

The logo for BJELIN, consisting of the word "BJELIN" in a bold, sans-serif font, centered within a solid grey square.

CDW PREVIEW

BJELIN

Stand: PC9

Visitors to the Bjelin stand at Clerkenwell Design Week will have the opportunity to see at first hand the latest innovations in hardened wood flooring.

As with all products from Bjelin, these include the latest technical developments from industry leading innovators and sister company Vålinge Innovation, which developed the world's first mechanical locking system for wood and laminate flooring.

The company will be showing a new range for the UK market, joining the existing Woodura hardened wood flooring portfolio, as well as previewing other products for later release in 2024. 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 now available in the XL size, 206mm x 2200mm, 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.

The company's ground-breaking Woodura™ surface technology brings hardened wood floors to life, making them 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.

Meanwhile the company will also be showcasing a brand new product offer, rigid core flooring. This type of floor is not only high-performing, it also has a great sustainability positioning, on account of the incorporated Liteback technology. This reduces the weight of the panels by 20%, creating a reduction of CO2 emissions through reduced

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material consumption and transport efficiency, whilst also improving sound absorbency by up to 44%.

Liteback directly limits the transmission of sound, limiting noise between floors of multi-level buildings. The floor panels are also equipped with a pre-attached underlayment foam, and this quality IXPE underlay absorbs noise better than traditional solutions.

Bjelin's extended collections – both hardened wood flooring and rigid core – provide the most innovative and aesthetically pleasing flooring solutions for both commercial and residential applications.

www.bjelin.com

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