

BOLON

Press release for free publication
Ulricehamn 2014-04-08, Sweden

Inspired by 'Silence' – classic gets a new twist

Global design company Bolon is proud to announce the launch of their new collection 'Silence'. With the design team working directly with the machines and processes of the factory floor, the collection offers unique characteristics born out of some unexpected and diverse sources. Bolon's Creative Director Marie Eklund explains –

"For our new collection, we were inspired by the nature that surrounds us here in Sweden, historical textiles and by classic, traditional wooden parquet patterns. In a stunning way 'Silence' also showcases our flooring's unique ability to create 3D effects and reflect light – this last characteristic means that the flooring can have a totally different appearance, depending on the direction from which light is falling. The result is a versatile collection that is subtle, light and warm, but still rich in colour with a silk-like appearance."

Another noteworthy point with 'Silence' is the fact that it is 100% free of the softening agent phthalate – a feature that shows the company's continuing commitment to environmental innovation and one that will be applied to every Bolon collection from 2014 onwards.

"We believe that the timeless aesthetic and pragmatic features of our 'Silence' collection make it a stand out choice. For architects and designers, it offers almost unlimited potential when creating exciting interiors for offices, hotels, retail premises and many other environments."

From its introduction, 'Silence' will be available as a combination of sheets, tiles and, as a new article, planks as standard. The whole collection holds the same high ratings for wear and tear and fire-resistance and comes with the same long guarantees as every other Bolon collection. Furthermore, in another intriguing development, the company has announced its intention to offer tiles from the Silence collection with sound absorbing qualities later in 2014.

Bolon

Bolon is a cutting-edge Swedish design company managed by sisters Annica and Marie Eklund, the third generation of the family to own the business. Under their leadership, Bolon has been transformed from a traditional weaving mill into an international design brand, with a focus on innovative flooring and creative interiors. Bolon's list of clientèle includes Armani, Google, Mercedes, Adidas, Reebok and Sheraton, as well as leading architects and designers such as Jean Nouvel and Cappellini. All design and production is carried out in Ulricehamn, Sweden.

Silence

The 'Silence' collection can be supplied in sheets, tiles and planks. In sheets, four colours in pattern are available – these are called Pulse, Rhythm, Motion and Vibration. In tiles and planks, six colours are available - Gracious, Visual, Sense, Balance, Illuminate and Ocular. Prices are available on request. Please contact the Bolon partner in your local market for more details of 'Silence' and our other collections.

Bolon Green

From the very day we were established in 1949, Bolon has proven to be an environmental innovator. Our first business idea involved turning waste material into rag rugs and since then, we have continuously strived to apply more sustainable working and manufacturing processes. From 2014, all our products will be 100% phthalate free. We only source from approved suppliers and the material passes through refinement plants less than 250km from our production facility, further reducing our environmental footprint. Furthermore, Bolon products and processes hold many internationally recognised environmental quality certifications including BREEAM, Green Tag, Floorscore, ISO 9001 and ISO 14001.

For more information, please contact:

Bolon

Industrivägen 12
SE-523 90 Ulricehamn
SWEDEN

Press contact:

Klara Persson
Tel: +46 321 530 400
Email: press@bolon.com

info@bolon.com
www.bolon.com