

# THE ART OF PERFORMANCE



## **FOR US, GREAT DESIGN IS DESIGN THAT LASTS; IT IS AN ART OF PERFORMANCE.**

In 2020, the Swedish flooring company Bolon is focusing on The Art of Performance, a sustainable approach that rediscovers and reinterprets the beauty and function within its existing product lines.

The Art of Performance is based upon the belief that design goes beyond what meets the eye; it must also be functional and sustainable. Throughout 2020, Bolon will launch numerous new, dynamic flooring combinations, proving that woven flooring really can be a piece of art.

"We believe it's important to explore and find new ways of seeing our existing flooring collections," says Annica Eklund, the company's Chief Creative Officer and a third-generation member of the Eklund family. "For us, great design is design that lasts," explains Annica Eklund. "You can only achieve that when performance and aesthetics are equally matched with effortless cleanability and maintenance and when honest sustainability stands above it all."

With the Art of Performance, Bolon explores the endless possibilities afforded by its existing collections as well as focusing on the core attributes of the woven flooring: designability, sustainability, cleanability, and durability.



The Art of Performance is built around four virtues that are essential to Bolon's products:

**DESIGNABILITY** / All products are based on the company's proprietary yarn and expert weaving techniques. All of Bolon's collections are fully adaptable and open to endless new combinations to suit any environment.

**SUSTAINABILITY** / Bolon's production site is 100 percent climate-neutral, complete with an integrated recycling plant. All Bolon collections contain recycled material, and the raw material is sourced from only the best environmental practice PVC suppliers. All flooring is non-toxic and approved for healthcare environments.

**CLEANABILITY** / Bolon flooring is impervious to liquids, dirt, and debris, making cleaning effortless. No environmentally harmful or harsh chemicals are required. Just a simple vacuum cleaner, brush, or mop is all that's needed.

**DURABILITY** / Bolon's flooring is designed to last. All collections come with a 10 to 15-year warranty. It does not wear, flatten, or dull over time, and is suitable for high-intensity commercial environments

#### ABOUT BOLON

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces. It is a third-generation family business run by sisters Annica and Marie Eklund. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with clients such as Armani, Google, Four Seasons Hotels, Chanel, Adidas, Apple, and Missoni Home. With a strong commitment to sustainability, Bolon designs and manufactures all its products at its facility in Ulricehamn in Sweden. The company is recognized worldwide for its award-winning flooring and its collaborations with some of the world's most acclaimed innovators and creatives.

For more information, please contact: Carmencita Lundsten, Tel: +46 321 530 514, [carmencita.lundsten@bolon.com](mailto:carmencita.lundsten@bolon.com)

# BOLON

Bolon HQ: Industrivägen 12, 523 90 Ulricehamn, Sweden  
[bolon.com](http://bolon.com) | [info@bolon.com](mailto:info@bolon.com) | +46 321 530 400