

YOUR STYLE. YOUR FLOOR.



Trendguide 2018

*The new hardwood flooring, materials,  
colours and looks for 2018*



# TRENDGUIDE

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We at BOEN always enjoy working with the latest trends to keep you up to date. As your Style Advisor, our goal is to recognize trends early.

We work with internationally renowned trend expert Gudy Herder to accomplish this goal. Together, we visit trade fairs and shows, talk to designers and host workshops. We follow blogs and influencers and search for inspiring people on Instagram. This is incorporated directly into our product development process so that we can deliver quality products that fit your style.

As a result, our new hardwood floors are well suited for the upcoming trends of 2018, but at the same time are products that last through changes and match your style.

Perhaps you like the deep and dark colours of “Bold Fairy Tale”, or maybe you prefer, the more autumnal matt brown and terracotta of “Raw and Refined”, or the clean and pure palette of misty green and soft shades of grey and pink in “Balance Act”. BOEN not only has floors matching these and many other wonderful trends, but we also provide all the inspiration that you need.

Be inspired.

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Your BOEN product  
development group and  
trend expert Gudy Herder

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Your BOEN product development group and trend expert Gudy Herder



## *Gudy Herder* **TREND EXPERT**

Gudy is an international trend consultant, speaker and certified trainer. She is a visual creative who is passionate about scouting trends in interior design, lifestyle, luxury and fashion. She lives and works in Barcelona but spends much of her time travelling the world spotting new design trends and with years of hands-on experience, she spots trends as they emerge.

Gudy has extensive experience in design trends and has previously worked for names including Montblanc, Kibuc, Massimo Dutti and the luxury brands of the LVMH group.

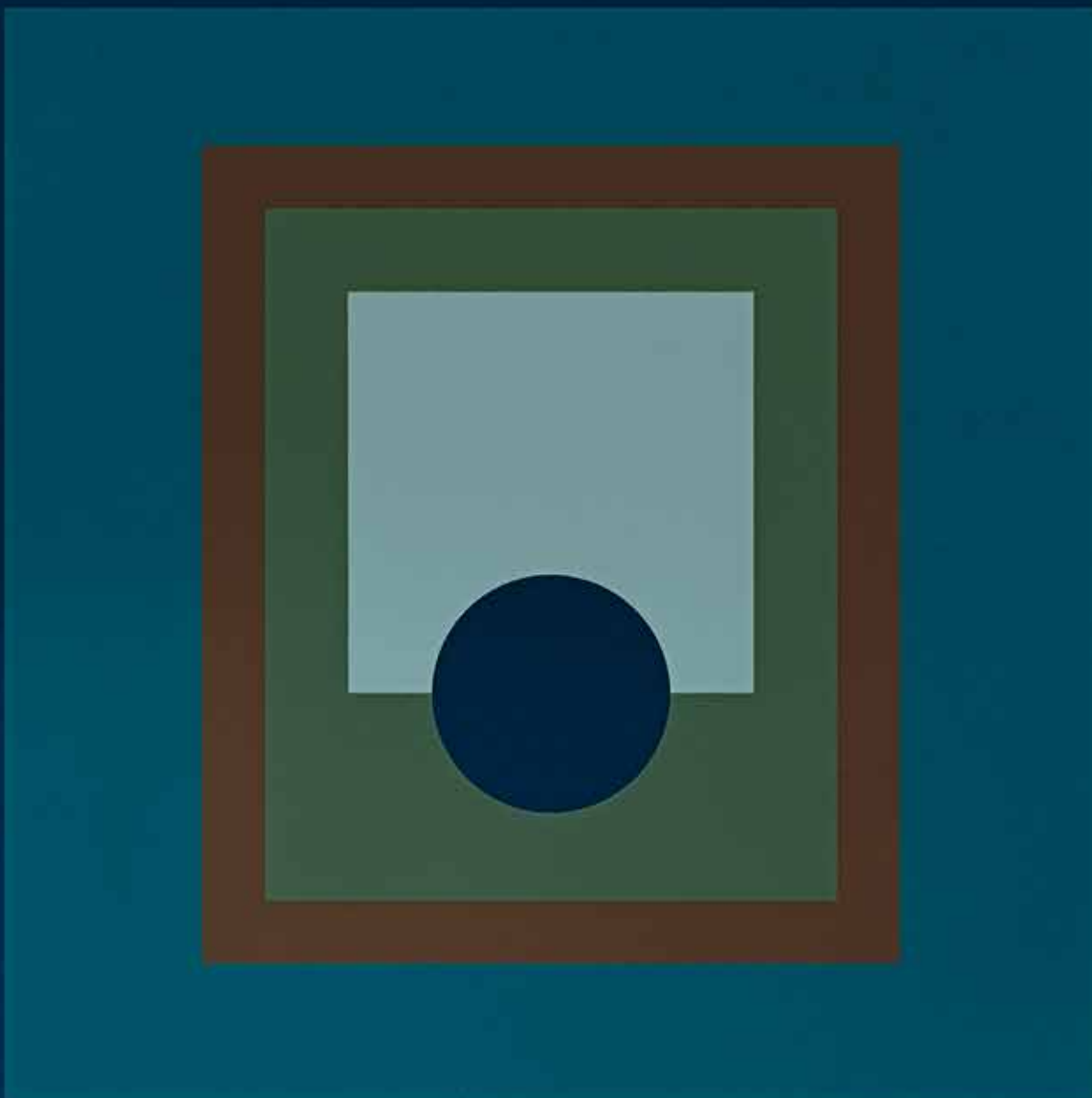
Use Gudy's insight into what's happening right now in the world of interior design and be inspired by her wonderful collages that can help you find your style.

Follow Gudy: [www.eclectictrends.com](http://www.eclectictrends.com)

TREND

1

# BOLD FAIRY TALE



## BOLD FAIRY TALE

After a few years of downsizing and cutting back, tastemakers are now focusing on new and luxurious approaches to design.

This trend explores darkness from a positive perspective with designs that have a dreamy, mysterious quality; they take inspiration from the allure of the night sky and the Northern Lights with their glistening gemstone chromas.



Oak Chalk Black, Plank Castle

In a time of inward-looking and introspective stories, the night represents serenity and calmness while dark designs add a mysterious, avante garde accent to contemporary interiors.

This lavish direction, present everywhere in fashion and influenced mainly by Gucci's creative director, Alessandro Michele, has embedded itself into interiors and product design, bringing shapes that range from curvilinear to almost jagged, and allowing for versatile use.

Contrast is this trend's guiding thread, seen in terms of colour play (dark vs. bold), finishings (glossy vs. matte) and shapes (round vs. edgy). It's a daring approach, designed to express a personality with a desire to stand out. Use interior elements like cushions in dark blue or green velvet, elements of gold, such as bathroom faucets or chandeliers, or round tables of green marble combined with edgy steel legs to incorporate this style.

This style is shifting now toward a more opulent look and feel, adding the micro trend of gemstone details for tactility and colour. Incorporate this with large amethyst or quartz geodes, gemstone patterns on wallpaper or cushions, and velvet in garnet, malachite and amethyst shades. Associate this look with mirrors framed in gold, or use gemstones as an accessory on your book shelves. If the aesthetics had to be reduced to a few words, "Bold Fairy Tale" would be a relevant description.

Flauti by Giopato  
Combes: [www.giopatocoombes.com](http://www.giopatocoombes.com)Table: Liquefy by Patricia Urquiola for Glasitalia, [www.glasitalia.com](http://www.glasitalia.com)

Oak Ebony, Plank Castle

TREND

1

# BOLD FAIRY TALE

When used with matte finishings, black and almost black appear warm and intimate. Going for glossy finishings and bolder colours favours an opulent and sophisticated look, speaking to an audience that is self-confident, trend-oriented and not afraid of regular changes in interior design, including in the bathroom and kitchen.

In studies from 2016 to 2018 by the NCS Colour Institute, we see a general move back to darker palettes in fashion, textiles and interior design. Key shifts and colour weights are evolving toward heavier reds, blues, yellows, and neutral tones that appear dusky.





The statement colour palette comes with a self-assured poise; a new extravagance against a dark backdrop bursting with confidence.

The colour palette ranges from incandescent chromas such as corn yellow to amethyst and garnet with bases of ethereal bluish greens, and from shadowy teal blue and malachite to midnight blue.

## MATCHING FLOORS

Our new floors have dark, deep colours that connect to this trend. They create a beautiful balance to the darker colour palette, with heavier reds, blues and yellows.

The matt and brushed surface makes these floors a perfect fit luxury soft and shiny material like velvet, green marble and gold.



We are celebrating this trend with dark hardwood floors. You can find more information at:

[www.boen.com](http://www.boen.com)



Oak Barrel, Plank Castle

## TREND PARQUET FLOORS



Oak Graphite



Oak Barrel



Oak Ebony



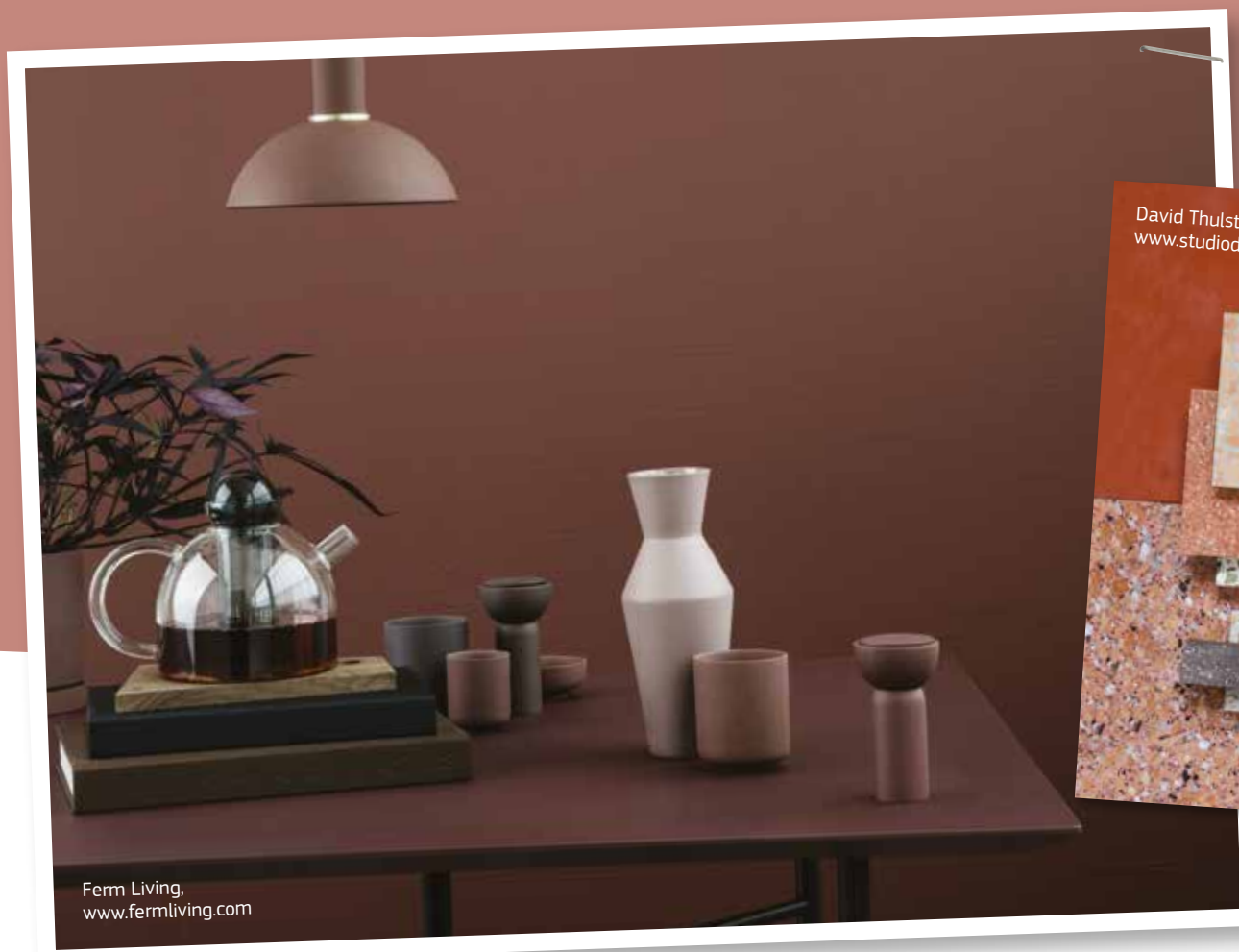
Oak Chalk Black

# RAW & REFINED

## RAW & REFINED

Objects and designs look raw. Inspired by raw materials but adding a subtle touch of refinement.

There is a current fashionable trend driving retail toward health and wellbeing. In response, we have seen a rise in brands and designers with nature-based products addressing an ever-growing desire for transparency and connection to the earth. We see a refined rawness, an openness to discuss feelings of duality taking centre stage with a desire for simple and essential aesthetics, disconnected from technology or even civilisation.



Warm colours create a natural atmosphere.



Consumer awareness is slowly being awakened, generating an increase in the appetite for more personalised furnishings within the home.

Objects and designs look raw, inspired by raw materials but adding a subtle touch of refinement. Patterned effects such as unprocessed wool, burnished leathers, onyx and concrete are counterbalanced with velvety patinas on metals and fabrics.

Decorative containers, candle holders, rugs, and sculptured coloured glass all show the duality combining raw and sophisticated finishings in one piece.



TREND

2

# RAW & REFINED

Open structured lava stone or terrazzo meets real and faux marble veining. Terrazzo is being used for flooring, table top counters, and tiles for kitchen and bath. The pattern itself is used in graphic design, textiles and fashion.

Cellulose, cotton, linen, clay, wood and reloaded terrazzo are expertly crafted and not as rough-hewn as we have seen in the past. New colours of marble and onyx are carefully placed.

Sustainable materials and ones that simply emanate earthiness result in forms and textures that focus on the corporeality of the product.

Brands, designers and artisans will need to offer full transparency on how and where they produce to keep long-time clients and attract new generations of consumers.

Graceful and pure lines live in harmony with exquisite imperfections in forms and glazes.



Oak Pale White, Plank Castle  
Live Pure

## COLOUR PALETTE

A backbone of autumnal colours including charcoal, pine green, toffee and ochre are partnered with chestnut and toasted pumpkin. A lighter old rose adds lightness and a seasonless touch.

## MATCHING FLOORS

With nature-based products as an important element of this trend, our Handcrafted floors are rustic and express character. See also our Live Pure floors that are softer and lighter. With the Live Pure surface treatment, all our floors provide the most natural look of untreated wood, creating a natural balance to the colour palette with autumnal colours.

All these floors fit perfectly with the interior elements that are typical for this trend – cotton, linen, clay and stone – in a more refined way.

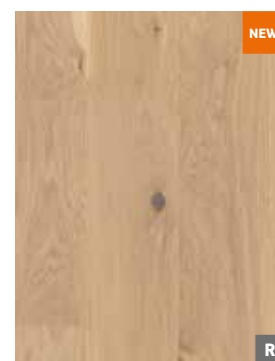
We are celebrating this trend with rustic and natural hardwood floors. Allow yourself to be inspired here: [www.boen.com](http://www.boen.com)



## TREND PARQUET FLOORS



Oak Pale White



Oak Animoso



Oak Vintage White



Oak Epoca



Oak Antique Brown



Oak Espresso white



Oak Espresso

TREND

3

# BALANCING ACT

## BALANCING ACT

Balancing Act is a term that embodies the meeting point of mindfulness and multiculturalism captured in the course of a growing nomadic lifestyle and recorded in the light shades that give comfort wherever you live.

As our day to day life speeds up and time is limited due to constant travels – which on one hand fuel us, but on the other leave us feeling empty at the same time – we find inspiration in moments of disconnection, and joy in slowness.

Our awareness of how we consume keeps expanding, resulting in products that are increasingly built to last. And for those that do not, the circular economy will renew and even meet the highest design standards.



Colours ALCRO, Stylist Jill Windahl, Photographer Klas Sjöberg



This trend specifies supple and intensely tactile products that are irresistible to our senses. Both natural and high tech, we are seeing patterns, forms, and textures that call out for us to engage and feel. High tech solutions come in round shapes like sound, light or heating systems, designed to make our lives easier.

Slow Design is more than a trend. It is becoming a here and now to counteract fast life, It is moving toward a life philosophy. New does not always mean better, and stripping away excess brings us toward lightness and well-being. Find simple and concise solutions to formulate a clean look that expresses yourself.

Traditional craftsmanship fused with innovative design such as 3D printing allows functional pieces to become art objects (see Dwyer Kilcollin).

Reflection, mindfulness and self-care are paramount to our well-being. Protection is found in softly structured silhouettes. 45- and 90-degree angles appear to pull back and make room for round shapes, combined with colours that convey spaciousness and purity.

It is all about finding the right balance between a nomadic lifestyle and staying home; an active multicultural encounter; solitude, craftsmanship and technology.

Colours and finishes are inspired by pure, clean, and fuss-free natural cosmetics. However, the look is not earthy-crunchy; it leans toward uncluttered with a clean design.

*A clean look  
with pure colours* →



UNFOLD Design Studio, [www.unfold.be](http://www.unfold.be)



Colours: Jotun 2588, Artist Clay and Jotun 20054  
Silky Pink, [www.jotun.com](http://www.jotun.com)

# BALANCING ACT

TREND  
3





Oak Andante, Plank 181

## COLOUR CODE

A group of uncomplicated and soothing neutrals: light stone, warm grey, and soft white blend into layers of muted pastels such as misty yellow, green, and milky pink. Warm caramel completes a pretty color palette.

## MATCHING FLOORS

Soft colours and pale surfaces are elements of this trend. Our new floors provide a light shade that fits perfectly with a light colour palette. In a natural tone or with grey surfaces, these floors would be perfect with a clean design and symmetrical interior elements.

Influences that are balanced are important. The natural meets the high tech in this trend, and is also a key element for the Live Pure floors. The natural look of wood is protected by the Live Pure surface.

We are celebrating this trend with light shades and grey surfaces. Allow yourself to be inspired here: [www.boen.com](http://www.boen.com)



## TREND PARQUET FLOORS



Oak Andante



Oak Nature



Oak Warm Cotton



Oak Mild Grey



Oak Horizon




Colours ALCRO: [www.alcro.se](http://www.alcro.se) / Styling Amanda Rodriguez, Photography Klas Sjöberg

# OUR NEW COLOURS!

## OAK GRAPHITE

Inspired by nature. Brushed Oak with a light-yellow shimmer and 2V bevel. Available in classic plank boards and Castle boards.

### Surface treatment:

 Live Natural

### Measurements - dimensions:

14 x 138/209 x 2200mm  
Top layer: approx. 3.5mm



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## OAK BARREL

Inspired by nature. Brushed Oak with a pigmented brown tone and 2V bevel. Available in classic plank boards and Castle boards.

### Surface treatment:

 Live Natural

### Measurements - dimensions:

14 x 138/209 x 2200mm  
Top layer: approx. 3.5mm



R C

## OAK NATURE LIVE PURE

Calm grading with small knots. Brushed oak and optional 2V bevel. Live Pure surface treatment and an ultra matt finish that enhances the warmth and natural beauty of untreated wood. Available in Maxi 10.5 mm and Finesse 10.5 mm, 2-layer structure.

### Surface treatment:

 Live Pure

### Measurements - dimensions:

Finesse: 10.5 x 135 x 1350mm  
Maxi: 10.5 x 100 x 833/1000mm  
Top layer: approx. 3.5mm



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N C



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R



N R

## OAK ANDANTE LIVE PURE

Calm grading with small knots. A light oak brushed with 2V bevel. Live Pure surface treatment, and an ultra matt finish that enhances the warmth and natural beauty of untreated wood. Available in plank 138 mm and 181 mm and Castle plank 209 mm.

### Surface treatment:

 Live Pure

### Measurements - dimensions:

14 x 138/181/209 x 2200mm  
Top layer: approx. 3.5mm

## OAK PALE WHITE LIVE PURE

A mild white oak with 2V bevel. Live Pure surface treatment and an ultra matt finish that enhances the warmth and natural beauty of untreated wood. Available in classic plank 138 mm and Castle plank 209 mm.

### Surface treatment:

 Live Pure

### Measurements - dimensions:

14 x 138/209 x 2200mm  
Top layer: approx. 3.5mm

## OAK VIVO LIVE PURE

A rich spectre of colours with structure and elements of large knots. Live Pure surface treatment and an ultra matt finish that enhances the warmth and natural beauty of untreated wood. 2V bevel available in plank 138 mm and 181 mm and Castle plank 209 mm.

### Surface treatment:

 Deep brushed Live Pure

### Measurements - dimensions:

14 x 138/181/209 x 2200mm  
Top layer: approx. 3.5mm

## OAK RUSTIC LIVE PURE

A rustic grading and larger knots with a rich spectrum of colours, brushed oak and optional 2V bevel. Live Pure surface treatment and an ultra matt finish enhances the warmth and natural beauty of untreated wood. Available in Maxi 10.5 mm and Finesse 10.5 mm, 2-layer structure.

### Surface treatment:

 Brushed Live Pure

### Measurements - dimensions:

Finesse: 10.5 x 135 x 1350mm  
Maxi: 10.5 x 100 x 833/1000mm  
Top layer: approx. 3.5mm

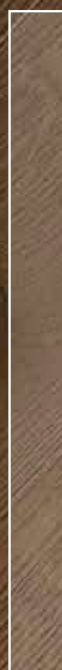
## OUR FORMATS

- 01 MAXI 10.5 x 100 x 833/ 1000 MM
- 02 FINESSE 10.5 x 135 x 1350 MM
- 03 LONGSTRIP 3-STRIP 14 x 215 x 2200 MM
- 04 PLANK 14 x 138 x 2200 MM
- 05 PLANK 14 x 181 x 2200 MM
- 06 PLANK CASTLE 14 x 209 x 2200 MM
- 07 CHALETINO 20 x 300 x 2750 MM

2-LAYER PARQUET



1



2

3-LAYER PARQUET



3



4



5



6



7

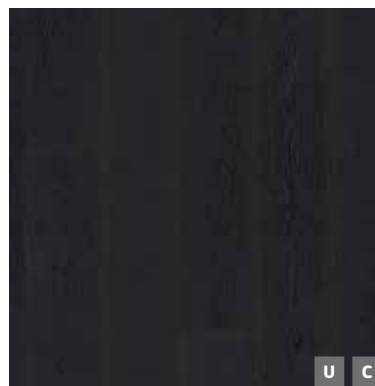
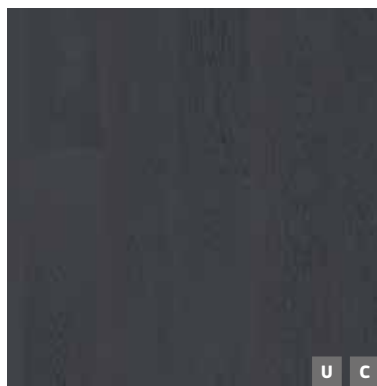
3-layer  
parquet2-layer  
parquet

### OAK CHALK BLACK CASTLE PLANK

Stained and brushed oak planks with a chamfer on the longitudinal side. A solid, refined matte anthracite tone completely covers the colour of the oak top layer and emphasises the structure of the wood very nicely.

Surface treatment:  
🌀 Live Pure

Measurements - dimensions:  
14 x 209 x 2200mm  
Top layer: approx. 3.5mm

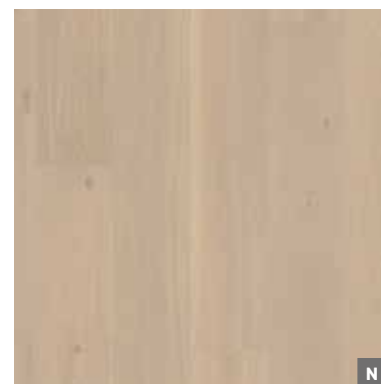
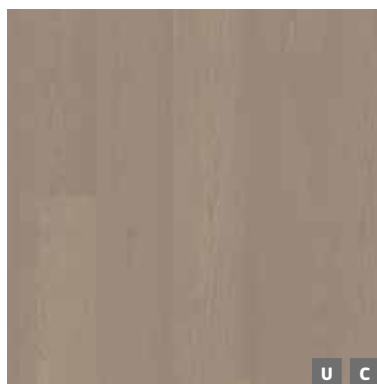


### OAK EBONY CASTLE PLANK

Deep black stained oak planks with a very fine matt appearance. The colour of the oak top layer is covered. The structure, however, is retained superbly thanks to the brushing. The planks are chamfered.

Surface treatment:  
🌀 Live Pure

Measurements - dimensions:  
14 x 209 x 2200mm  
Top layer: approx. 3.5mm



### OAK HORIZON

Colour pigments give rise to a smoky grey tone. The surface is brushed and the deeper structures of the oak appear somewhat darker and are slightly emphasised. Overall, the characteristic structures of the oak are visible. The planks are chamfered.

Surface treatment:  
🌀 Live Pure

Measurements - dimensions:  
14 x 138/209 x 2200mm  
Top layer: approx. 3.5mm

### OAK MILD GREY

Colour pigments cover the typical structure and colour of the oak nicely. The clear but calming subtle grey tone only permits the oak characteristics to shine through very slightly. The brushed surface reflects the character of the oak well in terms of its feel. The planks are supplied with a chamfer on the longitudinal side.

Surface treatment:  
🌀 Deep brushed Live Pure

Measurements - dimensions:  
14 x 138/209 x 2200mm  
Top layer: approx. 3.5mm

### OAK WARM COTTON

A warm sandy grey tone that allows the typical oak colour and structure to shine through. The surface is brushed. The planks have a chamfer on the longitudinal side.

Surface treatment:  
🌀 Brushed Live Pure

Measurements - dimensions:  
14 x 138/209 x 2200mm  
Top layer: approx. 3.5mm

Back to your roots. Our handcrafted planks are the best choice for the interior 'Raw and Refined' trend.

### OAK ESPRESSIVO PLANKS

A rustic assortment of oak planks. Cracks and knots are filled by hand with black filler. The surface is brushed. The planks are oiled with Live Natural and are chamfered on the longitudinal side. Available in three widths.

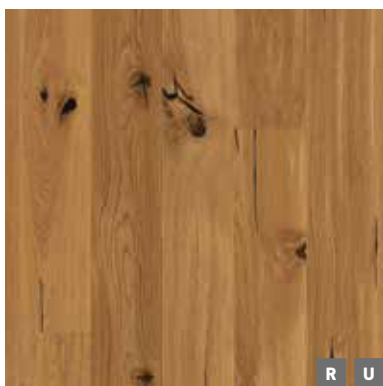
#### Surface treatment:

 Live Natural

#### Measurements - dimensions:

14 x 138/181/209 x 2200mm

Top layer: approx. 3.5mm



### OAK ESPRESSIVO WHITE PLANKS

A rustic assortment of oak planks. Cracks and knots are filled by hand with black filler. The white Live Natural oiled surface gives the oak planks a lighter appearance. The colour contrasts between the black filler and the oak are reduced. The surface is brushed and the planks have a chamfer on the longitudinal side. Available in three widths.

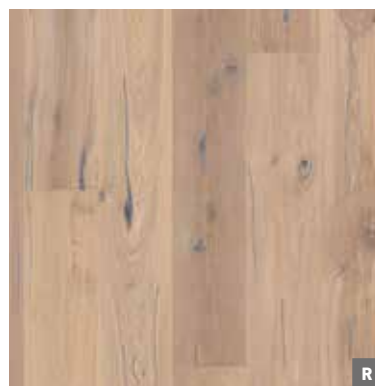
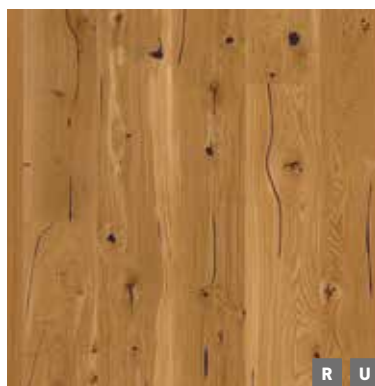
#### Surface treatment:

 Live Natural

#### Measurements - dimensions:

14 x 138/181/209 x 2200mm


Top layer: approx. 3.5mm



### OAK EPOCA CASTLE PLANK

The oak planks are processed by hand at several stages. Cracks and knots are filled by hand with black filler. Some of the knots are set deeper or raised. The surface is hand planed. The feel of the planks is very rustic and reflects the look. The brushed surface is treated with Live Natural. The planks are chamfered on all sides.

#### Surface treatment:

 Live Natural

#### Measurements - dimensions:


14 x 209 x 2200mm

Top layer: approx. 3.5mm

### OAK VINTAGE WHITE CASTLE PLANK

The oak planks are processed by hand at several stages. Cracks and knots are filled by hand with black filler. Some of the knots are set deeper or raised. The surface is hand planed. The feel of the planks is very rustic and reflects the look. The white oiled and brushed surface reduces the contrast in colour between the wood and the black filler and gives rise to a lighter appearance. The planks are chamfered on all sides.

#### Surface treatment:

 Live Natural

#### Measurements - dimensions:

14 x 209 x 2200mm

Top layer: approx. 3.5mm

### OAK ANTIQUE BROWN CASTLE PLANK

The oak planks are processed by hand at several stages. Cracks and knots are filled by hand with black filler. Some of the knots are set deeper or raised. The surface is hand planed. The feel of the planks is rustic and reflects the look. The brown oiled and brushed surface reduces the colour contrast between the wood and the black filler. The result is a warm brown tone. The planks are chamfered on all sides.

#### Surface treatment:

 Live Natural

#### Measurements - dimensions:

14 x 209 x 2200mm

Top layer: approx. 3.5mm

# YOUR STYLE. YOUR FLOOR.

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*These new interior trends can certainly give your home a new look, and choosing one of our trendy hardwood floorings really makes a difference. To help you find your perfect flooring, we have developed four major style groups. They are all lasting styles with clear historical origins, and they will be relevant for many years to come – and always open to integrating new trends...*

## PURE NORDIC

Clean lines in light, airy rooms. The look is simple, elegant and natural. No unnecessary details or ornaments, no unruly quirks or strong colours. The rooms provide peace and quiet. This style is inspired by the Nordic summer light and proximity to nature. It brings lightness and radiance to a long, dark winter, and fills the senses with quality and harmony.



## MODERN RUSTIC

Welcome back to the authentic and the real! This style takes us back to country life in the good old days while retaining a modern look. The materials are rough and natural: rustic woodwork, linen, cotton and rattan together with modern, more masculine elements. But the main look is feminine, warm and summer-light.



## CLASSIC ELEGANCE

You can sense the historic roar of the ancient Romans and Greeks. The style is refined, symmetrical and elegant, but with a modern touch that allows for creative breaks and unexpected detail. Order, beauty and classic lines set the scene.

## URBAN CONTRAST

Break the rules! Mix and match! The interior is full of contrasts, but a cosy warmth remains the constant backdrop to whimsical ideas. Earthy and playful, functional and creative. The designers have been inspired by the past but have broken all the established rules and have played with shapes, colours and graphic patterns.

For more information and inspiration please visit [boen.com](http://boen.com)



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[facebook.com/boenflooring](https://facebook.com/boenflooring)



on Instagram  
[@boenflooring](https://instagram.com/boenflooring)



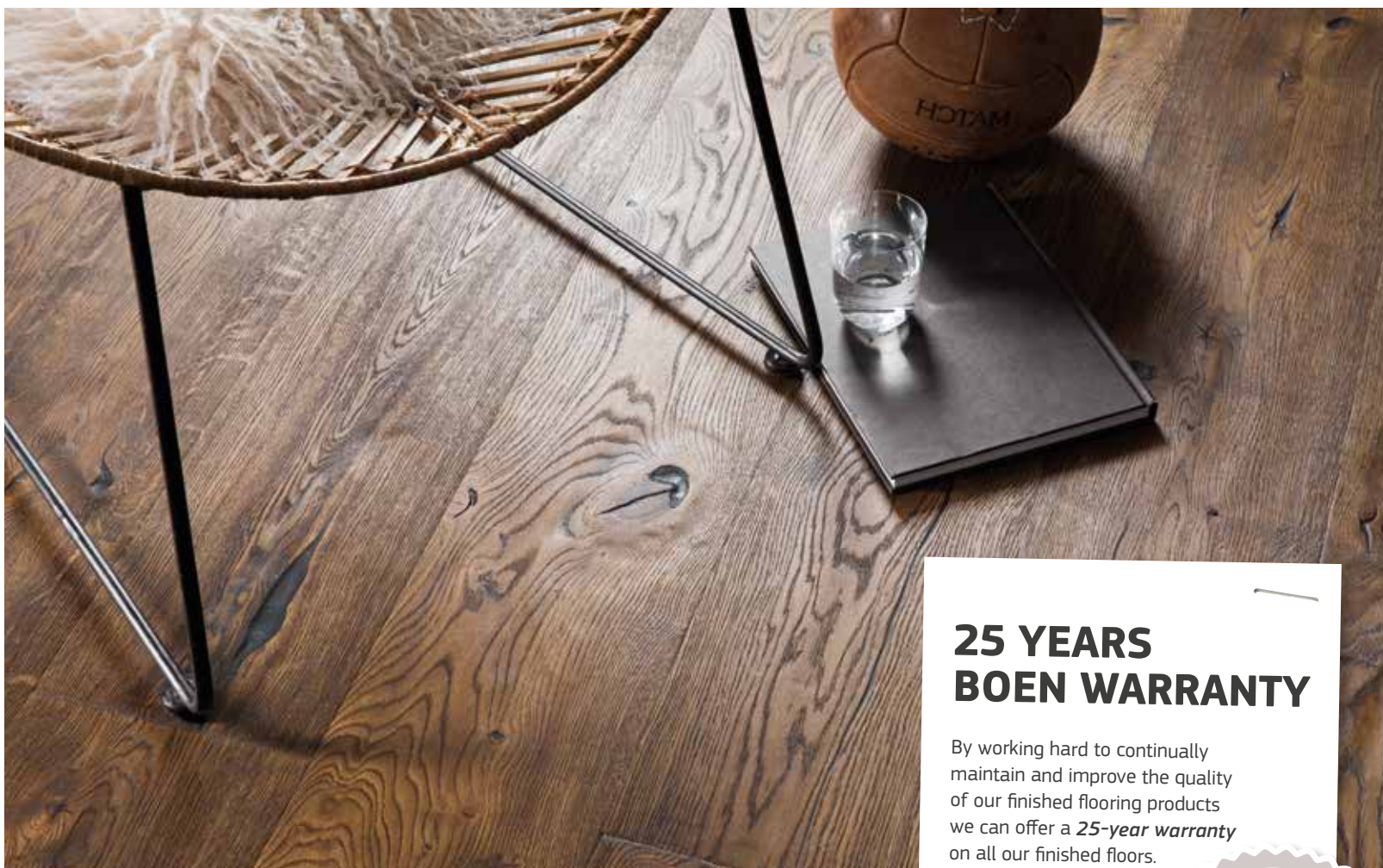
on Pinterest  
[boenflooring](https://pinterest.com/boenflooring)



on Youtube  
[boenflooring](https://youtube.com/boenflooring)

# SURFACES.

*BOEN places considerable emphasis on protecting the environment during all phases of production. Neither lacquer nor oil emit gases which are harmful to humans or to the environment.*



## 25 YEARS BOEN WARRANTY

By working hard to continually maintain and improve the quality of our finished flooring products we can offer a **25-year warranty** on all our finished floors.



## LIVE NATURAL OIL

Live Natural is a natural surface treatment containing sunflower, thistle and soy bean oil as well as naturally occurring waxes (carnauba, candelilla).

Deep penetration of the oil into the wood is ensured by two-time application on a custom-made production line. The wood pores are saturated, and drying takes place completely naturally in the open air during the Air-Plus Process. The floor is ready to use right after installation and has extremely good protective properties against liquids compared to competitors' products.



## LIVE PURE

Live Pure is a new innovative product from BOEN: oak planks with Live Pure surface treatment have a very natural look with an ultra-matt finish and excellent protective properties.

Live Pure protects the floor from dust, dirt and liquids thanks to a special treatment applied to the surface which leaves the look of the hardwood floor smooth, clear and naturally light – almost like untreated wood.

**Region: Scandinavia**

BOEN Bruk AS  
4658 Tveit, Norway  
Phone: +47 38 06 66 00  
[boen.com/no](http://boen.com/no)

**Region: Western Europe**

BOEN Parkett Deutschland GmbH & Co. KG  
Industriestraße 41, 23879 Mölln, Germany  
Phone: +49 4542 8003 0  
[boen.com/de](http://boen.com/de)

**Regions: Central and Eastern Europe**

UAB Bauwerk Boen  
Siltnamiu Street 6, 21411 Kietaviskés,  
Elektrėnu sav. Lithuania  
Phone: +370 686 551 55  
[boen.com/lt](http://boen.com/lt)

**Regions: UK, Republic of Ireland**

BOEN UK LTD  
320-322 Beech Drive, Hartlebury Trading Estate,  
Hartlebury, Worcestershire, DY10 4JB  
Phone: +44 (0) 800 652 5280  
[boen.co.uk](http://boen.co.uk)

**Regions: USA and Canada**

BOEN Hardwood Flooring Inc.  
1156 Pelican Bay Drive  
Daytona Beach, FL 32119  
Toll free: +1 877 638 3078  
[boen.com/us](http://boen.com/us)

**Region: Asia**

BOEN Asia  
Unit D, 21/F Seabright Plaza,  
9-23 Shell Street, Tin Hau, Hong Kong  
Phone: +852 2367 1000 / 1012  
[boen.com](http://boen.com)

**Region: France**

BOEN Service Commercial France  
1, Place de l'Abattoir  
F - 67190 Mutzig  
Phone: +33 3 88 99 36 45  
[boen.com/fr](http://boen.com/fr)