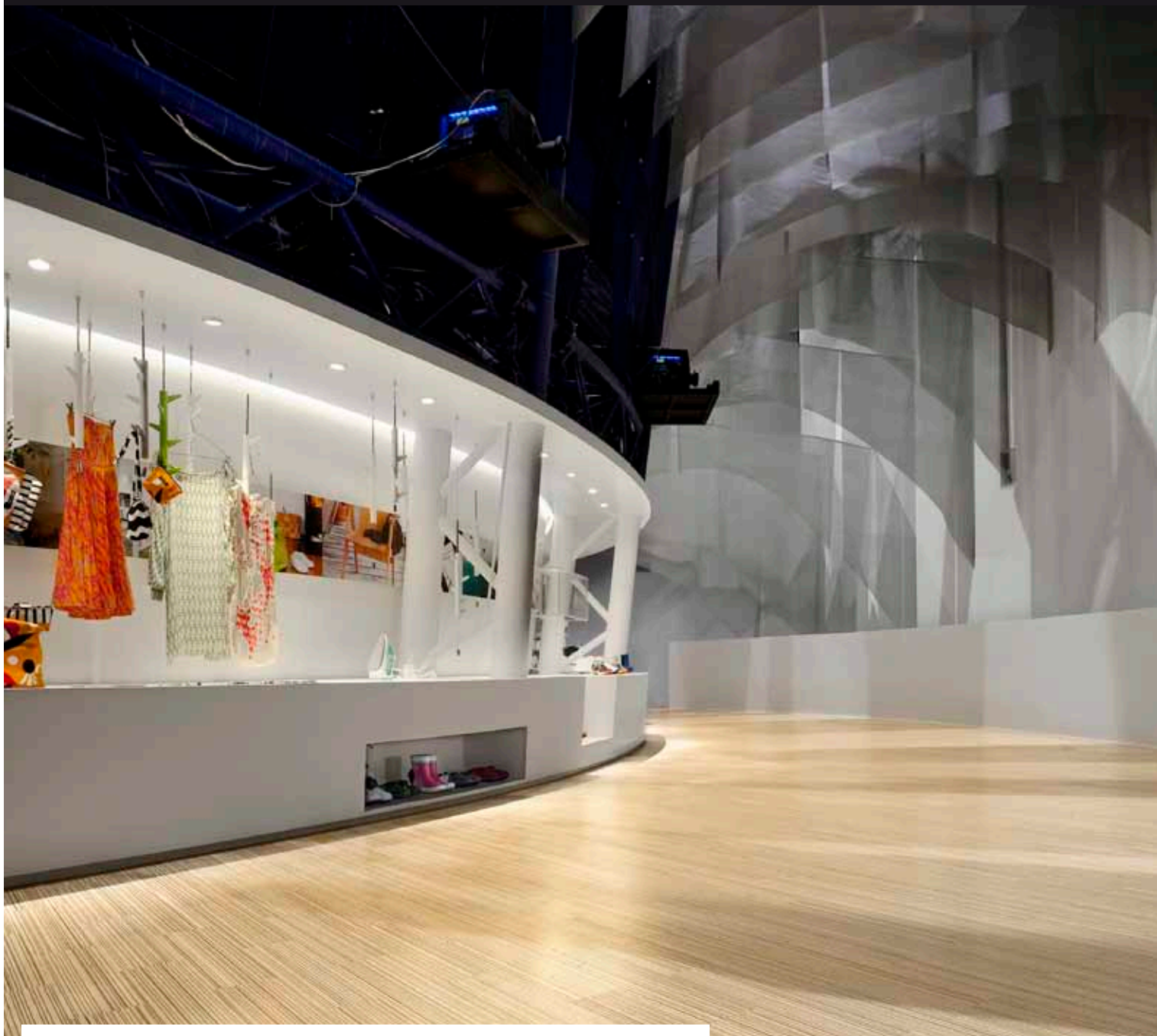


# CLOSEUP 11

An annual review of Bona – the company that brings out the best in wooden floors **2011**



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**Bona**<sup>®</sup>

# INNOVATION IS THE KEY TO PROFITABLE GROWTH

Bona's turnover was SEK 1.3 billion in 2010, which was more than expected and 5% more than last year. For several months during the year, Bona achieved an all-time high in sales, which was a remarkable achievement considering the weak market situation and the falling value of the dollar.

The European building trade has been declining since 2008 when recession hit almost all European countries. With the continuing recession, Bona could have expected 2010 to be a poor year, but this was far from the case. Bona's sales increase is to a large extent based on gaining market share thanks to the introduction of innovative products. Bona's product launches in 2009 and 2010 have demonstrated clearly that we continue to innovate even when times are tough.

## *Sales around the world*

**Europe** For Bona, the recession has turned out to be an opportunity to find new customers and to show our strength. 2010 has been a good year in most markets with exceptional success in Germany, in the Nordic countries, Benelux and the UK. In Eastern Europe, Bona's sales are growing as market shares increase. In the Czech Republic, Bona's floor care products received great interest and sales exceeded our expectations.

The Bona System was the theme of Bona's stand at the 2010 Domotex trade fair in Hannover in Germany. We presented several new products and Bona was proud to highlight the phase-out of our solvent-based finishes, adhesives and floor care products in the EU. In 2010, we achieved our aim of ceasing to sell these solvent-based products. Though the transition went smoothly in Western Europe, it was a challenge in Eastern Europe to convince our customers to switch to the more expensive alternatives. To retain these customers, several activities were implemented to promote Bona's environmentally sound product range including the development of a competitively priced adhesive, Bona R844. Thanks to these efforts, we have now convinced most users of solvent-based adhesives to switch to Bona's silane adhesives.

Ecobuild, a British construction industry exhibition, is designed to showcase 'sustainable' construction products to architects and specifiers. This provided the perfect forum for the UK team to present the Bona System with its strong environmental benefits.

**USA** Though the US economy seems to be picking up, consumers are still hesitant to make big purchases or invest in home improvements. In this tough climate, Bona US has exceeded its forecast for 2010 and one of the reasons is the growing floor care business that today accounts for almost 50% of US sales. The availability of Bona's floor care products in the consumer market continues to grow with increased distribution through very prominent retailers

nationwide. In 2010, Bona added Walmart, the world's largest public corporation by revenue in 2010, to the expanding list of distributors.

The response to our stand at the major US trade fair NWEA was very positive. In particular, Bona's adhesive range generated lots of interest.

In October, Bona celebrated the opening in Illinois of our sixth regional training centre for hardwood flooring professionals.

**Asia Pacific** Bona Asia Pacific made very good progress with increased sales arising from both new and old customers. 2010 also marked a new start for Bona in China as we opened a new combined office and training centre in Shanghai. With this long-term investment, we aim to increase Bona's market share in this region by offering Chinese contractors training on how to treat wooden floors.

Bona's distributors in Asia have been active meeting customers during the year at several events to promote the Bona System. The overall theme for our stand at Domotex Shanghai in March 2010 was the Bona System and sustainability. Another important event was the World Expo 2010 in Shanghai. Bona was proud to be an official sponsor of the Swedish Pavilion. The Swedish Pavilion's theme was "Spirit of Innovation" with sustainability being a key word. This fitted in very well with Bona's core values.

**Latin America** Bona is experiencing rapid growth in Latin America. We have increased our market shares as a result of the successful partnership with our country distributors. Our comprehensive product portfolio and heightened brand awareness together with the strong cooperation with Bona Industrial Coating make Bona the preferred partner in Latin America.

A "Train the Trainer" programme has been launched in Latin America and Mexico to expand the Bona brand into new markets. Identifying key distributors and ensuring that each one shares our strategy, branding philosophy and core values is vital. Currently we have distributors covering 13 countries in the Latin American region and we have distributors lined up to cover 5 more countries during 2011.

**Industrial Coating** The overall activity in the building trade in Europe decreased by more than 8% during the year resulting in a decline in the production volumes of prefinished wooden



*Kerstin Lindell,  
President and CEO*

floors. Bona Industrial Coating has been struggling since the recession hit the business badly in 2009 but has been working hard to retain current customers and to attract new ones. For example, it was a notable success in October 2010 when Amorim Revestimentos, the world's largest cork floor producer, chose Bona as their UV finish supplier.

#### *Keeping to our strategy*

Though the world economy is still weak, Bona has managed to win new customers and gain market shares. Increased volume, better margins and cost saving have contributed to increased profitability. Our successful strategy first introduced in 2008 involves four cornerstones: One Bona, customer focus, the Bona System and leadership in innovation.

**One Bona** To follow up on the One Bona dialogues that started in 2008, an employee satisfaction survey was conducted at the end of 2010. The result was very satisfactory and proved that all employees have a common platform and a good understanding concerning our goals, strategy and values.

A common platform has been vital during the implementation of our new business system, SAP. This project affects the entire organization and is a big investment that will facilitate our work and deliver reliable data.

**Customer focus** Traditionally Bona has focused on the professional market but in recent years Bona US has successfully expanded into the consumer market, which today accounts for about half of US sales. During 2010, steps were taken to tap into this growth potential in Europe as well. At the end of the year, organizational changes to create a business structure around customer channels were announced. With these changes now in effect, our organization is geared up to meet the challenge of increasing consumer retail sales in Europe.

**Bona System** The Bona System is an integral part of our Lifetime Support concept and is the key factor for Bona's sales success. Apart from the high quality UV finishes that Bona offers producers of wooden floors, we provide a range of user-friendly products for the installation, renovation and maintenance of wooden floors. Thanks to Bona's worldwide presence, we are able to make our unique offer available all over the world.

To help expand sales of the whole Bona System in the USA, the "Bona Certified Craftsman program" started at the beginning of 2010. Contractors from across the USA will receive a certificate after having attended Bona's four-day training school to learn how to use Bona's products.

Growing concerns about indoor air quality and the health of contractors are reinforcing the benefits of Bona's products.

**Innovation leaders** During 2010, new products such as Bona Optispreed, Bona Amberseal, Bona Mix&Fill Plus and Bona Create were launched. Bona's new product launches generated great interest both in Europe and in the USA. This interest can partly be explained by the fact that Bona is one of few companies that despite the financial crisis are still launching new products, whereas many of our competitors are struggling to stay in business. One product launch in the pipeline for Europe has already been a huge sales success in the USA, namely the Bona Spray Mop.

**Our commitment** 2010 has been a year of great achievements and breakthroughs. Our long-term strategy has resulted in new customers, new products and increased sales of the whole Bona System. Bona's determination is based on our lifetime commitment to wooden floors, constant innovation and to our customers. New product development is based on combined knowledge from various fields of expertise and has enabled Bona to become the market leader in products for the treatment of wooden floors.

Our commitment to personal health and safety, indoor air quality and the environment has led to the development of finishes with a lower content of VOCs (Volatile Organic Compounds), while still maintaining the highest performance standards. Our products make the working environment better for professional flooring contractors.

The positive result in 2010 would not have been possible without the commitment from all our colleagues at Bona who did a great job during the year. In future, we will take advantage of the growth potential within the consumer business while focusing on increasing the sales of the Bona System worldwide. Bringing out the best in wooden floors – it's our lifetime commitment!

*Kerstin Lindell, President and CEO*

# FROM FIRE TO FACEBOOK – INNOVATION IS IT!



Innovation is widely considered the key to business profits, personal wealth, fame, acclaim, jobs and national pride. It is at work on many fronts from biotechnology to space flight to financial products. And it can take many forms. When we talk about innovation, we refer not only to new things being created, but also to new ways of working, new ways of organizing ourselves, new go-to-market models and new ways of communicating with one another.

**Innovation throughout history** Human history is unimaginable without innovations like the ability to make fire, the wheel, pottery, metal weapons and tools, the sail and writing. Other, more recent innovations have defined new eras in human history. For example, the transistor – which plays a central role in all electronics such as radios, calculators, TVs, mobile phones and computers – literally transformed our reality. And the very first self-propelled mechanical vehicle – Nicolas-Joseph Cugnot's steam-driven *fardier à vapeur*, built in 1769 – gave rise to today's vast array of cars, trucks, railway engines and other land vehicles.

**Innovative tastes and fashions** Human inventiveness isn't limited to "grand" technologies. Take noodles, for instance. This

distinct form of food was made of millet and known to exist in China 4,000 years ago. Arabs introduced noodles to Western peoples in the 7th Century AD, and pasta went on to become a key element of Italian cuisine. And let's not forget those trendy blue jeans. A staple of the global wardrobe, they were invented by Levi Strauss and Jacob Davis in 1873. Their novelty lay in the unique use of copper rivets to reinforce pockets and seams. Levi Strauss & Co. has prospered for decades as one of the world's most iconic lifestyle brands. Still on the subject of clothing, think of Gabrielle "Coco" Chanel's pioneering development of expensively simple fashion for women in the early 20th Century. She was the first designer to combine masculine cuts, jersey cloth, and the then-revolutionary concept of "sportswear" that could double as elegant leisurewear, especially at resorts like Deauville and Biarritz. Tight jeans, little black dresses and linguini aren't exactly rocket science, but *someone* had to think of them!

**Innovation takes many forms** What about those other less tangible innovations which also transform our way of life? Business and popular culture are full of well-known innovations that built wealth and fame, but were more about ways of acting and thinking, than about new *things*.



Take Bill Gates and Microsoft. Initially, Gates had neither invented the PC nor the operating system, but his business savvy guided how he brought together IBM and sources of the necessary know-how to launch what became known as the PC operating system MS-DOS. The true inventor in this area at that time was Digital Research, which developed the original CP/M operating system for 8-bit Intel 8088-based personal computers, but never got the business or intellectual property strategy right, and faded away until it was acquired by Novell. Bill Gates became the entrepreneur-billionaire because of his brilliance in assembling relationships, perceptions, and attitudes – among investors, customers, manufacturers and other players.

**The fruits of Apple** Striking examples of innovation lie in the contrast between Gates' Microsoft and Steve Jobs' Apple, Inc. Driven by Gates' innovative business acumen, Microsoft went on to become an enormous company. Nonetheless, perhaps its most important innovation ever – MS-Windows – was (as many will recall) mainly an imitation of Apple's Macintosh human-machine interface. When it comes to innovation both tangible and intangible, Apple's story is extraordinary. In physical technology, ways of doing things and visual design, Apple has generated

a remarkable string of innovations for over three decades. The Apple II (1977) introduced colour graphics and open architecture to microcomputer users. The Lisa (1983) offered the world's first commercially successful mouse, as well as the first retail computer you could run a spreadsheet on (VisiCalc). The Macintosh (1984) gave the world powerful, versatile graphics capability, assisted by the first retail laser printer (LaserWriter) and desktop publishing software (PageMaker), scoring yet another coup with business users. Despite ups and downs, Apple has managed to sustain its innovative, iconoclastic personality, coming up with a succession of innovations that repeatedly cross the lines between form, function, and lifestyle: fruit-colored iMacs, the Newton, titanium PowerBooks, the Apple Stores, dome-shaped iMacs with a screen on an arm, lots of free software, student and university discounts, MacBooks with built-in webcams, iPods, the iTunes Store, iPhones, funky ad campaigns, iPads, a global community of die-hard followers, and more. Apple truly exemplifies a culture of innovation.

**Innovative ways of reaching the market** Apple's iTunes Store revolutionized the way in which people buy music. But there are equally compelling stories of other market innovators.

## APPLE, AMAZON, FEDEX AND IKEA OWE A GREAT DEAL TO THE TOTAL QUALITY PROCESS THINKING THAT EMERGED FROM JAPAN IN THE 1960'S.



Amazon.com, for example, whose user-friendly website, enormous stock and efficient payment system allowed it to gain market share and brand recognition right from its launch in 1995 at the start of the Internet era. Amazon.com made founder Jeff Bezos one of the world's most successful entrepreneurs, and the store is the largest online retailer in the US by a factor of three.

FedEx, now the world's largest airline in terms of cargo weight and the second-largest in fleet size, burst onto the scene in 1973 with premium-priced overnight deliveries, drop boxes, and numerous other customer-friendly innovations that neither the US Postal Service nor old-style couriers could deliver.

In the world of furniture, back in the 1940s, one of Ingvar Kamprad's earliest innovations was in the rather unsexy area of distribution. He cleverly thought of using a milk-delivery route with excess capacity to ship self-assembly furniture to mail-order customers. This eventually led to the innovative warehouse-like IKEA stores – now the world's largest home-furnishings retail chain. Kamprad's inventiveness did not stop with the milk vans, however. His creative spirit, infused with the pragmatic ethic of his Swedish home province of Småland, carried on through and beyond his own leadership, generating unique store plans, new self-assembly designs and tools, a one-of-a-kind catalogue, quirky product names, in-store restaurants, child-care and space-saving flat-pack product packaging. In recent years, IKEA has also successfully combined innovation with greater sustainability,

which is increasingly important to modern consumers. Like Apple, IKEA exhibits its own innovation culture, and one that is eminently profitable.

**Innovative frameworks** Apple, Amazon, FedEx and IKEA owe a great deal to the total quality process thinking that emerged from Japan in the 1960s. Each one represents a victory in developing a system that unites research, production systems, products and the customer experience. Each is based on the philosophy of continuous improvement. And no mention of Japan's total quality culture can fail to exclude a reference to Toyota. Now immortalized as “the Toyota Way,” the car manufacturer has developed a comprehensive system designed to provide the tools for people to continually improve their work. It covers topics such as respect for people, teamwork, facing up to challenges, finding the root causes of problems, and the long-term view – principles embodied in the Japanese concept of *kaizen* (which translates as ‘improvement’).

Speaking of frameworks, what about the singular achievement of profitably figuring out how to actually innovate in the way people socialize? One wonders, after years of interaction, how could there be any space left for anything new? Yet Mark Zuckerberg, inventor of Facebook and *Time Magazine's* 2010 “Person of the Year”, managed to change the way we socialize, and I'm sure most users will agree, our social life will never be the same again! *That* is innovation.



Nils Erik Persson,  
Senior Vice President R&D at Bona

# INNOVATION 2.0

## HEALTHY INDOOR CLIMATE

A healthy indoor climate for children and adults has been the prime focus in Bona's latest product development. Bona's water-borne finishes combine several 'green' qualities. Step by step various issues have been tackled as products have been developed and continuously improved.

**Water-borne finishes** for wooden floors were first introduced by Bona in 1979 as a true paradigm shift. Improving working conditions for flooring contractors was a major concern. These craftsmen had for years been exposed to high amounts of solvents that are detrimental to their health. The water-borne products alleviated this problem considerably.

**Renewable raw materials** were introduced with the first generation of Bona Mega in 1995. Bona based the product on vegetable oils that cross-linked after application with the help of oxygen from the air. This technology enabled Bona to develop strong finishes with high performance and low impact on the environment. Bona Mega has become the most widely used finish in the world for wooden floors.

**Water resources**, that are essential for sustaining life on earth and also act as a home for aquatic life, are another area of concern. Since very early on, Bona has striven to avoid components that could have negative effects on water quality or the reproduction of aquatic life.

**Preserving material and resources** is vital when it comes to sustainability. The development of Bona Traffic took

up this challenge. Superior durability with a prolonged lifetime for wooden floors leads to less need for renovation. By extending the lifetime of the floor, Bona Traffic has proven to be the most cost-efficient solution for property owners.

**Components that are potentially hazardous** for health, safety or the environment are continuously in focus at Bona and active work to develop new solutions is always ongoing. The aim is not just to meet minimum requirements laid down by legislation, but to set new standards for sound products.

**The solvent content**, so-called Volatile Organic Compounds (VOC), has become a great concern as air pollution has grown into a major global problem. This has led to stricter legislation in particular in more polluted regions. Although Bona's water-borne finishes meet the requirements by a good margin, continuous efforts are made to decrease the solvent content in the products.

**Indoor air quality** is the latest focus at Bona. Ventilation is being reduced in modern energy-efficient buildings – especially in what are known as passive houses. In order to create healthy indoor air for children and adults, it is important to avoid unhealthy emissions from the building itself as well as from furniture and other items. Bona has made a significant contribution by bringing the emissions from their finishes and adhesives down to very low levels – below all the designated thresholds around the world.



# GROWTH IN THE US RETAIL MARKET FOR FLOOR CARE

Innovation and determination made 2010 a boom year for retail sales of Bona floor care products in the US. Already well known in the professional channel and in hardware and specialty stores, Bona has now made deep inroads into the wider retail market.

“Our retail sales rose by around 35% in 2010 alone,” says John Rauvola, MD of Bona US. “What’s driving this development is our close work with heavyweight retail partners to target different kinds of consumers, for example through the DIY channel Lowes and Home Depot, through Kroger grocery stores and finally reaching the mass market through Walmart.”

Success like this is no accident, particularly during a period of economic turmoil. For Bona, the winning formula has three parts: thorough consumer research, hard-hitting advertising and promotions and, not least, focused investment in people.

**Rising brand awareness** John continues, “Consumer research carried out about 5 years ago taught us some important things about our consumers’ behaviour and attitudes. For example, we learnt that many consumers were wary of damaging

their wooden floors – often their biggest home investment – when cleaning them. It therefore made sense to assume these people would prefer a premium floor care product from a specialist supplier they trust.” Promotions of Bona floor care products over the last 5 years have successfully addressed these fears and demystified the business of caring for a wooden floor.

Throughout 2010, Bona US continued to build on existing brand confidence with a powerful programme of education and information. They combined extensive TV and press advertising with in-store training and demonstrations, as well as infomercials – which together proved to be a convincing and effective package. A new survey conducted in 2010 showed that awareness of the Bona brand had grown more than seven-fold from 3% in 2007 to 23% in 2010.

“Another of the things our latest research picked up was a concern for the environment. Consumers want products with a lower environmental impact for their homes, as the natural partners for their hardwood floors,” observes John. “All our floor care products have GreenGuard certification, which consumers recognize and trust.”



*Encouraged by the phenomenal success on the US retail market, Bona is now adapting its US business model for introduction to other markets across the globe.*



**Investment in people pays off** Recognizing the vital contribution of employees in building and maintaining confidence in the brand, Bona US complemented its retail strategy with substantial investments in sales and customer service staff. This strategy has also yielded results. Overall, floor care now accounts for 50% of Bona's US sales with good volumes across the range. Products like spray mops (introduced two years ago) and product refills have been especially successful.

***Distinguishing between consumers and professionals***

To maintain strong differentiation against its professional product series, which is available exclusively to installers, Bona US has created a special range of consumer products which are more suited to use in the home by non-experts.

However, experience has shown that there is no conflict between the consumer and professional channels. Rather that the contrary is true; the two are actually highly complementary.

Lately, success in the retail business has even begun to generate new business among professional contractors. For example,

inserts placed inside the packages of Bona consumer products offer advice on floor care – tips on the scale of re-sanding, for example – and suggest that consumers visit the Bona website to find a recommended contractor.

***Expanding the model to other regions***

Encouraged by this phenomenal success on the US retail market, Bona is now adapting its US business model for introduction to other markets across the globe. There is excellent potential for consumer floor care sales in Europe, Latin America and Asia. A new European retail range is now under development, which will ultimately include finishes, stains and deck treatments, as well as floor care products.

Suitable retailers have already been identified in Spain and China, and the process has begun in Latin America. "As we continue to develop our business model, more opportunities will unfold and more ways to exploit our new channel relationships will emerge," concludes John.

# BONA SYSTEM INTRODUCTIONS IN 2010

## BONA CREATE

**Developed for a fresh new look.** With interior styling becoming more and more popular, Bona has developed a new colouration system for oiled and finished wooden floors, Bona Create, that can meet these modern demands.

The new range includes nine intermixable colours that can be blended to an almost unlimited palette of shades. And being part of the Bona System, it's compatible with all of Bona's finishes and oils. Bona Create has been developed to support sustainability, bringing beautiful and even colouration to all wooden floors without the costly need for installing a new floor.



## BONA MEGA EXTRA MATT

**Leading coating now in extra matt.** The unique technology used in Bona Mega has been continually refined and has given rise to yet another innovation – Bona Mega Extra Matt. The coating is suitable for homes or smaller offices as it has good resistance to wear, scuff marks and scratches. It also has very good chemical resistance. Bona Mega Extra Matt gives the floor that pure matt and natural look.



## BONA MIX&FILL PLUS

**Exceptional filling with the new water-borne gap filler.** Bona Mix&Fill Plus is a high-solids water-borne binder designed for quick and efficient filling of gaps and cavities in wooden floor. The product is mixed with wood dust from the actual floor to be treated which gives a natural colouration that blends in with the rest of the floor. Bona Mix&Fill Plus can be used with most types of wood and for gaps up to 3 mm wide.

Bona Mix&Fill Plus will give the filling results you are looking for without having to deal with unpleasant smells and hazardous fumes.



## BONA SPORTIVE SYSTEM

**Now with improved line marking paint.** Bona Sportive System is a fully integrated system for enduring sports floor performance. With specially developed primer, finish, line marking paint and maintenance products, the system is designed to provide sports floors with optimal performance year after year.

The system has now been improved with the introduction of the new formula Bona Sportive Paint. The line marker can be applied before or between coats of Bona Sportive Finish, a unique sports floor finish. And the sports floor is best maintained with Bona Sportive Cleaner to remove grease and sweat.





## BONA TRAFFIC UV SYSTEM

**Favourite finish now available for industrial use.** Thanks to its unique combination of good looks and high wear resistance, Bona Traffic has long been a favourite of architects, specifiers and floor owners worldwide. Now this highly successful, well-known treatment product is also available for industrial applications.

Bona Traffic UV is the ideal finish for the most demanding environments such as restaurants, hotel foyers, airports and office reception areas. Available in three different gloss levels from matt to high gloss, Bona Traffic UV has the same smooth appearance and gives your floors the same degree of wear resistance as the internationally recognized Bona Traffic from Bona's professional product range.

Once installed, floors treated with Bona Traffic UV are easy to look after. This product is covered by Bona Lifetime Support, so we support our customers all the way from installation through daily care and overcoating to complete restoration of your floor, providing all the relevant products and services worldwide.



## BONA DECK OIL

**Lasting protection – now in three different colours.** Outdoor decks are constantly exposed to rain, snow and sun that can cause irreparable damage. With an improved formula for even greater durability, Bona Deck Oil keeps decks looking as good as new, all year round. The oil, now available in neutral, brown and black, works by penetrating deep into the wood to create a protective barrier that repels water and dirt before it can damage the deck. The oil also contains new and improved special UV filters that block harmful UV radiation from the sun, which could otherwise cause the wood to deteriorate quickly.

## BONA PRIME AMBERSEAL

**An innovative water-borne primer with truly warm colouration.** New Bona Prime Amberseal brings an intense, rich and warm colouration to wooden floors previously only achieved through traditional solvent-based formulas.

With excellent abrasability, low VOC and fast drying time, Bona Prime Amberseal is a natural and safe alternative for the future, ideal for use with all Bona's water-borne top coats.



## BONA OFFICIAL SPONSOR OF WORLD EXPO SHANGHAI 2010

Bona was proud to be an official sponsor and supplier of products for wooden floors to the Swedish Pavilion at World Expo 2010 in Shanghai. The theme of Expo 2010 was "Better city, better life". Three key words for Sweden's participation – Innovation, Sustainability and Communication – were further developed into Sweden's theme for Expo 2010: "Sweden – Spirit of Innovation". One of Bona's Industrial Coating customers supplied the wooden floor and Bona sponsored the UV finish, the adhesive Bona R850 and Bona's floor care products for in total 900 m<sup>2</sup> of wooden floors as well as offering technical support and education. This was a great example of Bona Lifetime Support and a perfect way of demonstrating Bona's sustainability work. Bona can now look back at a very successful sponsorship. Bona's products also featured in the Finnish Pavilion. The leading Finnish hardwood floor producer, Karelia Upofloor Oy, is a Bona customer for UV systems and their award-winning Saima floor was installed in the Finnish Pavilion (see front cover photo).



The Swedish Pavilion at World Expo 2010 in Shanghai.

## BONA OPENS OFFICE AND TRAINING CENTRE IN SHANGHAI

June 8th marked a new start for Bona in China with the opening of the new combined office and training centre in Shanghai. The 250 m<sup>2</sup> training centre will cater not only for the Shanghai market but also for the rest of China. The complex will also have a showroom for architects and interior designers who are key decision-makers in China.

Training seminars with practical demonstrations will give flooring contractors direct experience of using Bona's products, everything from finishes to sanding machines. By sharing experience, Bona wants to contribute to a more environmentally conscious society when it comes to wooden floors.

"With our new training centre, Bona will become the first in the world to educate Chinese flooring contractors. Education and training have always been a big part of Bona's strategy, and now by sharing our experience and knowledge, we want to contribute to better use of resources along with growing our market share in China. The plan is to establish more Bona training centres in other Chinese cities in the coming years," says Kerstin Lindell, President and CEO at Bona.



## AMORIM – A NEW CUSTOMER FOR BONA INDUSTRIAL COATING

During 2010, Bona was proud to announce Amorim Revestimentos, the world's largest cork floor producer, as their new customer. Amorim has for several years recommended Bona's maintenance products, and in October an agreement was signed that means that Bona will be the supplier of UV coatings to Amorim.

"Amorim will be one of our largest customers and an important partner in our work to become the leading supplier of UV finishes in the world," says Paul Spångberg, head of Bona Industrial Coating. "Amorim is also an interesting partner for the Bona Group because not only do they have an impressive story to tell when it comes to sustainability, but they also have a great interest in Bona's Lifetime Support offer and our complete system for installation and floor care."



# ERGONOMIC TOOL BOOSTS SILANE-BASED ADHESIVES



Since the launch of the reactive adhesive Bona R850, today the world's best-selling silane-based adhesive, Bona has driven the shift away from solvents. Leading the way towards sustainability, at the end of 2008 Bona took the decision to stop selling solvent-based adhesives in the EU by December 2010.

Bona's annual output of reactive silane-based adhesives has been increasing ever since the introduction of Bona R850 in 2005. In comparison to other types of adhesives, they provide many advantages. They offer a smooth and efficient process to glue down wooden floors giving flexible and strong results. The silane-based adhesives contain no solvents, making them non-hazardous for the contractors and end-users.

**Innovative application tool** To support the aim of phasing out solvent-based products, Bona has launched an innovation in wooden floor adhesion, Bona Optispread. Traditional methods of floor adhesion involve working on hands and knees, often in an uncomfortable position kneeling with a trowel. Bona Optispread is the result of Bona's continuous work to improve the working conditions, efficiency and results for craftsmen. The attention to ergonomics and sustainability resulted in an application tool that is operated in an upright position and handled with ease in conjunction with the Bona silane-based adhesive range. With Bona Optispread, the craftsman can glue down a floor much quicker than when using the traditional trowel application method.

**Extended product range** In combination with launching this smart application method, Bona developed a new product in a tubular bag called R850T based on the successful Bona R850. This was introduced onto the market in 2009. This high viscosity adhesive with exceptional curing properties has extended Bona's lead over competitors still further.

The tubular bags used for R850T are easy to handle and can be emptied almost completely to minimize waste. Bona Optispread leads to a quicker, healthier and easier application method and is sold in combination with the new tubular pack.

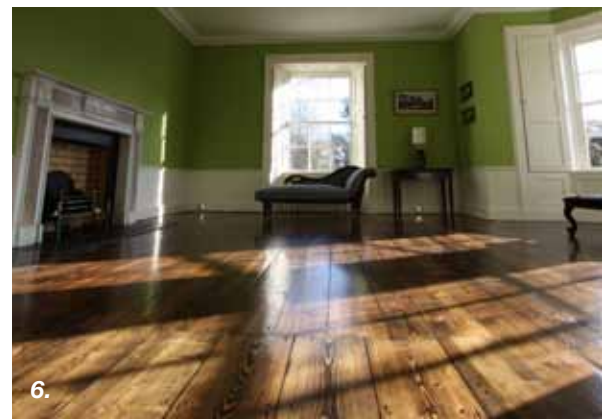
**High level of automation** To meet the expected high demand for the tubular packs with the launch of Bona Optispread, Bona invested in a new filling machine for tubular bags during 2010. In addition, the company invested in a new dissolver to double the production capacity for silane-based adhesives.

Improvements to the dosing facilities and integrated computer-controlled processes make Bona's production of silane-based adhesives the most highly automated in the industry. This ensures a consistent product quality and gives Bona a competitive edge in silane-based adhesives.

**A bold decision received a good response** During the most severe global economic crisis for 80 years, Bona took the bold decision to phase out solvent-based adhesives.

"Initially there was some fear of losing revenue from the discontinuation of our solvent-based products, but in fact our adhesives sales revenue has actually increased in 2010 by about 8% compared to 2009. We can see a clear trend in most countries that contractors prefer reactive adhesives to solvents," says Thomas Brokamp, who is Vice President Fastening.

The idea of offering environmentally sound silane-based adhesives with outstanding technical properties has paid off. Today Bona is the European market leader in adhesives especially developed for wooden floors and Bona aims to achieve the same position globally by expanding adhesives sales into new markets.



# A WORLD OF REASONS TO CHOOSE BONA

## ***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.

**1. The Volvo dealer T.O.P. AUTO Bratislava a.s. in Slovakia** decided to refurbish the interior of their car showroom in August 2010. The walls received new coats of paint while the stairs and wooden floors were carefully renovated. The choice of product for coating the stairs and floors was clear: Bona Hard Wax Oil, which had already protected the floor for the last four years. The wooden floors and stairs were sanded, filled with Bona Mix&Fill Plus and treated with Bona Hard Wax Oil. For better protection from tyre marks, plastic mats were placed under the tyres.

**2. Bona Naturale UV at guesthouse in Italy** An oak floor prefinished at the factory with a coating of Bona Naturale UV was installed at a stylish guesthouse in the historical city of Verona. This UV finish gives durable protection against scratches and spills while retaining the natural look and feel of the wooden floor.

**3. The Great Hall of the People in China** was built in September 1959 and was one of the “Ten Great Constructions” completed for the 10th Anniversary of the People’s Republic. The Great Hall of the People in Beijing is used for legislative and ceremonial activities. It functions as China’s parliament building and is similar in status to Capitol Hill in Washington DC in the USA. The building has a total floor area of 171,800 m<sup>2</sup>. The oak floors were sanded using Bona Belt, Bona Universal and Bona Buffer. The preparation work was done with Bona Mix&Fill and then Bona Prime Classic and Bona Traffic were applied.

**4. The Victoria Eugenia Theatre in Spain** is one of the best known buildings in central San Sebastian. The theatre dates from 1912 and is steeped in history. Its recent renovation has

turned it into a superb stage with modern equipment and services while maintaining its charm and original character. The joints in the 200 m<sup>2</sup> oak floor were treated with Bona Mix&Fill and then the wood was stained black. Afterwards two coats of Bona Traffic Matt were applied.

**5. When renovating Clarion Hotel Plaza in Sweden**, the architect chose the surface treatment Bona Mega Extra Matt in accordance with Bona’s recommendation. At the hotel, 300 m<sup>2</sup> of walnut flooring was installed. The contractor used the whole Bona System when renovating the hotel in Karlstad. Firstly the subfloor was treated with Bona R580 Moisture Barrier. Then Bona R850T adhesive was applied using new Bona Optispread (see page 13) and the floor was glued down. Using Bona’s dust-free system, DCS, the floor was sanded with Bona Belt, Bona Flexisand and Bona Edge. The floor was then treated with Bona Mix&Fill Plus, Bona Prime Intense and Bona Mega Extra Matt.

**6. Bona Create in Ireland** The original 150-year-old wooden floor made up of boards in a country house in Tipperary in Ireland was renovated using Bona’s dust-free sanding system to ensure a clean, dust-free result.

The floor was stained using Bona Create (Earth) to produce the natural deep shade the client was looking for. The floor was primed with Bona Prime Intense and then finished with Bona Novia, a low VOC water-borne finish developed for domestic and lightly trafficked commercial environments. One-component Bona Novia gives excellent resistance to scuff marks and carries the EU Ecolabel.

**7. Bona Naturale at exclusive home in Hollywood Hills.**

Bona Naturale and Bona DTS (Deep Tone Sealer) were used when finishing the hardwood floors of the Esquire House Ultimate Bachelor Pad in Los Angeles. Located in the stylish and sophisticated Hollywood Hills, in the celebrity-studded “bird streets” area, the house was built by award-winning designers and architects, Xorin Balbes and Paul Ashley. With the help of renowned designers and luxury brands, a \$14-million four-bedroom, seven-bathroom house was turned into a home worthy of the ultimate bachelor. Hand-distressed white oak floors run throughout the house and are finished with Bona Naturale. The finish fits the need for a high-end, natural look the designer sought with high durability to mask the wear of the many events held at the home.

## 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.

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