

# NEW FLOORING COLLECTION – EMERGE

## BOLON EMERGE – NEW NEUTRAL COLOURS THAT ARE ANYTHING BUT BASIC

This year BOLON have created a solid base collection, having new neutrals as adaptable as nature itself. The Emerge collection is woven with weft threads in both warm and cold shades to give real character and texture. Captivating all the natural changes in light and shadow, large flooring surfaces come to life.

– We've gone back to the loom and created something that comes alive and lasts. We've done our research well, we have looked at our existing collections, and now with Emerge we have come full circle and given the colour wheel a challenge. With mindfully created neutrals that are as natural as any vivid hues. These neutral shades do not imitate any existing material, instead they have their own identity, being able to transition and emerge like the chameleon, says Klara Persson, the company's Head of Product Management.

The Emerge collection consist of one textured design in six different colours in shades of blue, green, grey, brown and beige. The flooring comes in roll, 50x50 cm tiles and as Bolon Studio™ tiles, allowing for even greater individualization. Emerge is made in Sweden, contains recycled material, is easy to maintain, has a high-performance classification 33 Heavy commercial and a 15 years warranty.

The collection is available from the 11th of January worldwide and will be launched with a VR solution. 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.

Developed to complement the materials most used by architects, the Emerge collection is anything but basic. Yes, there is such a thing as the perfect shade of beige and grey.

### 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)

# BOLON

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