

## Press release

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### Kährs Group boosts its commercial projects network with new Madrid showroom

The flooring company Kährs Group is boosting its global commercial projects network by opening a new Architect & Designer showroom in Madrid for its hardwood flooring brand Kährs. The showroom was inaugurated on 28 April and will service architects and designers working on both local and international projects.



“The commercial project segment will be one of the keys to Kährs’ continued success. Our global network of showrooms and delivery hubs provides the required infrastructure for our modern commercial project processes, where design and development may take place in very different parts of the world. We have a presence so that we can support architects and designers in the important design centres and ensure that our floors are professionally delivered and installed in more than 70 countries around the world,” says Christer Persson, President and CEO of Kährs Group.



*Rafael Michavila, Kährs' Sales Manager in Spain and Andreas Berge, Regional Manager, Kährs Group, cut the ribbon at the inauguration of Kährs' new Madrid showroom.*

The Madrid showroom is an important step in continuing to strengthen Kährs' position as a leading interior design brand in Spain. The company has focused on expanding its Spanish retail network over the last five years and Kährs is now represented in more than 250 high-quality stores.

"The scope of our work is now being expanded to include commercial projects, with the new Madrid showroom as a centre where architects and designers can learn about wood flooring and experiment with different solutions. Our long-term ambition is to establish Kährs as a top-of-mind brand within the Architect & Designer community, and local showrooms geared towards their needs form an essential platform in this regard," says Andreas Berge, Regional Manager of Kährs Group.

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

**For more information, please contact:**

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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 1,700 employees and annual sales of EUR 300 million. [www.kahrsgroup.com](http://www.kahrsgroup.com)