



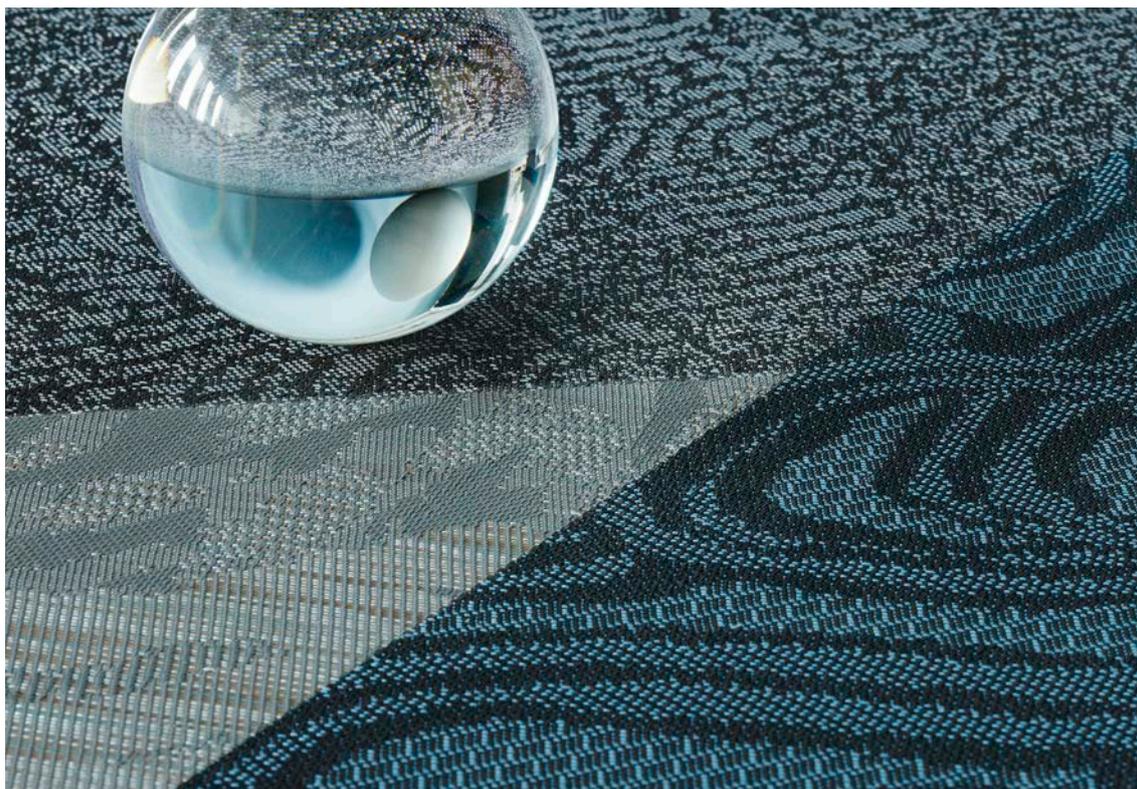
## BOLON'S 2019 COLLECTION CELEBRATES DIVERSITY

Now under the leadership of its third generation, Bolon celebrates its 70<sup>th</sup> anniversary this year. As an international design brand, Bolon has had to be brave, flexible, and forward-looking.

Making use of diverse talent, machinery and perspectives, Bolon has grown because it believes in the importance of plurality. The 2019 collection, Diversity, celebrates variation, participation and inspiration – and in this anniversary year, it also celebrates seven decades of daring to be different.

The collection includes three different patterns Bling, Buzz and Bouquet, and comes in a total of twelve colourways. Diversity's flowing expression binds the three designs together, even as the patterns vary. Given the collection's carefully considered family of colours, Bling, Buzz and Bouquet can effortlessly and favorably be combined.

– Diversity is an anticipated addition to Bolon's portfolio. The collection creates opportunities to play with the patterns and give different floor areas of an hotel or an office space a distinctive look, without compromising on the overall impression, says Marie Eklund, Bolon's CEO.



The three designs are available in four base colours – grey, beige, brown or black – into which a selection of vibrant earthy hues – such as terracotta, aquamarine and pine green – have been woven in Bolon's jacquard looms. Bling's twisted, chain link pattern is large in scale and bold in execution. Bouquet's floral motifs is inspired by a watercolour painting and features a melange of colour and gloss threads. Buzz is softer and more modest. It has a textile-like appearance with a slight shimmer, and comfortably covers large areas.

Buzz and Bouquet are available as Bolon Studio™ tiles, allowing for even greater individualisation. Diversity proves that no idea is too 'out-there' and that our flooring can be an instrumental architectural element.

#### ABOUT THE DIVERSITY COLLECTION

A total of twelve colourways in three different patterns

Bling is available as a roll and comes in three colourways

Bouquet is available as a roll and Bolon Studio™ tiles and comes in two colourways

Buzz is available as a roll, 50x50 cm tiles, Bolon Studio™ tiles and comes in seven colourways

Made and recycled in Sweden

Classification 33 Heavy commercial

15 year warranty

33% of the material is recycled

Free from phthalates

Very easy to maintain

#### ABOUT BOLON

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces. It is a third-generation family business run by sisters Annica and Marie Eklund. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with clients such as Armani, Google, Four Seasons Hotels, Chanel, Adidas, Apple and Missoni. With a strong commitment to sustainability, Bolon designs and manufactures all its products at a facility in Ulricehamn in Sweden. The company is recognised worldwide for its award-winning flooring and its collaborations with some of the world's most acclaimed innovators and creatives. [bolon.com](http://bolon.com)

For more information, please contact:

**Carmencita Lundsten**

Tel: +46 321 530 514

[carmencita.lundsten@bolon.com](mailto:carmencita.lundsten@bolon.com)

[bolon.com](http://bolon.com)