

# BOLON BRINGS EXTENDED FLOORING COLLECTION TO TWO INTERNATIONAL DESIGN EVENTS

Bolon announces new addition to Bolon By You, 3 new tile 50 x 50 cm patterns have been added to its existing collection launched earlier this year. The new tiles are an abstract version of the 6 roll patterns, which can be customised using 4 warp and 12 weft colours.

Swedish design company Bolon brings its latest addition to the Bolon By You collection, to Biennale INTERIEUR and Orgatec.

The Bolon design team has created Bolon By You to give designers and architects the chance to create flooring that truly reflects their aesthetic and functional vision.

## **NINE EXCLUSIVE PATTERNS**

The collection consists of three new tile patterns – Field, Poppy and Stitch along with six roll patterns of diverse character – Weave, Geometric, Dot, Lace, Grid and Stripe – from these, a wide spectrum of visual identities can be created. From graphic, linear expressions to organic, softer forms and playful elements, Bolon By You encourages designers to explore and create. However, it is not only the patterns in Bolon By You that release creativity.

## **TWELVE - WEFT COLOURS**

Weft also offers up some exciting new possibilities. The collection features twelve weft colours not available in any other Bolon standard collection. These represent a wide palette, from light pastel shades to vibrant, confident primary colours and darker, more sober tones. Bolon's Chief Creative Officer Marie Eklund says – "Materials and how they interact is central to the work of the architect or designer. They also define the architectural spirit of a space. Bolon By You recognises this and offers more creative flexibility, which ultimately leads to interiors with increased design synergy."

This fall, you have an opportunity at three international design events to meet the new and expanded collection Bolon by You: Biennale INTERIEUR 14<sup>th</sup> – 23<sup>rd</sup> October in Hall 2, Stand 228 and Orgatec 25<sup>th</sup> – 29<sup>th</sup> October in Hall 10.2, Stand J-039.

@Bolonflooring #bolonbyyou #bolon2016 #madeinsweden #bolon

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## **BOLON**

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**ABOUT BOLON**

Bolon is a Swedish design company that makes innovative flooring solutions for public spaces, and run by Annica and Marie Eklund, the third generation to own the family business. Under their leadership, Bolon has transformed from a traditional weaving mill into an international design brand with a list of clientèle that includes Armani, Google, Volvo Cars, Adidas, Skype, Missoni and Radisson Red. With a strong commitment to sustainability, we design and manufacture all our products at our facility in Ulricehamn, Sweden. Today, Bolon is recognised worldwide for our award winning flooring and our collaborations with some of the world's most acclaimed innovators and creatives. Turnover 2015: 278 million SEK. Number of employees: 100. [bolon.com](http://bolon.com)

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