

# QUALITY IN WOOD SINCE 1857

Kährs is situated in Nybro, in the heart of the forests in Southern Sweden, on the same site where everything began more than 150 years ago.

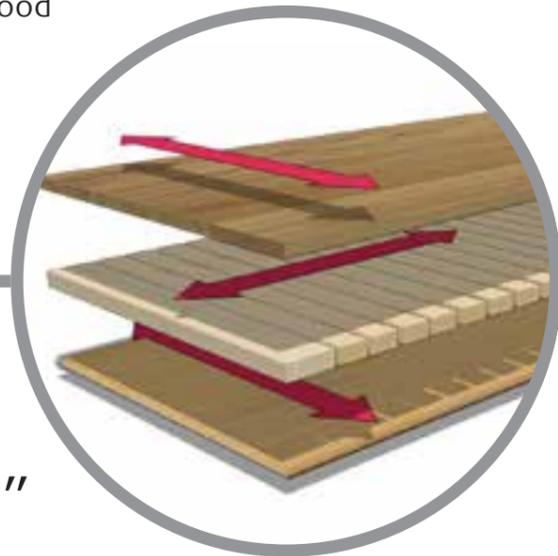
In 1857, Johan Kähr started a small turning shop and began producing wooden articles for the local farmers.

Today, the Kährs group is Europe's biggest wood flooring manufacturer, and one of the world's most innovative companies involved in the processing of wood.

The combination of a long tradition, craftsmanship and a passionate interest in design and new technology has kept us at the forefront in the development of modern wood flooring.



Four generations of the Kähr family. Gustaf Kähr (back left), Johan Kähr (back right), Olof Kähr (front left), Johan Kähr (sitting).



1857

## "KÄHRS – INVENTOR OF THE MODERN WOOD FLOOR"

### REVOLUTIONARY FLOOR TECHNOLOGY

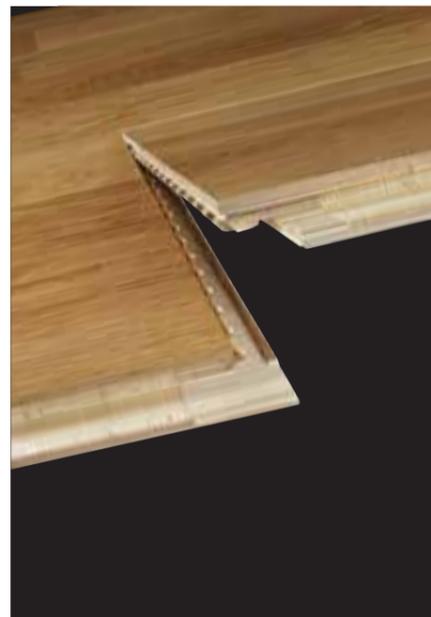
In 1941, Kährs was granted a patent for a multi-layer wood flooring construction. This was the world's first engineered wood floor. This method of construction made the floor more stable and allowed the raw material to be utilized in a more environmentally-friendly way. Compared to a solid wood floor, Kährs construction is 75% more stable; it resists warping, buckling and cracking, even as temperature and humidity change throughout the seasons. Multi-layer floors are also more environmentally-friendly than solid wood floors, since the core material is crafted from fast-growing or recycled wood. This means that there is less of a drain on natural resources.

Today, 70 years later, this is still the standard construction for the majority of wood floor manufacturers.

### WOODLOC® 5S – for a stronger floor and faster installation

In 2000, Kährs was the first wood floor manufacturer to introduce a mechanical glueless joint system – the ingenious Woodloc® joint, which revolutionized the wood flooring market. The Woodloc® joint allowed boards, for the first time, to be mechanically locked together, without using glue. Woodloc® eliminates gaps between the boards and also makes maintenance a lot easier.

With Woodloc® 5S, our latest innovation, we've taken our mechanical glueless joint technique a step further, making installation even faster, while producing an even stronger floor.



Cover: Oak Gustaf

# BEAUTY WITH A CONSCIENCE

Choosing a wood floor is being environmentally responsible. Picking one from Kährs means making an even smarter green decision. Kährs is one of the oldest manufacturers of wood floors. It is also one of the most innovative. Many of our innovations derive from our ambition to contribute to a better environment, like the launch of the multi-layer wood floor in 1941. All man-made products affect the environment. To counteract these effects, we have adopted an ecological approach that permeates everything we do. The wood we use is almost entirely from Scandinavia and Europe, where new growth exceeds that which is harvested. Our multi-layer construction allows us to take full advantage of each log, using fewer resources than in solid floor production. This, and other initiatives, earned Kährs the ISO 14001 environmental management certification in 1997. It is this level of dedication that allows us to create and produce floors that are not only beautiful, but which also contribute to the well-being of generations to come.



### QUALITY WITH NATURE IN MIND

Our commitment to quality and to the environment runs throughout our entire production chain. It begins with the selection of the best raw material. This is achieved with the support of our 3000+ timber suppliers who share in our commitment. More than 70% of the raw material we use grows less than 160 km from our factory in Sweden.

### CLEAN PRODUCTION

Over the years, Kährs has introduced a number of innovations aimed at lowering air emissions, such as using water-based finishes and installing the largest and most advanced air filter system in Scandinavian industry. A clean production is not only good for the environment – it also benefits the people working at our production facility.

We proudly meet the following environmental standards:



AB Gustaf Kähr, Cert. No. 2000-SKM-AE-228  
AB Gustaf Kähr, Reg No. S-S-00055

2013



### REFORESTATION

Kährs is working with local, national and global organizations to ensure the forest stock is sustainable for future generations. Today, Swedish forests are 60% larger than in the 1920's. However, there are challenges around the world; illegal logging and loss of forests to energy, farming and palm oil tree plantations. We are working with global reforestation programs and leading environmental groups such as the FSC, EU, UN, WWF, Greenpeace and EIA.



### HEALTHY FLOORS

In 1984, Kährs was the first wood flooring manufacturer in the world to fully utilize a water-based lacquer system to reduce emissions during production. Kährs meets European E1, Eo and California Air Resources Board – Airborne Toxic Control Measure (CARB-ATCM) Phase 1 and 2 standards.



### WASTE NOT, WANT NOT

Environmental concerns define all our new development projects. If you believe in a sustainable society, you have to prove it in your actions.

At our production plant in Nybro, nothing goes to waste. The portion of the logs that we're not able to use for floor production are converted to biofuel. Some of this fuel is used to heat our own facilities. The rest is supplied to a local energy company. About 45,000 people in our neighbourhood enjoy the warmth of our recycled wood.



### FSC-FAIRTRADE WOOD

2012: Kährs latest initiative; The world's first floor made from dual-certified FSC-Fairtrade wood – and the most environmentally conscious and socially responsible wood floor in the world, produced as part of the first FSC-Fairtrade sustainable small scale forestry and ecotourism project in Chile's Curacautin Valley. Our production supports the restoration of biodiversity in the forest and also aims to reduce poverty and restore the rights to the indigenous Mapuche and descendants of pioneer families. See pages 32 and 33.

# COMBINING NATURE AND DESIGN

Brushed, bevelled, distressed, matt or gloss. At Kährs, we give the traditional floor a modern edge, using our own techniques to add dimension and character. Our floors are available in a wide range of eco-friendly wood species, as well as different natural grains and colour variations, because the character of the wood is just as important for the overall look. As well as knotty, gnarled floors, we also offer floors that are stylishly understated; that are created from a discreet and regular timber grade, with small variations in tone and pattern, and with a smooth surface.



To learn more, visit: [www.kahrs.co.uk](http://www.kahrs.co.uk)



## CITY SELECTION

– Clean and sleek

For an understated, minimalist look, explore the City Selection. These floors typify cool elegance. Created from a uniform and regular timber grade, with small variations in grain and tone, they can be light or dark, depending on the wood species – but the tone and overall effect is uniform.



## TOWN SELECTION

– The quietly, lively floor

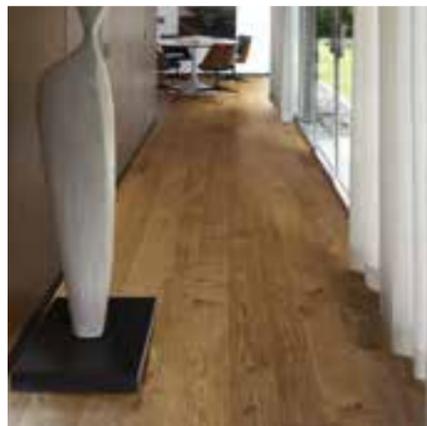
If you're looking for a floor that has character, but which allows a room's decoration to remain the main focal point, take a look at our Town Selection. Dark or light, these floors are characterised by subtle variations in colour, tone and pattern, and they have small knots.



## COUNTRY SELECTION

– Pastoral beauty

For a bold and unmistakably natural look, choose our Country Selection. Here you'll find floors with a truly rustic feel. Featuring dramatic graining, gnarls and knots, these floors have greater colour variations and a more lively character.



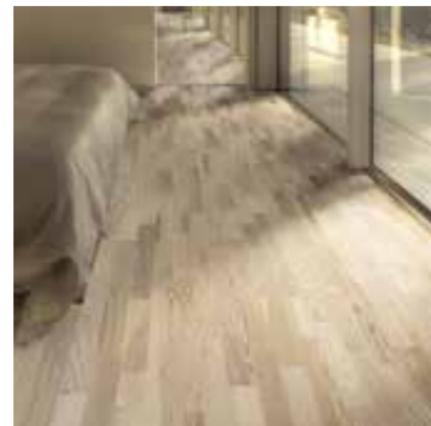
## 1-STRIP DESIGN

The long planks of a 1-strip floor are ideal for larger spaces, such as this lengthy passage. The surface of a 1-strip board is sawn in one piece. This emphasises the natural beauty and accentuates every detail, from variations in colour and grain, to individual knots.



## 2-STRIP DESIGN

Our 2-strip floors are ideal for creating an individual look. The wear layer of this design is two strips' wide. The strips are individually selected and arranged to give the floor its own unique character, which complements all styles, such as this living room.



## 3-STRIP DESIGN

From lively, upbeat interiors to tranquil spaces, our 3-strip floors can complement any style and mood. The wear layer of these floors is three strips' wide. They offer endless decorating opportunities and look particularly stunning in smaller spaces.

Creating a linear effect, a 3-strip floor gives the illusion of a larger, more open space.



## PATTERNED FLOORS

A classic floor with a modern construction. The surface layer features vertical and horizontal strips in a repeat box pattern. Once installed, they form a stunning cable stitch design that brings an air of style and elegance to any interior, whether traditional or modern.



## WOOD INLAYS

Stunning unique flooring designs, enhanced by the use of decorative wood inlays and plugs. Hand-made butterfly or square shaped plugs are randomly placed throughout, for an individual and truly stunning result.



## HIGH GLOSS FINISH

– Let it shine!

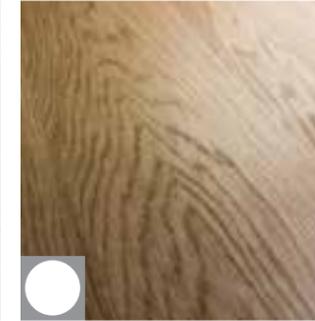
The high gloss finish gives your floor a shiny, polished look that enhances the beauty of the wood species you've chosen. It also protects your floor from every day wear and tear.



## SILK MATT FINISH

– A silky smooth surface

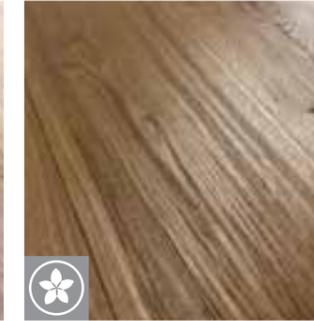
Our silk matt finish complements the wood's character by emphasizing its natural structure. It also makes the floor more durable and easier to clean. At the same time, the finish is one of the thinnest available, so it doesn't conceal the wood's natural lustre.



## MATT FINISH

– A subtle look

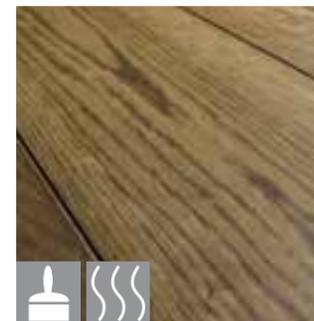
Our matt finish creates the impression that the floor is made from untreated bare wood, or has a natural oiled finish. The soft-to-touch natural surface is incredibly tactile and pleasing underfoot. Matt finish is as durable and easy to maintain as our silk matt finish.



## OIL

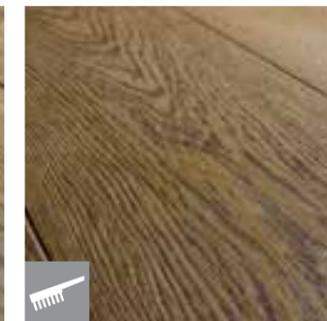
– Tactile to the touch

Kährs Oil reinforces the natural look and is incredibly tactile. The oil brings out the fine structure and grain of the timber, and adds depth to the natural wood tone. Kährs floors treated with Oil are easy to maintain.



## STAINED AND SMOKED

Both staining and 'smoking' are used in our production and design process, to enhance the natural tone of the wood and to add colour. Our floors come in a vast spectrum of shades, from the palest white and greys, to the darkest brown and inky blacks.



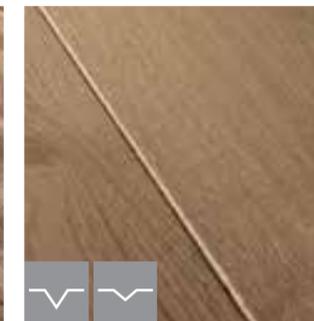
## BRUSHED

Brushing the surface highlights the natural structure of the grain and creates additional texture. Brushing is usually accompanied by other surface treatments, such as a bevelled edge or a coloured stain.



## HANDSCRAPED

The rich character surface that provides a truly rustic feel is created by hand, using different wood scraping and sanding tools. It creates a wood floor with the look and feel of an old floor worn by time.



## BEVELLED AND MICRO-BEVELLED EDGES

Beveling the edges of a 1-strip floorboard accentuates its plank shape. From a micro-bevel (a slight accentuation of the edge using sandpaper) to a more dramatic, stronger bevel on all edges, this design feature gives the floor a more rustic and distinct look.

# SHINE COLLECTION

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Beech Opaque



Ash Black Silver

