

## Press Release

Malmö 2016-11-09

### **Kährs participated in the Downtown Design Fair and signed a 60.000m<sup>2</sup> project**

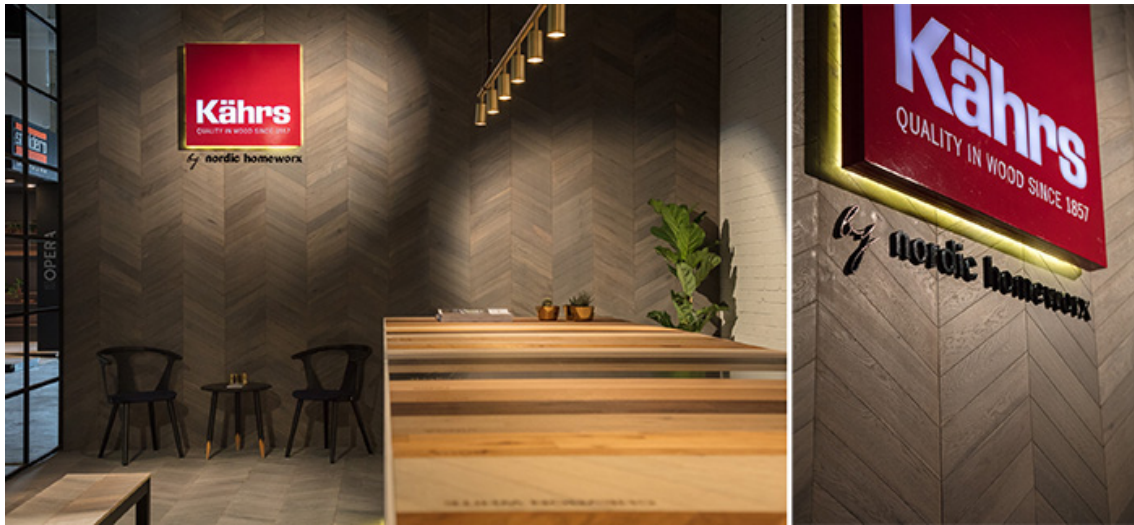
Kährs, a world-leading Swedish manufacturer of wood flooring participated in the Downtown Design Fair in Dubai, October 25<sup>th</sup> to 28<sup>th</sup>, together with its local partner in the United Arab Emirates, Nordic Homeworx. The fair is the main platform in the Middle East for the region's trade professionals to discover original, high quality design from all over the world. Kährs is rapidly expanding the commercial segment sales in the region and signed the last phase of a 60.000m<sup>2</sup> project during the fair.



The Managing Director of Nordic Homeworx, Mrs. Pauline Madani, is very satisfied with the outcome of the fair and her team is now looking forward to exploring more than 400 new qualified business leads. “The fair was an important step in further strengthening Kährs position as a leading interior design brand in the region. We successfully showcased both news within the Kährs assortment as well as Nordic Homeworx’s ability to deliver high quality solutions for local projects. The new contacts and business leads will support the already positive business momentum that we are experiencing within both the residential and commercial business segments”, says Mrs. Pauline Madani.

In conjunction with the fair, Kährs and Nordic Homeworx signed an agreement for the last phase of a project, which totals 60.000m<sup>2</sup> and is scheduled for delivery from the fourth quarter of 2016 until the first quarter of 2017. “We have during the last four years focused on expanding the commercial segment sales to include major projects in cooperation with local installers. It has been a long term effort to establish Kährs as a top-of-mind brand within the Architect & Designer community and to certify local installation partners through the official Kährs wood flooring installation training, Kährs Academy. The project pipeline is continuously growing and I am pleased to see that project-specifications are to an increasing extent converted into sales”, says Andreas Berge – Regional Manager within the Kährs Group.

# Kährs Group



Find out more about Kährs hardwood flooring at [www.kahrs.com](http://www.kahrs.com)

Find out more about Nordic Homeworx at [www.nordichomeworx.com](http://www.nordichomeworx.com)

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**About Kährs Group**

*Kährs Group is a world-leading flooring manufacturer in hardwood and resilient flooring with a number of strong brands in its product portfolio, including Kährs, Karelia and Upofloor. The Company's innovations have shaped the industry throughout history and Kährs Group is dedicated to providing the market with innovative new flooring solutions. Kährs Group, which delivers products to more than 70 countries, is the market leader in Sweden, Finland, Norway and Russia and holds a strong position in other key markets, such as the UK and Germany. The Group has approximately 1,600 employees and annual sales of EUR 300 million. [www.kahrsgroup.com](http://www.kahrsgroup.com)*