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## Bona brings raw style to engineered wood parquet floors with the launch of Bona Raw

*The popularity of raw-looking natural materials has exploded in recent years. Producers of industrial wood parquet have been wondering how to satisfy the demand for this fashionable look, while still providing the practicality and durability of an engineered wood floor.*

The answer is Bona Raw - a new type of treatment system from the industrial Coatings division of Swedish floor treatment specialist, Bona. Offering that unfinished look, along with enduring protection and low maintenance, it could be the answer for people who want to 'almost smell the sawmill' on their wood parquet floors.

Combining water-based primers, UV basecoats and UV top coats, Bona Raw brings a whole new effect to industrially coated floors. Unlike traditional treatment systems, it does not fill the tiny natural undulations in the wood's surface but retains the material's distinctive texture. It gives the authentic look and feel that many modern consumers want, while also providing years of low-maintenance and long-lasting protection against abrasion and stains.

Says Alberto Massimo, Area Manager South & Central Europe, "Innovation is always on the agenda in the floor treatment business, with architects and interior designers leading the way in promoting the natural, unfinished look. Bona Raw offers the perfect combination of traditional artisanal looks and ultra-modern protective technology. It gives parquet producers, interior designers and their customers a great way to achieve the 'raw' style, without sacrificing the practicality of a resistant coating."

The new treatment system has already received positive feedback from some of Bona's key Industrial partners in South and Central Europe- "We've been getting good results on a whole range of wood species including oak, ash and walnut," says Alberto. "When used on walnut, with all its amazing natural colour and textural variations, the results are especially impressive."

With its roots in Sweden and a strong connection to nature, Bona is proud of its long history of bringing out the best in wooden floors. Bona Raw is just the latest addition to a portfolio of UV treatment systems including Bona Natural, Bona Antique and Bona Ultra Matt – all of which been developed to offer excellent protection, whilst enhancing the natural beauty of the wood.

### **For further information, please contact:**

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### **About Bona**

Bona is a family owned company founded in Malmö 1919. 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. We offer waterborne finishes, oils, UV based finishes, ergonomic sanding machines, abrasives, adhesives and floor care products. We are

world leading in wooden floor finishes and present in more than 90 different countries all over the world through subsidiaries and distributors. We have about 570 employees around the world, and a turnover of SEK 2.3 billion (EUR 224 million) in 2017.