

BOLON BEATS SALES RECORDS

Design company Bolon had a flying start in 2016 with increased orders of their flooring and are showing no signs of slowing down. The month of June brought an all-time high, with 34.5 million SEK in sales; a growth of 13.6% for the first half of the year, compared to the same period last year.

"Production is in full speed and if we continue at this rate and in this direction, we will reach over 300 million SEK in sales for 2016. In comparison, we had sales of 186 million SEK in 2010 and have since had a steady increase," says Helen Emanuelsson, Chief Marketing and Sales Officer at Bolon.

What has contributed to this success?

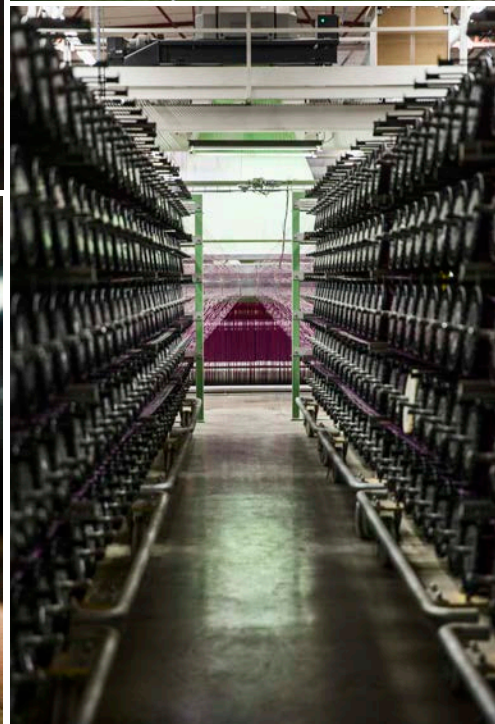
"The focus and perseverance of the company plays a large role, as well as the work we have done in recent years to consistently acquire architects and customers. We have the right partners around the world and we made sure to get them on board. In addition to major investments in innovation and product development, we have worked steadily to reinforce the brand, which is always a challenge in a global arena where there is different maturity in different local markets," explains Helen Emanuelsson.

Proof that long-term efforts yield results at Bolon can be seen in the large projects. One example is South Korea's tallest building in Seoul, which was just completed. There, a request for 64,000 square meters of flooring was received for a single project. A library in Dubai with 65,000 square meters is another example, in addition to an office building in New York with over 60,000 square meters. Bolon has also begun to deliver to one of Europe's major telecommunications companies – an order that could be worth up to 50 million SEK.

Bolon has invested around 150 million SEK the last 5 years in its own production, mainly to meet the requirements of sustainability, including its own recycling plant. Bolon has 100% manufacturing in Ulricehamn, Sweden and currently sells to 55 countries. Their largest markets are the US, France, Japan and England.

BOLON

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bolon.com, info@bolon.com, [instagram.com/bolonflooring](https://www.instagram.com/bolonflooring).

**THIS IS BOLON**

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces, and run by Annica and Marie Eklund, the third generation to own the family business. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with a list of clientele that includes Armani, Google, Volvo Cars, Adidas, Skype, Missoni and Radisson Red. With a strong commitment to sustainability, we design and manufacture all our products at our facility in Ulricehamn, Sweden. Today, Bolon is recognised worldwide for our award winning flooring and our collaborations with some of the world's most acclaimed innovators and creatives. Turnover 2015: 278 million SEK. Number of employees: 100. bolon.com

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