

Kährs

Press Release



Kährs of Sweden launches Swan labeled, certified flooring

March 2014 - Nybro, Sweden

Hardwood floor manufacturer Kährs of Sweden launches Swan labeled, certified flooring. This achievement, to earn the Nordic Ecolabel – Swan, is a natural result of their other long-term environmental initiatives. Kährs was the first hardwood flooring manufacturer in the world to report on their environmental performance beginning in 1997 in an annual, audited, and public report according to EMAS. Eco-Management Audit Scheme.

"We have noticed an increasing demand for eco-labeled floor both for public and private housing and are now certified that our products meet this consumer demand by certifying to Swan criteria," said Bruce Uhler, Environmental Ambassador at Kährs.

In the spring of 2014 Kährs certified more than 40 Swan certified oiled floors. In June 2014, another large group of lacquered floors will be submitted for approval. The goal is that all Kährs floors made at Nybro will be Swan certified in the future.

Kährs is one of the world's oldest wood floor manufacturers and has for over 150-years made functional, beautiful products from wood. The company has been at the forefront in the production of environmentally produced, engineered wood flooring, receiving an ISO 14001 environmental certification in 1997. An important step for the hardwood forest's and the industry was the introduction of the modern parquet floor by Kährs in 1941, this means that the material is utilized as efficiently as possible while the floor is 75% more stable than traditional flooring.

One of Kährs environmental objectives has been to continuously increase purchases of wood certified by the FSC (Forest Stewardship Council), the PEFC (Programme for Endorsement of Forest Certification) or other certifications deemed acceptable by leading environmental organizations.

"Environmental aspects permeate throughout the product's life from the forest to the end user - from the selection of raw materials, the methods for surface treatments, the use of the best glueless joint system Woodloc™, which is another Kährs innovation." Said Bruce Uhler.

Kährs Group

The Swan - official Eco label of the Nordic region

Swan became Scandinavia's official Ecolabel more than 20 years ago. The goal was to give Nordic consumers an opportunity to choose the best products on the market from an environmental perspective.

Swan is managed by Nordic Council of Ministers which determines which products can carry the Swan label based on a life cycle analysis, containing an assessment of the environmental impact of a product is when it comes to including energy use, certified wood use, quality, indoor air, packaging, climate, water consumption, and waste.

For more information and high resolution images, please contact:

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Kährs was founded in 1857 in the small town of Nybro, Sweden in Småland. In Nybro they still have their hearts and passion for quality wood flooring and nature. As one of the leading manufacturers of hardwood flooring in the world. Kährs Group has annual sales of approximately €300 million, with 1,500 employees globally. Kährs Group supplies products to more than 50 countries and is the market leader in Sweden, Finland, Norway and Russia. Read more at www.kahrs.com.

Swan Label Link - [Swan Link](#)

Kährs Swan Products - [Product List](#)

EMAS Environmental report - [Download Report](#)