



Press Release

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**Villeroy & Boch Launches Its First High-Quality Laminate Flooring Line:  
Classic and Modern Decors for Stylish Living**

In the 1<sup>st</sup> quarter of 2014, Villeroy & Boch is launching its first high-quality Flooring Line. Its four collections – Country, Contemporary, Heritage and Cosmopolitan – comprises a total of 22 decors which leave no doubt that today's laminate floors can be both classic and modern at the same time. Most of the designs are timeless variations and interpretations of Oak. They are produced using nature-identical embossing technology, thus ensuring three-dimensional surfaces that are indistinguishable from actual wood grain. The result is a perfect imitation of natural wood structures with a realistic look & feel.

The licensee for the Villeroy & Boch Flooring Line is the Swiss Krono Group, which is producing the laminate floors at its plants in Germany, Poland, Russia and Switzerland. The products will be sold worldwide. *"We're striving for long-term cooperation with Villeroy & Boch. We want to work together to establish the Flooring Line in the market and turn it into a fixture in merchants' ranges"*, says Maciej Karnicki, CEO of the Swiss Krono Group. This globally active corporate group ranks among the leading producers of engineered wood products and stands for quality, innovation and environmental awareness. *"The internationally active Swiss Krono Group possesses proven expertise in designing and producing innovative laminate flooring. Their combination of aesthetics, functionality and eco-friendliness and our shared goal of enabling the creation of living culture makes the Swiss Krono Group the ideal partner for Villeroy & Boch"*, says Michael Magenreuter, Head of Corporate Business Development at Villeroy & Boch.

### **Country: As Beautiful As Nature**

Some people prefer to spend their time outdoors hiking in the mountains or going for long walks on the beach. The decors of the Country collection are aimed especially at them. Knots, breaks and grains conjure up a rustic atmosphere, especially in Castle Oak, which harmonises especially well with stoneware vases and an antique dining table. It's particularly alluring when offset by a modern decorating style, for example in the form of a bright, shiny countertop.

### **Contemporary: Elegant Ambience**

In the here and now, life can get on one's nerves with its everyday stresses and annoyances. Which makes even more important to occasionally relax and let oneself go: in an elegant interior which is as timeless as grandmother's pearl necklace or a black-and-white photograph of Steve McQueen. This is achieved especially well by the look of solid wooden boards, which exude calm and constancy. Take, for instance, the décor Loft Oak, which is the favourite floor colour of people living in converted lofts in the United States.

### **Heritage: Inspired by the Tried and Tested**

Stone and wood are an unbeatable combination when it comes to classic floor decors. That also goes for the Heritage collection. In the decors Travertine Oak and Travertine Hickory, for example, elegant travertine stone is framed by wood – without ever giving you cold feet. Equally special are Leaf Oak White and Leaf Oak Brown, which are based on the original "Switch" décor from Villeroy & Boch. What a great heritage!

### **Cosmopolitan: Urbane Charm**

Those who travel widely know that every land is different. Their favourite destinations can range from Marrakesh to London or Portofino. And the looks of the Cosmopolitan collection are just as varied. After all, the best part of travelling is arriving home again afterwards. And because tastes differ, the offered decors of the Cosmopolitan collection vary depending on the country.

## **V Joints for an Authentic Look**

With the exception of the travertine decors of the Heritage collection, all panels of the Villeroy & Boch Flooring Line feature a bevelled V-shaped groove running around all four sides. The edges themselves are flat, so that the flush-installed panels have the appearance of wooden boards. The colour of the joints has been chosen to blend harmoniously with each décor.

## **Fast, Easy Installation**

The Swiss Krono Group equips the panels of the Villeroy & Boch Flooring Line with the patented CLIC system, which makes installing them extremely quick and easy. There's no need for any tools or glue, and the floor can be walked on right away.

It's also no problem to lay the laminate floors of the Villeroy & Boch Flooring Line on top of underfloor heating, provided that the relevant special instructions are followed (see [www.floors.villeroy-boch.com](http://www.floors.villeroy-boch.com)). The panels' properties, which include a favourable heat transfer coefficient (u-value), natural foot warmth and a uniform surface temperature, even help to cut down on heating costs.

Matching skirting boards are available for all decors.

## **Brochure and Displays for Retailers**

Retailers receive a digital brochure containing complete information on the collections and the alliance between Villeroy & Boch and the Swiss Krono Group. They also benefit from various modular POS displays in different sizes which can be easily combined with one another. It's even possible to assemble a real shop-in-shop system to optimally fit into the available space. Together with window and deco kits, this ensures attractive, brand-appropriate presentation of the decors.

For more information and impressions: [www.floors.villeroy-boch.com](http://www.floors.villeroy-boch.com)

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**Villeroy & Boch**

Villeroy & Boch is based in Mettlach, Germany and has production facilities in Europe, Mexico and Thailand. It is represented in 125 countries with its product categories of bath & wellness, tableware and tiles. A listed joint-stock company, Villeroy & Boch has a history going back more than 265 years.