



New looks for beloved floors



**Bona Inspiration
Floor Styling System**
For wood floor professionals

Bona[®]
Passion for wood floors



Bona Inspiration

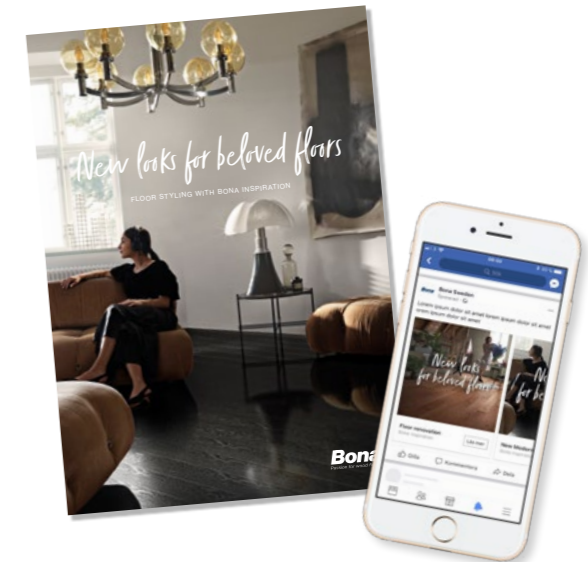
5 styles and 17 looks | Tested and easy to work with | Boosts your business | Sustainable

Floor: Oak
Look: Garden Intense with brushed surface

Grow your renovation business with floor styling by Bona

More and more people view floors as another way of expressing their taste and individuality. And they tend to change their floors more often, in the same way they change other aspects of their interiors. To help you capture this new market opportunity, we are now launching Bona Inspiration – a ready-made floor styling solution.

With Bona Inspiration you get a comprehensive system, complete with detailed how-to instructions and easy to use products and equipment.



New campaign out soon to boost demand

Marketing materials and support

Bona Inspiration will be marketed directly to your customers – so expect to hear a lot about Bona Inspiration in the near future!



Renovate, don't replace!

With Bona Inspiration you can offer your customers something unique. They can keep their existing floors, and still give their homes a completely new look and feel. And since you as a contractor can charge more for a Bona Inspiration treatment than standard sanding and lacquer, you can leverage your floor renovation skills to boost your business.

From a sustainability perspective it definitely makes more sense to keep an old and well-maintained floor for as long as possible, rather than installing a new one. After all, the old floor has already been manufactured and transported.

Floor: Oak

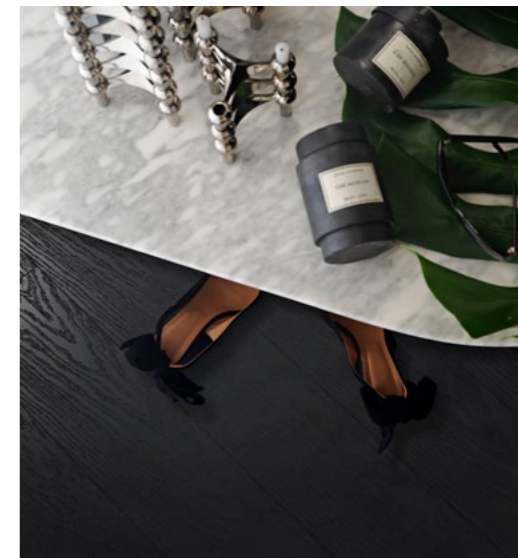
Look: Grace Vivid with brushed surface

Meet the designer behind Bona Inspiration

It's been said that a trend isn't a trend until Cay Bond says it is. With more than 25 years of international experience in fashion and design, and of being a passionate advocate for sustainable living, she was our first choice for the Bona Inspiration concept.



Photo Ewa-Marie Rundquist



Help your customers understand the possibilities

Many floor owners aren't aware of what can be done with wooden floors. Help them find the floor expression they want.

It's all about inspiration

Floors are the new trend setters, and with Bona Inspiration, wood floor owners get all the encouragement they need. Starting with five gorgeous home styles, your customers choose from a comprehensive range of looks, from bright looking Nordic Milk to pitch black Modern Liquorice.

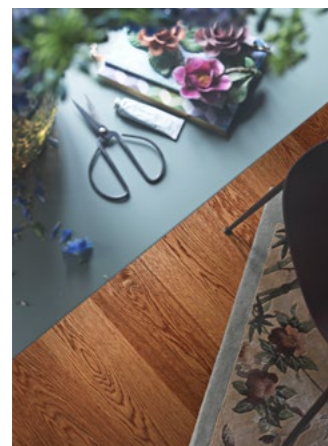
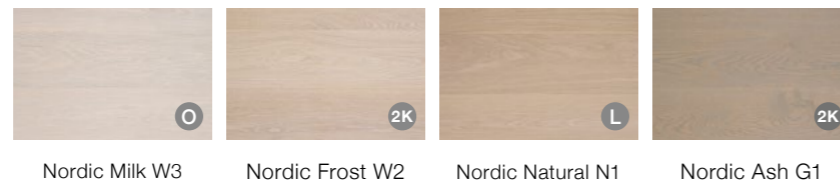
Top coatings

- H Hard Wax Oil
- L Laquer
- O Oil
- 2K Oil 2K



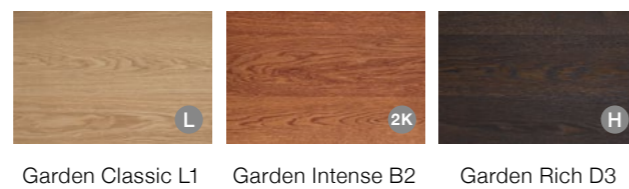
Nordic Shimmer

A style that doesn't make a whole lot of noise, but shines with great qualities upon a closer look.



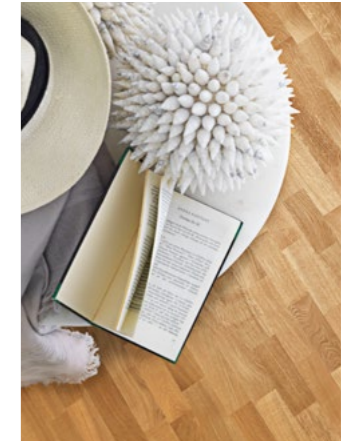
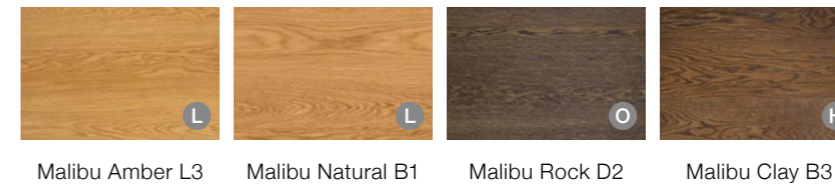
Garden Atmosphere

This style comes with three rustic floor looks to choose from – each with a lovely, earthy character.



Malibu Dreams

Laid-back California represented by four rugged looks that will bring new life to tired floors.



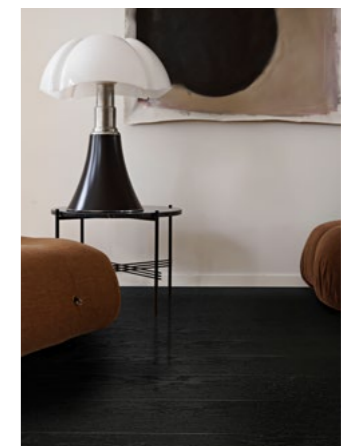
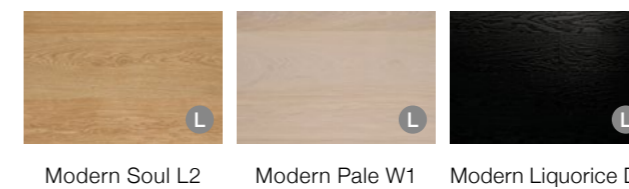
Touch of Grace

Playful and yet elegant, this style comes with three delicate looks to build on.



New Modern

A style for the truly design-minded homeowner, with three looks ranging from natural to painted.



As easy as following a recipe

The Bona Inspiration concept takes guesswork out of the treatment process and makes it easy to achieve the looks that your customers want, every time. You can download detailed

instructions from Bona's homepage that show the work sequences for each look to help you achieve consistent, high-quality results. From preparation and coloring to protection.



Take the Bona Inspiration Masterclass

Bona offerings you a chance to try your hand at all the different techniques and products included in the Bona Inspiration concept. We provide all necessary tools and products, as well as several hardwood species to maximize training.

Call +46 40 38 55 00 or visit bona.com/xxxxxxxx to schedule your training session.

B3

Malibu Dreams

Malibu Clay

Find all the 17 how-to-guides at bona.com/professional

Complexity: **Easy** | Topcoating: **Hard Wax Oil Matte**
 Brushing: **Optional** | Finish: **Matte**

An earthy look sealed with hard wax oil for style and protection.

Malibu Clay applied on brushed white oak.
Results will vary depending on the colour and type of your original wood floor.

Products used	Directions	Drying time
 1 x Bona Craft Oil Clay	1. Prepare the floor and end the sanding with grit 120. Vacuum carefully.	
	2. Waterpop the surface by applying a thin coat of water. A sponge or short-haired roller can be used for this. Restrain the amount of water yet make sure to wet all the wood.	12 h
	3. Thoroughly stir the oil and apply it to the floor using a stainless-steel trowel, squeegee or white buffing pad (approx. 30 m ² /lit).	15-30 min
	4. After 15-30 minutes, buff the surface with a buffing machine equipped with a red pad.	15-30 min
	5. Make another pass with more oil.	
 1 x Bona Hard Wax Oil Matte	6. After another 15-30 minutes, remove surplus oil using cotton cloths. Allow to dry.	12 h
	7. Vacuum surface and apply one coat of Bona Hard Wax Oil Matte using a Bona Microfiber Roller 5 mm (20-24 m ² /lit). Allow to dry.	12-24 h

Other information

- It is recommended to always waterpop prior to oil application to ensure color intensity and uniformity.

This guide describes the overall treatment process of wooden floors and does not replace technical and safety datasheets, that are subject to change, and must be observed prior to use. The drying times suggested are typical drying times at 20°C/60% RH, and must be adjusted to local indoor climate conditions.



Tried and tested Bona coatings – for strong, long lasting results.

With the Bona Inspiration concept we offer a wide range of pre defined looks that we will market to your customers. But that doesn't mean that you should limit your creativity. Since all our products are compatible and part of the same system, you can make up your own combinations of texture, color and gloss. And still feel safe, knowing that you are giving your customers a refurbished floor that will look and feel great for many years to come.

Primers

Basically a lacquer designed for application directly on wood. It decides what color the wood will be, ranging from light to rich wood. Available in five colours.

Bona Lacquers (top coats)

Bona lacquers come in six unique, waterborne formulas that offer the best protection for every need. Available in four gloss levels: extra matte, matte, natural and gloss.

Be creative!
Mix and match for an infinite number of combinations.

NEW!



Bona Craft Oil 2K
Bona Craft Oil 2K gives the natural 'soft' look of an oiled floor and can also be coated with all versions of Bona Traffic two component lacquers for added durability. Available in nine colors.

Bona Hard Wax Oil
Natural oil, modified to resemble a lacquer in behavior and application. Produces the warm look of an oiled floor while establishing a hardwearing and stain resistant surface. Available in three gloss levels.

Tones/Pre-treatments
Bona Tones and Bona Mix Color are pre-treatments that can be combined with our different colored Craft Oils to create a classic wooden floor surface or our signature 2-dimensional effect.

Bona Craft Oil
Impregnates the wood without leaving a film on top, meaning that the texture from the wood grain can still be seen at a low angle which gives a very "natural" impression with much wood feeling. Available in six colors.

Paints
Paints can be used to create different effects. For the best result, the hardwood floor should first be brushed. Otherwise, the grain is filled in and much of the wood feeling is lost. Available in White, Light Grey, Dark Grey and Black.



Good times for your sanding and brushing equipment

Bona Inspiration comes with a variety of new expressions for your customers to choose from. And no matter which look you want to achieve, Bona offers a complete set of machines, tools and abrasives. Explore your options on the next page, which includes the newly introduced brushing tools.

Click-on brushing for the latest effects

The flexible Bona Power Drive NEB is compatible with the Bona Flexisand 1.9 and makes it possible to switch between your traditional sanding discs and the brushes you need for some of the Bona Inspiration looks. Thanks to the click-on mount, the switch is made in a minute. It's never been easier to achieve that rustic, textured look.

Key benefits

- For powerful and flexible sanding and brushing
- Click-on technology
- Only leaves a 3 cm strip against the wall
- Delivers a fine and smooth sanding result
- Failsafe, no risk of drum marks
- Part of Bona DCS system for dust free sanding



The Bona Diamond Difference

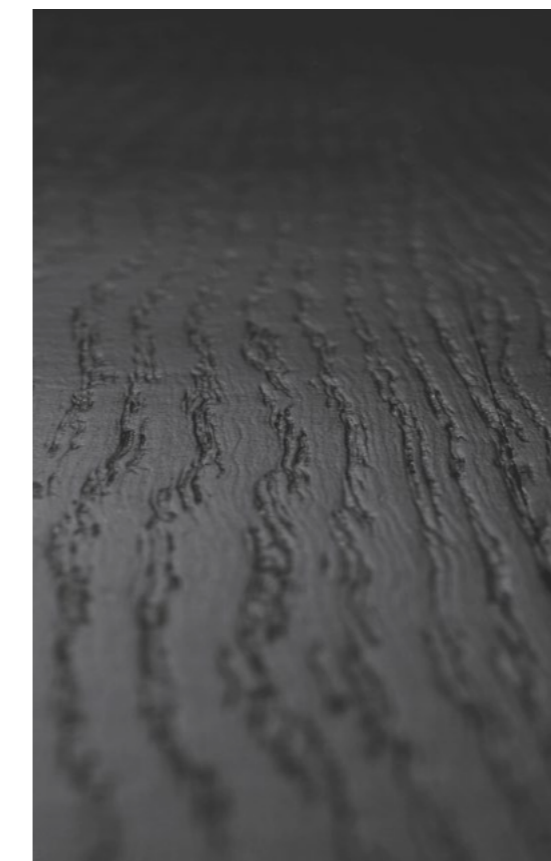
Using the right abrasives is key when creating the perfect wood surface. And with expressive floors, demands are extra tough. Scratches are simply not accepted, especially not when coloring. The solution is a three-step abrasive process starting with Bona 8700 and 8300, followed by the unique Bona Diamond abrasive, for a perfectly even surface.



Bona Inspiration makes your time more valuable

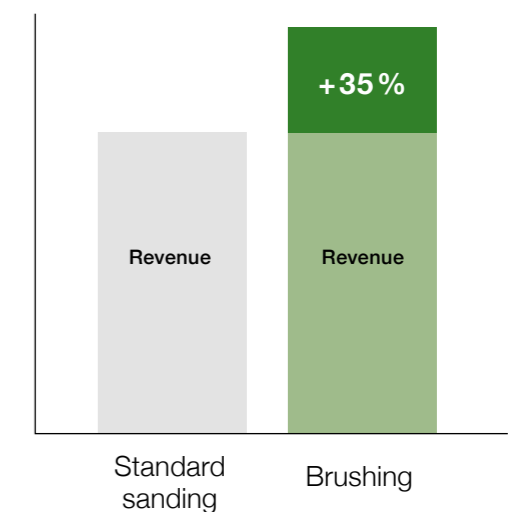
Don't work harder. Work smarter.

With Bona Inspiration you can earn more money for the time you spend on your customer's floors. It's all about upgrading your offer with a more premium service that your customers won't hesitate to pay a premium price for. In fact, the more steps you add to the refinishing process, the more you can charge for the time you spend.



Looks great. And pays off.

Add a brushed, textured look to a 30 m² floor and this is what happens: with a little more time spent, your project revenue increases by 35 %.



Price per m²

Your current price	+ 35% price diff.		+ 85% price diff.
	Lacquer	Lacquer	Lacquer
Lacquer	Brushing	Stain	Stain
Sanding	Sanding	Sanding	Sanding

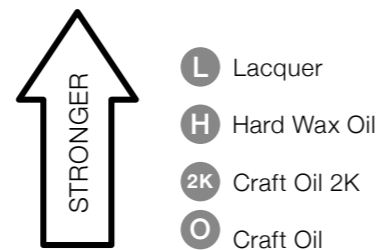
With the Bona Inspiration concept, you spend a little more time on a job, while charging significantly more, since you are offering a more valuable service.

Good advice is great for business

Your customers are counting on you to recommend a floor treatment that's not only aesthetically pleasing, but also matches the room, the lighting conditions etc. Not to mention their maintenance ambitions. Below are some things to consider when helping your customers make the right decision.

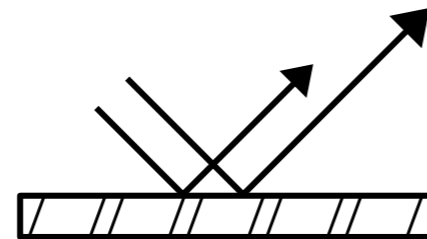
Protection

What kind of wear will the floor be exposed to? How often will it be maintained? From a wear resistance and maintenance perspective the different types of top coats would be ranked like this:



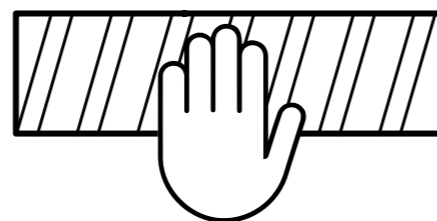
Gloss

The gloss level is important to the impression of the floor. Very matte surfaces typically enhance the natural feeling of untreated wood and goes well with white and light colored wood species. Dark or black wood floors typically benefit from a high gloss finish. But, of course, there are deviations from this, depending on the look you and your customer are trying to achieve.



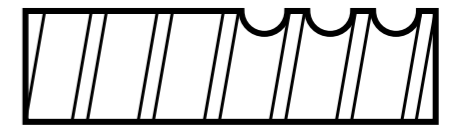
Feeling

Texture, or how a floor feels to the touch, is another important aspect. An oiled or Bona Traffic Natural treated surface preserves the feel of pure wood and feels more like raw, finely sanded wood, meanwhile a traditionally smooth, lacquered surface feels colder and somewhat more artificial. Discussing these parameters will help your customers choose the right treatment for them.



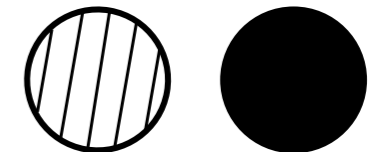
Brushed vs Non-brushed

Brushing the floor enhances the genuine, rustic feeling of a wood floor and also makes it feel nicer to walk on. Brushing methods have existed for years, but Bona is the first to introduce a quick and failsafe method to do it on site. Brushing is obligatory if you want to create a 2-dimensional effect. Worth remembering is that a brushed floor will need a little more maintenance, as the top coat on the small ridges left by the brushing process will wear faster than on a completely smooth floor.



Light vs Dark

Very light wood floors are becoming more and more popular. But keep in mind that they perhaps aren't the best choice for rooms that see a lot of wear, like entrances and kitchens. Very dark floors, on the other hand, tend to make a room feel more compact. A high gloss finish that creates depth and reflections in the dark floor can mitigate this effect.



Marketing and sales tools to boost your business

What's trending in flooring? Bona Inspiration has the answers, delivered in an engaging print and digital marketing campaign released in 2018. And to help you fully benefit from the growing demand that will follow, you get a fresh set of nifty sales tools.



Ads in magazines and social media
Boosting awareness for Bona Inspiration and the benefits of hiring a Bona Certified Craftsman.



Easy how-to guides
Step-by-step instructions for achieving each Bona Inspiration look.



Physical floor samples
Show the real thing to engage and convince the floor owner.



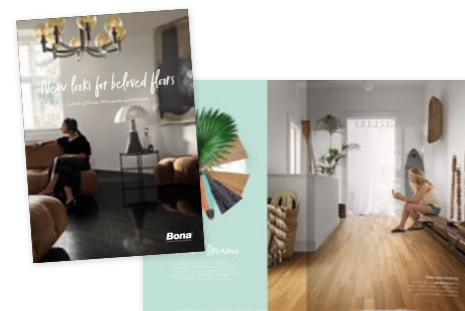
Inspirational video
With trend expert Cay Bond giving a background to the new floor styling possibilities.



Calculation tool
Find the right amount of coats to reach a defined floor look on a given area.



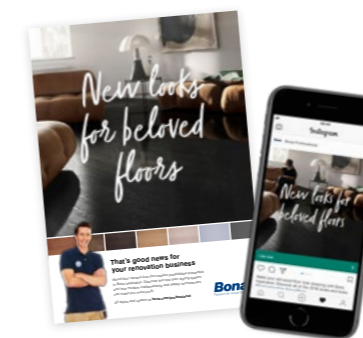
Find your craftsman online
The easy way for floor owners to find and contact the nearest Bona Certified Craftsman.



Floor owner handout
Make floor owners surrender to the possibilities with all styles and looks from Bona Inspiration.



New Bona web content
Floor inspiration and info for floor owners and professionals like yourself.



Campaign towards floor owners
Floor inspiration to enjoy and to share, pushing demand for renovated wood floors.

Passion for Wood Floors

Established in 1919, Bona is a world leading innovator with a unique system for wooden floor treatment. Through subsidiaries and distributors we have local presence in more than 90 different countries enabling us to be close to our customers and craftsmen. Our long commitment and passion for wooden floors enable us to offer lasting, sustainable results that meet all wooden floor needs for professionals and floor owners alike.