

BOLON ANNOUNCES CHANGES IN MANAGEMENT TEAM, APPOINTS NEW CEO AND CCO

Bolon is pleased to announce the appointment of Marie Eklund as the company's new Chief Executive Officer (CEO) and Annica Eklund as the company's new Chief Creative Officer (CCO). Both will assume responsibilities on January 1st 2018.

Annica and Marie Eklund change roles after successful 14 years leading the family business. The decision to change positions bases on their personal development. Over the course of the last years Annica Eklund deepened her passion for creative processes and projects whereas Marie Eklund took pleasure in immersing into the company's business topics.

"During the last 14 years we went through a transformation journey on a personal and a private level and are now challenged by changing roles and focusing on Bolon's innovation and performance in the future. We are excited to take this new challenge and start a new chapter to the Story of Bolon," say Annica and Marie Eklund and continuing "It is in keeping with this deployment to reinvent ourselves for the company's benefit".

During Annica's appointment as CEO the company's yearly turnover raised for 300 % between 2003 and 2017. Marie's creative input brought a change in the orientation of the collections and product portfolio. In 2017, the company's diversification was showcased with the campaign "Innovators at heart", that shows the company's experimental and collaborative approach to material production. Both Annica and Marie are very excited about extending new business areas. Stay tuned.

BOLON

Industrivägen 12, SE-523 90 Ulricehamn, Sverige Phone +46 321 530 400,
bolon.com, info@bolon.com, instagram.com/bolonflooring.

**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 clientele that includes Armani, Google, Microsoft, Skype, Missoni and Four Season Hotel. With a strong commitment to sustainability, we design and manufacture all our products at our facility in Ulricehamn, Sweden. Today, Bolon is recognized worldwide for our award winning flooring and our collaborations with some of the world's most acclaimed innovators and creatives.

Turnover 2017: 300 million SEK
Number of employees: 110.
bolon.com

For more information, please contact:

Alexandra Pérez
Tel: +46 321 530 425
press@bolon.com
bolon.com

BOLON

Industrivägen 12, SE-523 90 Ulricehamn, Sverige Phone +46 321 530 400,
bolon.com, info@bolon.com, [instagram.com/bolonflooring](https://www.instagram.com/bolonflooring).