

Bona®

Established in 1919, Bona is a world leading innovator with a unique system for 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 floors enable us to offer lasting, sustainable results that meet all floor needs for professionals and floor owners alike.



RAW EXPERIENCE, TRUE PROTECTION

Bona Traffic HD Raw – Creating ultra matt floors with great durability



RAW NATURAL FLOORS

BONA TRAFFIC HD RAW

It's a known phenomenon among flooring contractors that sheen on a wood floor can differ, depending on if you are looking straight from above or from a distance. A low sheen floor being viewed from the other side of the room can appear quite glossy when sunlight shines on the lacquered surface. The sheen differences on the same floor all have to do with the lacquer and its composition. An extensive research effort by Bona has now finally overcome this challenge, resulting in an easy to apply, highly durable and ultra matt topcoat meeting contemporary trends and floor owner's needs – Bona Traffic HD Raw.

- ✓ **TRUE WOOD FEEL**
- ✓ **EASY APPLICATION**
- ✓ **HIGH DURABILITY**

UNIQUE ULTRA MATT LOOK

When coated with Bona Traffic HD Raw, the wood floor gives that absolute natural impression, almost like the surface is untreated. Regardless of which angle you view the floor from, the sheen remains ultra matt.



LACQUERED PROTECTION WITH NATURAL IMPRESSION

Providing an ultra matt topcoat to create a low sheen at all angles is one step of the journey towards a perfect natural wood impression. However, the secret lies in combining this excellent natural look with other characteristics that are important for the floor owner. Bona Traffic HD Raw covers all this, showing great durability in terms of wear, scuff, and chemical resistance. Even if the lacquer is almost invisible, it's there, assuring long-lasting protection of the wood floor.



RAW WOOD LOOK & FEEL

Just like the product name indicates, this new topcoat from Bona delivers a true raw wood look. When your bare feet step on the floor, you get the feeling of a natural wooden structure, as the Bona Traffic HD Raw follows the topography of the wood grains, delivering an astonishing haptic feeling.





MORE THAN LOOKS

The magic lies in the combination of different features, optimizing the performance of the product. In Bona Traffic HD Raw, you'll find a product with a unique ultra matt appearance, yet with all other aspects covered of what makes a premium topcoat. For you as a contractor, the application is forgiving.

The ultra matt look stays consistent also in larger areas, which could be a challenge to similar products on the market. Both during applying and the drying process, the odour is negligible, making the product pleasant to handle from a work environment perspective. Of course, the floor owner will have the same positive impression when getting back on the floor. Furthermore, Bona Traffic HD Raw complies with EC1 Plus, as a guarantee for very low emission.

- ✓ **FORGIVING APPLICATION**
- ✓ **LOW ODOUR**
- ✓ **HIGH SLIP RESISTANCE**



ADVANCED **MATTING** TECHNOLOGY

Bona's advanced matting technology ensures consistent results time after time and floors that will impress. Regardless of which angle you view the floor from, the sheen remains ultra matt.

IMPRESSIVE INDOOR ENVIRONMENT

Bona Traffic HD Raw is EC1 Plus compliant. It has a high slip resistance (DIN 51130, R9) making it safe for your customers, children and pets.

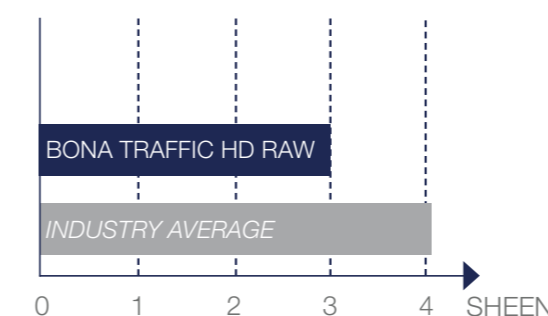
INDUSTRY **COMPARISON**

When Bona Traffic HD Raw was compared in an independent competitor test, it came out as best in class in terms of having the most natural look, the most haptic feeling and being a top performer in chemical resistance.

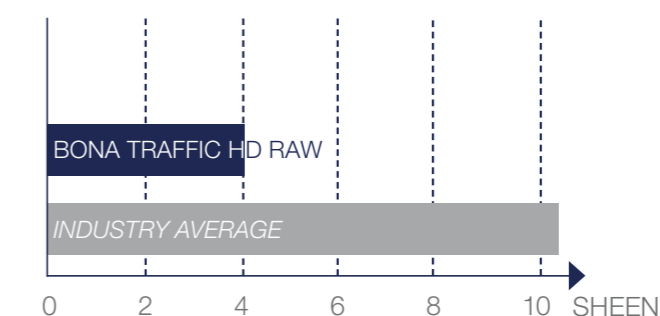
GREAT **DURABILITY**

The product wouldn't have "Traffic" in its name if the durability wasn't great. In practice, this means great wear, great scuff, and great chemical resistance.

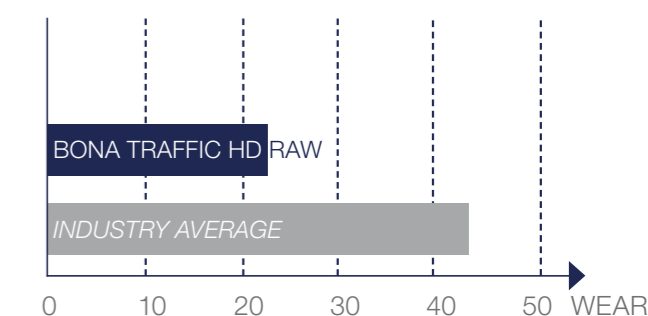
VIEW FROM ABOVE (60°)*



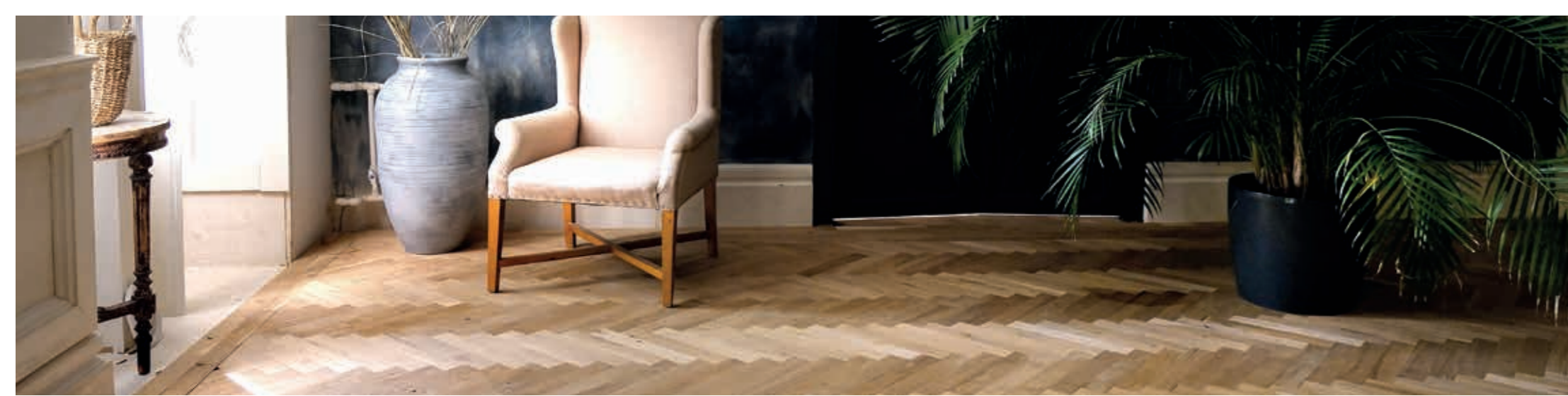
VIEW FROM DISTANCE (85°)*



DURABILITY*



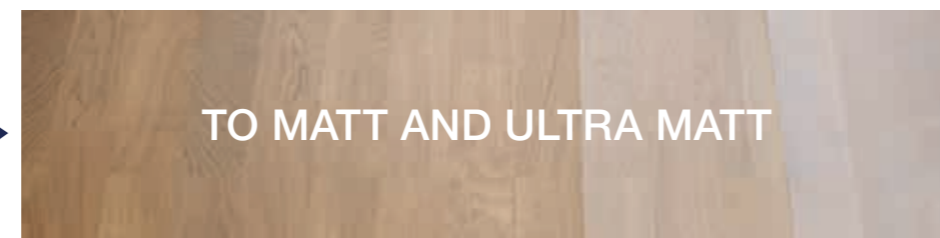
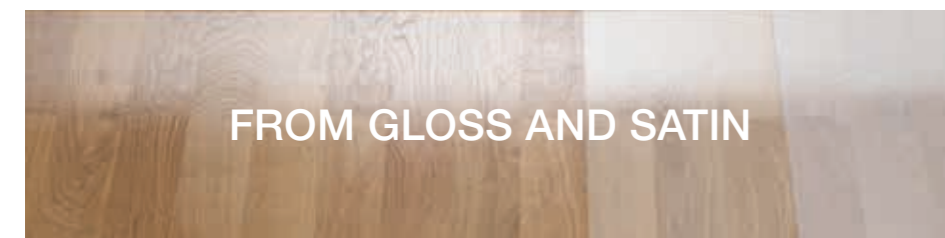
*The lower value the better.



IN LINE WITH LATEST TRENDS

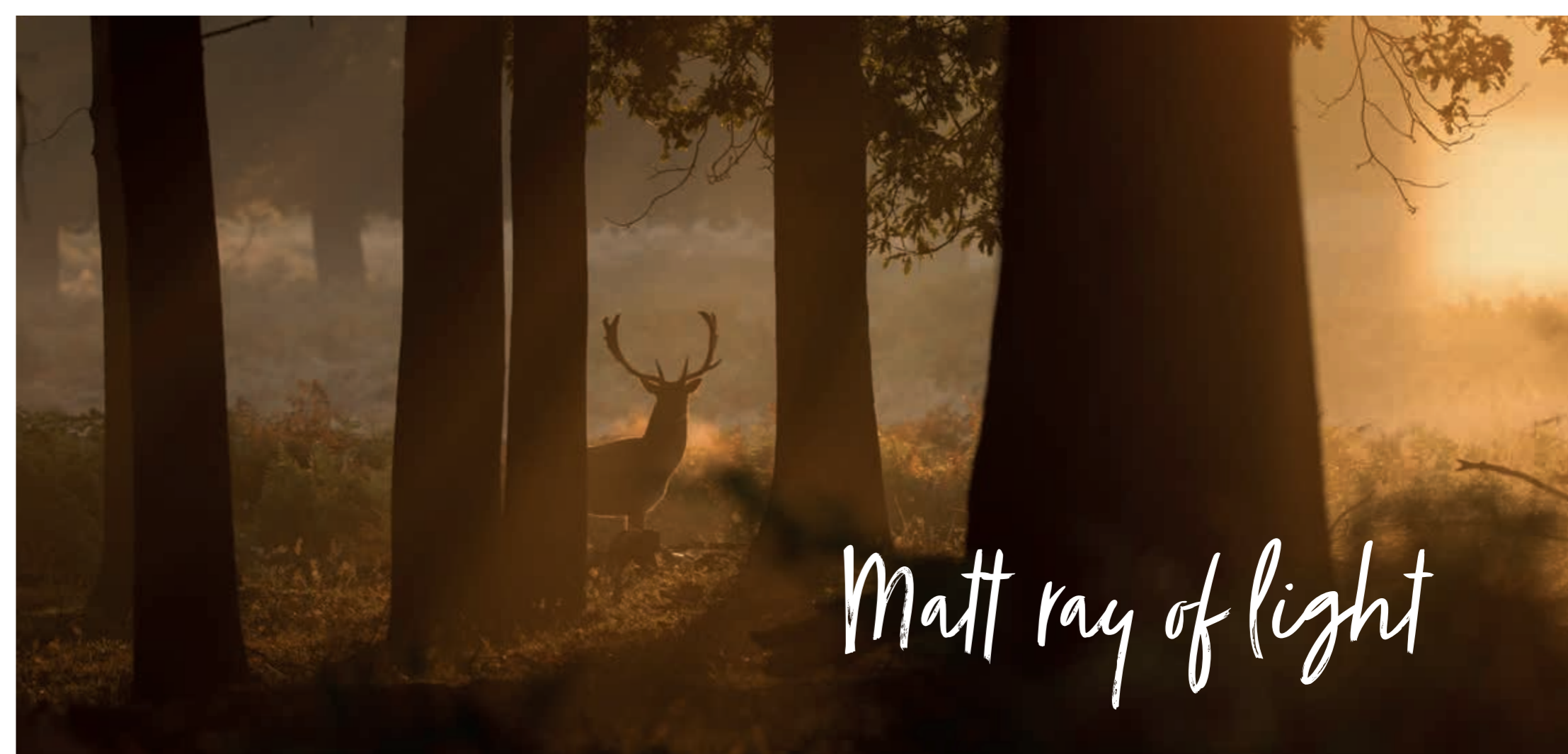
The trend of ultra matt sheen communicating natural living is becoming more of a mainstream movement. It is reflected in many different interior designs, from sisal rugs and wood furniture to rooms with exposed stone brick walls and natural-looking floors.

Bona Traffic HD Raw is a perfect match for this design direction. Transferring existing, glossy, and worn wooden floors into ultra matt surfaces in harmony with nature. The varying texture, grains, and natural imperfections in the wood, perfectly complement other natural materials. Thus, bringing natural beauty and warmth to the space of the floor owner.



FROM AMBER TO WHITE

FROM AMBER TO WHITE



LACQUERED PROTECTION WITH NATURAL IMPRESSION

As the urge for natural expressions in life increases, we want to bring nature inside our homes. And what could be more natural than a wood floor, looking close to fresh cut timber. At the same time, the floor owner doesn't want to compromise with the durability aspects. The floor must remain beautiful for years to come.

Bona Traffic HD Raw meets all these expectations, making the floor look and feel ultra matt, yet with almost invisible protection by a durable lacquer. This is the best of two worlds; natural raw wood, smoothly protected by a unique topcoat - Bona Traffic HD Raw.

ULTRA MATT FLOOR INSPIRATION



EXPANDING POSSIBILITIES

The obvious starting point when considering a natural floor would be to choose a combination of a neutral primer and then Bona Traffic HD Raw on top. However, there are many more design directions to explore, if desired.

NATURAL RAW LOOK

To obtain a natural look, begin with two coats of Bona Natural, then one coat of Bona Traffic HD Raw.



2 COATS OF BONA NATURAL +
1 COAT OF BONA TRAFFIC HD RAW



NORDIC WHITE

When a Nordic impression is asked for, you should go for white. Start off with two coats of Bona White, then finish with two coats of Bona Traffic HD Raw.



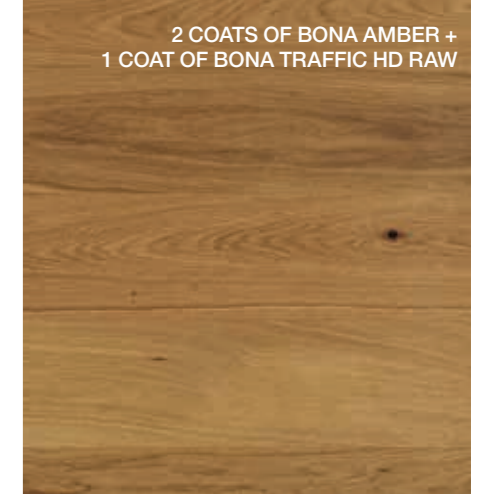
2 COATS OF BONA WHITE +
2 COATS OF BONA TRAFFIC HD RAW

DEEPER COLOURATION

For that deeper ultra matt floor, choose two coats of Bona Amber, followed by one coat of Bona Traffic HD Raw.

WOOD COLOURATION

To change wood colouration use Bona Craft Oil 2K and Bona Traffic HD Raw.



2 COATS OF BONA AMBER +
1 COAT OF BONA TRAFFIC HD RAW



EASY APPLICATION OF BONA TRAFFIC HD RAW



1.
SANDING

Prepare the surface using the Bona FlexiSand and Bona Power Drive. Initiate sanding with Bona Abrasives 8700, follow up with Bona Abrasives 8300.



2.
PRIMER

Apply Bona Primer. Apply using a Bona Roller.

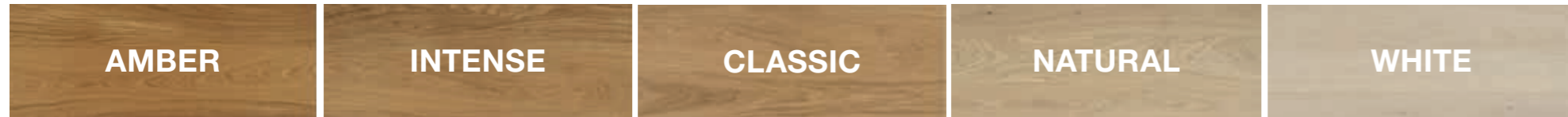


3.
LACQUER

Apply Bona Traffic HD Raw with a Bona Roller. The floor is then ready to be enjoyed already after 2 days.

BACK ON FLOOR
IN 2 DAYS

DIFFERENT BONA PRIMERS WITH BONA TRAFFIC HD RAW



BONA PRIMER

BONA PRIMER

BONA TRAFFIC HD RAW

Note: A higher gloss level on the top coat, results in a darker wood appearance.



CLIMATE AND YOU AS CONTRACTOR

RENOVATING INSTEAD OF REPLACING

For years Bona has enjoyed seeing the resource-saving benefits of properly maintaining and renovating floors. The environmental effects of renovating rather than replacing are clear. The energy savings and reduced carbon footprint are immense when comparing refinishing versus replacing floors.

Renovation not only offers long-term benefits for the environment but also cost savings, as well as increased floor hygiene. Furthermore, modern innovations from Bona provides total design freedom, making it possible to create a new expression when renovating a floor, without the need to replace it. All to create a brighter floor future.

