**BJELIN UNVEILS STRIKING CONTRAST COLLECTION**

Bjelin has launched a new range for the UK market within its revolutionary hardened wood flooring portfolio.

The new Contrast Collection comprises a palette of five different colourways – Desert, Vapor, Silver, Ivory and Granite. These leverage the existing hues and tones within the wood to create stunning contrasts, while blending with the existing hardened wood 3.0 range. The new range is available in the XL size in Spačva oak. This type of oak, which is sustainably sourced from Croatia with FSC certification, is renowned for its stunning beauty and distinctive grain.

This vibrant new range was created through the fusion of technology and ageless craftsmanship and suits both residential and heavy-traffic commercial environments.

Utilising its access to the state-of-the-art R&D department belonging to sister company Välinge Innovation, Bjelin has pioneered a cutting-edge approach to enhancing the wood's natural structure. The ground-breaking Woodura™ surface technology brings hardened wood floors to life, making it possible to use a sophisticated array of nine precision-engineered brushes to seamlessly integrate contrasting pigments into the surface, highlighting the natural grain of the oak.

Woodura™ surface technology makes hardened wood floors three times stronger than traditional engineered wood options, giving enhanced resistance to water and dents. When it is combined with the leakproof 5G Dry™ floor locking system, the Contrast Collection ensures lasting durability and boasts a superior class 33 pro matt lacquer – Bjelin’s toughest to date.

“This striking collection gives both commercial and residential users a new and exciting option,” says Simon Darbyshire, Managing Director of Välinge Innovation UK Ltd. “Our hardened wood flooring products are already generating widespread interest. The new Contrast range redefines the game in residential and commercial design, injecting a sleek, tech-savvy edge that screams innovation.”

[**www.bjelin.com**](http://www.bjelin.com)