

# BOLON





Come closer to  
**BOLON**





# THIS IS OUR STORY... THE NEXT CHAPTER IS YOURS

It's a story we'll never tire of hearing. Over 60 years ago in Stockholm, Sweden an idea sparked into life. Textile waste became rag rugs and Bolon was born. In many ways, our founder Nils-Erik Eklund was ahead of his time and today, his ability to see opportunity where others couldn't still inspires us.

Annica and Marie are the third generation of Eklund family entrepreneurs. Since 2003, when they took over the company from their parents Lars and Monica, they have been on a mission – to make Bolon a design-led innovator and fuse the conservative, traditional flooring branch with the boundless creativity of the world of fashion.

That we have succeeded is satisfying. That in doing so, we've collaborated with world-renowned designers and architects as well as working with international brands makes us even more proud. However, pride is one thing and complacency is another – and standing still has never been an option here at Bolon.

With our 2014 collection, our passion and commitment to break down the barriers in our industry has never been more in evidence. We sincerely hope that it inspires you to write your personal creative chapter – after all, Nils-Erik wouldn't have accepted anything less.





# PRODUCTS







Artisan Petroleum

## IMAGINE, SEE, TOUCH

There is nothing like Bolon flooring. It's rock n roll. It's fashion and elegance. It's natural, Nordic beauty and it's urban robustness - together with your imagination, these characteristics ensure Bolon flooring is whatever you want it to be.



Vivid 3D effects, shifting patterns, passionate colour choices and sober, sophisticated style. Our collections are a sensual feast, calming, exciting, energising and inspiring. We challenge you to be this visually creative with textile, linoleum or wood.

Tactile yet tough and easy to care for. Bolon flooring is created with consideration and fingertip care. Our designers live on the factory floor, ensuring every collection fuses branch-leading environmental consideration and superb, long-life performance with their unique aesthetic qualities.





Silence: Balance

## SILENCE - PLAYFUL REFLECTIONS AND HEAD-TURNING DEPTH

Bolon's new collection Silence takes our unique ability to reflect light and create depth, structure and 3D effects to new heights.



Silence is inspired by the nature that surrounds us here in Sweden, by historical patterns and by classic, traditional wooden parquet flooring. In a stunning way, Silence showcases our flooring's unique ability to create 3D effects and reflect light – this last characteristic means that the flooring can have a totally different appearance, depending on the direction from which light is falling. The result is a timeless and versatile collection that is subtle, light and warm, but still rich in colour with a silk-like appearance. As well as these aesthetic values, Silence represents a great environmental choice as it is 100% phthalate free, a feature that will be introduced across all our collections in 2014.

From its introduction, Silence will be available as a combination of sheets, tiles (50 x 50 cm) and, as a new article, planks (22,2 x 66,6 cm) as standard. The whole collection holds the same high ratings for wear and tear and fire-resistance and comes with the same long guarantees as every other Bolon collection.





Silence: Sense, Illuminate, Ocular



Silence: Pulse





Silence: Visual



Silence: Vibration



# BOLON STUDIO™ -IT'S ALL ABOUT YOU

## YOUR DEMANDS

Every project is unique. Every room is a challenge. Bolon Studio™ offers the kind of design flexibility that reflects this. Form, shape and colour are entirely in your hands - combined with practical values such as high fire resistance rating and durability class 32 or 33, Bolon flooring is quite simply a solution its competitors can't match.

## YOUR CREATIVITY

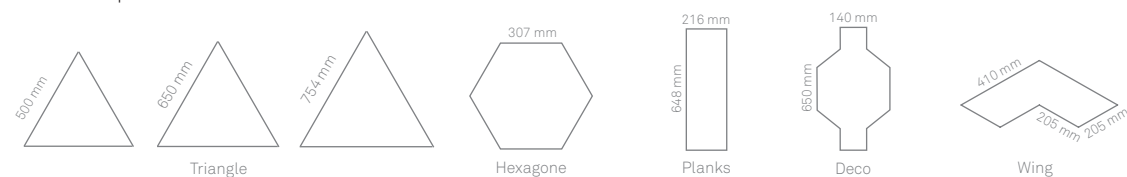
How many flooring products truly offer the opportunity to add an individual touch? Does textile, linoleum or wood really allow you to add personality to a project? With Bolon Studio™, you can mix and match tiles of different sizes and shapes to let creativity truly express itself. Consider colour choice, room characteristics and the fall of light – and discover how Bolon flooring adds unique ambience and character to any space.

## YOUR SIGNATURE

Bolon Studio™ is your opportunity to inspire and get inspired. It was created to bring a distinctive and individual look to smaller spaces, such as an office or shop. By playing with colour and design, Bolon Studio™ lets you take an already unique product and with a dash of creativity, give it your own signature.



Different shapes of tiles:



Now: Champagne, Silver, Carnation, Tangerine



## PROJECTS

Office, Hotel, Shop, Other projects

### **BOLON COLLECTION:**

Botanic: Viva, Ivy, Cilia, Osier, Picea,  
Artisan: Slate, Coal, Oil, Ecu

**AREA:** 560 m<sup>2</sup>

### **OBJECT:**

Restaurant Pieter Christiaan

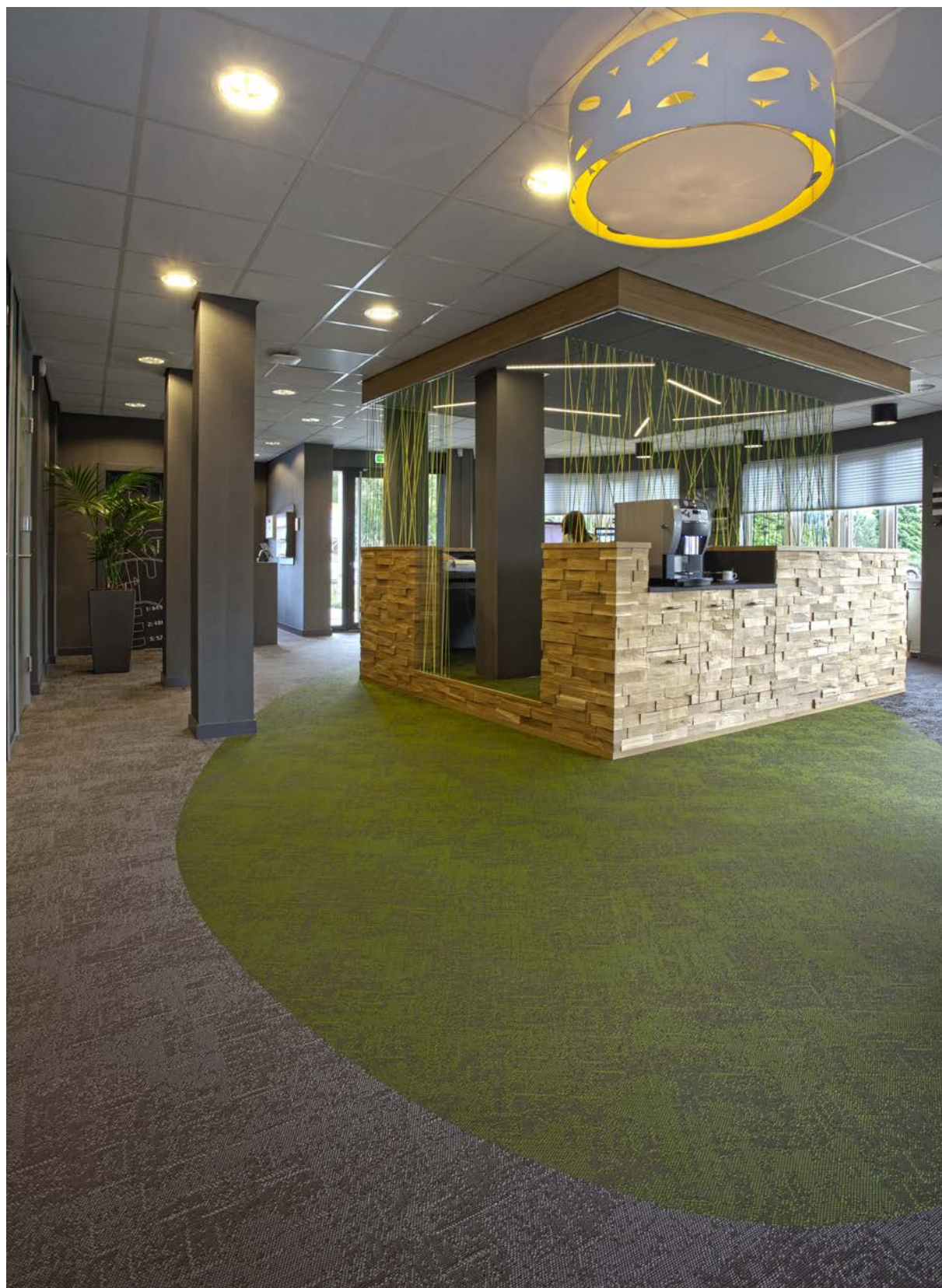
### **LOCATION:**

Utrecht, The Netherlands

**ARCHITECTS:** Edward van Vliet,  
SEVV

**YEAR:** 2013





Bolon collection Create: Pario, Efficio  
Object: Dura Vermeer, The Netherlands

## CREATE NEW DIMENSIONS

At Bolon, the flooring we create says everything about who we are. Across four segments, our project portfolio is colourful, beautiful living proof that our products can light up any environment.



Bolon collection Botanic: Ivy, Iris  
Object: Arrow Energy, Brisbane Australia

Over the coming spreads we're proud to present a selection of our projects from hotels, offices, retail outlets and other exciting environments. These projects showcase the diversity and quality of interior you can create by using the unique characteristics Bolon flooring offers.

Our commissions cover small and large floor areas and we're proud to have supplied to larger projects such as Italy's tallest building, the Palazzo Lombardia in Milan. This iconic building features 95 000 m<sup>2</sup> of Bolon flooring.





**BOLON COLLECTION:**

Botanic: Ivy, Viva, Iris,  
Cilia, Tilia, Osier

AREA: 500 m<sup>2</sup>

**OBJECT:**

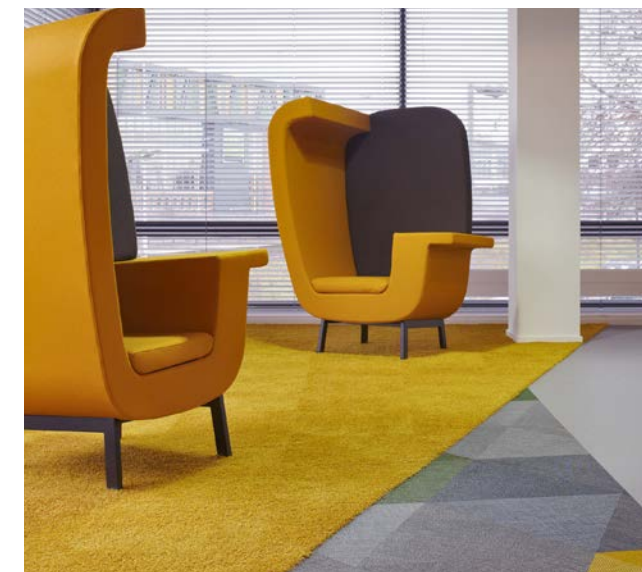
Tapwacht

**LOCATION:**

Rotterdam, The Netherlands

**ARCHITECTS:** Maasdam

**YEAR:** 2012



## OFFICE

In an office environment, flooring should deliver both high sound absorption and durability. Our collections do this as well as adding a designer touch. The result is an inspiring interior characterised by flooring that is tough and easy to clean and maintain.





**BOLON COLLECTION:**  
 Bolon By Missoni: Flame Black  
**AREA:** 80 m<sup>2</sup>  
**OBJECT:**  
 1888 Hotel Pyrmont  
**LOCATION:**  
 Sydney, Australia  
**ARCHITECTS:** Space Control  
**YEAR:** 2013



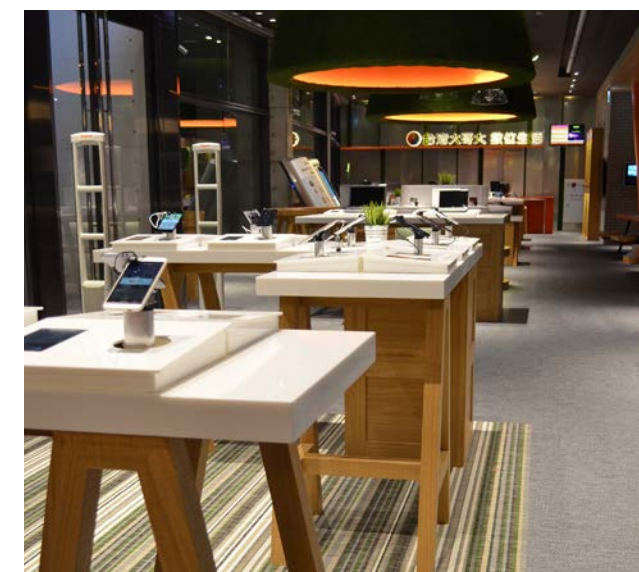
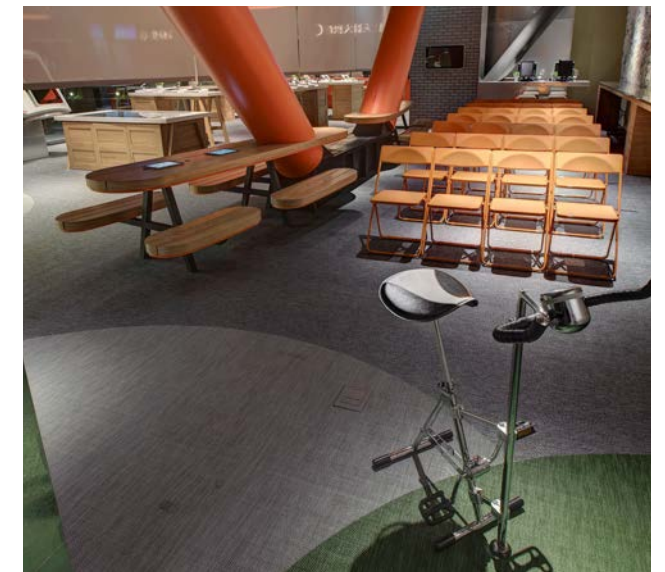
## HOTEL

Our collections for the hotel branch combine aesthetic beauty with a tactile, soft feeling. Together, a warm ambience is created that lifts the feeling of quality in the premises. In this segment a high fire resistance rating is also crucial, particularly in corridors and stairways. It may not surprise you to know that Bolon flooring fulfils these requirements and much more.





**BOLON COLLECTION:**  
 Botanic: Pyrus, Ivy, Osier,  
 Bkb: Metallic Alpha  
**AREA:** 350 m<sup>2</sup>  
**OBJECT:**  
 Taiwan Mobilde Digital Life Hall  
**LOCATION:**  
 Taipei, Taiwan  
**ARCHITECTS:** K Plus Spacking  
**YEAR:** 2013



## SHOP

With high foot traffic, shops and other retail premises demand flooring that is robust and easy to clean. At the same time, designs must be chosen carefully so that they can outlast trends but still remain fashionable. Our retail range meets these challenges, allowing for the creation of exciting interiors that reflect positively on any brand.





**BOLON COLLECTION:**  
 Create: Pario  
**AREA:** 400 m<sup>2</sup>  
**OBJECT:**  
 Lebuinuskerk  
**LOCATION:**  
 Deventer, The Netherlands  
**ARCHITECTS:**  
 Van Hoogevest Architecten  
**YEAR:** 2012



## OTHER PROJECTS

Art galleries, showrooms, healthcare premises, and educational establishments – the type of environments we supply flooring for continues to grow with every passing year. It is a source of great pride to us that the aesthetic and practical qualities of Bolon flooring attract attention from new, exciting areas and on the following pages you can see a selection of these projects.



## DESIGNER FRIENDS

We are creatives at heart. From day one of our history, we have strived to be visionary and inspirational. So for us, it makes perfect sense that we seek out similar individuals and embark on exciting creative journeys.

With their unique ability to see the alternative angle, proven business skills and deep understanding of sustainability issues, our Designer Friends take Bolon to uncharted territory with every new project. In doing so, the strong bonds we create represent a vital foundation of our future. It gives us immense pride and no small amount of pleasure to introduce Bolon's Designer Friends:

### JEAN NOUVEL

The first collaborative project was presented during the Stockholm Furniture Fair 2012, where Jean Nouvel revealed a spectacular interpretation of Bolon's 2012 new collection Create – an exciting concept in the form of an exhibition stand that challenges gravity as well as the traditional ideas of flooring. Today Jean Nouvel uses Bolon flooring in different projects and have a close collaboration together with Bolon.

### THE BROTHERS CAMPANA

Creative, Brazilian chaos met West Swedish spirit of enterprise when The Campana brothers and the Eklund sisters entered into a unique partnership. Fernando & Humberto Campana interpreted the new collection Artisan that resulted in the exceptional concept for Stockholm Furniture Fair 2011.

### GIULIO CAPPELLINI

The first Cappellini-Bolon cooperation came about in 2008 when Giulio was asked to furnish the entrance hall of the Stockholm Furniture Fair. Since then Giulio Cappellini has used Bolon flooring in several projects, among others in the Malpensa and Linate airport VIP Lounges in Milan, Italy. Cappellini uses Bolon flooring in all his new showrooms.

### JAIME HAYÓN

The first time Bolon and Jaime Hayón crossed paths, was when he was invited to be the Guest of Honour at Interieur08 in Kortrijk, Belgium, and chose Bolon's NOW collection. During the Milan Design Week 2010, Hayón chose Bolon's Botanic flooring for the installation he designed for INTERNI THINK TANK, at the Università degli Studi di Milano.

### MISSONI

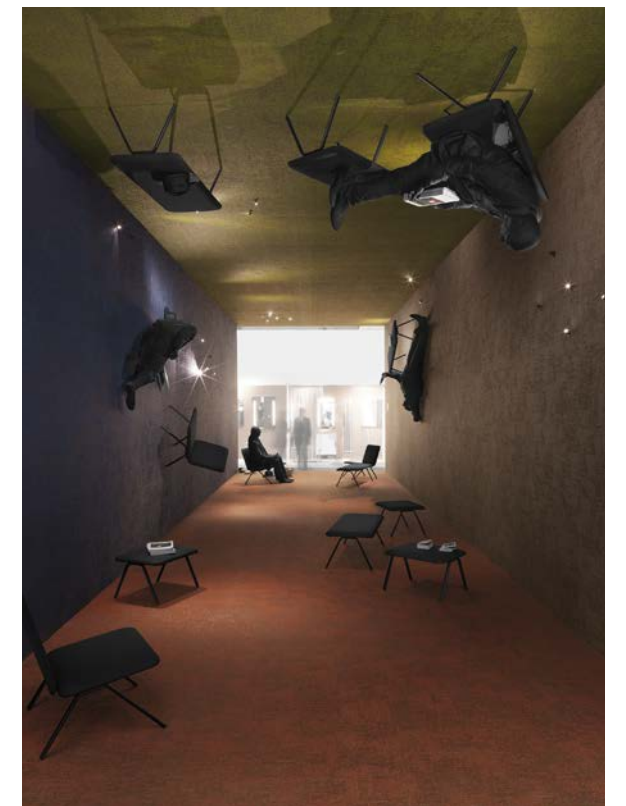
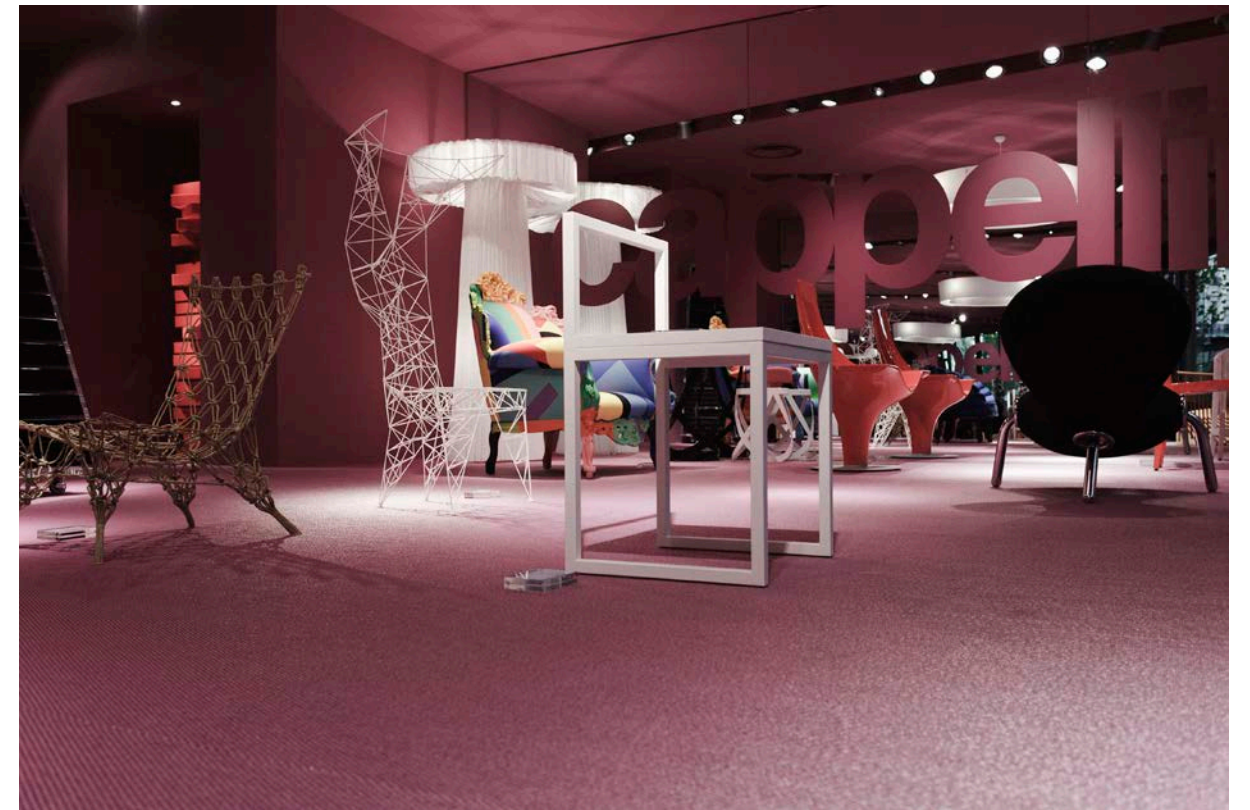
Bolon joined with the Italian fashion house Missoni to create the "Bolon by Missoni" collection in 2012. The flooring collection, Bolon by Missoni, is based on Missoni's classic patterns and generous range of colours. In late 2013 the collection burst into new leaves with the addition of four new autumnal colours.

### PAUL SMITH

In the Guest of Honour stand at Stockholm Furniture Fair 2010, Paul Smith used Bolon's woven vinyl flooring cut in four different kinds of classic parquet patterns. A beautiful example of how tradition meets the possibilities of modern materials. Classic with a twist.

### TOM DIXON

Tom Dixon first came across Bolon's products when he as creative director of the 100% Design Show a few years ago was looking for products for the VIP room. For his office areas and main staircase in the White Building in London – Tom Dixon again choose Bolon flooring.



Cappellini Showroom in Paris, Missoni Fashion Show, Bolon Stand by Jean Nouvel





# INVESTMENT

A smarter flooring solution



It's very easy to focus on Bolon flooring from a pure appearance perspective. If you are guilty of this, we completely understand – after all, is there any other floor available that offers such dramatic perspective shifting patterns, 3D effects or passionate, evocative colours and designs?

But leave this world for a minute and transport yourself to a more pragmatic place. A place where care, maintenance, durability and product life are high currency. The fact is, Bolon flooring is equally at home in both these worlds – and that's why it is such a sound long-term investment in a wide variety of projects and environments.

## EASY CARE

Bolon is an advanced product – however, taking care of it is a surprisingly simple process. With a vacuum cleaner, scrubbing brush and stain remover, 99% of cleaning needs can be accomplished.

## LONG LIFE

Every Bolon collection has either a 10 or 15-year guarantee. However, experience tells us that following the recommendations of our CARE+ concept can lead to a product life of up to 20 years. Read more about CARE+ on page 47.

## DURABILITY

All Bolon flooring carries an EN685 Class 32 or 33 durability tag, making it a highly robust and long-lasting alternative to linoleum, textile or wooden alternatives.

## FIRE CLASSIFICATION

Bolon flooring has Bfl-s1 fire resistance, ensuring it meets legal requirements for office, public areas, hotels and other buildings.



Now: Silver







BOLON GREEN  
It's in our DNA





Silence: Ocular

## CREATE A BETTER FUTURE

Turning waste into rag rugs – today, this process might not be viewed as so radical, but in 1949 it was a revelation. What kind of person or business would consider such an idea? Our answer to that is ‘a visionary one’ – and since these remarkable beginnings, we’ve continued to practice environmental innovation.



Today, Bolon flooring represents a sound environmental choice. VOC (Volatile Organic Compound) emissions are well below recommended levels. Our products are fully recyclable. We only use the latest and modern PVC in our flooring, a material that is radically different from its earliest forms. From 2014, all Bolon products is manufactured using a 100% phthalate free plasticiser.

Despite these achievements, we are far from complacent. Bolon continuously strives to exceed current legislative requirements. Every collection we offer meets some of the world's most stringent environmental standards including BREEAM, GreenTag and Floorscore, which contributes to a higher LEED rating.

Our vision for the future of Bolon and holistic approach to developing products across a long lifecycle are clearly defined in our two initiatives ‘A Future Without Footprints’ and ‘Bolon Green’. Find out more about these and our wider environmental commitment – [www.bolon.com](http://www.bolon.com).

*From 2014, all Bolon products  
is manufactured using a  
100% phthalate free plasticiser.*





# BOLON CARE+

Adding value and simplicity



Caring is a value we hold dear at Bolon – about our employees, our history, the environment and the products we sell. However, we also understand that our obligation to care goes further than this. That's why we created Bolon CARE+.

Bolon CARE+ is our installation and maintenance concept. The plus simply indicates that the concept is an extension of our basic value - in this case ensuring you have access to the advice and support that optimises your investment and ownership experience.



Artisan: Motley

## 1. SELECT TO REFLECT YOUR DEMANDS

To extend product life and enjoy a stimulating, safe environment, choosing the right flooring is vital. We can help you define your needs from both a practical and aesthetic perspective, ensuring you achieve this.

## 2. CORRECT INSTALLATION

Installing your Bolon flooring correctly makes a major contribution to its product life and ability to deliver the benefits you expect. Your Bolon representative can help you find an installation expert who can provide this vital service.

## 3. SIMPLER MAINTENANCE

Compared with its competitors, cleaning and maintaining Bolon flooring is both simpler and more cost effective. For daily cleaning, machines are not required and studies have shown that compared with linoleum, textile or wooden flooring, Bolon costs significantly less to maintain.

## 4. CLEANING DETAILS

Our Bolon CARE+ concept provides detailed information on daily, manual and mechanical cleaning as well as general tips and advice on removing stains – all of which can be done without using harmful chemical agents.

For detailed information on our Bolon CARE+ concept visit [www.bolon.com](http://www.bolon.com).



SERVICE, SUPPORT  
& CONTACT





Graphic: Texture Black

## GUARANTEES AND QUALITY

Every Bolon collection has a 10 or 15-year quality guarantee and features EN685 32 or 33 durability class. Furthermore, our products also fulfil some of the world's most stringent environmental standards including GreenTag, BREEAM and Floorscore, which contributes to a higher LEED rating.



### SUPPORT AND SERVICE

To ensure you receive the best possible support, we work with skilled local partners. Our representatives can be located in many countries and in certain areas we also stock products. As well as providing sales assistance, many of our local partners can offer integrated solutions for installation and maintenance.

### SATISFIED CUSTOMERS

From architect offices in Scandinavia to exclusive commercial and hotel premises in Europe and eye-catching retail outlets in the Far East – the list of satisfied Bolon customers continues to grow. Contact your nearest representative and join them today.



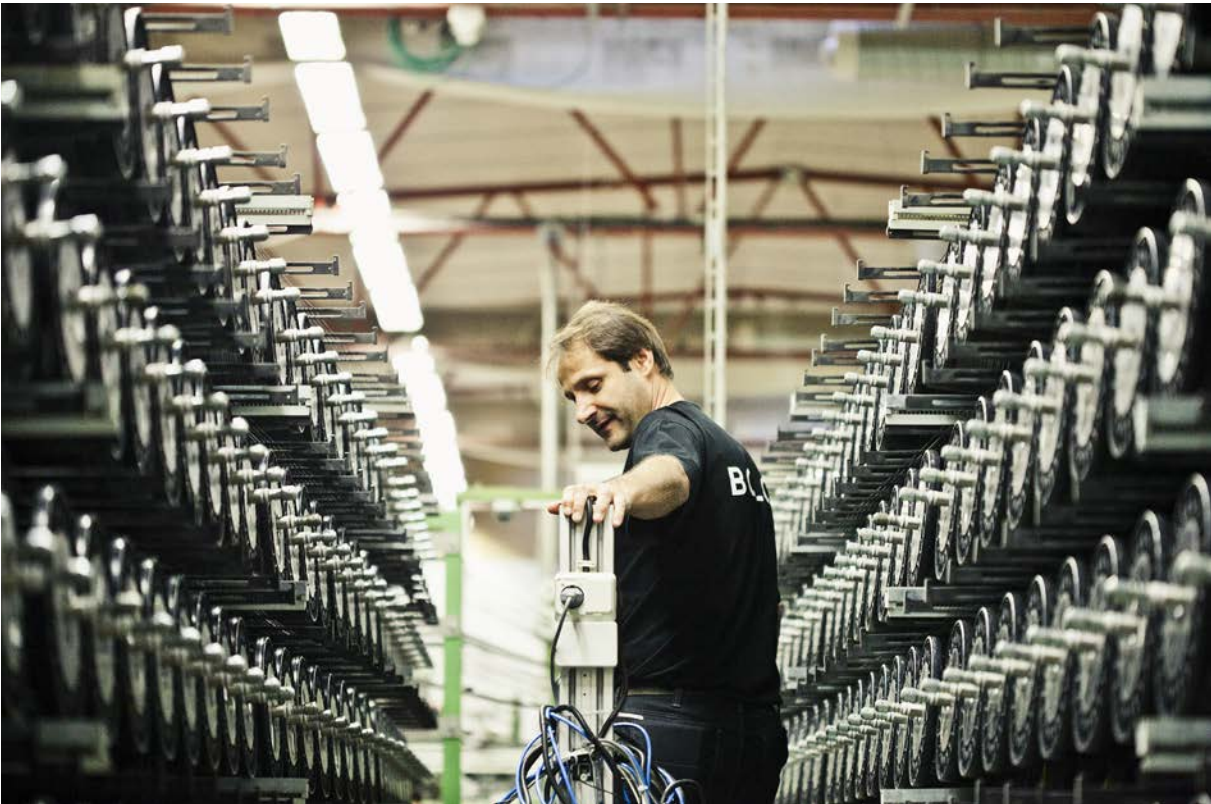
# 100 % PRODUCED IN SWEDEN

We are more than proud that today all our production is based in our small Swedish hometown of Ulricehamn, in the middle of the deep, green forest.

Over the last two years, Bolon has invested significantly in order to create the worlds' most modern production facilities and innovative inhouse structure in our business. Every day, our work takes us close to the factory floor. From here we follow market demands and customer wishes and continue to lead development and strengthen our position.

This investment has been vital for us in that it allows us to be the both quickest in the market to react to demands as well as allowing us to retain our high levels of flexibility – a characteristic that becomes more important with every passing day.

These developments also leave us in a strong position. We have the most modern factory and the best team to lead Bolon into the future in terms of quality, design, innovation, environment, production and stock capacity. And for you, this means you can trust us to be a responsible, high quality partner for your future projects.















Graphic: Checked

Visit [www.bolon.com](http://www.bolon.com) for updated information  
and contact info to Bolon Partners world wide.

PHOTOGRAPHERS:  
Heidi Lerkenfeldt, Christian Gustavsson, Tobias Regell  
STYLIST:  
Pernille Vest  
COPYWRITING:  
Neil Clark, The Point Agency  
FACTOR/PREPRESS:  
Mikael Härnqvist

THANKS TO: Färg & Blanche, Per Söderberg, Gubi, Fritz Hansen, Zero, Nordic tales, Anne Flohr, Butik for Borddækning, Cinnober, Crafts colletion, Designer zoo, House Doctor, Klong, Georg Jensen, Norr11, Nye streger, Menu, OX-Design, Stouby, Mette Grøngaard, One Collection, Please Wait To Be Seated, Stelton, Ferm Living, Uh-Lala, Montana Mobile, Sacre Coeur, Artemide, David Design, Roomstore, La Lampe Gras, Munk, Fil de Fer, Muuto, Interstudio, Fredericia Furniture, Olafur Eliasson, Herman Cph, Tine Daring, & Tradition, Laura Faurschou, Mater, Normann Cph, Kuwahata, Galleri Feldt, Tine K Home, Serge mouille, Kibisi, Hay, Howe







# BOLON

BOLON AB INDUSTRIVÄGEN 12 | SE-523 90 ULRICEHAMN, SWEDEN

TEL: + 46 321 530 400 | FAX: + 46 321 530 450

INFO@BOLON.COM | WWW.BOLON.COM

FACEBOOK.COM/BOLONFLOORING