

Press release

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Kährs Group adapts for the future with reinforced focus on customer channels and new product categories

Kährs Group, a Swedish Europe-leading manufacturer of wood flooring and PVC-free resilient flooring implements a revised customer channel strategy. Kährs will reinforce focus on the project sales market alongside the retail and online segments and will also expand its product offering with new product categories.

Kährs Group currently holds market-leading positions in hardwood and PVC-free resilient flooring in several markets in Europe, as well as strong positions in other key markets. From 1 January 2019 Kährs Group will operationally focus its sales through three customer channels Project, Retail and Online in its main markets.

The company will also broaden its market offering with new product categories. There will be additions to the retail offering but the main changes will be in the project segment where Kährs will soon become an even stronger flooring partner in commercial projects around the world. The first additional category to be launched is Kährs Luxury Tiles, that will be on the market at the beginning of 2019, offering a wide range of modern, high-quality floors for all types of spaces.

“Kährs has a rich heritage and a strong position in hardwood flooring, which remains our core in the future. However, as a modern company we want to be able to meet the needs of our customers today and why we believe the addition of new product categories will be an appreciated feature in the Kährs family. We are also adapting our digital transformation by putting a greater focus on online sales going forward”, says Christer Persson, President and CEO of Kährs Group.

New product categories will be launched over the next year and be fully in line with the qualities of the Kährs brand, with its clear associations to design, innovation, sustainability, high quality and service.

“I am excited about the coming transitions and confident that they are key for building and developing Kährs for the future, a Kährs 2.0. With a long history, great market position and a strong will to take our company to the next level, I am convinced that we have promising times ahead of us”, Christer Persson concludes.

For further information, please contact:

Helén Johansson, Corporate Communication, Kährs Group
Tel: +46 70 364 60 30

About Kährs Group

Kährs Group is a Europe-leading flooring manufacturer in hardwood and PVC-free 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
