

The interior design is very personal and reflects the owner's passion for mixing modern art with African art and culture.





# WOOD SPEAKS, WE LISTEN



Inspired by fashion, culture and electronics, industrial designer Emanuel Lidberg found himself a new challenge when he started designing wood floors. “At first we tried to force the raw material to bend itself according to my ideas, but I soon realized that it had to be the other way around; the wood speaks, and we have to listen,” he says. His aim remains to firmly establish Kährs position as a trendsetter in the world of wood flooring and the world of interior decoration.

A keen consumer of culture, Pinterest, and traveling, Swede Emanuel Lidberg seeks inspiration everywhere. It might come on a trip abroad, from a fashion magazine or at an art exhibition. “Maybe my brain works in a slightly different way, compared to most other people,” he says.

“When others admire a sculpture, my mind focuses on a small detail; for instance, how different materials are used and interact,” he says. “This can inspire me to think how this can be transferred into what I’m doing.”

With a degree in industrial design and a decade of working in the business, Emanuel Lidberg took up the position as Design Manager at Kährs two years ago. His aim was – and still is – to firmly establish the company’s position as setting

the trends in wood floor design worldwide, creating floors that will feel contemporary not only now, but also in decades to come.

“Floors are such an important element of an interior. In fact, you can create interiors with completely different feelings just by the floor you choose to put in. This is one of the reasons why I think it’s so rewarding to design wood flooring,” he says.

“It also feels like a privilege to work together with the experienced and extremely knowledgeable product team at Kährs. It’s truly inspirational to explore ideas with wood experts – they know how the raw material reacts and how it should be treated to bring it to its full potential.”



Emanuel Lidberg and surface expert Pär Dahlberg discussing the new Classic Nouveau surface with project leader Sara Hagman from the R&D Department.

“When we first started working on the Småland collection, I had a fixed idea of what I wanted these floors to look like. But gradually I realized that working with a live material, like wood, it doesn't work that way – you have to be flexible and adjust to the raw material.”



**FIRST DESIGN CHALLENGE**

One of his first design challenges at Kährs was to develop and design the recently launched Småland Collection.

The Småland Collection includes ten unique one strip Oak floors, ranging in color from light to dark. Each plank of these floors has been individually designed and treated to enhance the natural beauty of the raw material, with its variety of color, knots, grains and cracks.

“When we first started developing and working on the Småland collection, we had an idea of what we wanted these floors to look like. But gradually we realized that working with a live material, like really rustic oak wood, it doesn't work that way – you have to be flexible, adjust to and work with the raw material,” he says.

“One of the most important aspects of our floors is to retain the wood feeling – you should never forget that it's a high quality wood floor you have in front of you. This is imperative in every step of the production of our floors, from staining and treating the planks to surface treatments.”

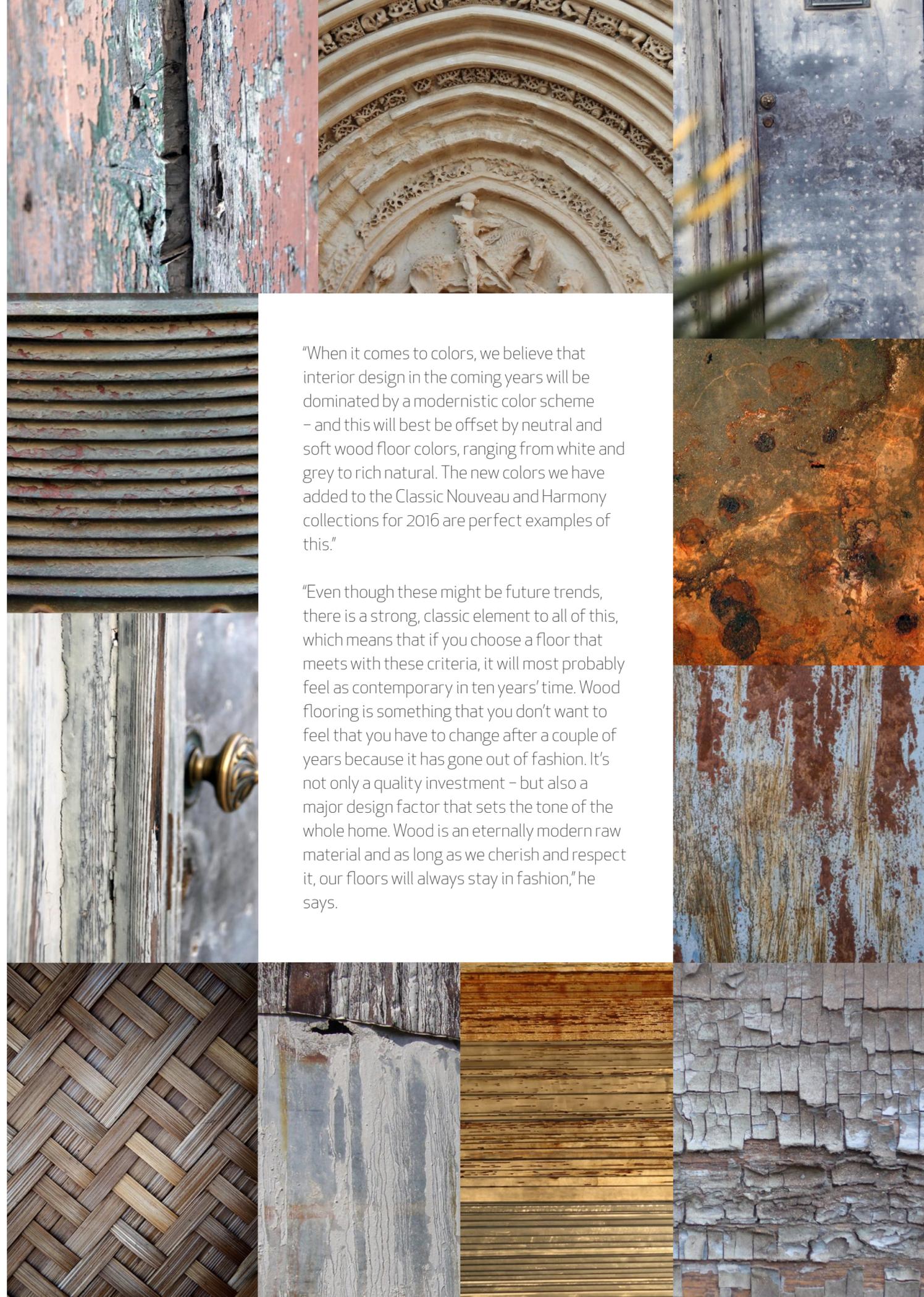
“Today, the whole team that's been working in the development process is very proud of what we have achieved with this collection. It bears witness to how the raw material sets the tone; each plank has its

own unique look, which means that every Småland floor, in fact each and every single plank in the collection has its own unique look and appearance. A look that can't be copied and that will ensure a truly individual floor that is yours only.”

**SO WHAT WOOD FLOOR TRENDS DO YOU SEE FOR THE FUTURE?**

“I think people will continue to seek to express their unique personalities. This means that they will want their floors to be as individual as they are. This could, for example, mean that two people can choose the same classic pattern wood floor – but use it in completely different ways.”

“Our new Stitch Collection – which in itself is a unique product – has been designed in a way and a color scheme that will create a dramatic visual effect and will look totally different, depending on which type of interior you install it in. The floors in this collection will enhance the most traditional and classic interior, but just as well a modern interior characterized by “less is more.” In fact, it has the potential to take your interior in a completely different direction than your first intention and idea,” Emanuel Lidberg says.

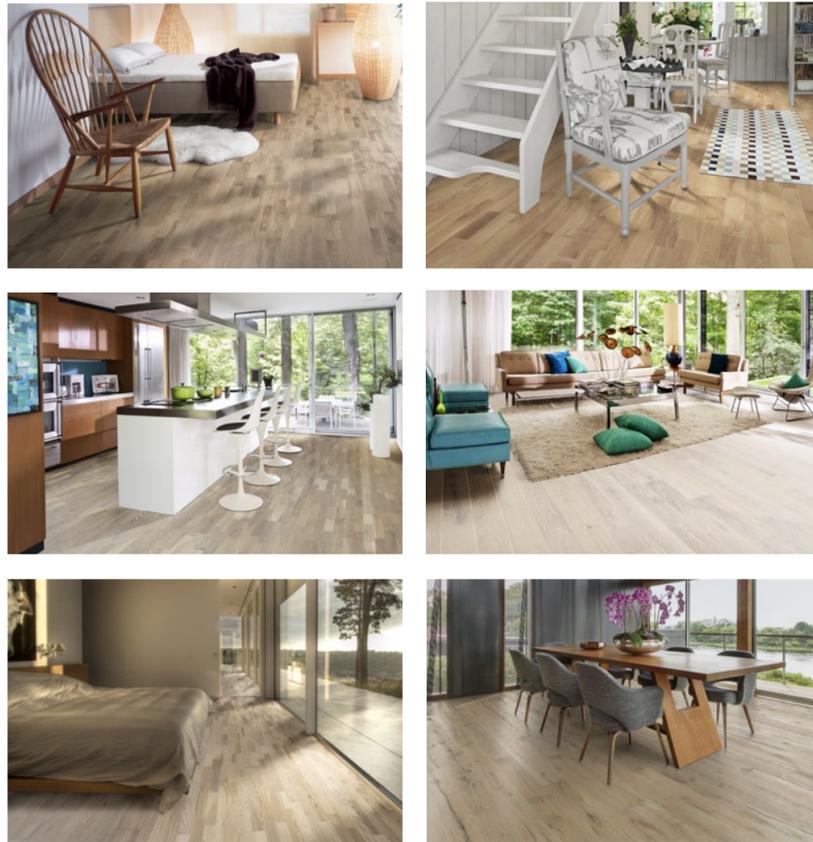


“When it comes to colors, we believe that interior design in the coming years will be dominated by a modernistic color scheme – and this will best be offset by neutral and soft wood floor colors, ranging from white and grey to rich natural. The new colors we have added to the Classic Nouveau and Harmony collections for 2016 are perfect examples of this.”

“Even though these might be future trends, there is a strong, classic element to all of this, which means that if you choose a floor that meets with these criteria, it will most probably feel as contemporary in ten years' time. Wood flooring is something that you don't want to feel that you have to change after a couple of years because it has gone out of fashion. It's not only a quality investment – but also a major design factor that sets the tone of the whole home. Wood is an eternally modern raw material and as long as we cherish and respect it, our floors will always stay in fashion,” he says.

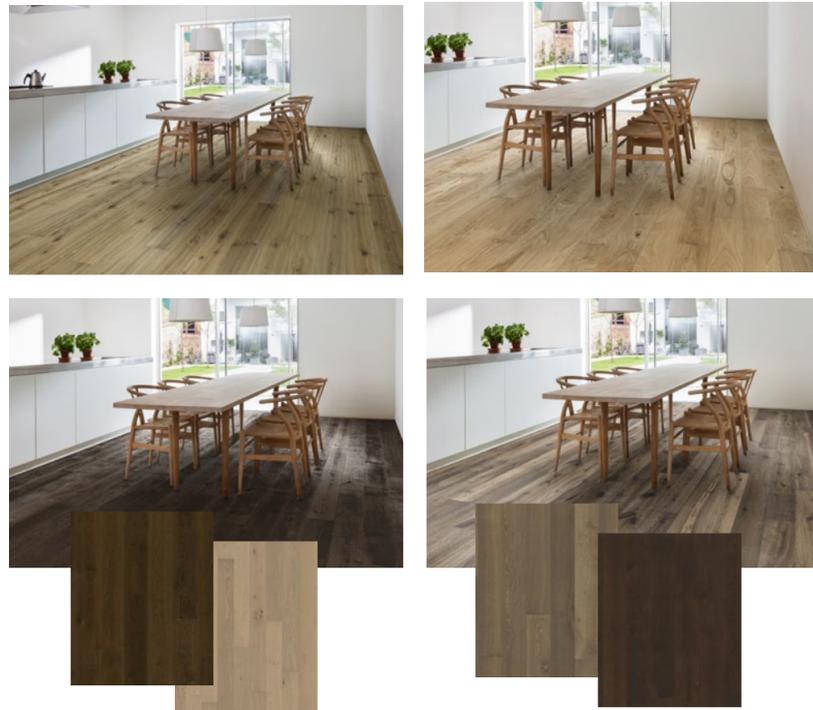
# Try, compare, inspire and be inspired

On our new website, you will find useful information that will help you choose your perfect wood floor. Be your own interior designer! At kährs.com you can play around with as many different styles until you find your perfect design – change settings, floors styles and wall colors until you find your ideal match. Then save it and share it with the world.



## SELECT A ROOM TYPE

Every roomset you find on the Kährs website could also be your own designer room. Pick from different room types.

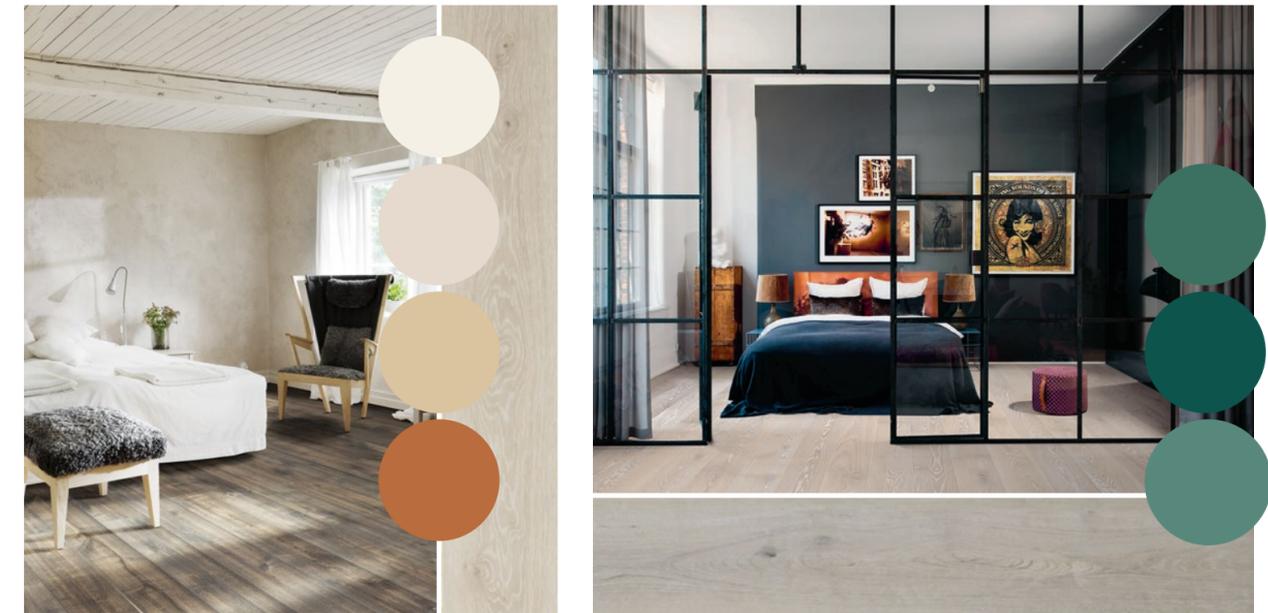


## TRY AND COMPARE FLOORS

Select a floor from our wide range. Compare it with another floor – or with several other alternatives.

## CHANGE WALL COLOR

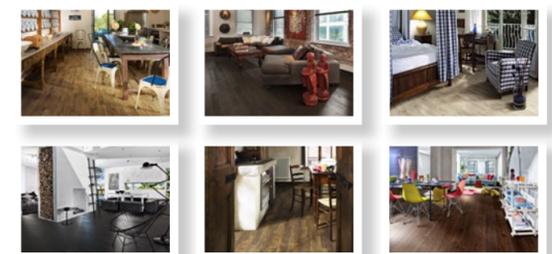
The new white is soft and cozy. It is white on white and also for surfaces with structure and patina. Grey white, cream white, yellow white, natural white... Plus one or other spicy color to add a certain accent.



## INSPIRE AND BE INSPIRED

On our website you will you'll also find hundreds of inspirational roomsets, in a multitude of designs and styles, from all around the world.

When you have created your favorite combinations, save them. That way, you can sleep on it and see if your mood changes. Need a second opinion? Share it with your friends on Facebook and/or Pinterest. This is only the beginning, there is more to come in the future. Stay tuned!





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