

Graceful Ageing with Beauty and Dignity – this is Bona’s vision for the floors they care for. Bona is passionate about wooden flooring and about reducing overconsumption and needless waste.

“Our business model is to persuade people to renovate their wooden floors rather than tear them up and lay new ones”, says Kerstin Lindell, CEO of Bona. Bona has the products needed in every phase of the lifetime of a wooden floor. And if it was all up to Bona, that would be a long, long time.

“Old wooden floors are beautiful; old parquet floors are amazing. We can help people to renovate them and maintain them for a longer life,” says Kerstin Lindell. She highlights Bona’s core business as being its main contribution to action on climate change. With the aid of their products, wooden floors can last longer, so we don’t have to lay new floors and fell new trees. Bona has created water-based products that are kind to the environment, to those who apply them and to those who use the floors.

She points to the different view of prevailing attitudes. that a younger and people in the affluent and too new ones. One step professional floor-

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challenge of advocating a living resources and a change in The problem, as she sees it, is generation of new home-owners new economies are more quick to scrap old floors and lay in the mission is to educate layers; which they are currently

doing in no fewer than 70 countries. Armed with new know-how and tricks of the trade for maintaining and renovating wooden floors, the trade can also advocate a change in consumer attitudes. “We want to gain and maintain a reputation as an accountable company; this is our way of doing business and building our brand,” Kerstin Lindell explains.

As a result of their proactive sustainability mission, Bona is now supplying eight of the world’s ten largest retailers, the likes of Walmart and Home Depot. This also motivates Bona to pursue constant improvements – a number of the biggest companies conduct annual questionnaire-based surveys to rate their suppliers on factors such as sustainability. “This drives us to keep on improving. We started by setting environmental targets for our Malmö plant, but now have group-wide targets”, says Arne Wallin, Director of Environmental and Regulatory Affairs at Bona.

The focus of their climate targets and climate efforts is largely transportation and energy. Their products are transported mainly from Sweden to Germany or from Sweden to the USA. In the past, just getting their products from Sweden to Germany required two lorries per day. By switching their Sweden-Germany transportation from road to rail, they reduced their carbon emissions by around 60 per cent. “We had a few problems initially. Rail transport obviously takes longer, and the freight forwarder was unable to secure enough wagons at first, and, critically, they couldn’t be heated. Our products are damaged if they freeze, so we couldn’t transport them by train in winter. But we’ve solved that problem now”, says Arne Wallin.

Bona has now turned its attention to its transportation between South Colorado and the East Coast of America, which is currently by truck. Arne Wallin reveals that they are looking into the options for rail transport there too, as this would mean huge climate benefits. “We’re obviously making improvements on the home front too, such as investments in refurbishments and efficiency improvements at our production plants”, Wallin explains. The plants installed retrofit insulation, air

source heat pumps and energy performance upgrades. This has almost halved energy consumption since 2009.

The next step is to transition to renewable energy at the plants in Sweden, Germany, the USA and China, and to look into the options for installing solar panels at some of the facilities. “We have a service that is sustainable, with green products, and we are striving continuously to improve, to reduce our environmental and climate footprint, and take end-to-end responsibility,” says Kerstin Lindell.