

Future trends

The bloggers who drive consumer trends

American innovations

Investing in the future, at our Monroe factory

Report from Japan

From telephone poles to parquet floors

New products

Highlighting our new products from the past year

interface

The Bona magazine – Issue #01 2016



Interface

Produced by Bona Industrial Coatings
Division ©2016

Editor

Paul Spångberg, Managing Director, Bona
Industrial Coatings Division, Global

Managing editor

Alberto Massimo, Area Manager Bona Industrial
Coatings Division, South-Central Europe

Text

Joanna Le Pluart, Crystal Clear
Communication AB

Cover Photograph

Johan Kalén

Design

Patrik Lundberg, Swedish Creative
Ian Bennett, Temple

Printing

Tryckfolket AB

Paper

Munken Polar Rough, Arctic Paper

Head Office

Bona AB
PO Box 210 74
SE-200 21 Malmö
Sweden

Visiting address:
Murmansgatan 130
212 25 Malmö
Sweden
Tel: +46 40 38 55 00



Dear Friends and Colleagues,
I am sure you have often wondered,
as I have, what it is that drives interi-
ors trends and consumers' choices. How
come one wood species is popular one
year and another the next? This is just
one of the many topics we explore
in this latest issue of Interface.

While researching this question, we noticed
that the Internet is now the main force driving
trends. Consumers go to online sources for
ideas and inspiration before they do any phys-
ical research. The Internet has also become
a powerful weapon for exposing unethical
business practices. The result is that today's
consumers are hungry for information about the
companies they buy from and for knowledge
about the origins of their products.

Just a few years ago, it was enough for compa-
nies to sell good products and not damage
the environment. These are still important,
of course. But today's (especially younger)
consumers have more far-reaching demands.
When choosing what products to buy, they
are looking for ethical suppliers who have an
authentic back-story and a purpose they can
identify with.

In this climate of heightened authenticity,
natural wood floors are big potential winners.
Our customers are often companies with a long
history and tradition. They produce beautiful,
honest products with a close connection to
nature. What's more, wood gets more beautiful
with age. In fact, it's the only type of flooring that
can retain the same high quality as when it was
first purchased and installed – over a period of
many decades.

For the benefits of these fabulous flooring prod-
ucts to be fully exploited, we need to commu-
nicate clearly with all those buyers around the
world who are searching for a meaningful story.
We need to help them grasp the true value of
our offer.

FEP's long-running Real Wood campaign is one
example that makes a very positive contribu-
tion in this area around the EU, but there is still
much more to be done. I would therefore like
to encourage all my friends and colleagues in
the industry to work together and make it our
mission to speak clearly about the value of wood,
its origins, its beauty and its durability.

Let us commit to providing consumers with a
clearer understanding of the different quality
levels inherent in different types of flooring
products, and so help them make well-informed
decisions, not based only on price. As usual,
I welcome your feedback on this topic, and
indeed any other subject covered in this issue
of Interface.

Sincerely,

Paul Spångberg

Future trends

The bloggers who drive consumer trends

◇◇◇◇◇



Niki Brantmark, author of My Scandinavian Home

In recent years, an increasing number of interior design professionals and enthusiastic amateurs have begun sharing their reflections and ideas online in blogs. We interviewed Niki Brantmark, the award-winning author of My Scandinavian Home, to get her take on the latest trends and find out which bloggers she follows.

◇◇◇◇◇

“Following blogs is not only entertaining,” says Niki. “It’s also a great way for home owners, decorators and others in the trade to stay on top of trends and get inspiration for their latest projects.”

Current trends: white and grey are still popular, but there’s more...

The Scandinavian interior style is synonymous with white washed walls and light-grey furnishings, and this is still very much the case in many interiors today. The look is simple and pared-back with soft, neutral tones and delicate linen textiles.

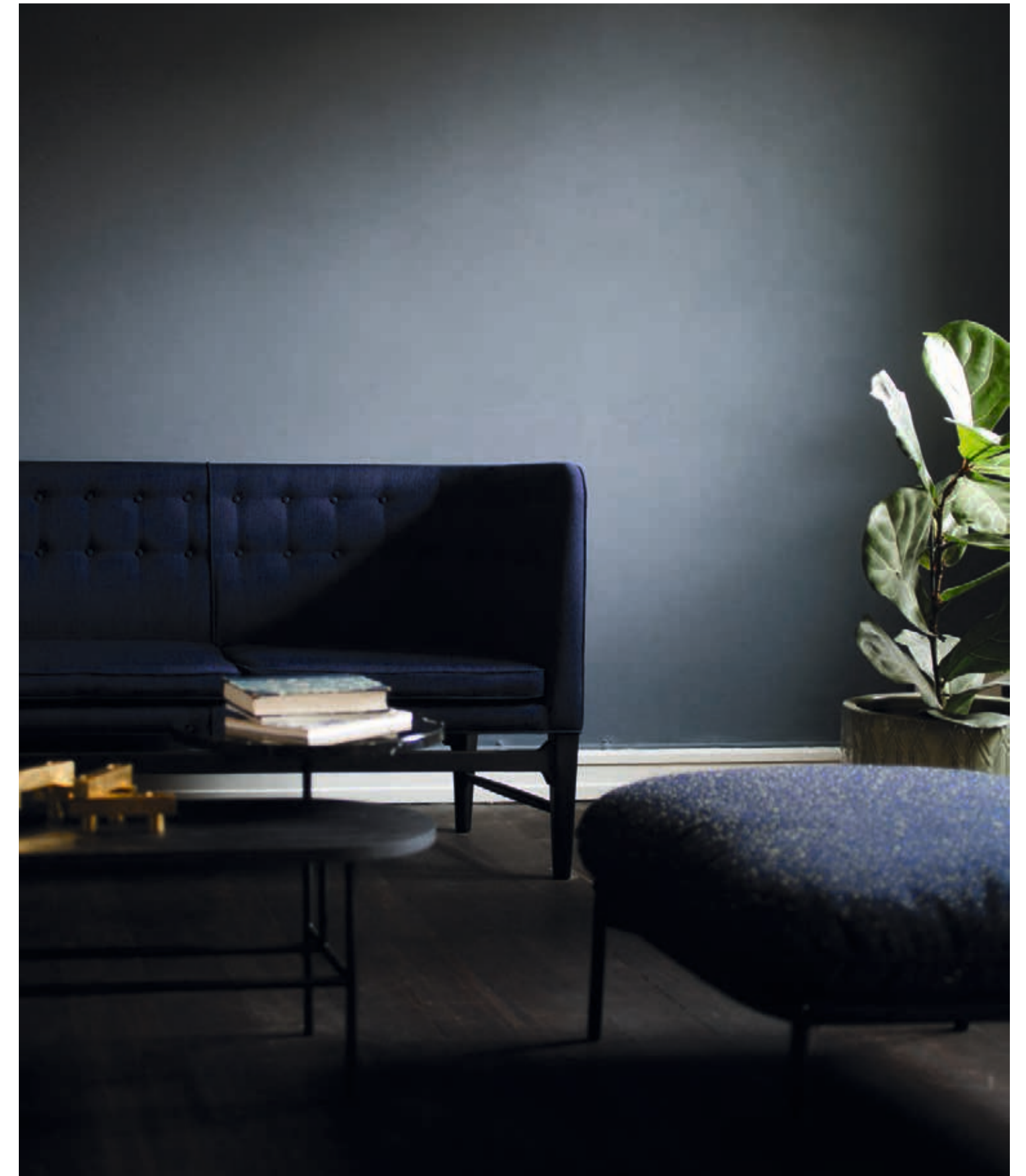
However, over the past year or two, a more graphical monochrome look has also exploded across the Scandinavian interior design world. This style embraces sharp contrasts, geometric patterns and clean lines. Mid-century furniture takes centre stage beside vintage Moroccan Beni Ourain rugs, handcut mosaic tiles and kilim cushions.

Lately, I’ve also started to notice the rise of a darker expression with a luxury bohemian feel. Think charcoal or deep blue accent walls and dark floors. The furniture is mixed and matched using vintage, industrial and contemporary pieces. Gold and brass accessories complete the look. The mosaic tile continues to be popular but is now being used in a more personal, creative way.

How does all this affect the choice of flooring? While white and light-grey painted floors continue to be popular, we’re also now seeing a darker expression in flooring emerging with dark wide-planked floors a popular choice. Sustainability is increasingly important and, as a result, reclaimed flooring is growing in popularity. The trendiest homes, hotels, bars and restaurants are embracing the ‘luxury bohemian’ style with a personally curated mix of mosaic and wood floor, and sometimes even a mosaic pattern stencilled directly onto wood.



Photograph courtesy of &tradition



Who inspires you?

As a daily interiors blogger, I’m naturally also interested in what other bloggers are showing on their pages. These are several, whom I regard as influential in driving global consumer trends. Here is a small selection of them.

Design Sponge – US designsponge.com

Founded by New Yorker Grace Bonney, Design Sponge is one of the oldest interior blogs and the go-to website for Americans as well as people from other parts of the world. The style is eclectic, including contemporary, country, bohemian, retro and shaker. Design Sponge sometimes features interesting podcasts with leading design experts.

SF Girl By Bay – US sfgirlybay.com

Based on the US West coast, founder and curator Victoria Smith features interior spaces with a distinct modern bohemian touch and covers the latest design news from San Francisco and LA.

The Design Files – Australia thedesignfiles.net

Interior design is huge down under right now. Scandinavian modern is all the rage. Design Files is one of the rare blogs that creates nearly all its own content – and features fabulous city apartments, suburban homes, beach houses, studios and even the odd sailing boat.

The Design Chaser – New Zealand thedesignchaser.com

Inspired by Scandinavian design, The Design Chaser, or TDC as it’s fondly known in the blogosphere, features interior styling, inspiring homes and the latest product news from New Zealand.

Miss Moss – South Africa missmoss.co.za

Diana Moss is a graphic designer in Cape Town. She shares her love for ‘visual treasures’, be they fashion, art, interior design or photography, on her daily blog Miss Moss.

Production

Investing in the future, at our Monroe factory

Bona recently made a major investment in our factory at Monroe, near Charlotte, NC. The new, extended facility is designed to provide all the support and infrastructure that our US Industrial Coatings customers need.

“We want to make it as easy as possible to work with our customers and adapt existing coatings for use in their ‘real world’ production. With this objective in focus, our Monroe plant has now been extended to accommodate equipment that precisely replicates the conditions at our customers’ own facilities,” says Tom McNeil, Sales Director, Bona North America.

In-house testing not only makes product adaptations easy, but also gives our customers the security of knowing that when their own production line with Bona UV coatings is up and running, it will be problem-free. They will be able to achieve repeatable results with consistent quality from the start.

The investment at Monroe has also created space for new R&D labs where Bona technicians can develop new products, colours and visual effects.

“We are doing everything we can to support customers who are new to the Industrial Coatings side of our business – in terms of innovation, product adaptation and rigorous inline trials,” says Tom.



Brand awareness

The power of branding



“Our brand is not only recognised by consumers, but also perceived as delivering excellent durability to their floors.”

The Bona brand is very well established in the US professional and retail markets. Survey results show that 39% of consumers now recognise Bona spontaneously, compared with 3% a decade ago.

Bona has commissioned third-party research on a regular basis over the last ten years and this shows rapid growth in recognition of the Bona brand. Last year, when researchers surveyed home owners who had recently installed or were planning to install a new floor, a stunning 39% of them recognised the Bona brand, compared with a mere 3% a decade ago.

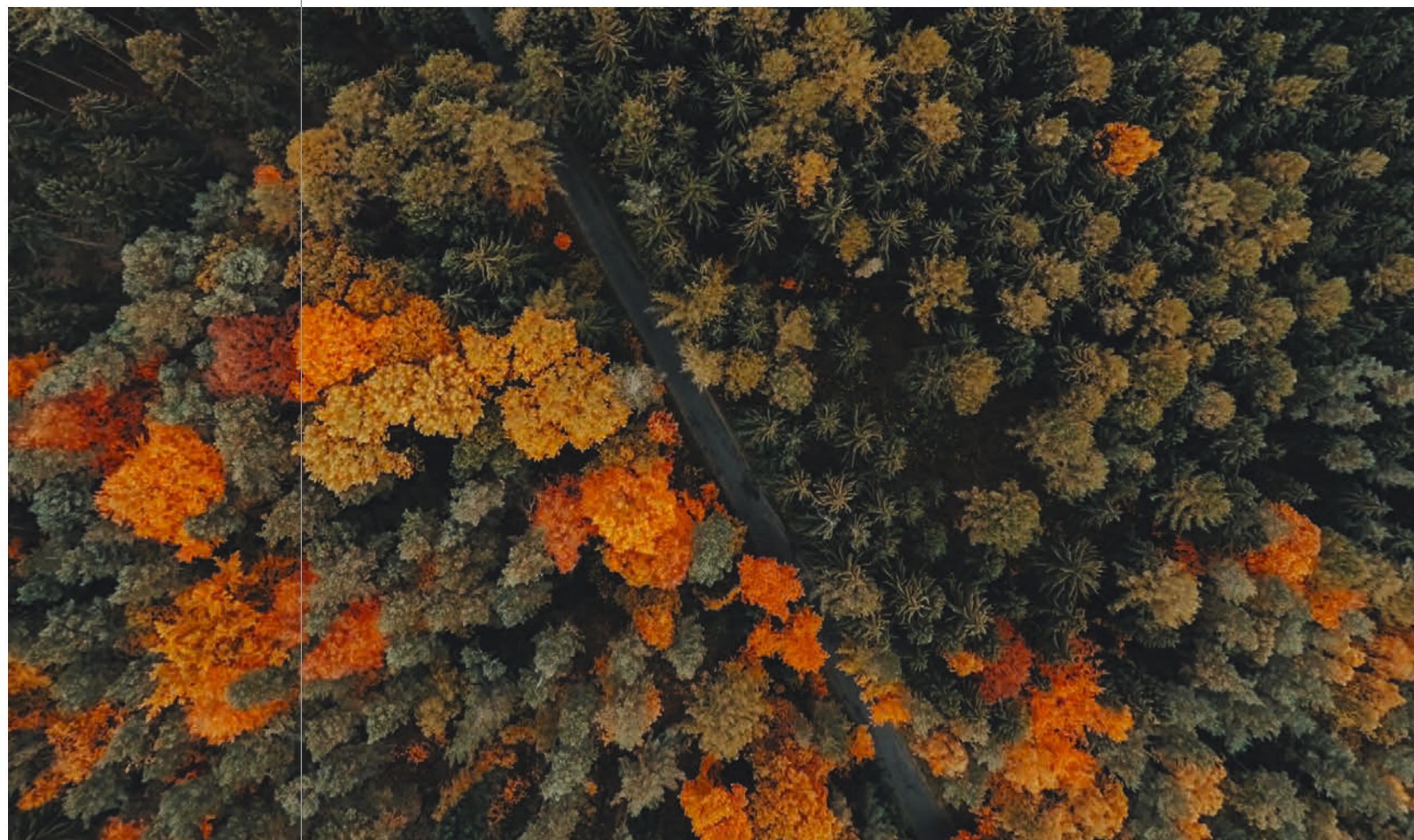
This high and growing recognition rate is mainly thanks to the widespread success of Bona’s varnishes and floor care range – products that consumers see in the stores and interact with on a regular basis.

As Richard Goering, VP of Sales & Operations in the Americas points out, “We would like to highlight to prefinished flooring vendors that Bona already has a great reputation in the US. Survey results show that our Bona brand is not only recognised by consumers, but also perceived as delivering the durability they are looking for.”

All this indicates that North American prefinished hardwood manufacturers have much to gain from communicating that their floors are treated with a High Durable Bona UV Finish. And that use of the Bona brand can increase the attractiveness and value of their premium products.

Environmental

Environmental regulations and our business



Wood is a wonderful building material – truly one of humanity’s most important natural resources. It is also at the heart of Bona’s business. We are therefore as interested as our customers in staying informed about the environmental legislation affecting our industry. Here, we take a brief look at some of the key aspects of this complex topic.

Regulation of wood

Wood is now regulated in a variety of ways as society tackles the challenge of balancing economic opportunity with long-term sustainability. One example of an environmental (and energy) regulation that has affected the supply of wood for manufacturing is the EU’s Renewable Energy Directive (RED) of 2009. This includes subsidies to encourage the use of renewable energy sources, of which biomass combustion (for heat and electricity) is one. As the use of wood chips and pellets for fuel rises in the EU countries, wood imports from Russia and other Eastern European countries destined for this purpose increases, thus diminishing the supply of wood for manufacturing.

Renewable energy legislation in other parts of the world, though extremely diverse, is having similar effects. The increasing emphasis on developing worldwide climate action – most recently taken up by the United Nations in Paris during the first week of December 2015 – can be expected to drive this further.

The use of chemicals

Another major area of regulation for our business concerns reducing consumers’ exposure to toxic chemicals. Some especially toxic solvents such as trichloroethylene were banned years ago by the US Environmental Protection

Agency and the European Commission. Others, such as formaldehyde, are still in use but their mandated exposure limits have been reduced.

REACH is the European Union’s comprehensive chemical regulation law. It seeks to protect human health and the environment through more accurate and stringent identification of the properties of chemical substances. When it was launched in 2008, REACH already encompassed 143,000 chemicals, and its implementation is still in process.

Two other major regulatory frameworks are the United States Toxic Release Inventory (TRI) and Toxic Substances Control Act (TSC). The TRI is a publicly available database containing information on toxic chemical releases and other waste management activities, and currently refers to 689 different chemicals and chemical categories. The TSC Act has been in place since 1976 and regulates the introduction of new or existing chemicals.

Many nations outside the EU and US follow REACH and the TRI closely. These regulatory systems could therefore be described as globally relevant.

Voluntary regulation

Besides the mandatory regulations, we also see participation in voluntary certification schemes and “eco-labels”

increasing around the world. With these, manufacturers and marketers of wood products voluntarily provide information about the wood’s origins and growing conditions. Such standards were barely present before the 1990s, but they have now become a familiar feature of our industry.

The Forest Stewardship Council (FSC) is perhaps the best-known certification scheme in our business. It reflects conformity with standards addressing forests, the wood trade chain of custody, social policy, monitoring and evaluation methods, quality assurance and ecosystem services. Many makers of wood products require that all wood they purchase be FSC-marked. More general consumer eco-labels such as the Nordic Swan and Blue Angel are also sometimes used for wood products.

What does the future hold?

Right now, there are two clear trends: first, greater convergence in environmental regulations around the world as lawmakers and regulatory authorities learn from one another; second, we can expect to see more stringent regulatory action in the future as the need to address climate change becomes increasingly urgent.

*Bona AB has long been a member of the European Federation of the Parquet Industry (FEP) and we would like to thank them for providing the source material for this article.

Projects

Beautiful floors in beautiful places

We are always thrilled and inspired to see our customers' parquet floors installed in different locations around the world. On the following pages, we showcase a selection of reference projects. We hope they inspire you too!



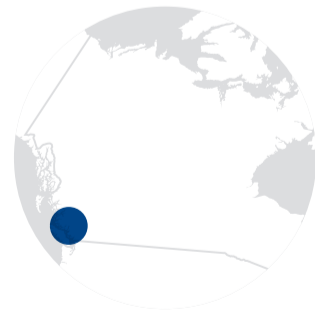
Canada

Oak floor by Stile, treated with low-gloss Bona Naturale UV

West Vancouver is a favoured residential location – and this minimalist private home is the perfect showcase for a custom-made 100% FSC-certified oak floor.

Installed in 2015 by long-term partner BC Hardwood, the floor is a special Stilnovo two-layer engineered parquet. The product is made by Stile, based in Città di Castello in Italy, and was selected by the architect as a top-performing high-end floor. It is all rift-cut and has a low-gloss Bona Naturale UV finish to work with the wonderful ambient light and the decor. Once again, Bona helped deliver the quality needed in a truly high-end installation.

Photography – Stile



Croatia

Oak and ash floors by Galeković, treated with Bona Naturale

These delightful floors in several styles were installed at the turn of 2014/5 in a private home in Zagreb. Manufactured by Galeković in Croatia from locally sourced oak and ash, all the floors benefit from Bona Naturale finishes to create both coloured and invisible effects as required. All the floors in this home – five styles in all – were selected to perfectly match the modern interior design and the home's various spaces. The floors and Bona finishes used are currently very popular in Croatia, where the Bona brand is highly regarded and recognised for its quality.

Photography – Galeković





Malaysia

Hevea floor by BKB, treated with Bona's Iroko stain

The award-winning Haven Lakeside Residences comprise 512 luxury condotels, occupying three 26-storey towers in Ipoh, Perak State, Malaysia. In 2010-2014, Haven Lakeside installed some 30,000 m² of Hevea 3-strip, a three-layer engineered hardwood flooring manufactured locally and finished in Bona's Iroko stain.

The matt finish and colour were selected carefully to harmonise with the architect's other materials. BKB uses only Bona finishes, presenting them as one of the major product features that win the company an enviable high-end market position. As a global company, BKB appreciates the ongoing professional support offered through Bona Lifetime Support.

Photography – BKB

Estonia

Ukrainian oak floor by Estaparket, treated with Bona Extra Matt

Installed in a private home in Tallinn, this floor brings in its own light even in the depths of winter, accenting cleverly without dominating the interior style.

The floor is Estaparket's 1-strip Oak Frost Ivory Pores, with a top layer in Ukrainian oak. It was installed floating over underfloor heating.

Finished with Bona Extra Matt, the wood combines the look of an oiled surface with the easy maintenance of varnish. Practicality is especially important here, given that the same parquet is also used in the kitchen area. The floor is also entirely square-edged, giving a continuous look, and gap-free thanks to carefully controlled drying during manufacture.

Photography – Estaparket



Turkey

Ukrainian oak floor by Dendro, treated with Bona Silkmat coating

This beautiful privately owned villa, called Park Mavisehir, is located in Izmir. It's perhaps hard to believe it was installed as long ago as 2012, but the oak plank Catrina floor is simply improving with age. Catrina is produced in Düzce, Turkey, in oak from Ukraine, and was chosen specially by the architect to harmonise with the furniture and interior design. This was one of the most important and prestigious projects in Izmir, and Bona's quality – well known in Turkey – was vital in winning the contract.

Photography – Dendro



Report from Japan

From telephone poles to parquet floors

◇◇◇◇◇

Working closely with our Japanese distributor, Manabu Okabe, we recently acquired T.O. Ogasawara as a new Industrial Coatings customer in Japan. The T.O. Ogasawara company – one of the biggest suppliers of wood floors in Japan – wanted to improve the wear resistance of their wood floors. Another of our customers using the same UV system recommended they contacted Manabu Okabe, and we went on to begin our cooperation with a first visit in October 2014.

T.O. Ogasawara produces floors mainly in oak, beech and birch sourced in Hokkaido, which are their choice from Japan's many diverse forests. They produce both solid and engineered wood floors. With a range of products that meet the common specifications for public works in Japan, the company sells mainly to the government sector (e.g. schools, gyms, local municipality buildings).

Z.T.O. Ogasawara in brief

Established in 1965, T.O. Ogasawara began by supplying telephone poles to the Hokkaido Electric Power Co., Ltd. and railroad sleepers to Japan's National Railways. Building on this experience with lumber, they subsequently diversified into producing wood floors (www.to-ogasawara.com). Today, their Wood division's mission, "To bring out the excellent characteristics of timber", chimes well with our own. Their other divisions are Distribution (retail), Housing (construction) and Fitness Clubs.

Facts and figures

- Employees: 481
- Market: Japan
- Sales offices: 12 nationwide



Manabu Okabe, our distributor in Japan
Okabe first met with Bona in 2004, and has been distributing our professional products in Japan since 2008/9. Manabu Okabe, the current owner and the son of the founder, now also distributes our IC products.



More natural than ever

Traffic Natural is the new ultra matt UV coating system from Bona that challenges nature itself. It is literally invisible. If you went to the forest and chopped down a tree, sanded it and put it down in your house, this is what it would look like. The difference is that with Traffic Natural, the beautiful, natural look lasts. The floor doesn't get dirty, scratched or faded. Even though you can't see it, our new coating system gives superior protection for years to come.



Calendar

Don't miss these upcoming events!

◇◇◇◇◇



Cologne Design Week
18 – 24 January 2016

Germany
IMM Cologne
imm-cologne.com/imm/index-2.php

Paris Design Fair
22 – 26 January 2016

France
Maison & Objet
maison-objet.com/en/paris

Milan Design Week
12 – 17 April 2016

Italy
Salone del Mobile
salonemilano.it/en-us/
Design week
fuorisalone.it/info2016/en/

New York x Design
May 2016

United States
ICCF
icff.com
Design week
<http://nycxdesign.com>

London Design Week
September 2016

United Kingdom
100% Design
100percentdesign.co.uk
Design week
londondesignfestival.com

Tokyo Design Week
October – November 2016

Japan
tokyodesignweek.jp/en_index.html