



Some things are better together.

The Bona Primer & Lacquer System.

Moving the market from single products to a complete solution.

Bona[®]



We go our own way.

SOME THINGS ARE better together. At Bona, we develop superior products, then we make them work even better together. That's why we don't sell products – we sell systems. During the past few years we have launched successful systems like The Bona Oil System, The Bona Decking System and The Bona Floor Treatment Program.

This makes us unique from our competitors. They sell single products. They don't sell systems.

Since 1919, our idea is to bring out the best in wooden floors. That's why we develop our own product formulations in our R&D department and turn them into systems.

Now it's time again. We're launching a new, exciting system with our most recognized and prestigious products.



Back in the 1970s we were pioneers of waterborne lacquers. Today we offer the world's leading range of low VOC products, Greenguard Certified for indoor air quality. It's good for our conscience, the craftsmen's working environment, and for floor owners who don't have to leave the premises because of solvent fumes.

Tough. And smart.



Improved package design – world famous content

The Bona Primer & Lacquer System.

The world's best protection for wooden floors.

INTRODUCING THE Bona Primer & Lacquer System. It's tough. And it's smart.

Like every truly great product idea, it's easy to understand and use.

The truth is that some things are better together. So the world-leading Bona lacquer performs even better with a Bona primer underneath. Because the Bona primer doesn't just add colouration, it also makes Bona lacquer stick even better to the floor, creating unbeatable floor protection. On any floor – domestic, office or heavy commercial. Together, Bona primer and lacquer produce the best floor protection in the world.

That's why Bona protects millions of square meters of floors in the toughest and most prestigious places. Choose our system and enjoy an exceptional result every time. It's as simple as that.



Moulin Rouge in Paris
Bona Intense + Bona Mega

Tower Bridge in London
Bona Classic + Bona Traffic

Bulgari shop in Singapore
Bona Intense +
Bona Traffic Natural

Some things are better together.

Bona Primers. More than good looking.

PRIMERS IN GENERAL add colouration. But with Bona primers, there's more beneath the surface.

System performance
– combining beauty, durability and economy.

Bona primers come in a range of five colourations from White to Amber that makes wood look even more personal and beautiful. Bona primers reduce the potential for side-bonding and make Bona lacquers stick even better to the floor, adding superior durability and protection. It's a smart and easy to use system – and an economical one. A layer of primer costs far less than an extra layer of lacquer.

Versatility – because all woods are different.

Our five primers have different colourations, all with different personalities. Elastic. Quick-drying. Good for planks. Good for underfloor heating. Good for oak. Good for darker woods. Or both. Or for tropical woods. And more. And they are all really easy to use. Once you've tried primers, you'll never go back to the old way.



Bona Lacquers. The toughest there is.

OUR LACQUER RANGE is a special one, second to none in the world.

Toughest in every class.

Bona lacquer is the best wood floor protection for any level of wear: domestic, medium or heavy. It protects any floor, from bedroom to busy international airport. Our top of the range is the tough-as-nails, fast hardening Bona Traffic HD.



System performance
– beauty, durability and economy.

The Bona Primer & Lacquer System makes Bona lacquer even tougher. Bona primer not only adds colouration, It makes lacquer stick better to the floor, adding superior durability and protection. It's a smart, easy to use system. Since a layer of primer costs far less than an extra layer of lacquer, it's economical too.

The Bona Primers.

BONA WATERBORNE PRIMERS are low VOC and produce wood colouration ranging from Scandinavian white to warm amber. They are easy to use on all types of wood.

New!



Bona White

- Whitewashed look
- Reduces wood yellowing
- Easy roller application



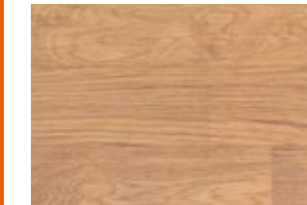
Bona Classic

- Elastic properties
- High solid content – easy to create a well-bodied surface
- Non-yellowing



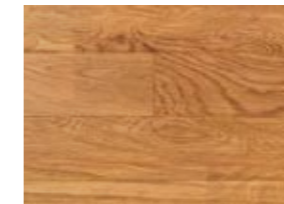
Bona Intense

- Medium to dark wood species
- Underfloor heating, plank floors
- Excellent abrasion performance



Bona Amber

- Tropical wood and darker wood species
- Underfloor heating, plank floors
- Excellent abrasion performance



Bona Quick

- Quick drying gel
- Reduces scratches
- Non-yellowing
- High permeability, wood colouration depends on choice of lacquer

The Bona Lacquers.

BONA WATERBORNE LACQUERS are low VOC and offer superior wear resistance. They are the perfect choice for any floor, from bedroom to busy international airport. Bona lacquers are easy to use, and perform even better when used together with Bona primers. Choose from four sheen levels: extra matt, matt, natural and gloss.



Bona Novia

- Quick-drying
- Resists household chemicals
- Also suitable for cork floors
- Non-yellowing

Domestic range
1-component for domestic areas



Bona Traffic

- Superior protection for public areas
- The classic since 1998
- Non-yellowing

Heavy range
2-component for commercial and public areas



Bona Traffic Natural

- Look and feel of pure wood
- Superior protection for public areas
- Non-yellowing

Heavy range
2-component for commercial and public areas



Bona Mega

- 1K simplicity with 2K performance
- No side-bonding*, ideal for underfloor heating, plank floors etc
- Blended mainly using plant-based oil

*Combined with Bona Intense or Amber

Medium range
1-component for commercial and residential areas



Bona Mega Natural

- Look and feel of pure wood
- Superior protection for residential areas
- Blended mainly using plant-based oil

Medium range
1-component for commercial and residential areas



Bona Traffic HD

- Ultimate speed and durability
- Allows full traffic after 12 hours
- Easy and safe to apply
- Non-yellowing

Heavy range
2-component for commercial and public areas



Bona Traffic HD Anti-slip

- Increases protection from accidental slips
- Ideal for stairs, nurseries, kitchens and similar locations
- Ultimate speed and durability
- Non-yellowing

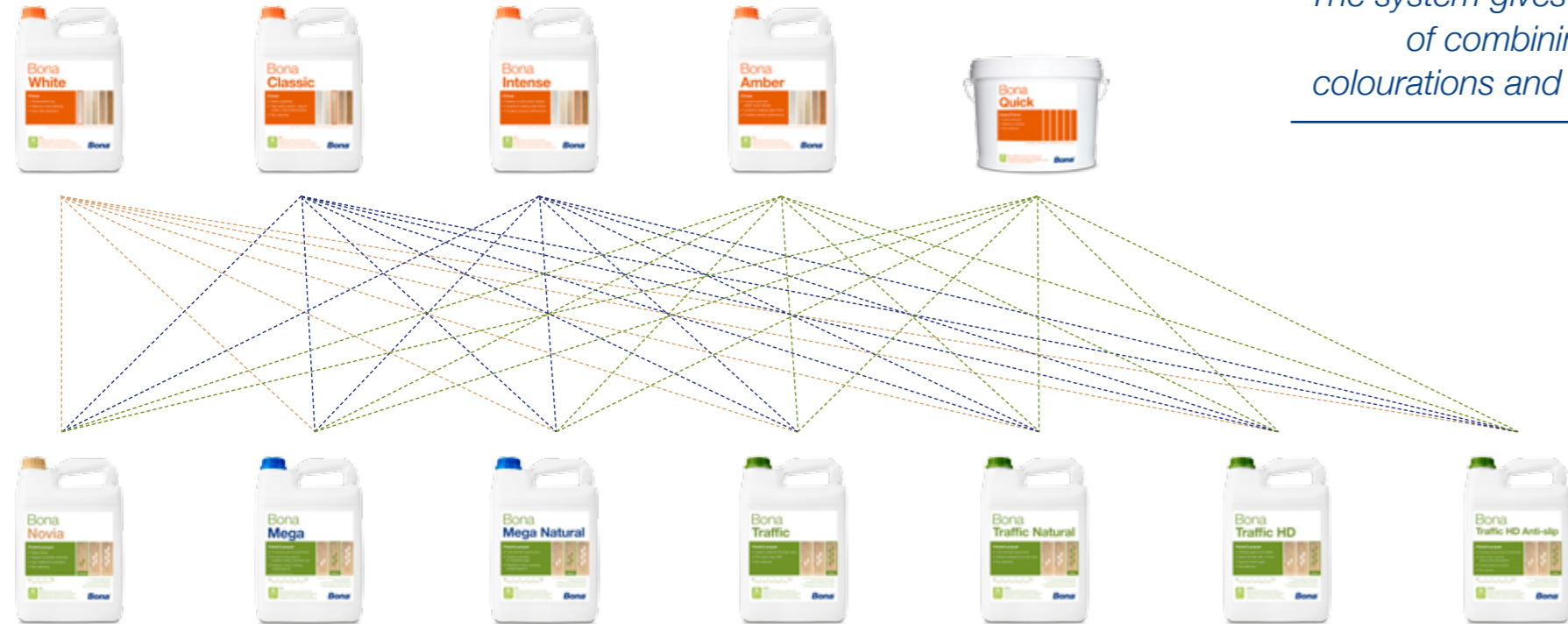
Heavy range
2-component for commercial and public areas

A system with endless possibilities.

PUTTING TRULY GREAT products together creates unbeatable floor protection, and a world of new options for craftsmen and floor owners. It adds the freedom of combining different colourations and durabilities.

White + Novia? Livingroom. Classic + Mega? Office or fashion boutique. Amber + Traffic HD? International airport. Five primers, seven lacquers, endless possibilities.

The system gives a freedom of combining different colourations and durabilities



Domestic Range

1-component for domestic areas

This floor: Bona White + Bona Novia



Medium Range

1-component for commercial and residential areas

This floor: Bona Classic + Bona Mega



Heavy Range

2-component for commercial and public areas

This floor: Bona Amber + Bona Traffic HD

This floor: Bona Amber + Bona Traffic HD | Heavy range



The benefits of selling the system.

- + better look
- + better durability
- + better economy
- + very low VOC
- + easy to use
- + endless possibilities

= **The Bona Primer & Lacquer System**

Tough. And smart. **Bona Primer and Lacquer System**



More than good looking.

The toughest there is.


Marketing material.

COMMUNICATING THE BEST floor protection in the world, in any place and any situation.

Improved package design – world famous content.

Our new package design is as systematic as the system itself. It has selling power – the potential to become our very best advertising medium, right there in store. There is a visible difference between primers and lacquers. We clearly state unique product benefits on each label. We also put each product in context by showing their level of colouration, gloss and wear resistance. We colour-code the caps, so craftsmen know if it is a primer or a lacquer, and which segment the lacquer is intended for – domestic, medium or heavy. Green guard is our common environmental symbol.



This floor: Bona Classic + Bona Mega | Medium range 

Primers are now colour-coded in Bona orange

Finishes/lacquers are now colour-coded in Bona green.

The ranges differ by colour-coding in Bona beige, blue and green.

Same font as before, but now the name is bolded

Clarifying that it is a primer

USP's/product benefits in English

A colouration-scale

Description of colouration in English/German/Spanish/French

Clarifying that it is a finish/lacquer

USP's/product benefits in English

Improved gloss-scale

Wear-resistance scale

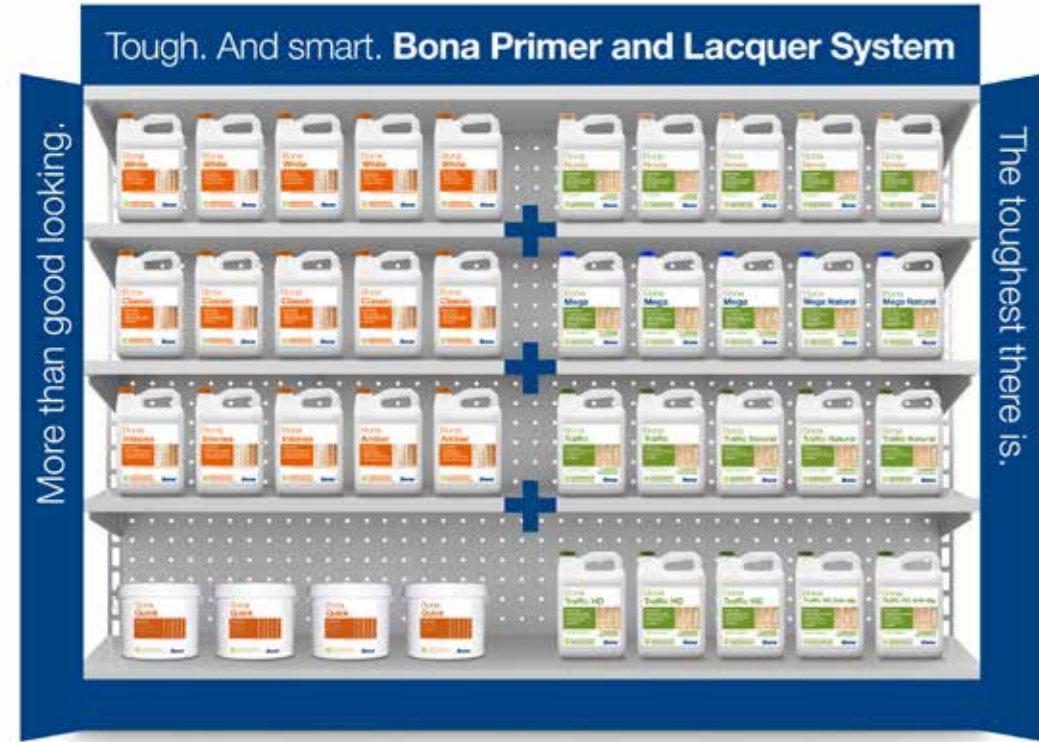
Description of wear resistance in English/German/Spanish/French

Greenguard-logotype is added

Claims in English/German/Spanish/French

Marketing material.

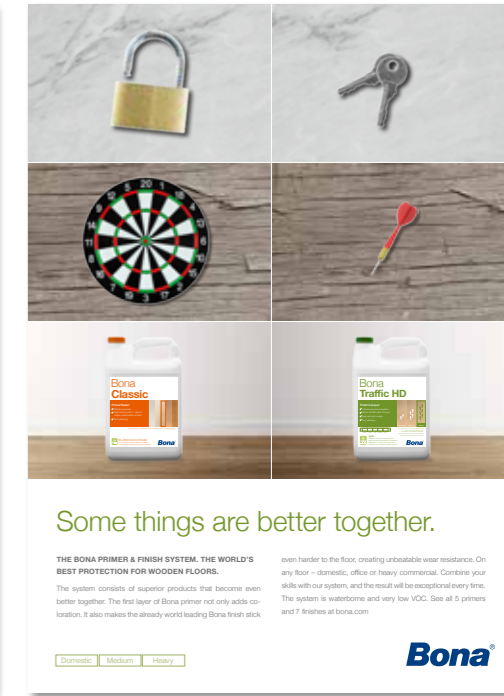
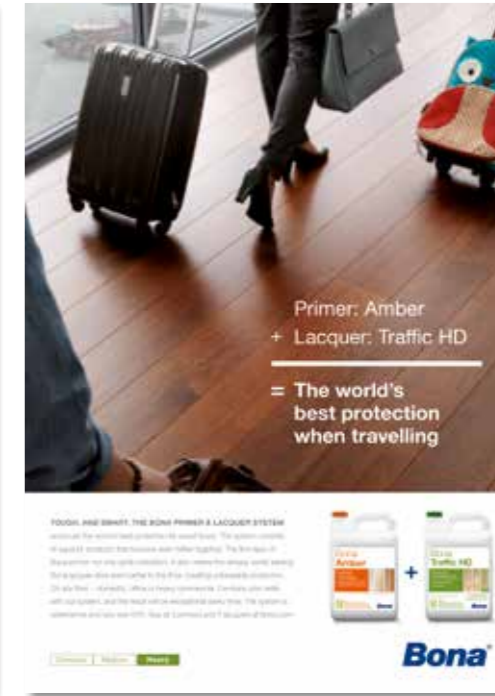
Communicating the best floor protection in the world, in any place and any situation.



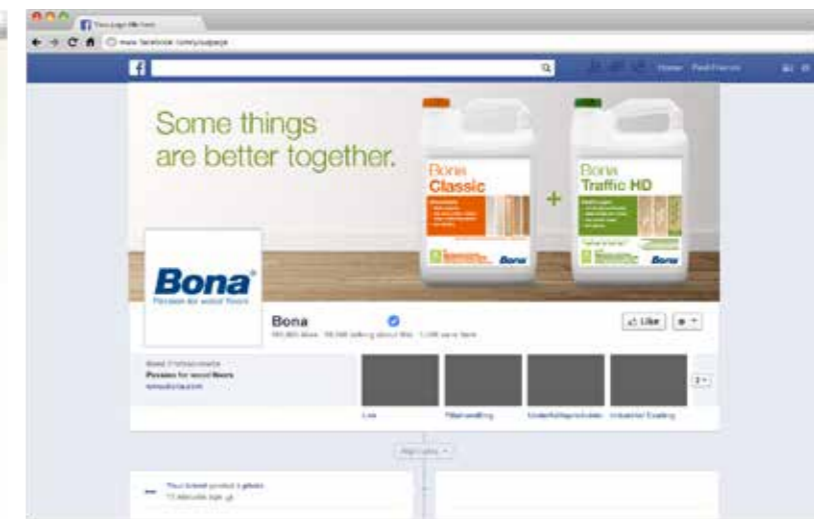
SHELF SYSTEM. This is an example of what an in-store shelving system could look like. It speaks for itself, and it speaks out loud.



CRAFTSMAN'S FOLDER. A hands-on piece of information especially for craftsmen clearly stating the system's benefits.



ADVERTISING. Global advertising campaign in trade press. Four full page ads, showing our system from a "craftsman's point-of-view", looking down at the floor. One ad each for our Domestic, Medium, Heavy range and one for the whole system.



DIGITAL. Updated pictures and product information on Bona.com and Facebook, selling the system.



Bringing out the best in wooden floors.

AT BONA WE are committed to the lifetime of wooden floors. We are devoted to providing solutions that keep a floor perfect during its entire life. Through our long commitment and constant search for innovation we offer lasting, sustainable results for professionals and floor owners.

Bona AB is a family-owned company founded in 1919. With its headquarters in Sweden, Bona is now present in almost 100 different countries all over the world through subsidiaries and distributors. We provide products for the installation, maintenance and renovation of wooden floors throughout their lifetime. Today we have solutions for professionals, homeowners and parquet producers.

Bona[®]
Passion for wood floors