



**Kährs®**

INTRODUCING  
**KÄHRS LIFE**



**Kährs®**

**At Kährs, we've been working with  
wood for over 160 years**

A black and white photograph of a hand with weathered skin touching a wooden floor. The hand is positioned in the center-right of the frame, with fingers slightly spread. The wooden floor is made of wide planks with a visible grain and a circular knot. The background is dark and out of focus.

**What if we could apply all our knowledge and expert craftsmanship to create a new type of wooden floor with enhanced properties?**



INTRODUCING  
**KÄHRS LIFE**

Life Collection, Cocoa Bean wide

# KÄHRS LIFE NEW RANGE OF WOOD FLOORING

## HARDWOOD FLOORS

- Natural and beautiful look
- High level of comfort and feel
- Wooden floor - natural materials
- Authenticity

## VINYL

- Easy to install and renovate
- Resilient
- Easy to maintain
- Affordable
- Water resistant

## KÄHRS LIFE

Wooden floors for real life

The best of two worlds.

A beautiful wooden floor with properties close to LVT floors.

**Kährs®**



## KÄHRS LIFE FILLING THE GAP

We are introducing a concept of products which bridges the gap between high-quality wood flooring and functional vinyl flooring.

Combining the best of two worlds – the look of a natural wood floor with properties close to vinyl flooring, at more affordable price-points than that of existing wood flooring - we introduce **Kährs Life**.





KÄHRS LIFE  
**EASY TO LOVE. HARDER TO DAMAGE.**

# KÄHRS LIFE IDEAL FOR LIVING

## REAL LIFE

- Outstanding durability
- Outstanding scratch resistance with top lacquer of highest standard
- Impact resistant due to the hardness of the middle core
- Dirt resistant and easy to clean
- Resists water on the surface



At least, you don't  
have to worry  
about the floor



Life Collection, Driftwood wide

**Kährs**



# KÄHRS LIFE THE IDEAL FEELING

## REAL WOOD

- An affordable hardwood floor with properties close to a vinyl floor
- A hardwood floor which does not require sanding - with a guaranteed lasting look
- Thin real wood wear layer means optimal use of the raw material
- 8 stained alternatives and 2 natural choices

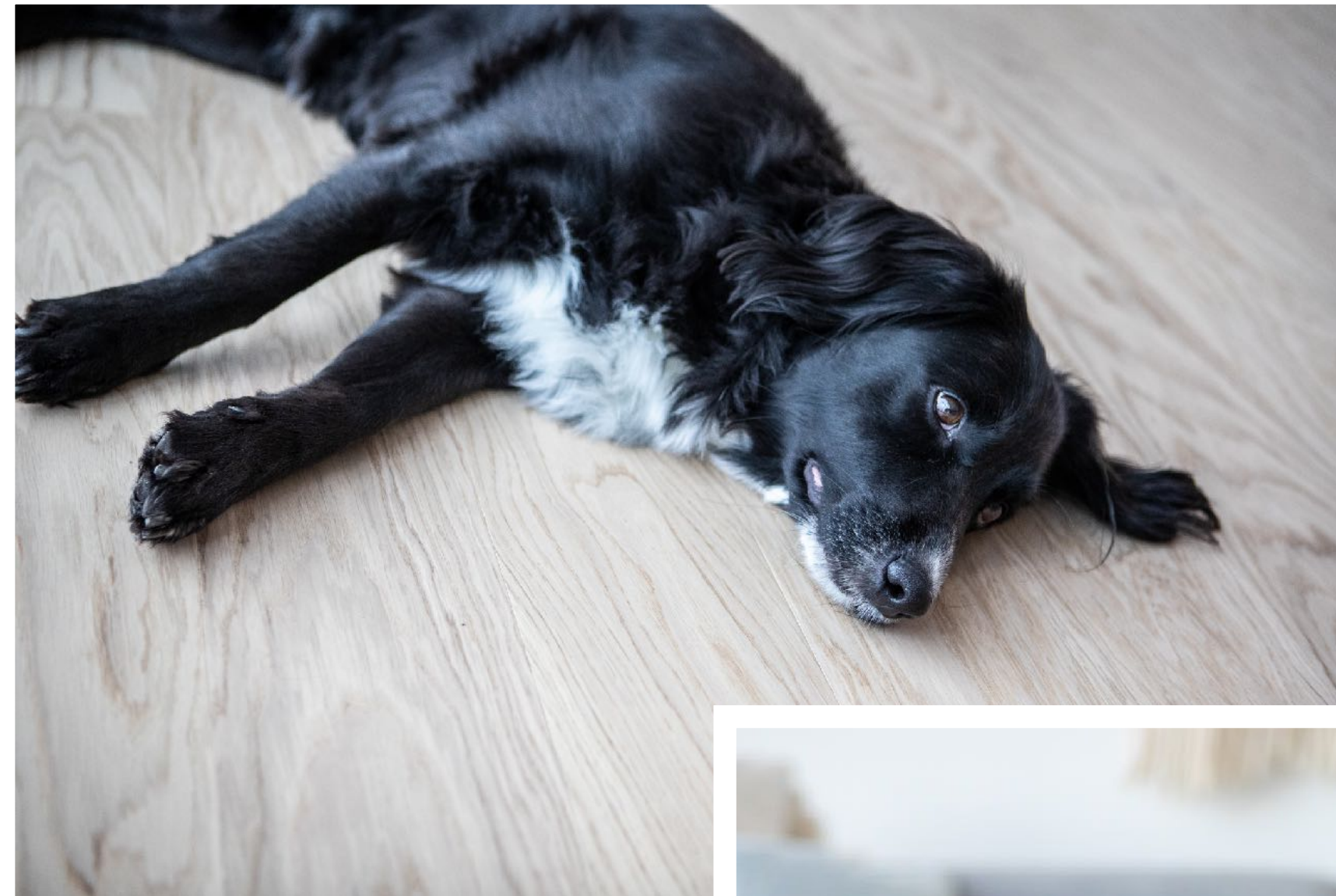
**Kährs**<sup>®</sup>



Life Collection, Whole Grain wide

## KÄHRS LIFE IDEAL COMFORT

**Kährs**<sup>®</sup>



## REAL COMFORT

- Climate stable in terms of variations of temperature and humidity in an indoor climate
- Suitable to install over radiant heat, by large windows, and close to a fireplace, all due to its stability
- Real Wood for a real comfortable feeling



# KÄHRS LIFE IDEAL FOR RENOVATION

## REAL EASY RENOVATION

- Can be installed on top of existing floor\*
- 7 mm (9/32") floor, fitting easily with existing thresholds and doors
- Fast and easy to install with the 5G joint
- Easy to handle due to the light weight and manageable sizes

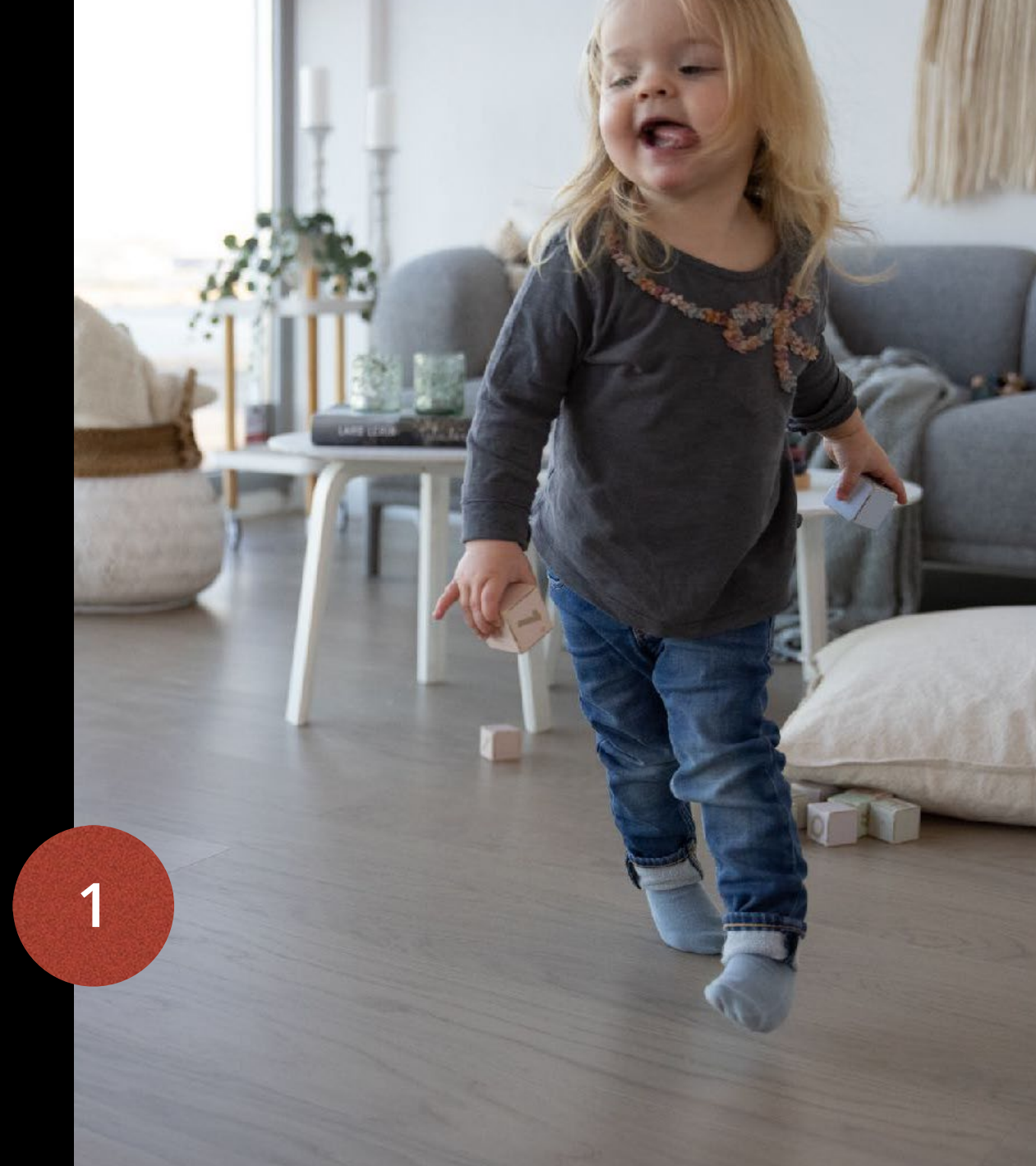
\* If requirements specified by Kährs are being fulfilled



# KÄHRS LIFE NEW RANGE OF WOOD FLOORING

## 6 REASONS TO LOVE KÄHRS LIFE

1. A hardwood floor for real life
2. Wear class 33 - Heavy Commercial Use
3. Fast and easy installation with the 5G joint  
Floating or glue down installation
4. 15 Year Guarantee & 10 Year Heavy  
Commercial Guarantee
5. Ideal for renovation
6. 10 trendy colors



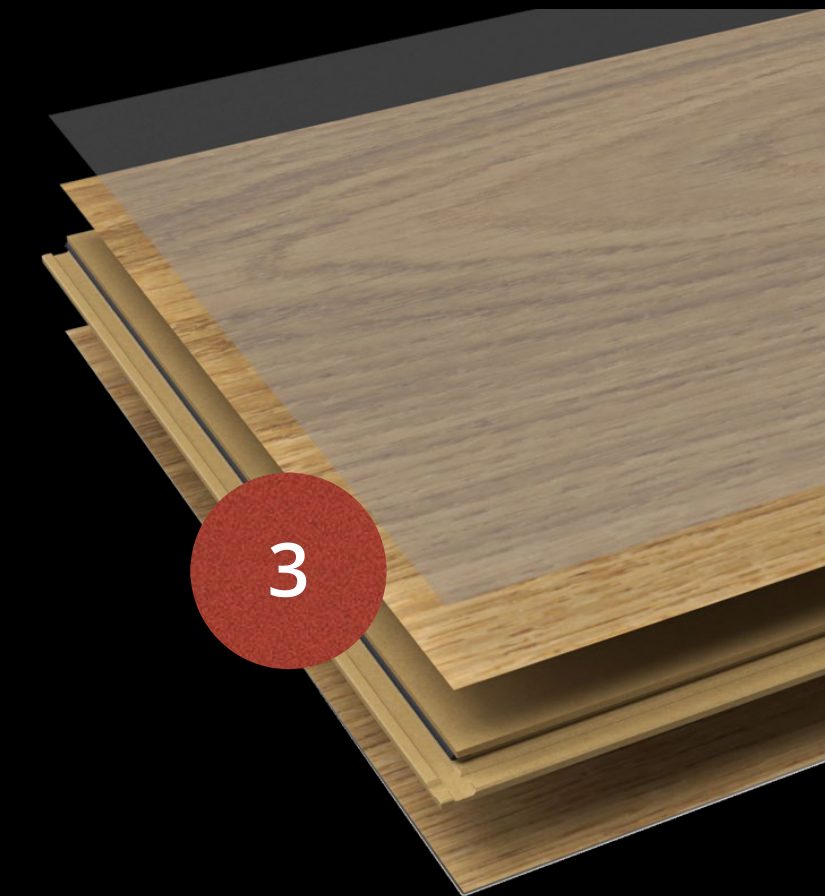
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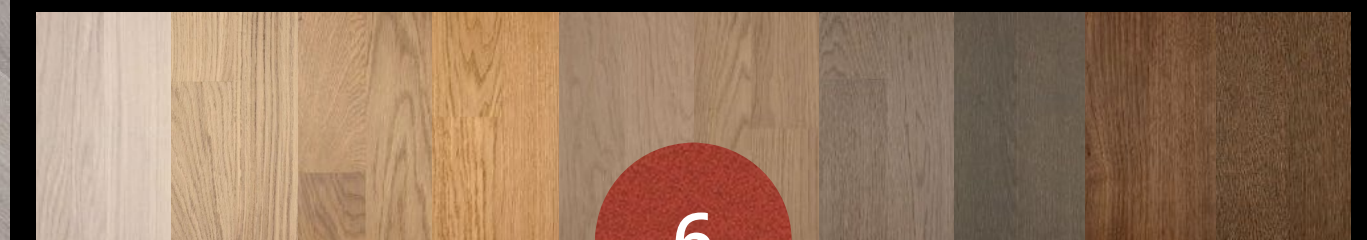
2



5



4



6

KÄHRS LIFE  
**10 TRENDY COLORS**

**Kährs**<sup>®</sup>

COCONUT  
CREAM

LIGHT SUEDE

PURE OAK

WHOLE GRAIN

DRIFTWOOD

BUTTERSCOTCH

EARL GREY

FADED  
BLACK

PURE  
WALNUT

COCOA  
BEAN

KÄHRS LIFE  
IN THREE FORMATS



10 modern colors in  
three formats:

- **Wide Plank** (5 7/8")
- **Narrow Plank** (4 5/8")
- **2-Strip**



	Wide Plank	Narrow Plank	2-Strip
Size	71 1/4" x 5 7/8"	48 1/4" x 4 5/8"	48 1/4" x 7 5/8"
Thickness	7mm	7mm	7mm
Wear layer	0.6mm	0.6mm	0.6mm
Micro bevel	Yes	Yes	No
ft2 per bundle	35.069	18.730	30.483
ft2 per pallet	1893.716	1123.752	1219.336

## KÄHRS LIFE INNOVATIVE FINISH

Easy to love – harder to damage

A matte acrylic urethane finish of highest class for a natural wood feeling with outstanding performance.

### Made to last in heavy commercial use

Outstanding durability:

1. Best in Class scratch resistance
2. Impact resistance Class 33
3. Wear resistance Class 33
4. Resistance to water on the surface
5. Dirt resistance – with an easy-to-clean surface

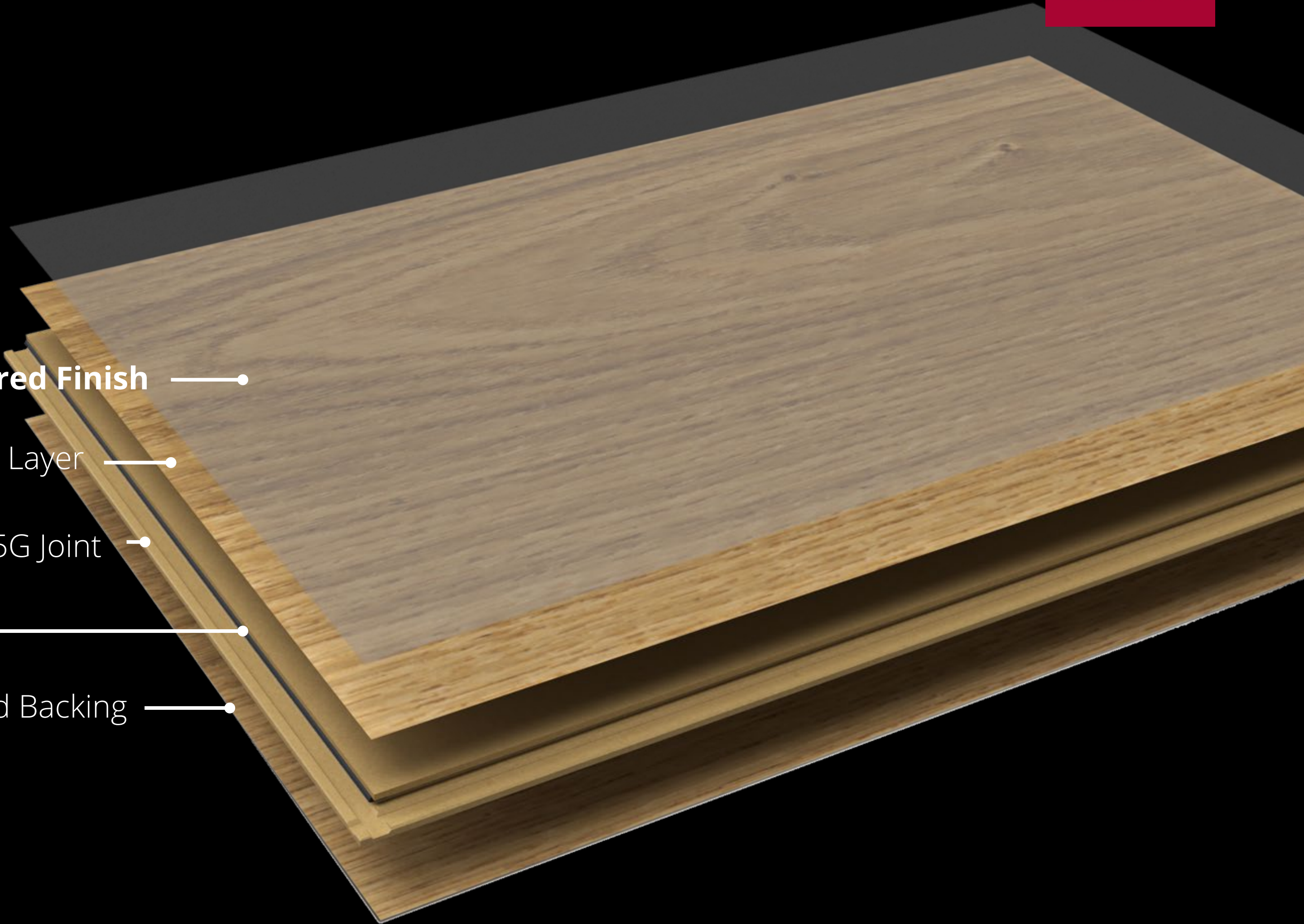
**Innovative UV Cured Finish** —●

Real Hardwood Wear Layer —●

Woodloc 5G Joint —●

Middle Core —●

Real Wood Backing —●



# KÄHRS LIFE REAL WOOD

Kährs®

For the feel of natural wood

1. Real wood of the finest selection for a calm, authentic look and feel.
2. Available in pure oak and pure walnut as well as in 8 stained alternatives.
3. Renewable wear layer

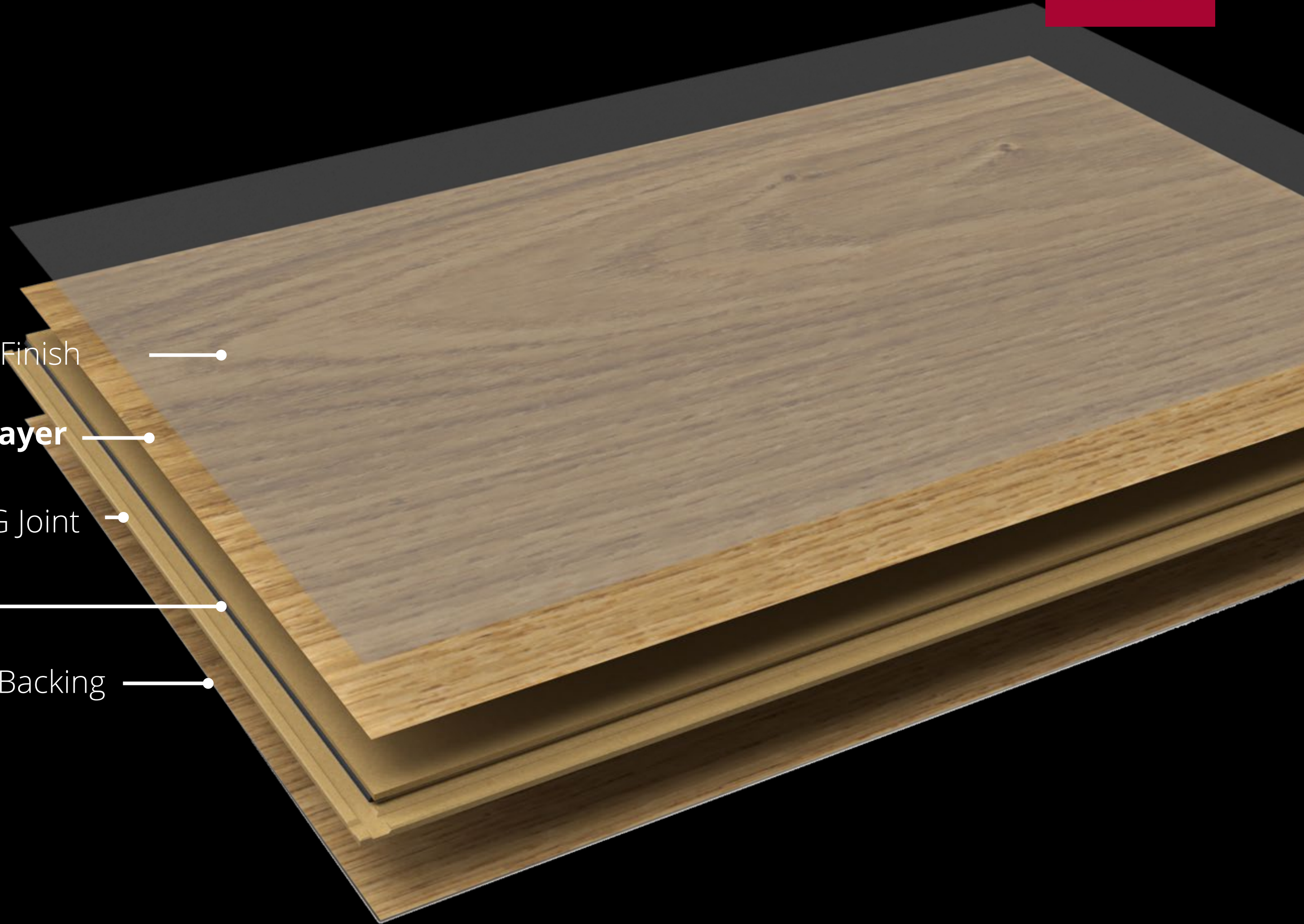
Innovative UV Cured Finish —●—

**Real Hardwood Wear Layer** —●—

Woodloc 5G Joint —●—

Middle Core —●—

Real Wood Backing —●—



# KÄHRS LIFE STABLE MIDDLE CORE

Kährs®

For true stability

1. Next generation middle core for a more stable floor
2. Increased water resistance with minimum swelling
3. Stable throughout variations in humidity and in all seasons
4. Increased hardness for outstanding durability and impact resistance
5. 5G joint for fast and easy installation

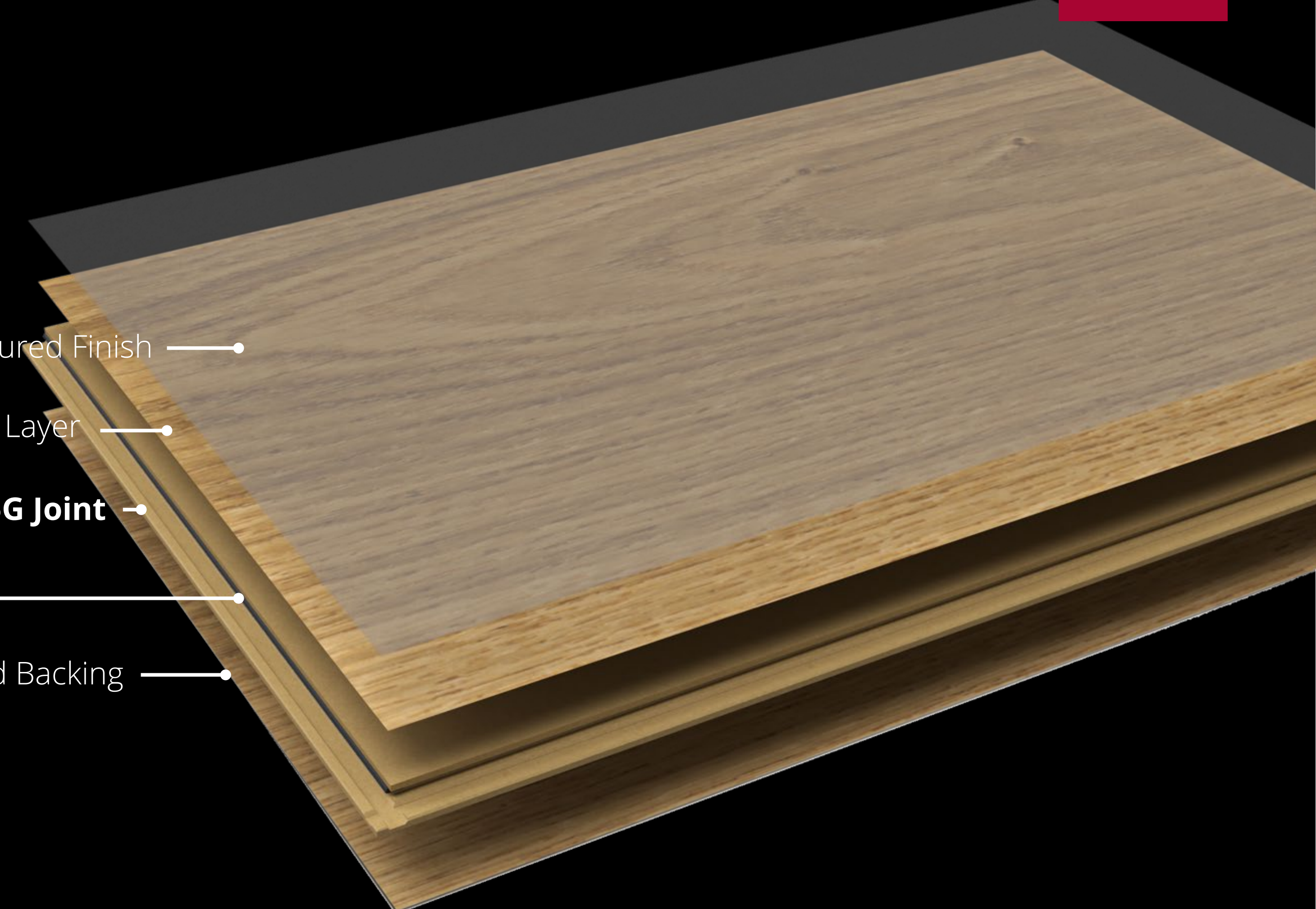
Innovative UV Cured Finish —●

Real Hardwood Wear Layer —●

**Woodloc 5G Joint** →●

**Middle Core** —●

Real Wood Backing —●



# KÄHRS LIFE REAL WOOD BACKING

For true stability

1. Balances and provides stability
2. Pure wood

Innovative UV Cured Finish

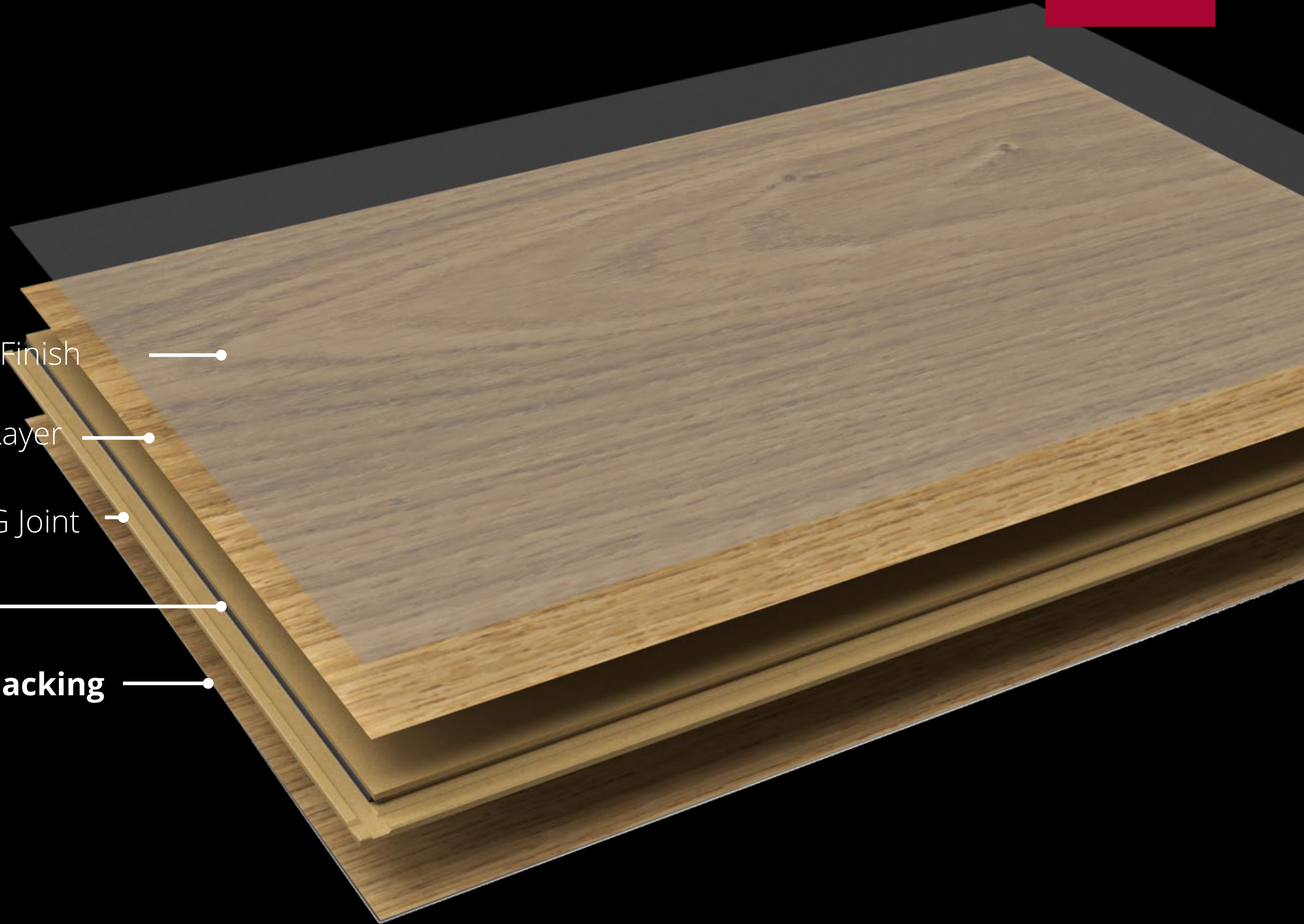
Real Hardwood Wear Layer

Woodloc 5G Joint

Middle Core

**Real Wood Backing**

Kährs®



## FITS IN MOST APPLICATION AREAS

Due to the outstanding durability and the fact that it is made for Heavy Commercial Use, Life can be used in numerous places:

- Hotel rooms
- Conference areas
- Offices
- Villas
- Summer houses
- Apartments

Plus, it's ideal for renovation

**Kährs®**

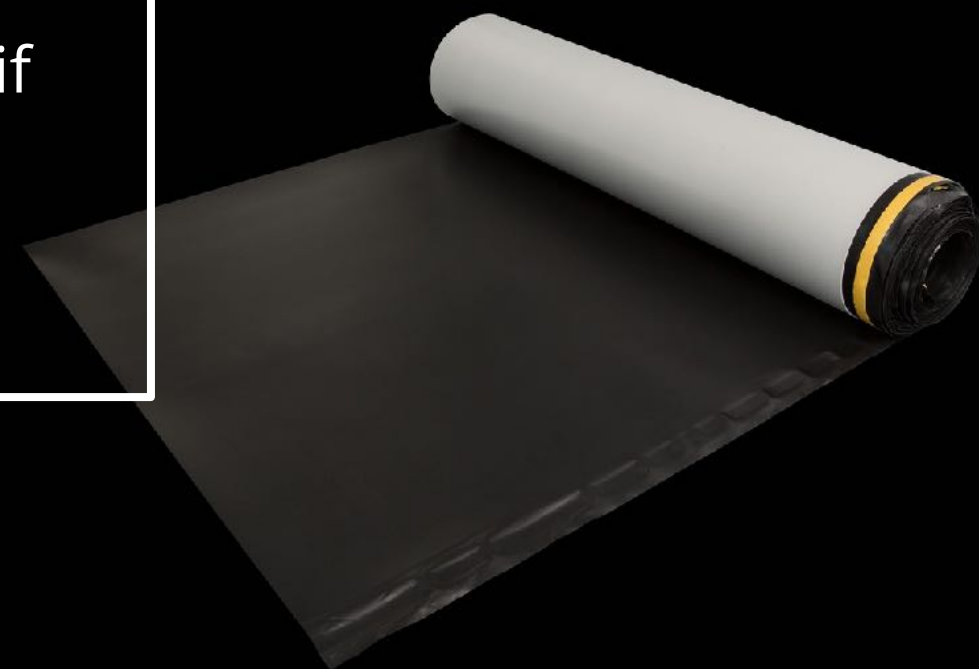
## MATCHED ACCESSORIES

Coordinating moldings  
available as well as installation  
and maintenance products.



### Did you know...

You'll get a 20 DB sound reduction if  
used with Kährs Combo System  
Underlayment



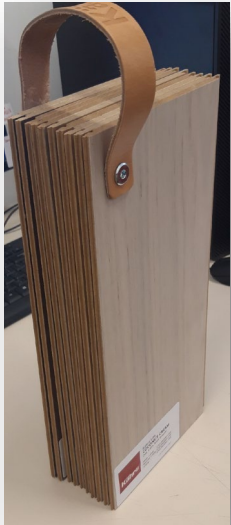
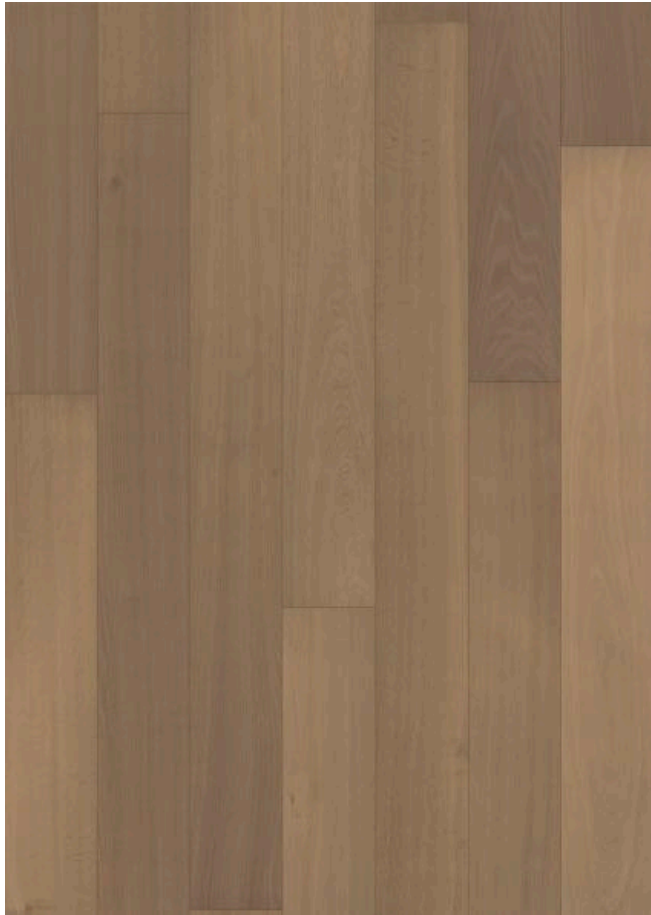
KÄHRS LIFE  
THE RANGE



Name	Art No Wide Plank	Art No Narrow Plank	Art No 2-strip	Wood	Grade	Surface Treatment	Stained
Coconut Cream	LTCLRW3001-150	LTCLRW3001-118	LTCLRW3001-193	Oak	Calm	Matte Finish	x
Light Suede	LTCLRW3002-150	LTCLRW3002-118	LTCLRW3002-193	Oak	Calm	Matte Finish	x
Pure Oak	LTCLRW3003-150	LTCLRW3003-118	LTCLRW3003-193	Oak	Calm	Matte Finish	
Whole Grain	LTCLRW3004-150	LTCLRW3004-118	LTCLRW3004-193	Oak	Calm	Matte Finish	x
Driftwood	LTCLRW3005-150	LTCLRW3005-118	LTCLRW3005-193	Oak	Calm	Matte Finish	x
Earl Grey	LTCLRW3006-150	LTCLRW3006-118	LTCLRW3006-193	Oak	Calm	Matte Finish	x
Butterscotch	LTCLRW3007-150	LTCLRW3007-118	LTCLRW3007-193	Oak	Calm	Matte Finish	x
Faded Black	LTCLRW3008-150	LTCLRW3008-118	LTCLRW3008-193	Oak	Calm	Matte Finish	x
Pure Walnut	LTCLRW3010-150	LTCLRW3010-118	LTCLRW3010-193	Walnut	Calm	Matte Finish	
Cocoa Bean	LTCLRW3011-150	LTCLRW3011-118	LTCLRW3011-193	Oak	Calm	Matte Finish	x

# A HARDWOOD FLOOR FOR REAL LIFE – THE CAMPAIGN

- Kahrs.com
- Kahrsflooring.com
- Social media campaign, facebook, instagram
- Consumer brochure
- Samples
- Images
- Ads/banners
- Added to Kahrs new virtual showroom



## COCONUT CREAM

A MILKY, CREAMY OPAQUE  
LIGHT COLOUR WITH  
MEMORIES OF SANDY  
TROPICAL BEACHES

Kährs®



## LIGHT SUEDE

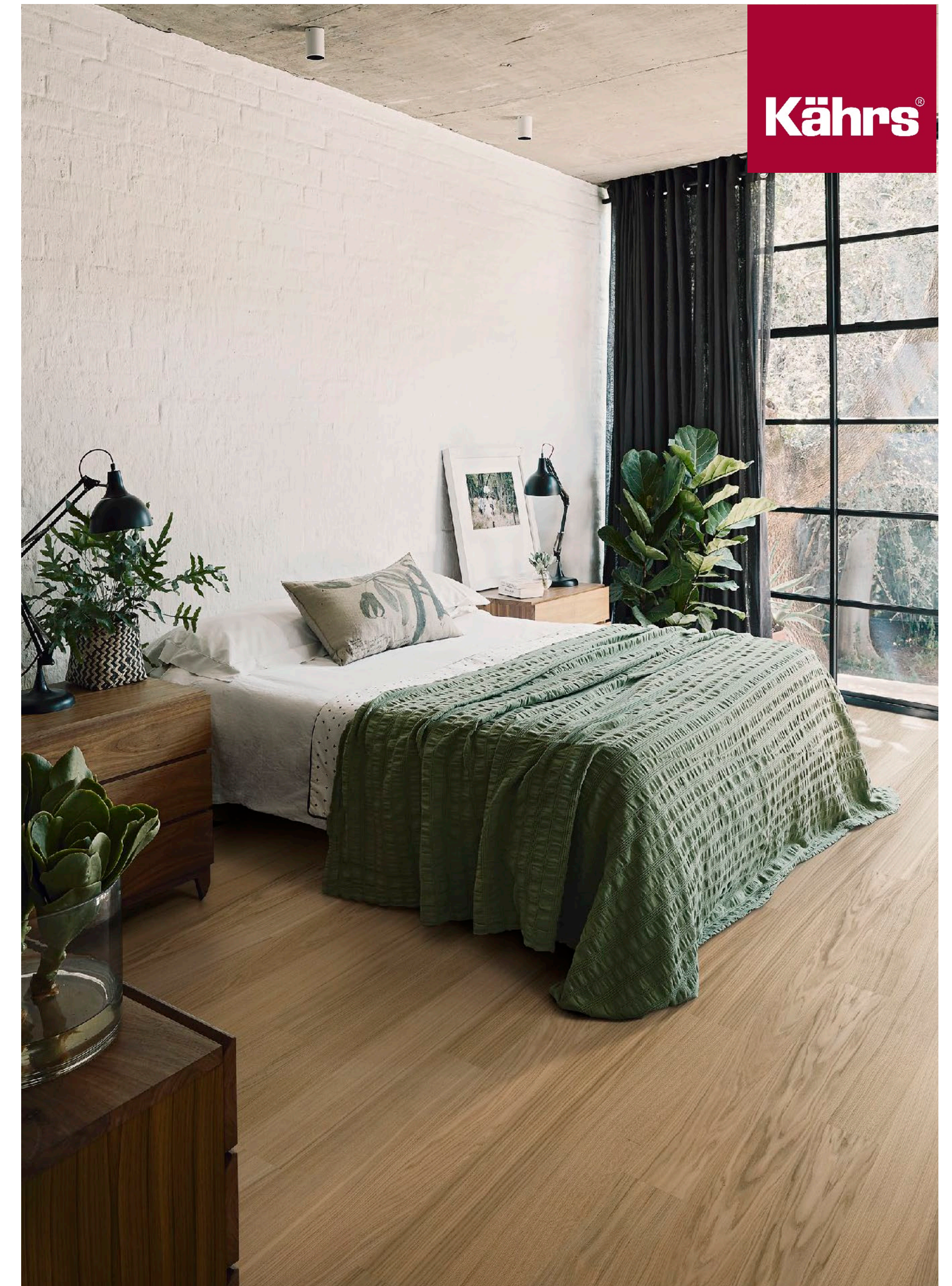
A VELVETY SOFT HUE OF  
LIGHT SUEDE CREATING A  
CALM BACKDROP IN ANY  
SETTING

Kährs®



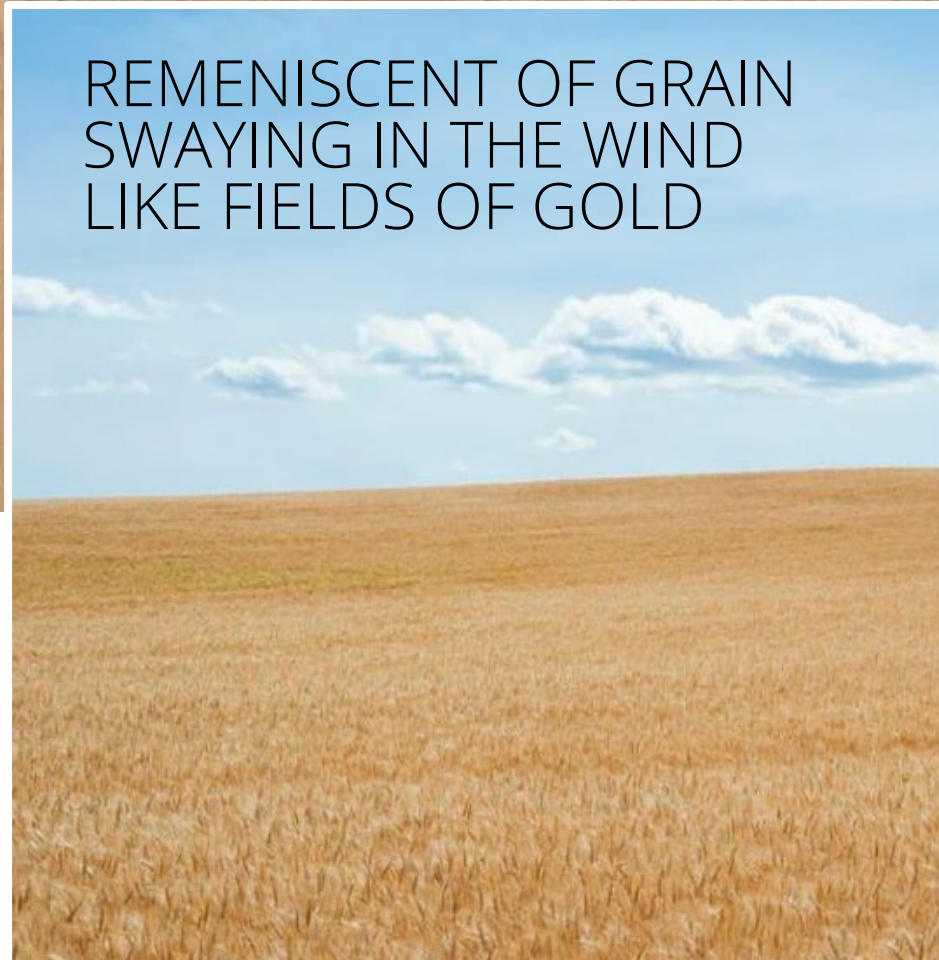
PURE OAK

WARM AND NURTURING  
THIS IS OAK IN ALL ITS  
NATURAL BEAUTY



WHOLE GRAIN

REMEMISCENT OF GRAIN  
SWAYING IN THE WIND  
LIKE FIELDS OF GOLD



Kährs®



## DRIFTWOOD

THE SOFT SILVER-GREIGE  
COLOUR OF OAK HONED BY  
THE TIMELESS TIDE OF THE  
SEA



**Kährs**

BUTTERSCOTCH

A WARM TONE REMINISCENT  
OF BROWNE SUGAR  
AND BUTTER



EARL GREY

A TONE OF DRIED TEA-  
LEAVES OF EARL GREY



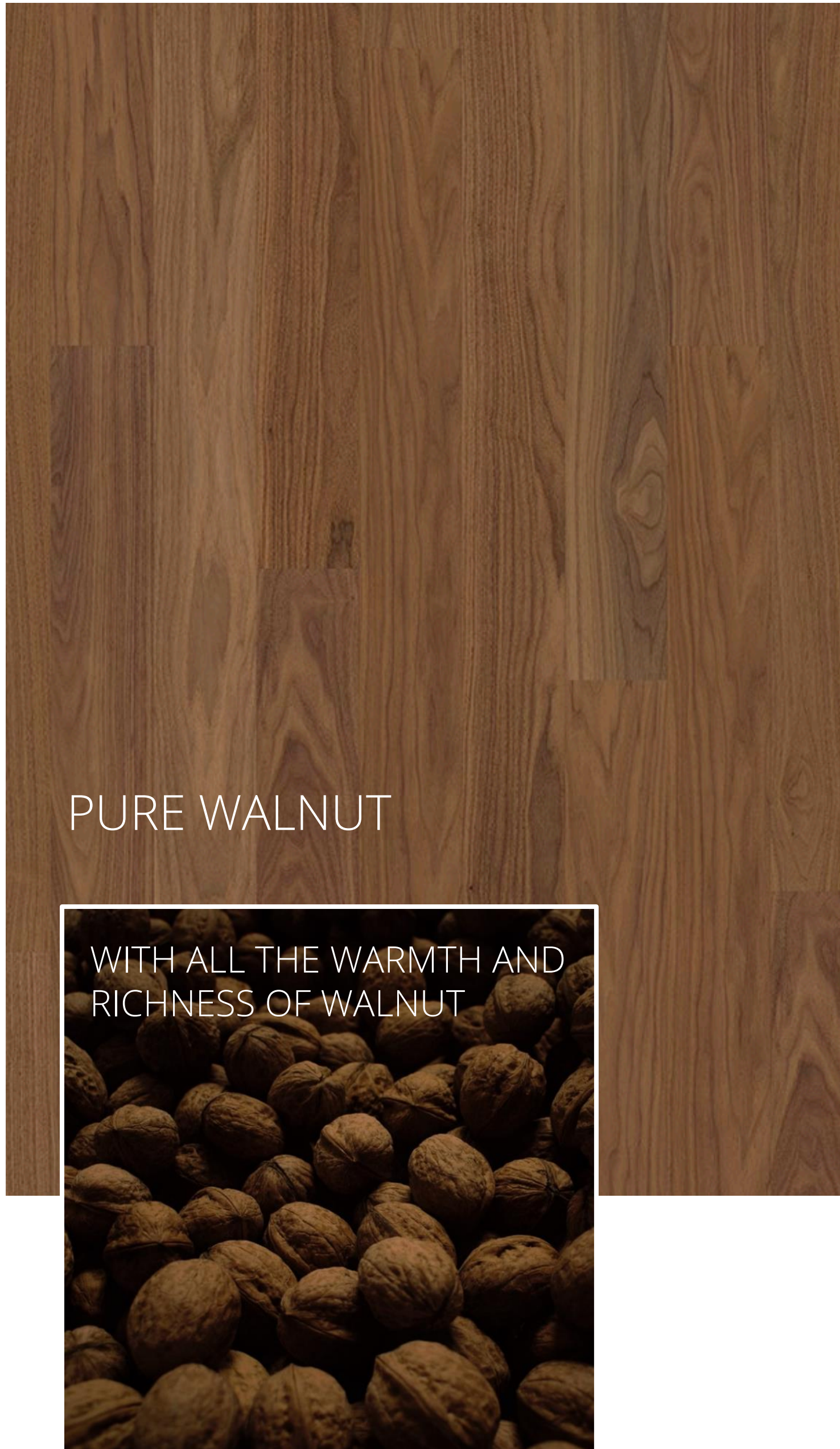
FADED BLACK



PURE WALNUT

WITH ALL THE WARMTH AND  
RICHNESS OF WALNUT

Kährs®



COCOA BEAN

WITH VELVETY  
CHOCOLATE HUES IT  
PROVIDES COMFORT AND  
SOOTHES

Kährs®






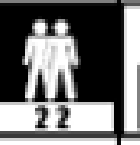

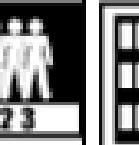
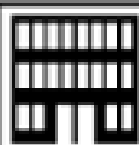

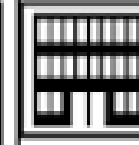

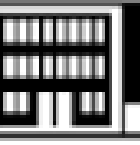

# LIFE PASSES ALL TESTS FOR CLASS 33 – WITH GOOD MARGIN

Heavy Commercial Use – Class 33



## About the tests

Table 2 — Classification requirements for elements with lacquered surfaces ex- factory

Class	21	22	23	31	32	33	Test method
Symbol	  21	  22	  23	  31	  32	  33	
Level of use	Domestic			Commercial			
	Moderate	General	Heavy	Moderate	General	Heavy	
Resistance to indentation	≥ 10 N/mm <sup>2</sup>	≥ 20 N/mm <sup>2</sup>		≥ 30 N/mm <sup>2</sup>	≥ 40 N/mm <sup>2</sup>		EN 1534
Thickness swelling	≤ 15 %				≤ 10 %		EN 13329:2016 Annex G
Impact resistance (Elasticity)	EC 0	EC 1		EC 2	EC 3		Annex C
Wear resistance Top layer ≤ 1,0 mm	1 000 revolutions		2 000 revolutions		4 000 revolutions	6 000 revolutions	Annex D
Locking strength	No requirement				Length ≥ 1,0 KN/m Short side ≥ 2,0 KN/m		ISO 24334

### Resistance to indentation

Measures the hardness of the material. An increasing force is pressing an iron ball until the material is indented. The indentation mark is measured and based on the force needed a result is calculated in newton/mm<sup>2</sup>.

### Thickness swelling

The material is measured before and after being soaked in water for 24 hours.

### Impact resistance

A falling iron ball of 324 g with a diameter of 42.8 is used. The falling height increases successively. The height used when the lacquer cracks gives the result. EC3 corresponds to 1400 mm or above.

### Wear resistance

Two leather pulleys are rotating while fine standardized sand is being added continuously. The amount of rotations is measured when the lacquer is being worn out.

### Locking strength

Two planks are locked with the 5G joint. A force of constant speed is pulling the planks apart until the joint breaks.

## WHAT DO WE MEAN WITH MOISTURE RESISTANCE

Two aspects of moisture resistance:

1. Resistance to water on the surface due to an innovative urethane finish, joints excluded
2. Minimum swelling of the middle core – as shown in Class 33 tests

Maximum swelling allowed 10%, latest  
Kährs Life test results was around 5%

The Kährs logo, featuring the brand name in a white, sans-serif font on a dark red square background.

# SHERWOOD DBW 152 vs. KÄHRS LIFE

## KÄHRS LVT vs. KÄHRS LIFE



Performed Martindale test – Microscratches

Both products reach the highest requirement MSR-B1 according to EN 16094:2012 Laminate floor coverings



Sherwood DBW 152 - Kährs LVT



Kährs Life

Table B.1 — Classification for visual assessment according to procedure B

Resistance class	Scratch picture	Explanation
MSR-B1		No visible scratches
MSR-B2		Only few scratches
MSR-B3		Many well visible scratches
MSR-B4		A great many well visible raw and fine scratches, Lissajous figure partly visible
MSR-B5		Mix of Lissajous figure and great many scratches, mat abrasion like area in the middle

## KÄHRS LIFE SUMMARY

- New range of wooden floor
- Wooden floor with properties close to vinyl floor
- Class 33 – Heavy Commercial Use
- Perfect for renovation
- 5G joint for fast and easy install
- 15 Year Residential Guarantee
- 10 Year Heavy Commercial Guarantee
- 10 new trendy colors

**Kährs®**

**Kährs Life**  
Easy to Love. Harder to Damage.