

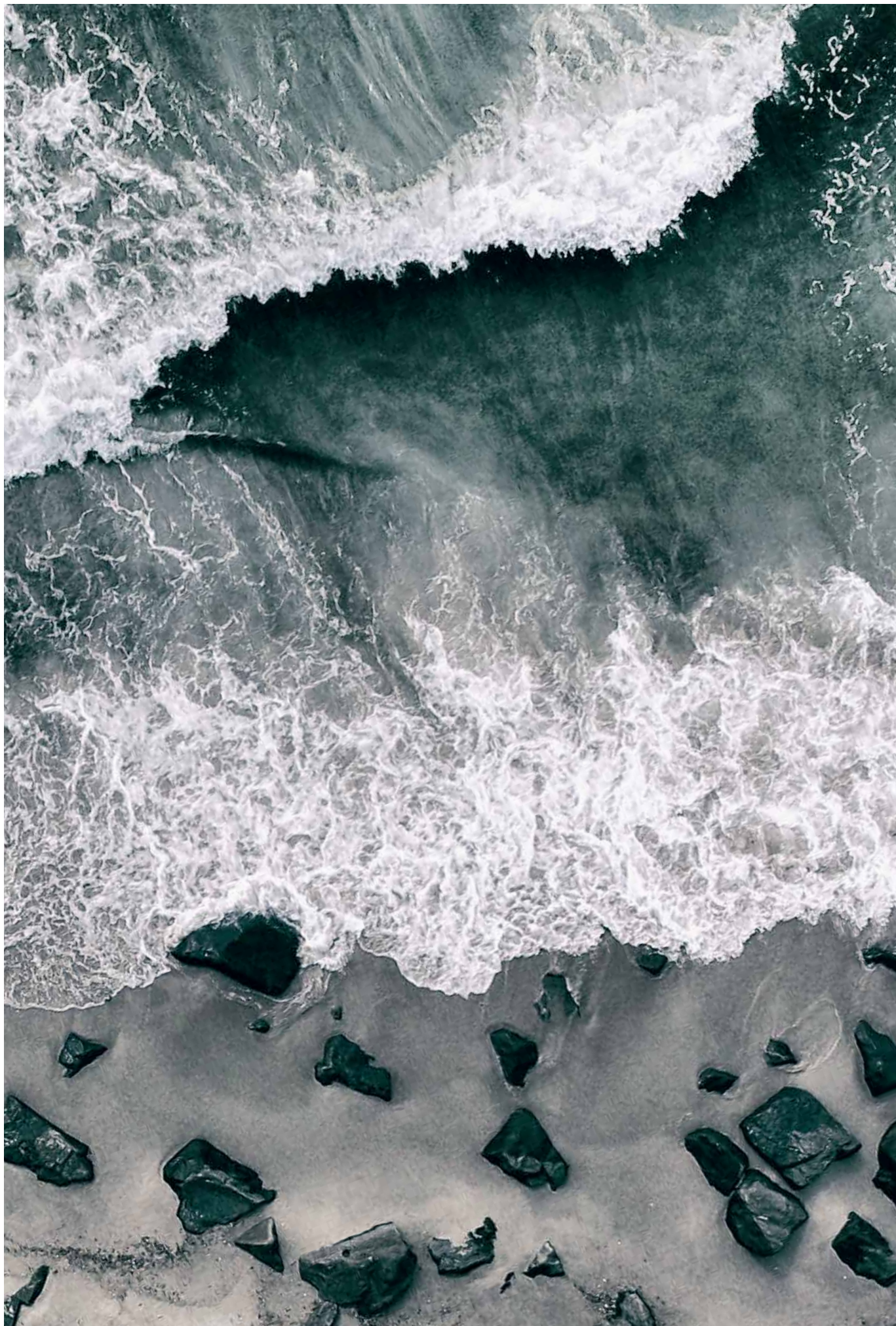


BOEN

**Your style,
your floor**

2020

YOUR STYLE · YOUR FLOOR



We are proud of our Norwegian heritage, experience of craftsmanship and quality. This gives us the strength to be innovative, challenging and creative in a constantly evolving world of trends.

It is a growing expectation in the world to offer long-lasting natural products that suits your style, and at the same time matching the individual consumer`s way of life and environmental consciousness.

Our new developed colours for 2020 are based on natural colours and an authentic appearance. Another part of this year`s development is the cooperation with influencers Claire Totman and Elis-

abeth Halbjørhus, with the focus on challenging them and their followers to see what colours are trending in our market.

Our mission is to always offer the best hardwood flooring and customer experience. If you need guidance we have incorporated the four basic and established styles, that are lasting and relevant. Nordic, Rustic, Urban and Classic. But in the end it is all about your style, your floor.

Styles for your inspiration

For your inspiration, we have four basic style groups that can be of guidance for you when you are choosing your floor. These are all lasting styles that will be relevant for years to come. These styles could give you a guidance or use their different elements to incorporate with your personal style.

N *Nordic*

The Nordic style takes much of its inspiration from the landscape around us. The colours are light and clear, and the design is functional with clean lines.

R *Rustic*

This style is full of elements that have been well taken care of through generations. The cosy lightness of the Rustic style emphasizes a natural living.

U *Urban*

Play and have fun with colours, shapes and functionality. The Urban style is personality and dynamism, with inspiring elements that ooze of humor and warmth.

C *Classic*

The Classic style is exclusive, controlled and serene. The interior beautifully expresses order and timelessness with a touch of creative innovation.



Nordic



Rustic



Classic



Urban

THERE ARE NO RULES.
MIX AND MATCH.

COLOUR PALETTE FLOORS

From light to darker shades, it is important for us that you see the diversity of our products. Find the colour of the floor that you like, and see the rest of our selection at boen.com.



Oak Misty Grey



Oak Foggy Brown



Oak Semi Smoked



Oak Authentic



Oak Senses



Oak Adagio Chevron



Oak Animoso Chevron



Oak Adagio white Chevron



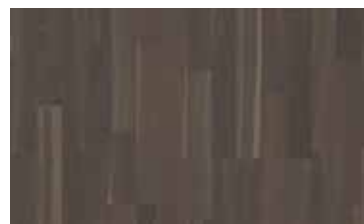
Oak Animoso Herringbone Click



Oak Warm Cotton



Oak Grey Harmony



Oak Elephant Grey



Oak Brazillian Brown

THEIR STYLE. YOUR FLOOR.

In May 2019 we invited the creative and inspiring influencers Claire Totman and Elisabeth Halbjørhus to our modern R&D Lab in Switzerland. Their purpose; create new colours for our new products for 2020 with our R&D team. They both work with interior and design on a daily basis, and have also great insights with their social media channels on what people like and want.



The process:

“First we choose the floor type we were going to work with, and this was oak. I had a clear vision of what I wanted, and so we started with combining the colours, brown, black, white and blue. After the base colours were chosen after a lot of different trials, we then started looking at the pores. To make the colours on the floor more lively we filled the pores with a warmer base coat. Between every step of the process we had to dry the colour, and use UV light, and in the end the sample had to go through the production to see how the final result would look with the top coat” Elisabeth Halbjørhus.



"I wanted to create a more rustic version of the Arizona Oak as I have used this previously on a project. I knew I wanted to go more grey and with a deeper and more rustic wood grain with depth and texture. I started off wanting a white washed look meaning the grain would be white but we tried this and it didn't look right. We then changed the white grain to a black grain and it looked very good. You have no idea how much work goes into these things until you are involved. It took a few attempts to get the colour just right." Claire Totman.



EARTHY COLOURS WITH A CHARACTERISTIC STRUCTURE

The result:

After a lot of different trials to finding the perfect colour, they both managed to create two elegant and beautiful designs. Oak Foggy Brown is the result of Elisabeth Halbjørhus work and are to be found among this year's new products.

Oak Misty Grey is the result of Claire Totmans work, and will be produced for the project market. Thank you so much for your cooperation.



OUR NEW FLOORS

The nature is the inspiration behind our new floors. We want to bring the nature inside and the feeling of calm and natural is getting more and more important for us.

The longing for naturalness, a life in harmony with nature, calm and protecting our environment are all playing an ever greater role. That is why we are focusing on bringing you the raw and authentic feeling of wood with our new products Oak Senses and Oak Authentic.

For greater cosiness and presence in the room, we have developed a subtly smoked oak that lends a room a certain something with its distinguished sense of reserve.

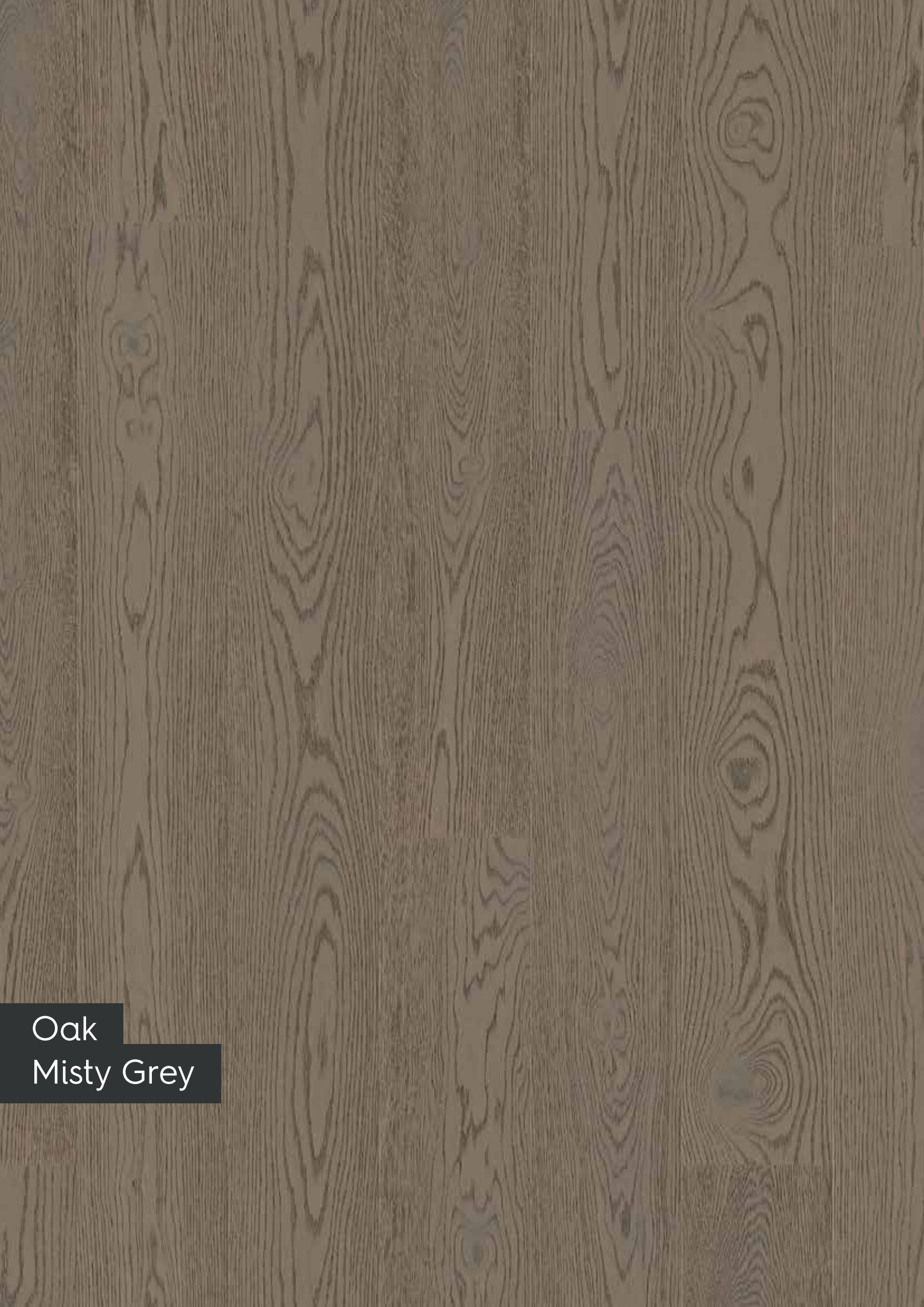
It is important for us what is trending in the market, and what our customers want. With our project Their style. Your floor, we got to explore this with the help of influencers Elisabeth Halbjørhus and Claire Totman. Text change: Oak Foggy Brown is

the result of Elisabeths work in collaboration with our R&D department in Switzerland, and is a beautiful dark brown colour inspired by the natural elements earth, water and air. Oak Misty Grey is the result of Claire Totmans work, and is a product made for the project market. This floor has a beautiful dusty grey colour.

We also see that traditional patterned floors are becoming more relevant. We are now launching Chevron, which is an old pattern dating back to the Bronze Age. With its straight lines shaped as an inverted arrow, this floor is a showpiece on its own.

Explore all of our new products and choose your favourite.





Oak
Misty Grey



Claire Totman
@claire.totman.designs



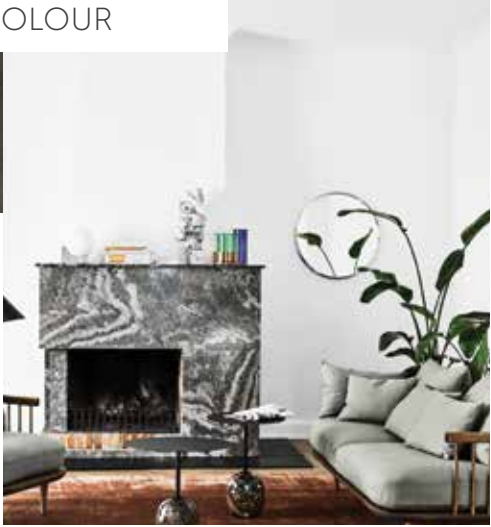
PART OF BOENS PROJECT RANGE.



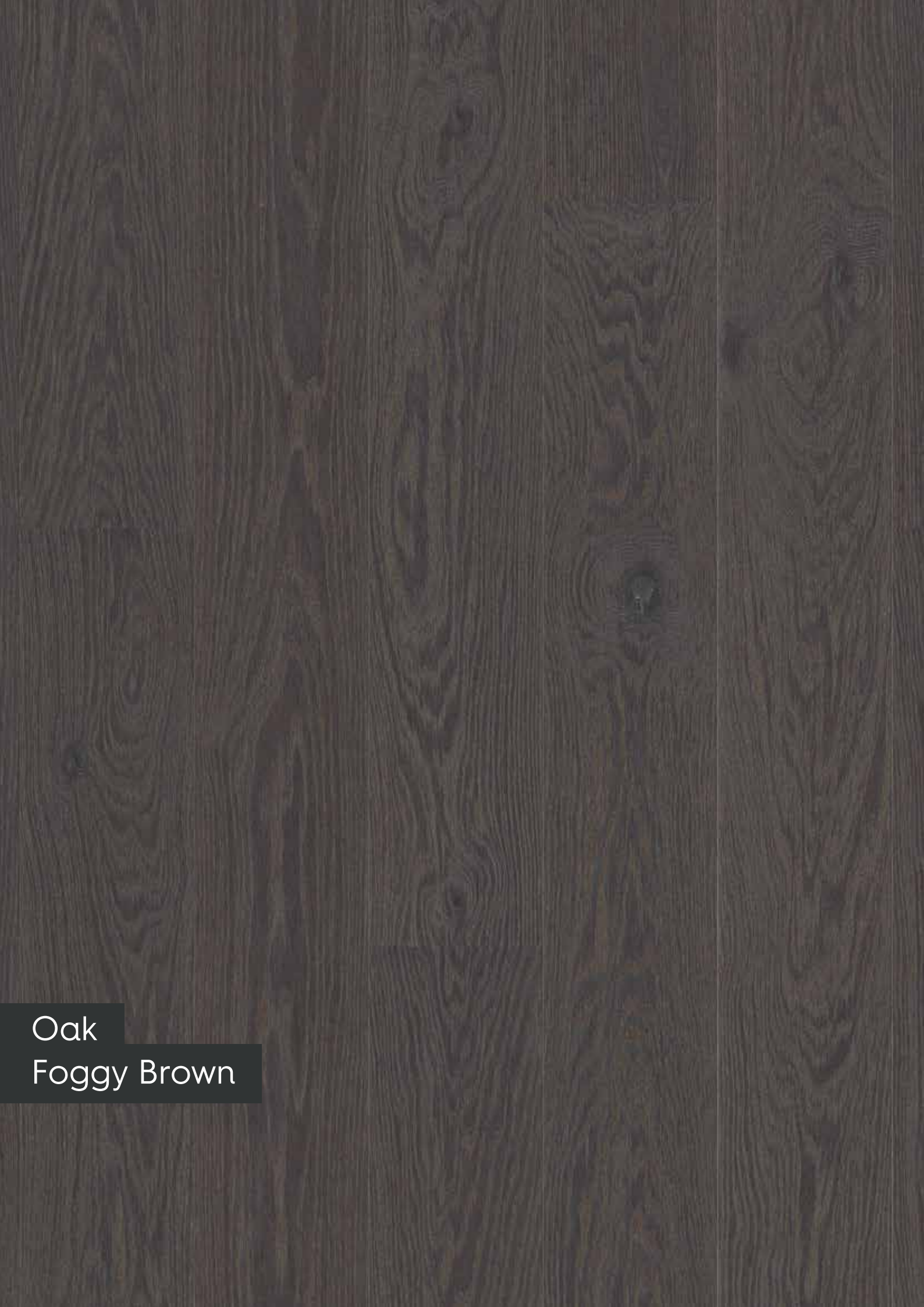
A BEAUTIFUL DUSTY GREY COLOUR

Oak Misty Grey

"I wanted to create a more rustic version of the Arizona Oak as I have used this previously on a project. I knew I wanted to go more grey and with a deeper and more rustic wood grain with depth and texture. I started off wanting a white washed look meaning the grain would be white but we tried this and it didn't look right. We then changed the white grain to a black grain and it looked very good." Claire Totman.



andtradition.com

The image shows a close-up, vertical view of a dark brown oak wood grain. The texture is characterized by prominent, wavy vertical lines and several distinct, circular knots. The color is a rich, dark brown with subtle variations in tone across the grain.

Oak
Foggy Brown



Elisabeth Halbjørhus
@pureinterior



A SERENE CALM
TO YOUR HOME

Elisabeths home, Oak Foggy Brown



Oak Foggy Brown



Oak Foggy Brown

With our Live Pure lacquer this floor looks very natural and has an ultra matt finish, it also protects the floor from dust, dirt and liquids. "Foggy Brown is a color based on trends with inspiration from three of our four elements, earth, water and air. I wanted to create a dark earthy floor that works both good with the light warm and very popular color palette, as well as the darker ones, as green, grey, brown and blue." Elisabeth Halbjørhus.



Oak
Semi Smoked



Oak Semi Smoked

A DARKER LOOK ON
THE NATURAL OAK



Oak Semi Smoked

Oak Semi Smoked

Our smoked oak impresses with its striking surface: typical oak but just a touch darker than transparent oiled or lacquered planks. These planks influence the colour concept of a room in a subtle and very elegant manner. The brushed surface sealed with Live Pure makes the floor look very natural.



Oak
Authentic



Oak Authentic

The planks look like freshly sawn oak that presents the colour and characteristics of the wood in a bright and clear manner, which also brings forth an authentic look.

The surface is oiled with Live Natural which preserves the natural colour of the floor, and also protects it. The sanded and brushed surface gives the wood a warm presence.





Oak
Senses



Oak Senses



menu.as

A NATURAL SENSE
OF WOOD

Oak Senses

This floor plays on originality of the wood where cracks and knots are carefully filled in by hand. This creates a very special floor which gives each plank an individually and sincere look. With the Live Natural oil surface treatment the floor looks like it has been freshly sawn. For a bright and clear look and special feel from the sanded and brushed surface.



bergspotter.com



Oak Adagio
Chevron



Oak Adagio Chevron

Oak Chevron

Chevron is an inverted V-shaped pattern. The first use of this can be traced back to old pottery design in Knossos, Crete which dates back to the Bronze Age. With its perfectly aligned pattern Chevron floor looks like a long string of straight arrows.



THE MODERN WAY OF TRADITIONAL PATTERNS



Oak Andante Chevron

It creates a distinguished look and a stylish atmosphere, and is a design piece on its own.

Patterned floors are again relevant and are being installed by trendconscious property owners with a love of traditional craftsmanship, as well as interior designers to create an exciting break in the functional and purist look of modern architecture.

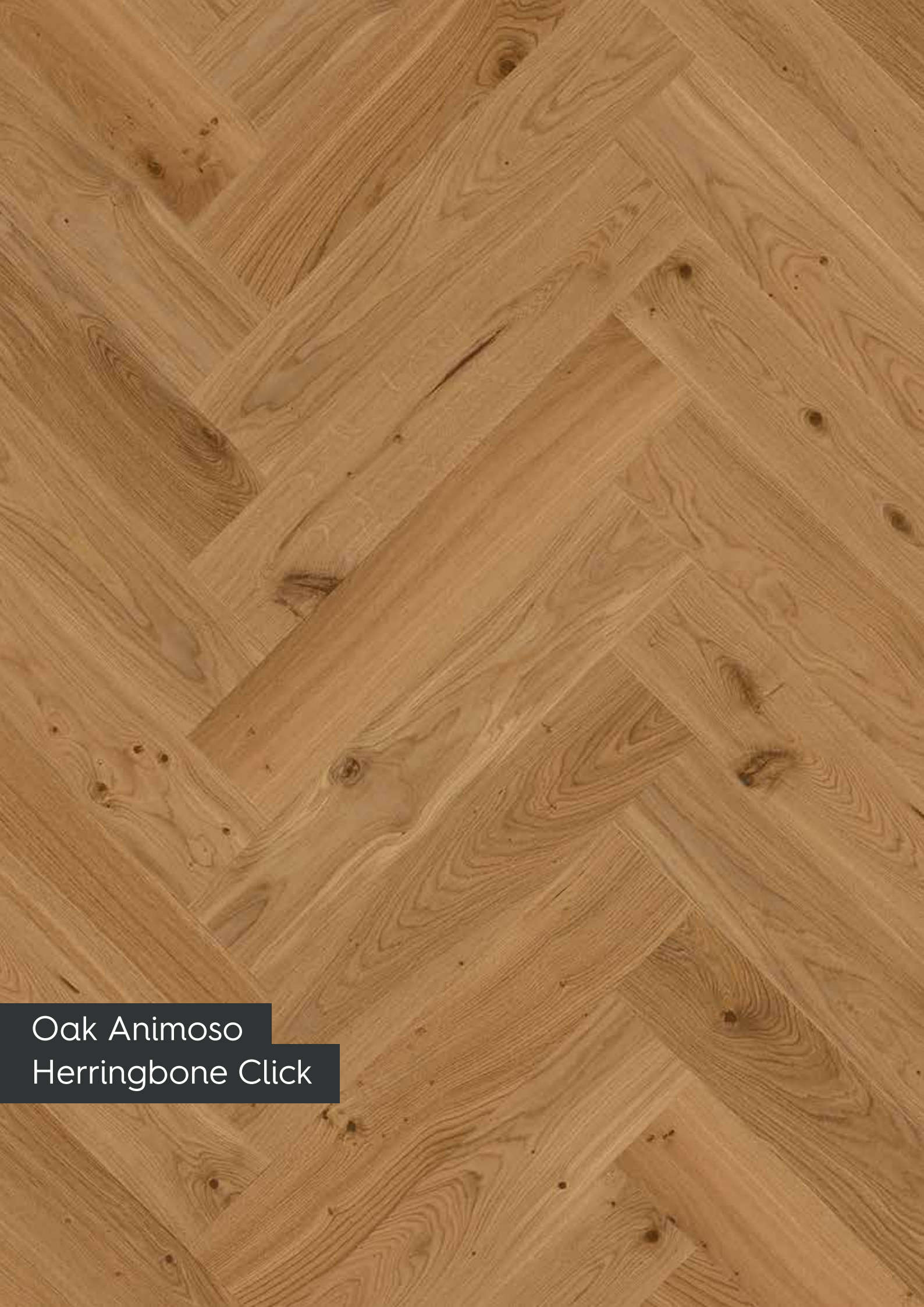
We now offer Chevron in Oak Adagio, Oak Adagio white and Oak Animoso. Thanks to a classic tongue and groove connection, the strips can be laid securely. A circumferential bevel highlights the laying pattern.

The image displays a close-up view of a wood surface with a chevron pattern. The wood is a light tan color with prominent, wavy grain lines and several dark, circular knots scattered throughout. The chevron pattern is formed by two sets of parallel lines meeting at a central vertical line, creating a series of V-shapes that run vertically down the page. The lighting is even, highlighting the natural texture and variations in the wood's color.

Oak Animoso
Chevron



Oak Adagio
white Chevron



Oak Animoso
Herringbone Click

Herringbone Click



HERRINGBONE AND CLICK
FINALLY TOGETHER.



This spring we launched our Herringbone Click; the first 5G Click, 3layer floating installation product in the market.

In close collaboration with locking technology specialist Välinge, we can finally offer BOEN customers a solution that meets the highest standards and quality that our customers demand.

This is a Herringbone floor that can easily be installed and are offered a choice between glue down or floating installation. As Herringbone Click is a success story we are expanding the product portfolio. Oak Animoso is available and will satisfy the need those who are looking for a rustic wooden floor.

- ▶ Oak Animoso, Herringbone Click,
A + B planks: EBG84KMD + EBG84KND

Dimension: 14 x 138 x 690 mm

- ▶ Top layer: approx. 3.5 mm
- ▶ HDF Middle layer: 8.8 mm
- ▶ Bottom layer: 1.7 mm
- ▶ A-planks and B-planks
- ▶ 4V bevel



Connection: 5G Click
Floor heating systems: suitable



Surface: Live Natural,
brushed, 4V beveled

New Longstrip flooring

We bring colour into play. Longstrip floors are often overshadowed by the very popular wide planks. And completely unjustly in our opinion. By using colour on the surface, a longstrip floor is a wonderful way of bringing current colour trends into a room. Our new range offers a palette of two grey tones and two strong brown shades that is based on the natural colours that can be found in our nature.



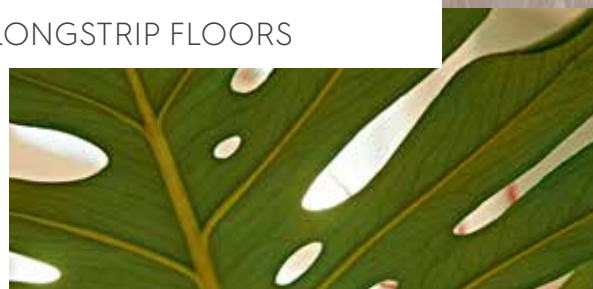
GIVE YOUR HOME A PLAYFUL LOOK
WITH LONGSTRIP FLOORS

Surface: Live Pure, brushed, beveled

- ▶ Oak Warm Cotton: PEGLT3VD
- ▶ Oak Grey Harmony: PBGLT3VD
- ▶ Oak Elephant Grey: PMGLT3VD
- ▶ Oak Brazilian Brown: PLGLT3VD

Dimension: 14 x 215 x 2200 mm

- ▶ Top layer: approx. 3.5 mm
- ▶ Middle layer: 8.8 mm
- ▶ Bottom layer: 1.7 mm
- ▶ 2V bevel: Bevel on longitudinal side of each board



5G Click connection, Floor heating systems: suitable to very suitable



Surface: Live Pure, brushed, beveled

Oak Warm Cotton



Oak Grey Harmony



Oak Elephant Grey



Oak Brazilian Brown





Visit one of our showrooms or our digital showroom

You can experience the impression created by your chosen floor in our digital showroom on our webpage.

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