

## Press Release

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### Kährs Group Names New Group Design Manager

**Kährs Group, a Swedish Europe-leading manufacturer of wood flooring and PVC-free resilient flooring, has appointed Morten Røssell as Group Design Manager.**



Morten will be responsible for Kährs' strategic design work and product development. He will lead design and development projects based on design trends in interior design, fashion, architecture, consumer and commercial markets. He will also play a key role in the company's innovation work, exploring new technologies and processes to meet ever-increasing demands for sustainable, premium floors.

"Morten will be a major asset for Kährs' product team, both in developing our latest offerings and bringing forward new solutions in line with Kährs brand strategy. It is vital for our business to be in the forefront of today's trends and Morten will fill a very important position because of his competence and experience", said Christer Persson, President and CEO, Kährs Group.

Morten brings with him to Kährs, over 20 years' experience as designer. As an independent designer, he has worked with IKEA developing design concepts for a variety of interior furnishings. From 2008-2016 he was Design Director for the Danish design company Plast Team, where he developed a LEGO® collection for everyday items in the home.

Morten Røssell holds a degree in industrial design from the Royal Danish Academy of Fine Arts, KADK, in Copenhagen, which is the leading academy in Scandinavia in the fields of architecture, design and conservation.

Morten begins his new position at Kährs on 5 November.

# Kährs Group

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**About Kährs Group**

Kährs Group is a Europe-leading flooring manufacturer of 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)