



Successful Presence of the SWISS KRONO GROUP at DOMOTEX 2014

30/1/2014 — The SWISS KRONO GROUP presented itself as a global player on a 550 square metre stand at the DOMOTEX floor coverings trade fair in Hanover. “DOMOTEX is the best imaginable platform for us, as a globally active corporate group, to showcase our various new collections. We are quite happy with how well the visitors to our stand responded. We’d like to warmly thank all of the customers and other interested parties who stopped by to see us”, sums up Max von Tippelskirch, CMO of the SWISS KRONO GROUP.

Trade Fair Highlights: New Products from the SWISS KRONO GROUP

KRONOPOL, the group’s Polish subsidiary, made an impression with its Aurum collection, which consists of five laminate flooring families: Sound, Aroma, Vision, Sensual and Taste. Their sophisticated designs and impressive 3D surfaces were well-received by visitors. More information is available at www.aurum.kronopol.pl.

KRONOSTAR, the group’s Russian subsidiary, presented its Synchro-Tec collection, the first to feature nature-identical embossing. Fair attendees were thrilled by the outstanding look and feel of the six oak decors in country house style. More information is available at www.kronostar.com.

The group’s Swiss subsidiary, KRONOSWISS, exhibited a new, improved version of its Grand Selection. Attractive nutwood decors complement the popular oak decors. The Grand Selection App also received considerable praise – it’s never been this easy to virtually install decors in one’s own rooms to see how they look



and affect their surroundings. More information is available at www.grand-selection.ch.

KRONOTEX, based in Heiligengrabe, Germany, showed off its 2014 collection, which boasts new oak decors as well as an interpretation of mountain spruce, naturally with a stunning nature-identical structure. Detailed information is available at www.kronotex.com.

The five new collections of the MY FLOOR brand were exhibited in a separate area. This “Top Secret” presentation took place on the stand’s upper level and included the Lodge, Cottage, Chalet, Villa and Residence collections. It was rounded off by exclusive aromas and wines to ensure a memorable experience. More information is available at www.my-floor.com.

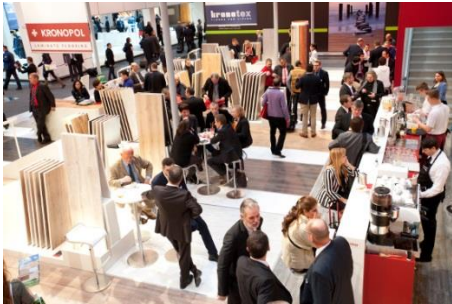
Pictures

The following pictures are available in print-ready resolution – to down load click [here](#). They may be reproduced in periodicals free of charge provided that they are credited to “SWISS KRONO GROUP”.



Visible from afar: the striking red stand of the SWISS

KRONO GROUP



Visitors to the SWISS KRONO GROUP stand



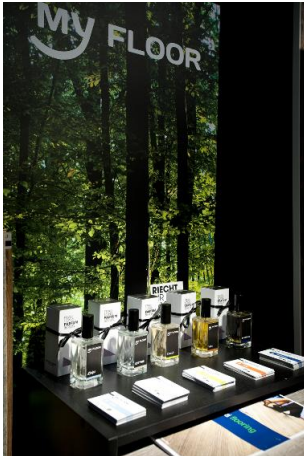
KRONOPOL Aurum Vision: Leonardo Oak (D 3347)



KRONOSWISS Grand Selection Oak Camel (CR 4194)



KRONOTEX Robusto Rip Oak (D 3075)



Presentation of the MY-FLOOR collection with aromas

About the SWISS KRONO GROUP

The SWISS KRONO GROUP grew out of a firm which was established in Menznau, Switzerland in 1966. Today it is one of the world's leading producers of engineered wood products with more than 4,500 employees. Its owners and staff are acutely aware of their triple responsibility – namely to succeed in business, deliver top quality and reduce environmental burdens – and committed long-term to efficiently producing modern, eco-friendly products made from wood, a renewable raw material. KRONO Holding AG, which spearheads the Group, has its head office in Lucerne, Switzerland. www.krono.com

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About DOMOTEX

DOMOTEX, the world's leading trade fair for floor coverings, took place in Hanover, Germany from the 11th to 14th of January 2014. Around 1400 firms from 60 nations displayed their new products and design highlights at it. The leading platform for the international flooring industry, DOMOTEX both sets and anticipates future decorating trends. www.domotex.de