

# Kährs Group

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## Kährs launches B2B e-commerce service

**Kährs Group, a Swedish Europe-leading manufacturer of wood flooring and PVC-free resilient flooring, continues its e-commerce initiative through a broad launch of the Kährs Direct service for the B2B segment in wood flooring. A pilot project has been successfully implemented with selected customers in Sweden since 1 June, and the service will now be rolled out for additional B2B flooring customers.**

Through Kährs Direct, customers can see their assortment with customer-unique prices and delivery times. They can also request quotations, order floors and accessories, and easily get an overview of their relationship with Kährs – from quotation to order and delivery.

"B2B flooring customers are a priority target group for Kährs, and our e-commerce service Kährs Direct is part of the group's general digitalisation journey. The ambition of the service is to improve the customer experience and increase transparency while simplifying workflows for both the customer and ourselves. Altogether, this will lead to increased loyalty, a strengthened position as a leading premium partner and more internal time for customer relations," says Christer Persson, President and CEO of Kährs Group.

Kährs Direct is Kährs' second digital initiative in a short period of time. Earlier this year, a digital work platform for architects and project managers was launched.

### **For further information, please contact:**

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### **About Kährs Group**

Kährs Group is a Europe-leading flooring manufacturer in hardwood and resilient flooring with several strong brands in its product portfolio, including Kährs, Karelia and Upofloor. Kährs' innovations have shaped the industry throughout history and the company is dedicated to providing private, commercial and public spaces with environmentally sound and long-lasting flooring solutions. Kährs Group, which delivers products to more than 70 countries, is the market leader in Sweden, Finland and Russia and holds a strong position in other key markets, such as Norway, the UK and Germany. The Group has approximately 1,700 employees and annual sales of more than SEK 3 billion. [www.kahrsgroup.com](http://www.kahrsgroup.com)