

Press release

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Kährs introduces new flooring collection and three inspiring retail concepts at the world's largest retail trade fair in Düsseldorf

Kährs, a leading Swedish manufacturer and distributor of flooring, introduces a new premium Luxury Tiles design collection, Impression, at the retail trade fair, Euroshop, in Düsseldorf in February. The new Impression collection is innovatively designed to boost lifelike wood and stone appearances to a new level. Kährs also exhibits three different retail interior concepts showcasing how combinations of Kährs high quality flooring products can create purposeful and inspiring shop interiors.



Kährs retail concept offers a broad range of high-quality flooring products and services, enabling clients to find suitable solutions for every shopfitting project - from small luxury boutiques to shopping malls. The product range comprises hundreds of options including naturally beautiful wood floors, premium Luxury Vinyl Tiles, Quartz flooring and products made of innovative, PVC-free Enomer®.

At Euroshop, Kährs focus on showcasing the product range and full-service portfolio designed for retail interior projects. Kährs' aim is to present how its wide range of flooring products can be selected and optimized for every type of retail setting and space. Therefore, three shopfitting areas will be showcased; one aimed to Fashion Retail, one to Grocery Stores and the third to Beauty Retail.



The rooms are designed to show how the flooring can create settings that will inspire shoppers, while at the same time meeting different projects' unique requirements on design, wear resistance and indoor air quality.

For Kährs, aesthetic innovation goes hand-in-hand with technological innovation, and Kährs will at the fair display a completely new innovative range of high-end premium design Luxury Tiles, Impression, aimed for retail projects in Germany, Nordics, UK and the US. The new collection, which is inspired by nature, focus on combining wood and stone in a brand-new way to create unique shop interiors.

"We look forward to the exhibition in Düsseldorf, we have a very strong offering to the retail segment, and I am proud to highlight our innovative flooring solutions, as for example Kährs Xpression. Made in Finland from Enomer®, it is a PVC free dry back luxury tile material that offers an ultimate combination of design, wear resistance and environmental qualities, making it perfect for retail space with the highest sustainability demands", said Charlotta Persfell, Chief Marketing Officer at Kährs.

Kährs was founded in Sweden and is today one of the world's leading providers of flooring solutions. The company has more than 160 years of experience in innovations and invented the modern, engineered hardwood floor. All Kährs flooring solutions meet high environmental and quality standards. Kährs was also the first flooring manufacturer to develop and offer PVC-free resilient flooring at its production facility in Finland. Enomer®, an in-house invented material tested for low VOC, free from plasticizers and PVC, contributes to a healthy indoor air quality while also being highly wear resistant and durable and consists of up to 75% natural minerals.

Welcome to visit us at the fair at the Düsseldorf Exhibition Centre in Hall 11, booth D43, Shop Fitting and Store Design on February 16-20. Read more about Euroshop 2020 [here](#).

For more information, please contact:

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About Kährs Group

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

www.kahrsflooring.com www.kahrsgroup.com