



## IN 2021 BOLON EMERGE FROM THE ORDINARY WITH A VR SOLUTION

In 2021 BOLON, for the first time, will launch a new base collection, Emerge, globally around the world with a new and exciting VR solution. The company is a forward-thinking design business, constantly striving and succeeding to produce the most sustainable and durable design flooring in a fun and unexpected way. With the new virtual reality experience this becomes more alive than ever.

“We believe the timing is right to launch our new base collection with help of a VR solution. Our design flooring is perfect for large public spaces and Emerge is created with that in mind, therefore I am so pleased that we can offer our customers a tool for them to explore our products in detail and to see them in a grander scale, without going to a physical space,” says Annica Eklund, BOLON’s Chief Creative Officer.

The new VR experience will launch January 11th, 2021. The virtual world consists of an architectural space where the user will explore a hotel, a museum and an office, all with flooring from the Emerge collection together with design pieces and unexpected features. It all can be discovered via computer. For an upgrade experience, VR glasses will turn the spectator into an explorer of the BOLON brand.

BOLON see this digital launch as a big step towards new market and business needs, but also as a step towards how to optimize the perception of the product and highlight it in a well-deserved universe for optimal awareness. By going virtual the global company has the opportunity to service its customers anywhere around the globe.

“We look forward to the response from the market. It feels so exciting to finally be able to launch a collection at the same time globally, with a technical solution that we feel certain will service customers today and into the future in the best possible way without compromising on the environment,” Annica continues.

### 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 Home. 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](https://www.bolon.com)

# BOLON

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