

Viken, Sweden – April 24, 2025

Bjelin presents premium wood flooring at CDW

Bjelin is excited to reveal its latest Scandinavian-designed flooring at the UK's leading design event, Clerkenwell Design Week (CDW). The London-based event, from May 20th to 22nd, 2025, brims with creativity, innovation and excellence.

The company will show its range of tech-empowered, durable wood floors such as the new contemporary **Woodura Herringbone 2.0**, sleek **Woodura Planks 3.0** – including the striking **Contrast Collection** – and the exceptional **Nadura Tiles**.

“We’re thrilled to be showcasing our products at this prestigious design event once again,” says Simon Darbyshire, Managing Director of Bjelin UK. “As the new kid on the block, we’re proud to present our more sustainable, ultra-modern and durable flooring solutions. We’re looking forward to connecting with architects and designers, as we offer versatile solutions for both residential and commercial spaces.”

Bjelin's hardened wood floors feature the patented Woodura® technology, a high-quality solution that maximises the use of raw materials while creating 100% real wood floors that boast three times the strength of conventional wood floors. Now available in planks of sizes S, M, L, XL and XXL – plus herringbone with larger, more contemporary panels.

The new **Slate Collection**, featuring Nadura Tiles, is powered by Nadura® technology, providing a high level of wear and impact resistance superior to traditional wood floors. With deep textures and natural colour variations, it delivers a cool yet inviting finish.

“At Bjelin, we believe in making better use of materials, and the patented Nadura® technology embodies this vision,” says Simon Darbyshire. “The innovative process helps reduce waste and supports a circular product lifecycle.”

Bjelin's floors also feature advanced click technology, developed by sister company Välinge Innovation, including **5G®** and **5G Dry®**, a leakproof solution that means a fast, easy, and durable installation with a watertight joint.

Meet us in the Project Pavilion, Stand PB4.

Bjelin looks forward to sharing more news as the company grows its business.

For more information, please contact:

Ulrik Petersson
Chief Marketing Officer
ulrik.petersson@bjelin.com