

CLOSEUP 10

An annual review of Bona – the company that brings out the best in wooden floors **2010**



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Bona[®]

INNOVATION AND SUSTAINABILITY

OUR KEY TO FUTURE GROWTH

Bona's turnover was SEK 1,2 billion in 2009, a challenging year in view of the global financial crisis. For Bona this has been an opportunity to show the company's strengths and to continue to build on those values that over the decades have proven to be the key to the company's success: innovation and sustainability.

Bona has a long track record of sustainable development. Our efforts have generated several breakthroughs from unique waterborne products that are still at the forefront of technology today to the introduction of dust-free sanding and ergonomic sanding machines. Bona is continuously leading the way towards sustainability and in February 2009 Bona ceased to sell solvent-based finishes in the EU. Bona has also decided to cease sales of solvent-based adhesives and solvent-based floor care products in the EU by the end of 2010.

Increased market shares Despite an overall market decline of 15-20% in Europe and Asia Pacific, and almost a 40% drop in the USA, Bona has held our position and maintained good profitability. We actually increased our market share in the USA and Europe. In fact in Europe, the increase in market share was 10%, which can mainly be accounted for by three important factors: the new finish Bona Novia, the Bona System concept and the sales success of the silane-based adhesives. With the slowdown in the construction industry, our efforts have been focused on renovation work, where we have retained our sales volumes in Europe during the phase-out of solvent-based finishes.

It has been a difficult year for our distributors and key accounts in some markets due to the global recession. The market in Russia is stabilizing. Though the Chinese market is still in a start-up phase-, our total sales in the Asia Pacific region are growing fast.

Tough year for Industrial Coating The Bona Lifetime Support concept is one of Bona's strengths and the reason why Division Industrial Coating (IC) has gained many new customers, but the drop in sales for floor producers during the recession has negatively affected our IC business. In 2009, the former country manager of Italy has been transferred to Division Industrial Coating to further expand the IC business in Southern Europe. The renovation of our IC plant in Malmö along with the new

production lines that were installed in 2008 doubled the production capacity, which makes us well prepared once the flooring industry recovers.

Focusing on our strategy Bona's ability to meet customers' needs, even in this fluctuating market situation, mirrors the success of our strategy. The actions taken during 2009 were in line with our strategy to improve the profitability and growth of our business.

One Bona Last year we started the internal project "One Bona" to create a common platform for communicating our goals, strategies and plans to all employees. During 2009, we held two more dialogues concerning our policies, code of conduct and how to work more efficiently in a process-oriented organization. This common understanding will be important for a major project affecting the entire organization over the next few years – the implementation of a new business system.

Customer focus Bona US has gained significant market share due to aggressive promotions, new product launches (Bona Novia and Bona Amberseal) and extensive customer training through five new regional training centres. During one week, Bona took the initiative of bringing NWFA to those US customers who were not able to attend this national trade show. We hosted 30 of these events at distribution locations across the USA.

Latin America is another expanding market where awareness of the Bona brand is increasing rapidly. This region has a huge growth potential when it comes to the flooring industry as the demand for pre-finished wooden floors is increasing. Many of the floor producers are exporting to the USA, which is Latin America's biggest export market. Bona's IC customers can promote their products on the American market by offering their customers the Bona Lifetime Support concept. As Bona is already well established in North America, the floor



Kerstin Lindell comments:

"Today new legislation and regulations are opening doors for Bona's products as is the growing demand from consumers for healthier products."

producers can recommend Bona's floor care products as well as our professional product range to prolong the lifetime of their floors.

Sales Area Asia Pacific reports a positive development and we see the first effects of our new subsidiary Bona Shanghai Trading Company Ltd established in 2008. With our new local warehouse, we can invoice our customers in the local currency, which means that we can target the customers more directly and give them much better support. Our long-term strategy in Asia Pacific includes the establishment of a new training centre in Shanghai (see page 7).

In Europe, we have successfully increased our market share by promoting the Bona System and the Lifetime Support concept. Our customers appreciate the advantage of having one competent partner for finishes, adhesives, machines, abrasives and floor care products. At the end of 2008, Bona launched the new finish for homes Bona Novia. It quickly became a sales success and contributed to the increase in our sales within this segment by a staggering 45% compared to last year. In the Netherlands, new regulations came into force in the beginning of 2010 that make dust-free sanding mandatory to improve the working environment of the contractor. As a result, we have already seen increased sales in 2009 of our dust containment system Bona DCS 70. To strengthen our business in the Nordic countries, a new sales manager has been appointed for this market and we have new distributors in Norway, Armenia, Syria, Egypt and Israel.

Bona's retail strategy has developed along two lines over the last decade. In the USA, a successful strategy has been to focus on retail outlets where households shop for cleaning and maintenance products whereas in Europe, the focus is on specialist DIY stores.

Bona has put a lot of effort into introducing the Bona brand to consumers in the USA. Recent market research indicated that Bona consumer brand awareness has increased from 3% to 15% in the past three years.

Overall US retail business was up over 30% as accounts such as Bed, Bath & Beyond, Lowe's and Costco added Bona floor care products to hundreds of new stores.

Today Bona has a good position in Europe in DIY stores. The main markets are Germany and Austria where Bona's products are present in more than 500 outlets like Bauhaus and Baumax. As from October 2009, all DIY products are branded under the Bona name and the old Parkett&Co brand has been phased out.

Bona System The Bona System covers everything needed for a wooden floor throughout its lifetime be it sanding, finishing, fastening or maintaining a wooden floor. To further expand Bona's business, the strategy is to increase sales of the whole Bona System. For example, there is huge potential to increase the sales of floor care products in Europe and the Asia Pacific region. In the USA, we see potential for adhesives and sanding machines. To help kick off sales, training seminars for contractors were held at local distributors across the USA in 2009.

Innovation leaders Innovation and sustainability have always been at the core of Bona's business. In 2009, Bona received recognition for our long-term commitment when the new finish Bona Novia was awarded the EU Ecolabel and eight of our waterborne finishes received the EmiCode EC1 for very low emissions. Despite the recession, Bona continued to introduce several new products in 2009 (see pages 10-11).

Sustainability for a growing business Today new legislation and regulations are opening doors for Bona's products as is the growing demand from consumers for healthier products. Bona has marketed waterborne, low VOC finishes for decades and now when our competitors are struggling to meet the new EU standards, Bona offers the market high quality, environmentally sound products leading the way for sustainability. 2010 will be another tough year for our industry, but Bona will continue to follow our strategy and launch innovative new products based on concern for our customers and the environment.

Kerstin Lindell, President and CEO



The "OS House" was created by the Spanish firm FRPO. The environment was a main concern in this project. Solutions such as a green roof with vegetation, full use of the sun for lighting, natural ventilation, etc have been adopted. Creating a low visual impact on the landscape while integrating views, colours and geometry were also important factors.

BACK TO THE FUTURE, WITH SUSTAINABLE BUILDINGS

Simple beginnings Once upon a time, humans lived in caves and simple structures composed of wood, grass, mud and stone. We heated them by burning wood, dung and peat. They contained simple natural materials: natural fibres, leather, stone, bone, plant dyes, copper, brass...

This sustainable way of building went on for hundreds of thousands of years. But the past century has seen huge changes through the introduction of energy-intensive technologies and manmade materials that require lots of energy to produce and transport. Now we have to find ways of making these modern buildings as sustainable as their predecessors.

The transition to modern sustainable buildings It started in the 1960s, with the first passive solar houses, and looks set to continue for a very long time. Retrofitting buildings around the world, and building new ones according to stringent environmental criteria, is a trend that is accelerating and sure to continue for generations.

What is sustainability? The term “sustainability” first appeared in the 1970s in the English-speaking world. One of its first advocates was American agricultural economist Lester Brown, founder of the Worldwatch Institute in Washington, D.C. He titled a 1982 book “Building a Sustainable Society,” one of many he has since written on the topic. In it, he called for a holistic transformation of human activities in order to avoid collective disaster. From the early 1980s to the present, the concept of sustainable development emerged in many languages – “nachhaltiges Entwicklung,” “developpment durable,” “hållbar utveckling,” etc. The following definition was coined by the former Norwegian prime minister Gro Harlem Brundtland in 1987: “Sustainability means meeting the needs of the present without compromising the ability of future generations to meet their own needs.”

What’s the big challenge? When we talk about sustainability in relation to buildings, what exactly are we talking about?

Lately, climate change is the theme that has emerged as the most pressing, complex and universally relevant sustainability question. And buildings are at the heart of this debate since so much of our energy budget goes into the operation of commercial, residential and other types of properties. In a typical affluent, Northern-Hemisphere nation, over a third of the total energy consumption goes on buildings. (The other two-thirds tend to go in roughly

equal parts to industrial uses and transport.)

About 85% of the energy we use comes from burning the fossil fuels oil, coal and natural gas. And, as growing numbers of people around the world now understand, the problem of burning fossil fuels is that it releases carbon dioxide into the air, contributing to the greenhouse effect.

Heating accounts for about 30% of the total energy consumed by buildings. Air conditioning, water heating, and ventilation together account for a quarter. Lighting accounts for another quarter, and the rest goes into running refrigerators and other appliances such as computers and entertainment electronics. We can only conclude that tackling climate change means reducing our buildings’ energy appetites dramatically.

How to reduce energy consumption Research consistently demonstrates the potential for energy conservation through almost cost-free changes in behaviour like lowering thermostats, adding a wood-burning or pellet stove and installing internal doors. Additional insulation, replacement of doors and windows, and simply stopping draughts in the house will achieve much more. But incremental fixes to existing buildings is only part of the story. There’s actually a revolution taking place in new-building technology around the world right now. Examples of this are the German *Passivhaus*, American LEED standards and the world’s leading environmental rating tool for buildings, BREEAM. With super-insulated roofs, walls, windows and doors, it’s becoming possible to heat buildings extremely efficiently – in some cases only using a combination of passive solar heating and waste heat from appliances. Demonstrations of such building designs are cropping up all over the world.

Passivhaus The term “passive house” (*Passivhaus* in German) is a rigorous, voluntary standard for ultra-low energy buildings that need little energy for space heating or cooling. Heated primarily by the sun, a passive house uses 90% less energy than a similar conventional building. It’s a durable house with excellent indoor air quality and an abundance of natural light. It can be nearly carbon neutral and can be made energy independent with the addition of a small active power system such as wind or solar. This integrated approach to sustainable building design is being applied to all kinds of buildings including houses, offices, schools and supermarkets. So far approximately 20,000 buildings have been Passive House certified.

“SUSTAINABILITY MEANS MEETING THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS.”



Hallmarks of a Passive House

1. Proper site orientation
2. A highly insulated envelope
3. Nearly airtight construction
4. Properly placed insulated glazing
5. A small, efficient mechanical system
6. Ventilation with 100% outside air
7. A thoughtful internal space layout.

American LEED standard Launched by the US Green Building Council (USGBC) in 1998, LEED – “Leadership in Energy and Environmental Design” – is a multi-level rating system that attends to a variety of building design characteristics and processes. It also refers to a system of certification for building and architectural professionals. LEED’s hallmark is that it is an open and transparent process whereby technical criteria proposed by the LEED committees are publicly reviewed for approval by the more than 10,000 membership organizations that currently constitute the USGBC. LEED continues to expand in its scope and depth. It is currently set up to consider the following six areas:

- Sustainable sites
- Water efficiency
- Energy and atmosphere
- Materials and resources
- Indoor environmental quality
- Innovation and design process

BREEAM (BRE Environmental Assessment Method) is the leading and most widely used environmental assessment method for buildings, with over 110,000 buildings certified and over half a million registered for certification around the world. BREEAM sets the standard for best practice in sustainable design and is a measurement used to describe a building’s environmental performance.

Other questions to consider Although energy use is a huge topic, it’s not the only sustainability challenge facing architects, developers and home-owners today. Experts are also looking at questions like: Does the construction of the building damage or destroy habitat for other living things? Does it impact watercourses? Does it impact a place of cultural value? Is it built using materials that were grown or manufactured sustainably, or did its wood materials, for example, come from clear-cut forests, perhaps in a country or region suffering from deforestation? Is the building free of toxic materials, like heavy metals that can leak out into soils, or formaldehyde in gypsum board which can pollute indoor air? And last but not least, will the building last? If a house is built robustly enough, only small amounts of energy and materials will be needed to keep it habitable over time.

Building sustainably makes sense from so many perspectives. Governments and public institutions are behind it. Professional architects and builders have taken it to heart. When they can afford it, building owners give it priority. The foundation has been laid for a long-term building revolution.



Domotex Asia/China Floor is the largest international trade fair in Asia for flooring. The theme of Bona's stand in 2009 was "Sustainability". The Bona System and the Lifetime Support concept were highlighted.

LONG LIVE WOODEN FLOORS IN CHINA

Education and training have always been a big part of Bona's strategy. Training seminars with practical demonstrations give flooring contractors direct experience of using Bona's products, everything from finishes to sanding machines.

Nowhere is this kind of training more needed than in parts of Asia where the laying of wooden floors is a fairly recent phenomenon and flooring contractors may have no formal training in their trade. In China, for example, as prosperity grows, more and more consumers are choosing wooden floors for their homes. However, they usually know little about how to treat their floors. So when homeowners see that the surface finish is getting worn out or dull, they may simply rip out the whole wooden floor and replace it with a new one. From an environmental point of view, this is a waste of resources. For the consumer, it is a waste of money.

"In China, the goal is to increase the knowhow among contractors about how to renovate wooden floors," comments Pontus Forssell, Bona's Area Sales Manager Asia Pacific. "Today most Chinese tend to install new floors instead of renovating existing ones."

"Bona has been investing in the Chinese market because we see that the long-term potential is very high," he adds. "We are already seeing the effects of these investments. The sales growth in China in 2009 was over 40%."

New training centre Part of Bona's strategy as a pioneer in this new market is to establish a new training centre in Shanghai in order to educate flooring contractors. This will be the first training school of its kind in China. In this way, Bona can start to build up the market in China and also create more profitable and sustainable work for Chinese contractors. The new training complex will also have a showroom for architects and interior designers who are key decision-makers in China. The 250 m² centre will be completed by the end of 2010 and will cater not only for the Shanghai market but also for the rest of China.

The plan is to establish more Bona training centres in other Chinese cities in the coming years. By sharing their experience and knowledge, Bona wants to contribute to the better use of resources in China and a more environmentally conscious society when it comes to wooden floors.

BONA SHOWS THE WAY TOWARDS SUSTAINABILITY



Phasing out solvents

Bona was a pioneer in the 1970s when introducing water-borne finishes for wooden floors. Since then we have pioneered dust-free sanding and a whole range of silane-based adhesives made with the health of our customers in mind. Another big step was the ceasing of sales of solvent-based finishes in the EU in 2009. The next important sustainability milestone will be in December 2010 with the ceasing of all sales of solvent-based adhesives and solvent-based floor care products in the EU. In the US, Bona aims to expand the water-borne market with our campaign to convert users of oil-modified finishes to water-borne finishes.



Refillable and recyclable cartridge for the Bona Hardwood Floor Mop

In 2008 Bona's patented Hardwood Floor Mop was launched on the American market. The mop is sold through retail chains and direct to the consumer, who like the concept of a mop that makes cleaning a wooden floor easy. As part of Bona's waste reduction efforts, we now offer a refillable and recyclable cartridge for the Bona Hardwood Floor Mop. This significantly reduces the amount of spray bottles purchased and equates to less packaging and waste in landfills. In 2010 this premium, durable all-in-one mop with a built-in reservoir will be launched in Europe.



Dust-free for the Dutch

Wood dust from sanding has been identified as a potential carcinogen and employers in the Netherlands are now legally required to minimize the exposure to this hazardous substance. As from 1 January 2010, the Dutch Ministry of Business and Employment has introduced new legislation that limits the amount of inhalable wood dust at a workplace when renovating a wooden floor. Bona DCS 70 is one of only two dust containment systems to fulfil the new demands.



“OUR PRODUCTS SHOULD BE AS GOOD AS POSSIBLE FOR MAN AND THE ENVIRONMENT”

Answers from Arne Wallin, Manager of Environmental and Regulatory Affairs at Bona.

What are the driving forces behind Bona’s sustainability work? “We want to make our products as good as possible for Man and the environment. A flooring contractor shall be able to use our products day in and day out and feel healthy when he retires. Home-owners shall feel safe after our products have been applied in their homes. Our production and products shall only have a minimal impact on the environment. And we shall still have a profitable company with strong finances.”

Bona has taken the lead to phase out solvents from your products. How do you expect this to affect the industry? “We can already see other companies following us. One company has decided to phase out solvent-based finishes and others plan to phase out solvent-based adhesives.”

How do sustainability issues influence Bona’s R&D work? “We are always developing new products with Man and the environment in mind. A new product shall always be better than older products. It can be a machine developed with ergonomics in mind or a product without hazardous substances and with very low emissions.”



Bona R845 receives Green Label in Singapore In 2009, the silane-based adhesive Bona R845 received the approval for the Green Label in Singapore. This eco-labelling scheme is run by the Singapore Ministry of the Environment. To receive the Green Label, products must comply with the VOCs (volatile organic compounds) limits specified.

Bona Novia receives EU Ecolabel Bona is now proud to be able to place the EU Ecolabel flower symbol on its new finish for homes, Bona Novia. Under the scheme, only the very best products with the least impact on the environment are entitled to carry the EU Ecolabel.

Certificate for indoor air quality The GREENGUARD Certification Programme in America is an independent third-party testing programme for low-emitting products and materials. Bona is the only manufacturer in the industry to have an entire system of products GREENGUARD-certified for indoor air quality. In 2009, Bona was also awarded GREENGUARD Children and Schools Certification for our hardwood & stone, tile & laminate floor care products.

Emicode EC1 for very low emissions In Germany the classification system EMICODE was developed to identify indoor installation products, adhesives and construction materials according to their emissions. Since 1997 several of Bona’s adhesives have been EC1-certified, and in 2009 eight of Bona’s finishes were first out to be awarded EMICODE EC1 for very low emissions.

NEWS ABOUT THE BONA SYSTEM



INSTALLATION

A complete silane-based range is here Bona is the European market leader in adhesives specially developed for wooden floors. Bona's R&D has developed a unique silane technology that gives strong and flexible bonded floors; the floor is able to meet outside forces throughout its lifetime. While solvent-based products still account for a large proportion of the sales of competitors, they will be discontinued by Bona and replaced largely by reactive adhesives based on silanes. Bona pioneered this type of adhesive since launching Bona R850 in 2005. Now this product is the single best-selling adhesive and accounts for almost half of sales. Bona US hopes to emulate this success and launched reactive adhesives in 2009 spearheaded by Bona R851, a slightly different formulation of R850 adapted for the American market. In 2009, Bona introduced a world first: a silane-based damp-proof membrane called Bona R580. This new addition makes Bona the only company on the market able to offer a complete silane-based product range for safe and healthy fastening on all levels.



RENOVATION

Bona sets new standards with dust-free sanding machines At Bona we develop our sanding machines continuously to improve the working conditions for our customers. Following the pioneering Bona DCS (Dust Care Single), the new Bona DCS 70 is the next generation of dust care systems launched in 2009. Combined with Bona's antistatic abrasives, sanding with the Bona DCS 70 is completely dust-free. Bona's new 8800/8900 Antistatic Abrasives neutralize electrostatic charges that make dust stick to the surface of sandpaper. The Bona 8800/8900 series is based on the same unique technology used for the Bona 8300 Antistatic Abrasives. Bona Abrasives are part of the Bona System and compatible with all Bona's products, to help ensure a perfect result.



Bona Edge 130 with a short nose for great manoeuvrability With modern radiators now slimmer than the thick old-fashioned types found in some countries, the trend is towards edgers with a short nose and that's why the new Bona Edge 130 has been developed. Bona Edge 130 is part of Bona's range of edgers, which are all based on the same award-winning ergonomic design with adjustable handles and an integrated spotlight.





Bona FlexiSand – a number of functions in one machine

With a robust ergonomic design and high performance, Bona has launched new Bona FlexiSand, a multi-purpose machine that can sand, clean, oil or polish wooden floors. This ergonomically designed highly integrated machine is specially developed in-house at Bona for wooden floor professionals. It is purpose-built for the contractor.



A shade deeper with Bona Prime Deep Solvent-based finishes usually give a wooden floor a deep shade that is sought after by many consumers. However, these finishes are hazardous due to high levels of solvent fumes. In 2009, Bona has introduced a new primer, Bona Prime Deep, which brings out a deep coloration in wooden floors. The intense and even colouration in an environmentally sound formula is a truly unique combination only available from Bona.



Bona Traffic Anti Slip - walking safe every day

In 2009 Bona launched Bona Traffic Anti Slip with certified anti-slip properties for those public areas where increased slip resistance is demanded. This new finish is an ideal choice for schools, nurseries, homes for the elderly, staircases, hallways, kitchens or other areas where there is special concern about slip safety. Slips and falls are the most common form of accident reported at schools, which was why the health and safety advisors at Cardiff Council in Wales, UK, chose to re-finish the original wooden floors at a local primary school with Bona Traffic Anti Slip.



MAINTENANCE

Bona launches breakthrough matt polish Bona's floor care range provides a complete system for professionals and home-owners to protect and enhance wooden floors over their entire lifetime. In 2009, Bona expanded their wooden floor care range for professionals with three new products. The most significant addition is Bona Polish Matt as it is an innovative new solution for revitalizing matt surfaces on wooden floors. Bona has also released a new gloss polish and a new cleaner.



Lasting protection with Bona Deck Oil Outdoor decks are constantly exposed to the elements. Rain, snow and sun can cause irreparable damage. Bona's protection for outdoor wooden decks is now available in an improved formula and has been renamed Bona Deck Oil. Now with improved durability, it gives a beautiful oiled surface that can stand up to tough outdoor conditions. New Bona Deck Oil also avoids the harmful additives such as cobalt and fungicides which are found in conventional oils for this use.



1. In 2009, Kerstin Lindell (President and CEO), Marcus Björck (Area Sales Manager Ibérica and Latin America), Paul Spångberg (VP and Director of Division Industrial Coating) and Tony Borek (Area Technical Manager Latin America) visited Cikel's production site in the fantastic Amazon forest. They are seen here together with Pierre Reydam and Ricardo Tamanho from Cikel.

Cikel of Brazil

SUSTAINABILITY MAKES *BUSINESS SENSE*

Sustainable business models may be the key to success in a highly competitive marketplace. At least, that's what Roberto Nejm Jr, Flooring Business Manager of the Brazilian wood floor manufacturer, Cikel, believes. While lots of Brazilian producers are suffering from the country's reputation for illegal logging, Cikel is pursuing a policy of sourcing from responsibly managed forests – its own.

“The fact that we grow our own wood and are in control of the whole production chain, means we can guarantee our products are legal and do not contribute to deforestation. Traceability is an increasingly important differentiator in today's competitive market.”

Cikel produces all kinds of wooden flooring, from garden tiles for outdoor use to solid and engineered flooring for interior use. Overall, the company handles around 120 different wood species including the popular Ipe, Jatoba, Sucupira and Cumaru. Many such varieties need 150 years or more to grow, so Cikel divides its lands into different areas, selectively cutting trees from each area at suitable time intervals.

It is clear to Roberto that sustainable practices are Cikel's best route to success. The vast majority of Cikel's products exported to European markets today are already FSC-certified, and he anticipates a time when European distributors refuse to buy any non-traceable wood products. In the US, currently Cikel's biggest market, price is still the customers' highest priority. But even here, Roberto notices a shift taking place. “More and more requests for FSC-certified flooring are coming in daily from all over America. Once people's awareness has been raised, there is no turning back.”

The company's 500,000 hectares of forest are carefully managed by trained staff, who are chosen not only for their skills but also for their commitment to sustainable forestry practices. As Roberto explains, “In Brazil it is quite common for unlimited volumes of wood to be removed from the forest. At Cikel, we only allow the lumberjacks to remove 30m³ per hectare, which does not destroy the forest, but gives new trees a chance to grow. Our employees need to understand that our environmental certification (FSC), the future success of our company, and indeed the survival of the forest, all

depend upon maintaining these limits.”

Cikel's sustainability policy also extends into many other areas of the business. For example, when sourcing non-wood ingredients such as adhesives and finishes, the company follows international environmental standards – Carb-Compliance in the US and JIS in Japan. Waste wood is used to generate energy in the factories wherever possible, and other kinds of waste are handled in accordance with international standards for safe disposal – all measures which minimize the risks to both human health and the environment.

Another key differentiator for Cikel is its Corporate Social and Environmental Responsibility activities. The company runs local education programmes which range from basic education to courses in music, the environment, sport, health & nutrition and citizenship. Environmental education is provided in special schools located within Cikel's production areas, known as the TFF Organism (Tropical Forest Foundation). Each month, groups of wood professionals and researchers, students and other experts are invited to visit the TFF and Cikel's lands to learn about forest management and environmentally sustainable practices. Cikel's Department of Social Responsibility also manages the Nelson Pereira Dias School, which guarantees quality teaching for the children of employees at its Rio Capim and Pacaja facilities in the Amazon forest. The company also supports the broader community via programmes such as Future Athlete and Conquering Life, both of which aim to keep children off the streets and out of trouble. Roberto explains, “Our ultimate objective is a more humane society, with more reasonable and environmentally responsible citizens. Everything we do makes a difference, no matter how small.”

FSC certification The most widely recognized form of certification for wood products today is FSC (Forest Stewardship Council). FSC is an independent, non-governmental, non-profit organization established to promote the responsible management of the world's forests. This means forests that are managed in a way that meets the social, economic and ecological needs of present and future generations.



1.



2.



3.



4.



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A WORLD OF REASONS TO CHOOSE BONA

1. The natural look at Fundación Proa museum The recently renovated museum Fundación Proa is located in one of the oldest districts of Buenos Aires in Argentina. Bona Naturale is an innovative new surface treatment first launched in 2007 to retain the natural look of wood. It was chosen here to maintain the feeling of natural wood and the rustic character of the American oak at the museum.

2. Vladislav Hall restored with wax The 62-m long Vladislav Hall of the Old Royal Palace at Prague Castle in the Czech Republic is a fantastic space with arched ceilings and an old wooden floor. The restoration work on the hall took three months. The main request was to do the reconstruction work using original materials that are more than 300 years old. Broken or missing wood was replaced from original material stored in the castle.

The wooden floor was then stained with Bona Parquet Décor to obtain the same colour shade all over. Bona also supplied Carl's Oil 90 and Carl's HS Wax for treating the floor and giving it a traditional waxed look. The old floor now looks as good as in olden days.

3. Bona Traffic gave a great performance at the Barbican Bona Traffic, the toughest Bona finish for wooden floors, was specified to recoat the original oak endgrain floor which runs throughout the basement foyer level at London's iconic Barbican Centre. This is Europe's largest arts and conference venue with a diverse programme of events. A total area of 2,500 m² was treated.

Bona Traffic was the most appropriate finish in view of the very high levels of foot traffic and no less than four coats of Bona Traffic were applied. The original 'bright' appearance of this large and unusual wooden floor has been restored. Quite a performance from Bona Traffic.

4. Masterful marquetry at the Winter Palace The floor in the White Hall of the Winter Palace in St. Petersburg is a work of art. Its intricate pattern features a central rosette made up of woods such as rosewood, redwoods, maple, sandalwood and birch. In a single square metre of the hall, there can be up to two thousand pieces of wood and the White Hall has a total area of 384 m². The restoration of this beautiful marquetry dating from 1837 was carried out over a period of four months by Parquet Hall, Bona's distributor in Russia, under the supervision

of the State Hermitage Museum. Bona Prime Classic and Bona Prime Intense were used as the primers while Bona Traffic was used for the top coats. Thousands of visitors come to the Winter Palace every day so the choice of Bona Traffic is obvious. As the most wear-resistant finish in the Bona range, it will protect these attractive floors for years to come.

5. Sport system helps players get a grip in New Orleans The New Orleans Arena has been home to the New Orleans Hornets of the NBA (National Basketball Association) since 2002, and is also the venue for big concerts, conventions and special events. The arena was completed in 1999 and the maple floor was due for refurbishment in 2008. Bona Sport Sealer, Bona All Court and Bona Sport Poly were chosen for the work. Bona has its own system of finishes especially developed for wooden sports floors. The Bona Sport system with anti-slip properties and excellent wear resistance is in a league of its own.

6. Bona Mega for busy boutiques in Singapore ION Orchard is located on Orchard Road in the prime shopping district of Singapore. This new development with 61,600 m² of retail space opened in July 2009 and has a spectacular frontage. Bona's distributor in Singapore, Wood Doctor, has supplied and installed wooden floors in six retail stores: Fred Perry, Max & Co, The Planet Traveller, The Wright Gift, Famous Amos and Karloff Boutique. The stylish wooden floors were first primed with Bona Prime Classic and then two coats of Bona Mega were applied.

Bona System and Bona Lifetime Support

Bona offers a full range of high performing, environmentally sound products through the Bona System. This covers everything the wooden floor needs throughout its lifetime be it sanding, finishing, fastening or maintaining a wooden floor. With the Bona System, we guarantee compatibility on every level.

Lifetime Support is a reassurance from Bona that we will help preserve a perfect surface for the floor throughout its lifetime. This offer is what makes Bona unique. Our support is our way of sharing experience and expertise to help maintain a perfect surface – wherever the floor is located – and throughout its lifetime.

Bringing out the best in wooden floors

Bona AB is a family-owned company founded in 1919. With its headquarters in Sweden, Bona is now present in more than 50 different countries all over the world through subsidiaries and distributors. We provide products for the installation, maintenance and renovation of wooden floors throughout their lifetime and we also supply UV coatings to leading international producers of wooden floors. Through our comprehensive Bona system, we are able to offer customers Lifetime Support. We continuously develop innovative products with a long-term sustainable perspective in mind. So we take into account not just the floor itself but the working conditions of the craftsman and the impact on the outside environment.

Head Office

Sweden

Bona AB
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