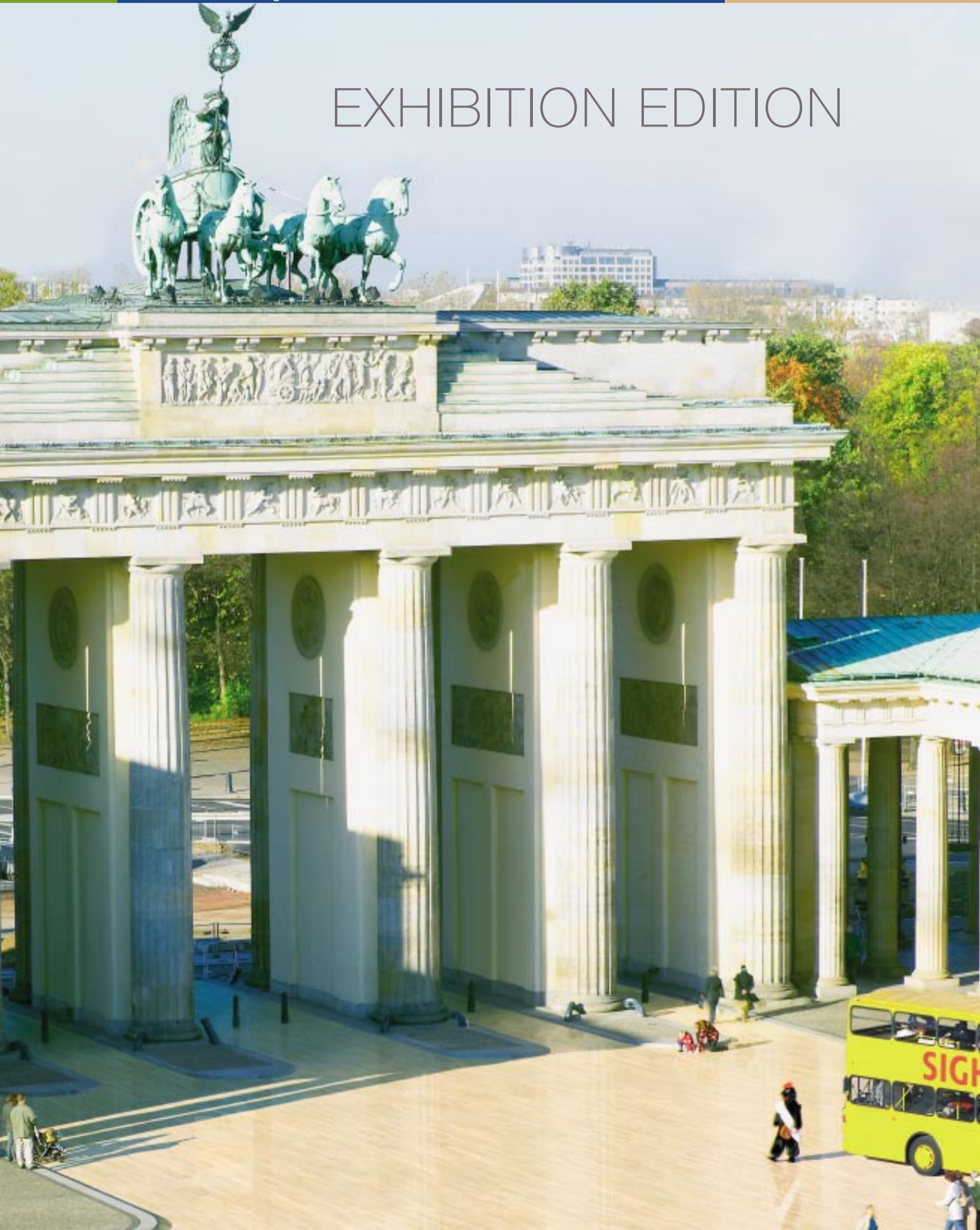


Interface

2006

The magazine for wooden floor manufacturers worldwide

EXHIBITION EDITION



Editorial



Welcome to Bona!

And welcome to this special exhibition edition of Interface – our magazine for parquet producers worldwide. Interface brings you exciting news from the world of Bona, with a clear focus on how to bring out the best in wooden floors. You'll find a number of interesting articles on everything related to optimal wooden floor performance, including successful case stories and enticing product news.

Would you like your own copy of Bona Interface in the future? Send us an e-mail at interface@bona.com with your contact information and we'll get back to you as soon as possible.

Extending the lifetime of wooden floors

We're looking forward to meeting you again. And we hope to see as many floor producers and other customers as possible during this exhibition.

What's so special about this time, you ask. Well, nothing in essence. We are still as firmly set to bring out the best in wooden floors as ever. But today we stand stronger than ever and our offer is even more comprehensive.

Our product portfolio is extended. New partnerships are entered into. And numerous wooden floors around the world have already benefited from it. And we have a number of successful case stories to prove it. You can read about some of them in this issue of Interface. If you need more information or want to hear more success stories, please visit our stand, here at the exhibition.

The short of it, however, is that our concept for floor producers worldwide has proven to be a very strong one, with a great demand on the market. Therefore, we've taken a number of steps to further improve our total solution for looking after a wooden floor throughout its lifetime – and thereby extending the lifetime of it.

The recent co-operation with Saicos, is one example, rendering us a high quality UV oil that works well with our comprehensive range of products. Another is the continuous development of our Lifetime Support programme, offering full support throughout a floor's whole lifetime. Presently, we're launching a new e-biz solution for end-customers together with floor producers. It offers high quality floor care products for wooden floors and is an integral part of our Lifetime Support commitment.

I hope you find this special edition of Interface both enlightening and inspiring. And, as ever, I look forward to hearing your comments on either the articles or any other issue related to the inspiring task of bringing out the best in wooden floors.

All the best,

Paul Spångberg
Director Division Industrial Coatings

News

The perfect start, the perfect finish – Bona Industrial Coatings

As a parquet producer you need practically only one thing to bring out the best in your wooden floors. You need Bona Industrial Coatings. We are there to help you. From the very start, throughout the entire lifetime of their floors. From parquet production and installation to floor care and renovation. A unique approach on the market for extending the lifetime of wooden floors and bringing out the best in them – worldwide.

Installation

In order to get the best finish, you must get a perfect start. We work together with leading floor producers, supplying them with the right UV systems and UV oils for their parquet floors. That way the floors get the best start possible and an ultimate finish, which the customers can maintain, using perfectly matched floor care products from Bona.

Floor care

A wooden floor improves with age – if it's looked after properly. And with Bona's Lifetime Support programme you are sure to get the most out of your wooden floor throughout its entire lifetime.

Our Lifetime Support programme comprises a complete system of floor care products and guidelines for effective maintenance, specially developed to prolong the perfect floor finish. Designed for professional cleaning companies and private homeowners alike, all products are easy to use while being both efficient and gentle. They include cleaners for finished and oiled floors as well as products to freshen up the finish.

Renovation

Although a floor will last much longer with proper care, the day will come when your customer's floor needs some renovation. The next part of our Lifetime Support programme is to do a Prep & Recoat of the floor, or if necessary, sand it down to bare wood. Here we have a choice for every taste and requirement, depending on the customer and the floor.

This part also comprises ergonomically designed sanding machines with perfectly matching abrasives and a completely dust-free dust containment system. And we offer a wide range of finishes for every possible application. We also offer oils, stains and other matching products to change or restore the original appearance of the floor.

Products

As we can supply all the products necessary for the installation, maintenance and renovation of wooden floors, we can offer you as a parquet producer and ultimately your customers the best solution for any situation. With the addition of our support, service and guidance, we can assure customers around the world that their floor will give them a great deal of pleasure for many years to come. That's in essence what we call Bona Lifetime Support.

Knowledge

Treating wooden floors since 1919, it almost goes without saying that Bona has a tremendous amount of knowledge to share. On all levels. Everyone from parquet producers to end-customers can benefit from it on our website, at trade fairs, conventions, seminars and through our network of subsidiaries and dealers. Worldwide.

No matter your needs or your customer's needs, no matter your questions, if you are seeking advice or looking for tips on how to optimize a wooden floor, ask someone who knows. Ask Bona.

Support

We're close to our customers, whoever they may be, throughout the floor's entire lifetime. When a floor is treated with Bona products from the start, it will have outstanding protection. Our Lifetime Support programme sees to that.

We give floor producers the support to guarantee certain wear and tear properties, and professional contractors the support needed to help them convince their customers of the right treatment. We also offer day-to-day services to all our customers, providing expert answers to any questions they might have.



Bona's Lifetime Support

– our promise to you



Lifetime Support is Bona's promise to parquet producers and customers worldwide. It is a reassurance from us that we will help you maintain a perfect surface throughout the entire lifetime of your wooden floor. And secure the long-term durability and beauty of it.



Put simply, we'll help you bring out the best in your wooden floors – and extend the lifetime of them.

Assistance throughout the floor's lifetime

At heart, Bona Lifetime support is a step-by-step programme offering floor care and renovation products and systems throughout the entire life of a wooden floor

Apart from a global support organisation always ready to help and assist, the programme comprises a complete system of floor care products, support and guidelines for effective maintenance. Not only does it extend the beauty and lifetime of wooden floors, but it also helps floor owners to keep floor care costs at a reasonable level.

Three steps

Preferably, you want to keep the original surface, the highly durable UV top coat, for as long as possible. It is the first and most important protection of a pre-finished wooden floor. But in time it is only natural that a wooden floor starts showing signs of wear.

Our way of thinking when it comes to floor care and maintenance comprises three different levels. All depending on what part of the wooden floor life cycle your floor is in.

- Step one is about floor care. This process is designed to be as easy as normal cleaning of the floor and can be done over and over again, to keep the floor looking great

for many years. It consists of a number of measures for preventive as well as daily and periodic care.

- Step two mainly deals with the renovation of the floor. We call it Prep & Recoat. It comprises a combined chemical preparation and a light abrasion removing any micro scratches and enabling recoating of the floor. The result is a surface as good as new.

- Step three applies if and when a floor is badly worn and a recoating no longer is possible. Then the floor has to be sanded down to bare wood and coated with any of Bona's finishes suitable for that particular floor.

Covering the world

Bona's organisation, with its extensive global presence, means that help is always nearby. Not only are we close to parquet producers all over the world, but also to the end-customers and the very places where the floors are being sold.

This means that parquet producers can concentrate on their core business, producing outstanding wooden floors, and leave the floor care issues to Bona.

Why not a simple warranty?

Bona does not believe in offering warranties saying things like "a floor coated with Bona products will last for so and so long...".

They traditionally have to many ifs and buts,

since the lifetime of the floor is strongly affected by the way it is maintained.

Our approach is about offering high quality products with simple and proper care instructions, making floor care as efficient as possible. Therefore, we're confident in giving you a promise instead: As long as you maintain your floors with Bona floor care products, we will help you in any way we can to extend the lifetime of your wooden floor – all over the world – and bring out the best in it.

Lifetime Support essentials

Bona Lifetime Support applies if the wooden floors are factory pre-finished with a Bona UV-finish – or sanded back to bare wood and finished from scratch with a Bona finishing system, and cleaned and maintained using only Bona products.



Wherever you want to be
we'll help you get there



Where would you like to see your wooden floors installed? Maybe Las Vegas isn't on your new business list just yet, but why not exercise a little imagination? You might be surprised by how easily dreams translate into reality.

Bona has UV coatings that have been specially developed for damage resistance, making your wooden floors suitable even for heavy impact areas. Start by figuring out where you want to be... then contact Bona to find out how we can help you get there.

Bona ®



Extending the lifetime of wooden floors

The Bona story started in the 1890s, when Wilhelm Edner opened a grocery shop selling coffee and various household products. It wasn't long before he found his calling, specialising in selling floor wax. In 1919 Bona AB became a registered company.

Over the years we have evolved to become an international company specialising in developing and supplying all products necessary for the installation, maintenance and renovation of wooden floors. Today, we're active in more than 50 countries all over the world. And we have truly become a global company, with subsidiaries in 17 countries in Europe, North America and Asia Pacific, and production facilities in Sweden, Germany and the USA.

A unique solution

Leading the development of products and services, we have a unique position in our market, offering the best solution for the installation and treatment of wooden floors throughout the world.

Our complete system of products meets the needs of parquet producers, contractors, architects, specifiers and homeowners and includes coatings, UV finishes, sanding machines, abrasives, adhesives, and floor care products. All designed to work perfectly with each other - from production and installation to maintenance and renovation.

And all with the sole ambition to extend the lifetime of wooden floors all over the world, while bringing out the best them.

The Bona values

- Professional

Bona never compromises with quality and reliability. You can feel secure with our con-

cept for floor treatment, because we support you all the way. Not just until you place your order. That's the trust that has allowed us to grow to a global organization, and that's why we're leading the market.

- Innovative

Bona is an innovator in all areas - people, products and systems. A great idea is what motivates us, whether it concerns new products or new ways of building our relations with employees or customers and partners. Our attitude to innovation is respect - and development through research.

- Respect

Building a company name without cheap points and short-cuts demands that we respect our employees, our customers and our partners. By keeping up an honest dialogue, both internally and externally, we get our organization to work together. This foundation is necessary for the forming of lasting partnerships, lasting commitment and lasting mutual gain.



- Concerned

As a major floor finish operator, Bona is responsible for not only our employees and partners, but for the environment as well. The keyword is trust. We owe it to ourselves not to promise more than we can live up to. But we also owe it to coming generations to work for environmental awareness in our business, starting with ourselves.





New E-biz solution for end-customers

As part of our Lifetime Support promise to customers worldwide, Bona presently launches a new e-biz solution together with floor producers, offering end-customers all over the world all the floor care products needed to extend the lifetime of their wooden floors, while bringing out the best in them.

The concept is quite simple. Bona offers to take over the responsibility of the continuous maintenance of wooden floors from floor producers. This allows them to concentrate on their core business, and saves them a lot of extra work and investments in terms of developing a full range of floor care products. And what's more, there is a business opportunity and financial reward in it for floor producers as well.

When the customer buys a product, a part of the revenue goes back to the floor producer. Besides, the web page offers direct links to the floor producer, which is an excellent opportunity to promote both the manufacturer and their floors. And an excellent opportunity to promote special offers to customers and do more business.

For the customer, the Bona e-biz solution is also a great opportunity, giving them the chance to buy high quality floor care products with a discount on the list prices. And using the proper floor care products will bring out the best in his wooden floor - and extend the lifetime of it.

Here's how it works

Every pre-finished wooden floor package comes with floor care instructions and contains a reference or a pointer to Bona's E-biz site. Each set of instructions contains a code unique to the manufacturer that has to be entered on the site in order to get the discount. Logging in, the customer enters a page displaying all floor care products from Bona relevant to their floor type endorsed by the manufacturer.

When the customer buys a product, a part of the revenue goes back to the floor producer.

And hey presto! Everybody wins.

New partner & new product

Keep UV oil floors looking good for years to come

Bona has a goal – to bring out the best in wooden floors. And that also means making sure the floors stay looking good and performing well long after installation. For this reason, we are pleased to have entered into cooperation with the German company Saicos Colour GmbH. As a result of this cooperation we now have a high quality UV oil that works well with Bona's range of floor care products.

Saicos' UV oil contains a high natural oil content, which makes it suitable for use on pre-finished floors. Using this in conjunction with Bona's care products, the floor's colour remains even and consistent even after many uses, which is great news for Bona and even better news for those of you who want to produce pre-finished oil flooring. Saicos coating systems was founded in 2002 by three chemists and engineers working in Münster, Germany. The company is dedicated to developing intelligent and

ecologically safe wood coating systems, stains, oils and waxes.

During the last decade and especially during the last three years, Saicos chemists and engineers have been pursuing their vision to develop a product that is as ecological as possible with regard to both technical, aesthetic, and economic standard. You can find out more about Saicos on www.saicos.de.

Chinese sports floors – a booming business!

In China, 1,308,000 m² of sports floors are installed per year. Of that, the total market for unfinished sports floors will be 800,000 m² during 2005. There are plans to build 1,100 new stadiums, mainly in middle schools, and two thirds of the floors specified will be pre-finished.



Most of the installation work in China is carried out by sports floor producers, the school's own contractors or by interior decorators. There are about 10 Chinese sports floors companies working only with professional sports floors, and a further 50 or so which also supply other building materials for gymnasiums and stadiums.

Launch of Bona Sportive System in China

Not many normal wooden floors see badminton training in the morning, gymnastics in the afternoon and dance classes in the evening. But that's all in a normal day in the life of a wooden sports floor. And that's why Bona has invested in the development of a complete programme of products and services for the installation, maintenance and renovation of wooden sports floors. The new system was showcased in China at the

exhibition Stadia-China in January 2005, where numerous sports floor companies showed an interest in the new products. Up until then, Bona had supplied a total of approximately 30 sports halls in China.

Our distributor (Postar), who cooperates with the Chinese Basketball Association, is in the process of installing floors in 14 stadiums. So far four stadiums have been completed, and we will now start to provide CBA with our Lifetime Support products.

Badminton floor in Tianjin Peace Gym

Of these numerous stadiums, one interesting reference project is the Tianjin Peace Gym, situated in the centre of Tianjin city, and founded in 1992. It regularly holds big sports events, such as the Asia Ping-pong Title Match, China-Korea Ping-pong Antagonism and the CBA League Matches. Apart from such events, the gym is used

by the public 14 hours a day. Usage of this magnitude takes a heavy toll on the wooden floor surfaces, so the badminton court had to be refinished with Bona products in 2003. Thanks to Bona, this hardworking court can now cope with a most demanding public.

Lifetime Support

All the products in the Bona Sportive System are part of our Lifetime Support programme, meaning that we fully stand behind the function of our products for the floor's whole lifetime, as long as they're pre-finished with Bona UV coating or started with other Bona products from bare wood. Treatment products include: Bona Sportive Primer, Bona Sportive Paint, Bona Sportive Finish. Floor care products include: Bona Sportive Cleaner, Bona Sportive Cleaner Plus.

Bona steps up investment in UV finishes



As you may have read in Parkett International, we have decided to step up our investment in the UV finishes business. This means we are dedicating even more resources to the R&D department for Industrial Coatings, improving production facilities, purchasing additional machinery for the UV test plant, and concentrating all our staff and facilities in one location. The idea is that by focusing

the division's operations, we'll be able to serve you, our customers, more efficiently. Division Manager Paul Spångberg points out, "This move also involves an intensification of our cooperation with the rest of the Bona Group. Through the group's global organisation, we can ensure that our customers have access to the complete range of floor care products and services, and that regardless of their geographical location, there is a knowledgeable local Bona representative to support them and their customers."

The main reason for this investment is that pre-finished hard wood flooring has been increasing steadily in popularity in recent years, and this has led to a dramatic increase in the demand for our UV treatment

systems. So it is essential for us to have a dedicated development team and dedicated equipment. Secondly, as you know, this has become a worldwide industry. Thanks to a longstanding strategy of working with a varied and geographically dispersed customer base, Bona is in a good position and are expanding apace with the market. Paul Spångberg anticipates, "Some markets will continue to increase their exports, whilst others such as China and South America will continue to develop stronger domestic demand. We expect more opportunities and new challenges – ones which our organization is ready to meet."



Lifetime Support Seminar, China

Bona Singapore ran a Lifetime Support Seminar for our Chinese customer, Jilin Newco Wood Industry Co., Ltd. The seminar consisted of theoretical presentations, followed by a practical demonstration at the office of factory manager, Mr. Tony Ruan.

The seminar's main objectives were to improve communication with our Chinese customers and help increase awareness and understanding of Bona's Lifetime Support philosophy and products. Its goals can be summarised as follows:

a) To educate the sales and marketing people of Jilin Newco about the maintenance of engineered wooden floors that are pre-finished using Bona UV finish systems. This knowledge is obviously very important

for handling their customers' questions concerning the maintenance of wooden floors on the Chinese market.

b) To increase awareness of the support Bona can offer our customers in China.

c) To show to the management and staff of Jilin Newco the common over-coating products and methods used by 3 ply engineered wooden floor. Jilin Newco is based in Changchun city, Jilin Province, in the north-eastern part of China.



Wherever you want to be
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Bona  [®]



Bona is among the first to become an associate member of FEP

Traditionally, the European Federation of Parquet Producers (FEP) has only offered membership to producers of parquet flooring. However, in 2004, it decided to open its doors to associate members, including those who supply components to the parquet industry. Bona was among the first to make use of this opportunity.

Endré Varga, Advisor of FEP explains why Bona was chosen: "Bona is an important partner in coating products, and greatly appreciated by parquet producers. We know Bona as a company that values honesty and competence." The goal of FEP is to build a powerful cluster within this industry, which will have a stronger voice on issues concerning us all.

A good example of this principle at work arose in 2001 when FEP members exporting to the US decided to fight against an unfair classification of their products as 'plywood'. The American classification was not only inaccurate, but also led to 8% higher

import duties. After two and a half years of intensive lobbying the ruling was changed. Belonging to FEP leads to numerous advantages for members. An open exchange of information allows, for example, new technological developments to become more streamlined across our industry.

The General Assemblies provide members with a perfect platform to take the temperature of the industry and meet newcomers. A bi-monthly newsletter and annual statistics are also made available, giving FEP members a better understanding of recent industry trends and helping them to meet future needs.



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