

SWISS KRONO at DOMOTEX 2019:

The whole world of laminate flooring – laminate flooring for the whole world

January 2019 – The great thing about laminate flooring is that new colors, patterns and surface structures are always being invented. SWISS KRONO is always in touch with the latest trends, developing designs and technologies to meet the requirements of customers all over the world. As the biggest manufacturer of laminate flooring in the world, SWISS KRONO floors are installed on every continent. People in different countries have varying tastes. Fashions and trends move in different directions at varying speeds. Demands for durability, robustness and simple installation are also constantly increasing.

The laminate flooring collections from various SWISS KRONO sites have been updated for 2019. Most of these will premiere at DOMOTEX. These are the highlights:

For every eventuality – WATER-RESISTANT flooring products

SWISS KRONO has worked across various sites to develop water-resistant laminate flooring suitable for humid areas. A highly compressed and thus intensely non-absorbent base layer, as well as the AQUA PEARL click system, a friction locking system, form the basis for the water-resistant properties of the panels. The laminate flooring is extremely water-repellent, resistant to all types of liquids and highly durable (utility class 33, AC 5). Combined with the corresponding skirting board with flexible soft lips, this laminate flooring can remain resistant to liquids for 24 hours with no trace visible afterwards (in accordance with the NALFA test). The floor can therefore

handle the occasional mishap with liquids – even if they are not cleaned up immediately.

The products are offered at the various sites under their own names. The corresponding collection from Germany is called AQUA ROBUSTO, while the one from Poland is called AQUA ZERO. The Swiss site will also present its water-resistant laminate flooring at DOMOTEX 2019.



WATER-RESISTANT with the AQUA PEARL seal,
used by all SWISS KRONO sites



Camelot Oak (P 1201)
from the AQUA ROBUSTO collection

A modern interpretation of a classic – the HERRINGBONE look

Modern spaces can echo the style of the early 20th century with the new laminate decors of the HERRINGBONE collection installed in the characteristic herringbone pattern. The highly modern yet classically stylish floor works well with virtually any interior design look. Even the most minimalist settings are lent a delicate nuance of Art Deco and Art Nouveau by the eight different decors in the collection. The 665 mm long and 133 mm wide individual panels, offset at 90° angles, inevitably conjure up images

of Viennese coffee houses, Italian operas and classical theater, without detracting from the modernity of the interior.

With HERRINGBONE, SWISS KRONO TEX has developed a new presentation and installation method for adept do-it-yourself application. The easy-to-handle, two-piece set makes installing an elaborate-looking floor covering simple, as does the modern CLIC system.



Calais Oak (D 4766)
from the HERRINGBONE collection



Pisa Oak (D 3861)
from the HERRINGBONE collection

Individual floor design – with the new Villeroy & Boch flooring line

The Villeroy & Boch flooring line has been fully revised for 2019. The four laminate flooring collections COUNTRY, CONTEMPORARY, HERITAGE and COSMOPOLITAN comprise a total of 21 new decors – all featuring the new fire-protection seal. The HERITAGE collection includes decors featuring the classic herringbone installation technique – currently experiencing a revival in popularity.

The licensing partnership between Villeroy & Boch and SWISS KRONO Group has been in place since 2014. With the current flooring line, Villeroy & Boch is integrating more high-quality laminate flooring into its new home environment collection.



Meadow Teak (VB1206) from the COUNTRY collection



Bradford Oak (VB 1008) from the CONTEMPORARY collection



Harmony Oak (VB 805) from the HERITAGE collection



Dublin Walnut (VB 829 V) from the COSMOPOLITAN collection

The decor highlights of the collections from the various SWISS KRONO sites:

GRAND SELECTION and SWISS FLOORS (SWISS KRONO Switzerland)



Bronze Oak (D 4516) from the GRAND SELECTION collection



Gold Oak (D 4515) from the GRAND SELECTION collection



Castle Oak (D 4658) from the SWISS FLOORS collection

KRONOTEX FLOORS FOR LIVING (SWISS KRONO TEX Germany)



Trial Oak (D 4981) from the EXQUISIT PLUS collection



Oriental Oak Beige (D 4982) from the EXQUISIT collection



Ahota (D 4805) from the EXQUISIT collection

About SWISS KRONO Group

SWISS KRONO Group is one of the world's leading manufacturers of wood materials. The company is synonymous with sustainable and innovative solutions in the areas of interior, flooring and building materials. Founded in 1966 as a family-owned company, the Group now employs 5100 people around the world. Headquartered in Lucerne, Switzerland, it manufactures at ten sites in eight countries. From its inception, SWISS KRONO Group has always been uncompromisingly committed to quality and environmental protection. Creating wood at its best.

Media contacts

Robert Freitag
External Corporate Communication
T +49 30 206 206 92 70
robert.freitag@swisskrono.com

Ute Bachmann
T +49 176 99 93 85 86
u.bachmann@werbeagentur-nowack.de

SWISS KRONO Group
Fabian Kölliker
Head of Marketing
T +41 79 306 20 82
fabian.koelliker@swisskrono.com

Museggstrasse 14
6004 Lucerne
Switzerland