

# THE ART OF PERFORMANCE



## FOR US, GREAT DESIGN IS DESIGN THAT LASTS, IT'S AN ART OF PERFORMANCE

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

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

“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 third-generation member of the Eklund family. “It’s interesting to work with what we have, and we want to make our collections newer than ever, through the endless combinations we have created.”

At the core of the Art of Performance is a belief that design goes beyond what meets the eye. Only by combining sustainable methods, aesthetic beauty and exemplary function, can products succeed. Throughout 2020, Bolon will have numerous of new exciting flooring combinations, they want to show that woven flooring really can be a piece of art.

“For us, great design is design that lasts,” explains Annica Eklund. “You can only achieve that when performances and aesthetics are equally important, when effortless cleanability and maintenance come naturally, and when honest sustainability stands above it all.”



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 and has its own integrated recycling plant. All collections contain recycled material and the company sources all its raw material from best environmental practice PVC suppliers, while its flooring is non-toxic and approved for healthcare environments.

**CLEANABILITY** / Impervious to liquids to cope with almost any spill. The woven flooring provides no place for dirt or debris to hide. Bolon's products can actually be easily cleaned with just a vacuum cleaner, brush or mop – no environmentally harmful chemicals are required.

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

#### 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. With a strong commitment to sustainability, Bolon designs and manufactures all its products at a facility in Ulricehamn in Sweden. The company is recognised worldwide for its award-winning flooring and its collaborations with some of the world's most acclaimed innovators and creatives. [bolon.com](http://bolon.com)

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