
Create your own wood story
BONA OIL SYSTEM – UNIQUE CHARACTERS ON WOODEN FLOORS
Bona®



REACHING THAT DESIRED CHARACTER

DO EVERYTHING POSSIBLE WITH BONA

Bring your floor vision to life. Our oil system enables you to bring out the unique character, whether you're looking to achieve a fresh minimalism of white broad planks, a contemporary take on classic parquet, or a look that's as unique as you are. The Bona Oil System enables you to create your own wood story.

- ✓ Complete portfolio
- ✓ Endless possibilities
- ✓ Solutions and support

With Bona's complete range of wood floor solutions, anything is possible. From professional tools and machines and expert guidance, to a wide array of customisable oils, we have everything you need. Whether you want to achieve unique creative effects, or prolong the beauty of wood floors, Bona has it all.



Oiled wooden floor
25 boards • 245 followers

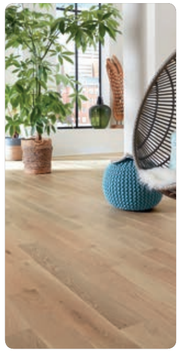


The warmth and natural beauty of wood



Design trends: herringbone parquet





Create atmosphere: cool, calm scandinavian simplicity



NATURAL SOLUTIONS FOR HEALTHY FLOORS

Bona's complete range of oils are renewable, made using raw vegetable materials and contain exceptionally low levels of VOC. Their high oil content and minimal solvent content ensure a high degree of saturation, for healthy floors and long-lasting protection. Bona oils are mainly based on linseed, castor and safflower. Natural wood preservers with very quick/good drying behavior due to polyunsaturated fatty acids. Bona Oils are cobalt and MEKO free.



Thanks to their low solvent content, Bona oils are low in odour and can even be used for application on children's toys, making them better for the environment, for the home and you.



LINSEED

Derived from the ripe seeds of the flax plant, this golden oil penetrates deep into the pores of the wood. Linseed is a natural wood preserver and creates a very quick drying behavior. The yellowing properties are reduced by unsaturated fatty acids.



CASTOR

Pressed from castor beans, castor oil is colourless, odourless and has a low level of viscosity. Very low yellowing tendency.



SAFFLOWER

The oil of the safflower thistle contains polyunsaturated fatty acids. This non-conjugated oil is non-yellowing.



SUSTAINABILITY
Bona

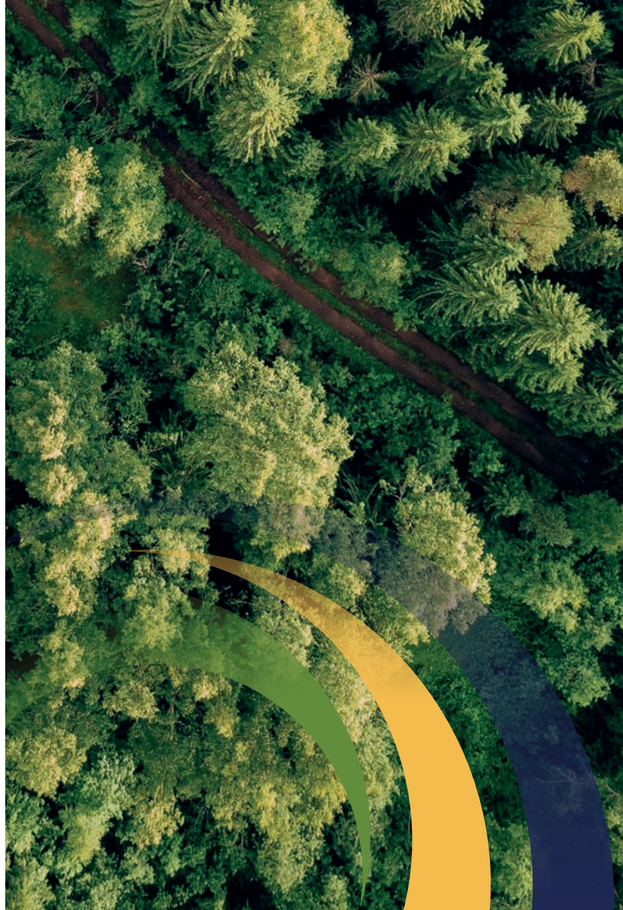
BONA SUSTAINABILITY

All Bona products and solutions are developed with a focus on minimal environmental impact and improved indoor air quality to ensure a safe, clean, healthy working and living environment.

GREENGUARD
Bona
Bona AB
Schweden
Emissionsgeprüftes Bauprodukt nach DIBt-Grundsätzen
EMISSIONS DANS L'AIR INTÉRIEUR
A+

From solvent-free products and dust-free sanding, to the development of materials from natural resources, we believe in providing care and protection that extend beyond the floor.







From inspiration to completion

SOLUTIONS THROUGH EVERY STEP FOR EVERY SURFACE TYPE

Whatever the surface, whatever your desired result, Bona's innovative oil system has everything you need to bring out the unique character of your wood floor. Our complete range of oils and effect creating solutions, combined with machines and easy to follow process steps, ensure optimal surface results. Bona brings creativity to life.

- ✓ Inspiration and guidance
- ✓ Crafting the optimal surface
- ✓ Mantenance and care









DESIGNING THE OPTIMAL TREATMENT

Create that unique desired surface. Bona offers inspiration and advice based on the latest wood floor trends. From Scandinavian light to dark two tone effects, Bona oils can be combined or customised to create countless tones and effects to suit any environment.

- ✓ Tone
- ✓ Texture
- ✓ Wear
- ✓ Gloss

CRAFTING THE PERFECT SURFACE

With a full portfolio of professional tools and machines, as well as coatings and colours, Bona enables you to craft with confidence. Combined with our innovative Bona Brush Technology, the Bona Oil System gives you the power to transform existing wood and parquet floors into unique surfaces. Backed by straightforward treatment steps and guidance, you can be sure of a fantastic result, whatever the challenge.

- ✓ Tools and support
- ✓ Simple and effective
- ✓ Safe results

CARING FOR LONGER FLOOR BEAUTY

With a complete lifecycle approach, Bona develops care solutions specifically made for wood floors. This allows you to not only refresh but also revive and restore wood surfaces. Using our range of products, from daily cleaning to deep, effective dirt removal and floor maintenance couldn't be easier.

- ✓ Revive and refresh
- ✓ Hassle-free maintenance
- ✓ Cleaner, fresher floors



DESIGN

DESIGNING THE OPTIMAL TREATMENT

INSPIRATION FOR UNIQUE TREATMENTS

Bona offers an inspiring world of oil possibilities in line with trends and design visions. Working with close influence from the design industry, from Pantone Color Institute to the interior style bible, Elle Decoration, Bona can make floor dreams come true.



TONING EFFECTS

From two-tone contrasts, to eye-catching, contemporary two colour effects, the unique formulas in the Bona oils, enables you to combine and contrast colours for endless creative possibilities.

- ✓ Wood floor character
- ✓ Unique contrasts



GLOSS

Whether it's a high shine surface or subtle lustre you want to achieve, Bona coatings enable you to create unique surfaces with lasting beauty.

- ✓ Protects and enhances
- ✓ From authentic matte to high gloss



TEXTURE

Bona Brush Technology involves wire brush attachments that remove the soft wood tissue, adding depth and texture to the wood's surface. The brushes creates a soft organic touch and brings out the authentic wooden feel.

- ✓ Organic touch
- ✓ Material authencity



YOUR CHARACTER, YOUR FLOOR

COLOURS WITH ENDLESS PERSONALITIES

The Bona Oil System gives you the freedom to create an infinite number of colour possibilities. By mixing or blending colours, you can create the desired shade, tone or character, resulting in a beautiful floor with unique character.

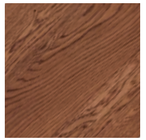
BONA CRAFT OILS – BASE COLOURS


INVISIBLE


LIGHT GREY


SAND


FROST


UMBRA


NEUTRAL


ASH


GRAPHITE


CLAY

The effects shown here have been created on brushed oak floors and may vary with other wood species.



AUSTRIA, VIENNA

The old floor renewed with Bona Hard Wax Oil Silkmatt is brought back to life with new protection and lustre.



GREAT BRITAIN, LONDON

Renovated with a blend of Bona Craft Oils, the restaurant is fresh for new guests.

BONA CRAFT OILS – BLEND COLOURS (RATIO 1:1)


ASH / CLAY


ASH / FROST


NEUTRAL / ASH


NEUTRAL / FROST


NEUTRAL / UMBRA


UMBRA / CLAY


UMBRA / FROST


UMBRA / GRAPHITE


INVISIBLE / GRAPHITE


SAND / LIGHT GREY


GRAPHITE / INVISIBLE WATERPOPPED: RATIO 1:3


UMBRA / SAND


CLAY / ASH WIREBRUSHED


CLAY / FROST WIREBRUSHED & WATERPOPPED


GRAPHITE / FROST WIREBRUSHED & WATERPOPPED

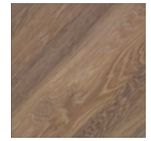

CLAY / LIGHT GREY


UMBRA / ASH WIREBRUSHED


UMBRA / FROST WIREBRUSHED & WATERPOPPED

BONA CRAFT OILS – ACCENT COLOURS (1 COAT OF EACH)


GRAPHITE / SAND WATERPOPPED


INVISIBLE / FROST

EVEN MORE WITH TONES

MIX AND MATCH

Create a wide variety of effects with the Bona Oil System and Bona Nordic Tone or Bona Rich Tone to create your own unique shade, tone or character.

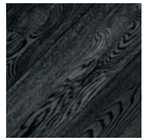
BONA NORDIC TONE



NORDIC TONE /
ASH



NORDIC TONE /
FROST



NORDIC TONE /
GRAPHITE



NORDIC TONE /
CLAY



NORDIC TONE /
UMBRA

BONA RICH TONE



RICH TONE /
ASH



RICH TONE /
CLAY



RICH TONE /
FROST



RICH TONE /
GRAPHITE



RICH TONE /
NEUTRAL



RICH TONE /
UMBRA

The effects shown here have been created on brushed oak floors and may vary with other wood species.



Galerie Kinsky, Austria

A creative floor created by using Bona Craft Oil 2K Neutral and overcoated with Bona Traffic HD Matt for heavy wear.



AUSTRIA, VIENNA

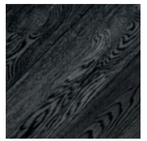
A minimalistic design pearl is crowned with Bona Craft Oil 2K Invisible.

MIX FOR MORE COLOUR AND DEEPER LUSTRE

MIX AND MATCH

Simply add Bona Mix Colour to Bona Nordic Tone or Bona Rich Tone to create your customised shades and unique effects.

EXAMPLES OF BONA MIX COLOURS



NORDIC TONE / GRAPHITE



NORDIC TONE / GRAPHITE / 1% BLACK



NORDIC TONE / GRAPHITE / 5% BLACK



RICH TONE / FROST



RICH TONE / FROST / 1% BLACK



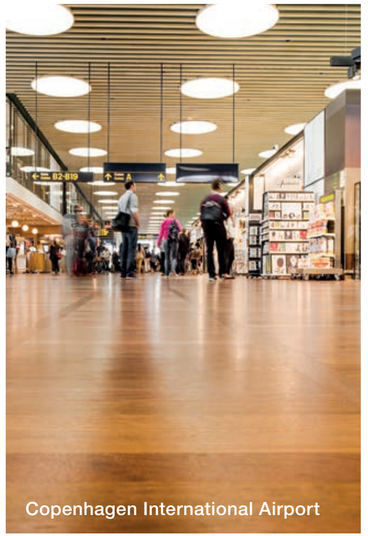
RICH TONE / FROST / 2% BLACK



RICH TONE / FROST / 5% BLACK

Inspiring cases

Solving unique demands



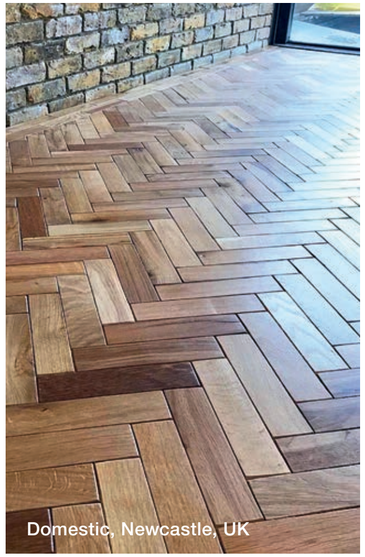
Copenhagen International Airport

DURABILITY FOR TOUGH USE

High traffic areas such as busy airport terminals demand fast, effective maintenance. In addition to durable, highly protective coatings such as Bona Hard Wax Oil and Bona Craft Oil 2K, the Bona Oil System includes efficient, straight-forward treatment steps.

STYLE POSSIBILITIES

Whether it's a dramatic new makeover for an old floor or protecting new parquet, Bona has the solutions and inspiration to enable you to bring out the unique character of wood.



Domestic, Newcastle, UK



Kindergarten, Austria

SAFETY FOR SENSITIVE AREAS

Bona products are developed with a focus on sustainability and safety. Bona oils are renewable, made using raw vegetable materials and contain exceptionally low levels of VOC, making them suitable for even the most sensitive environments. From hospitals and daycare centres, to application on children's toys, Bona products and solutions are developed with the wellbeing of the contractor, floor owner and floor in mind. Free from Cobalt and Ketoxime.



CRAFTING THE PERFECT SURFACE

The Bona Oil System has everything you need to achieve long-lasting, beautiful wood floors. While oil and hard wax oil protect and nourish, our mixable tone range enables you to create unique tones and effects. The Bona Oil System, in combination with our straightforward and effective treatment steps, empowers you to fulfil your unique floor vision with complete Bona confidence.

PREPARING AND OILING A NATURAL SURFACE

STANDARD – NON PIGMENTED OILS



1.
SANDING

Prepare the surface using the Bona FlexiSand and Bona PowerDrive. Initiate sanding with Bona Abrasives 8700, follow up with Bona Abrasives 8300 and finish with Bona Net. This will give you a perfectly smooth surface, ready for oil application.



2.
OILING

Apply neutral Bona oil. For maximum penetration and minimum oil waste, apply using Bona Wool Pad.



3.
BUFFING

Apply more oil until the surface is saturated. Buff the floor in alternate directions using Bona FlexiSand and a Bona Green Pad. Remove surplus oil with cotton cloths straightaway and let surface dry. The floor is then ready to be enjoyed.

SANDING FOR NON PIGMENTED OILS

Wooden floors are surfaces with special properties. When it comes to wooden floor sanding, special abrasives have to be used in order to achieve the perfect result. Bona combines 100 years of experience and state-of-the-art technology to develop unique abrasives created with optimal material mixes specially for wooden floor sanding.

STANDARD

STANDARD – NON PIGMENTED OILS

Coarse sanding	Medium sanding		Fine sanding
Grit 50	Grit 60	Grit 100	Grit 120
Bona 8700 Belt/FS and Power Drive	Bona 8300 Belt/FS and Power Drive		Bona Net Alox FS and Quattro Disc

For wooden floors that are glossy, silk-matt, non-pigmented oiled or hard waxed, this is the sanding sequence to use - see the chart for type of abrasive and grit and in what order.



CREATING COLOURS AND EFFECTS

Create that unique surface. With a simple straightforward process, Bona oils can be combined or customised to create countless tones and effects to suit any environment. This gives you the flexibility to enhance the natural character of wood and create dramatic new looks with ease.







1.
SANDING

Prepare the surface using the Bona FlexiSand and Bona PowerDrive. Initiate sanding with Bona Abrasives 8700, follow up with Bona Abrasives 8300 and finish with Bona Diamond Abrasives. This will give you a perfectly smooth surface, ready for oil application.

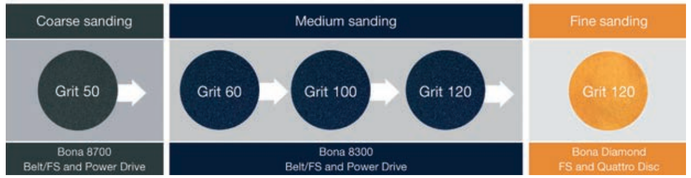
2.
COLOURING

Apply the desired coloured oil thinly using an oil-resistant rubber bladed applicator, a stainless steel trowel or a Bona Wool Pad. Make another pass with more oil until the surface is saturated.

3.
BUFFING

Buff the floor in alternate directions using Bona FlexiSand and a Bona Red Pad. Remove surplus oil with cotton cloths straightaway and let surface dry.

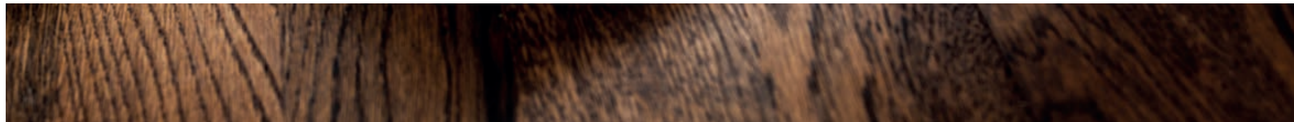




COLOUR

COLOUR – FOR PIGMENTED OIL

For wooden floors that are stained or pigmented, this is the sanding sequence to use, see the chart for type of abrasive and grit and in what order. Use Bona Diamond Abrasives as a final step for a deeper colour and more intense look.



CREATE A TEXTURED SURFACE BEFORE OILING

To create an optimally brushed surface, normal sanding procedure is not enough. With Bona unique Brushing Technology you can add depth and texture to a surface before oiling.

For best result we recommend the following steps for sanding and brushing.







1.

COARSE AND MEDIUM SANDING

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

2.

TEXTURING

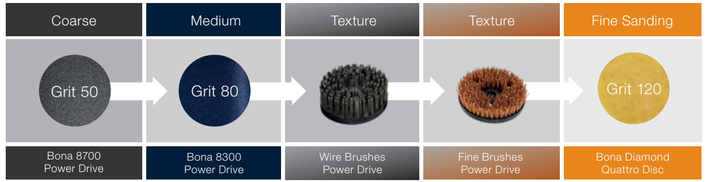
Switch to metal brushes on the Power Drive NEB and start brushing out the grains for a haptic texture. Finish with NEB Tynex Brush to smooth out the surface.

3.

FINE SANDING BEFORE OILING

Switch back to sanding discs and finalize sanding with Bona Diamond Abrasives for a perfect, scratch free surface, ready for any oil colouring.





SEQUENCES FOR A TEXTURED SURFACE

Bona Brush Technology brushes down deep between the grain. This enhances the texture of the wood, creating floor effects with a difference.



BONA OIL RANGE

The Bona Oil System has a complete range of oils, hard wax oils and creative colour effects to suit all types of wood floors. Whatever the environment, whatever the look, the Bona oil range is all you need for beautiful floors with unique character.



BONA CRAFT OIL

Bona Craft Oil is a professional wood oil with excellent saturation properties, offering deep protection against wear, chemicals and moisture.



BONA CRAFT OIL 2K

Performance, versatility and design – get the charming look and feel of an oiled floor, plus the protection of a finish.



BONA HARD WAX OIL

Made from modified vegetable oils, this safe, low odour coating provides a hardwearing, stain resistant surface that is easy to spot repair and maintain.



STEIERMARK, AUSTRIA

A durable floor in century old castle restaurant protected with Bona Hard Wax Oil Silkmatt.

BADEN, AUSTRIA

A unique floor created by using Bona Craft Oil 2K Frost and Bona Craft Oil 2K Ash. For extra durability, it was overcoated with 2 layers of Bona Traffic HD Silkmatt.



BONA NORDIC TONE

Bona Nordic Tone is a pre-treatment to Bona Craft Oil for creating the unique character of a Scandinavian white washed floor.



BONA RICH TONE

Bona Rich Tone is a pre-treatment for hardwoods, bringing out a dark, smoky wood colour, giving the floor a touch of sophistication.



BONA MIX COLOUR

Bona Mix Colour is a concentrated pigment paste for waterborne systems and specifically for Bona Nordic Tone and Bona Rich Tone.

BONA CRAFT OIL

COBALT FREE | LOW VOC | MEKO FREE

With superior wood saturation properties, Bona Craft Oil delivers deep protection against wear, chemicals and moisture. Due to its high oil content and outstanding penetration properties, only a single application is typically required making surface treatment fast and easy. Bona Craft Oil is available in 6 versions including Neutral, which, thanks to its non-yellowing formula, is ideal for light wood species.

A natural vegetable oil, Bona Craft Oil has virtually no odour and significantly lowered VOC, making it safe to work with and live on. Bona Craft Oil is suitable for wood floors in both public and domestic environments, as well as for children's furniture and other woodwork.





FROST | UMBRA | NEUTRAL



ASH | GRAPHITE | CLAY

- ✓ Low gloss, natural apperance
- ✓ Easy repair
- ✓ Long open-time
- ✓ Very low VOC
- ✓ Good scuff resistance
- ✓ Easy application



BONA CRAFT OIL 2K

COBALT FREE | LOW VOC | MEKO FREE

Get the charming look and feel of an oiled floor, plus the protection of a finish. Bona Craft Oil 2K's unique formula, made from modified plant-based oil, exhibits accelerated drying time and strengthened wear resistance. Available in 9 versions, Bona Craft Oil 2K is intermixable, providing infinite colour possibilities and works perfectly with a wide variety of wood species, including tropical and problematic species such as jabot, cherry and walnut. Bona Craft Oil 2K delivers a beautiful, durable, water and stain-resistant surface, which is ready for light use in just 8 hours. Can be used as oil only or can be also overcoated with our lacquers.





- ✓ Repairable
- ✓ Scuff & scratch resistant
- ✓ Quick and easy to apply
- ✓ Uniform colouration
- ✓ Excellent saturation
- ✓ Good resistance to water and chemicals
- ✓ High in oil, low in solvents

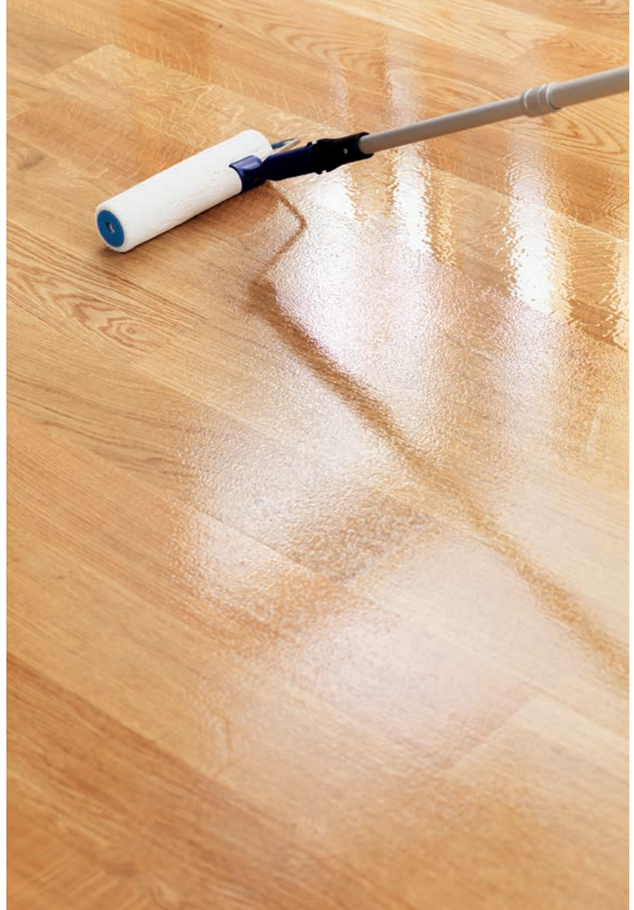


FOR EXTRA WEAR

BONA TRAFFIC HD

Bona Craft Oil 2K is overcoatable with Bona Traffic HD. Bona Traffic HD, the world's toughest and fastest drying lacquer for wooden floors. Exposure to extreme wear and allowing full traffic can be resumed in just 12 hours. Used in hotels, restaurants and airports worldwide, where short downtime is essential.





COLOUR FOR FINISH

BONA DECOR PAINT

Bona Decor Paint is a waterborne paint with ultra-hide properties, specially developed for wooden floors. It covers in 1-2 coats and establishes an excellent background before being sealed with Bona's waterborne lacquer.





WHITE LIGHT GREY DARK GREY BLACK



BONA HARD WAX OIL

COBALT FREE

Bona Hard Wax Oil is a natural oil, modified for superior protection of wooden floors. It produces the warm look of an oiled floor, while providing a hardwearing, stain-resistant surface that is spot-repairable and easy to maintain. Its safe and sustainable formula contains no cobalt or ketoximes and is very low in odour. Bona Hard Wax Oil is easy to use and can be applied with a roller, brush or trowel. It is highly suitable for floors with underfloor heating and the open, breathable surface it produces reduces the risk of side-bonding. Available in silkmatt, matt and extra matt, Bona Hard Wax Oil is ideal for sealing the colour of Bona Craft Oil and/or Bona Rich Tone for enhanced grain and colour.





NEUTRAL

	Gloss	Silkmatt	Matt	X-Matt	

- A spectrum of base colours
- Unlimited mix possibilites
- Overcoatable

WEAR RESISTANCE

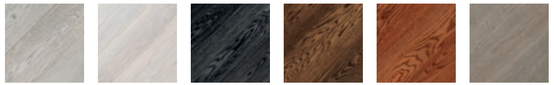
To maintain the original beauty of your wooden floor, oil treatment will enhance the wood's look and feel, while giving it a proper protection. When heavier traffic is expected, choose Bona Hard Wax Oil for long-lasting and excellent resistance to wear, scuff marks and moisture.



TONING FOR MORE THRILLING EFFECTS

Bring daring new looks to beloved floors. Bona Nordic Tone and Bona Rich Tone pre-treatment colouring can be used alone or mixed with Bona Mix Colour to achieve the widest spectrum of tones and shades. Combine with Bona Craft Oil or a contrasting colour for exciting 2-dimensional effects, or for an elegant, durable finish, simply overcoat with Bona Hard Wax Oil. Inspired by the latest interior trends, from the cool serenity of Nordic shimmer, to the deep urban sophistication of graphite, when used as part of the Bona Oil System you can create just the right tone to suit every style and character.





NORDIC TONE / ASH | NORDIC TONE / FROST | NORDIC TONE / GRAPHITE | NORDIC TONE / CLAY | NORDIC TONE / UMBRA | RICH TONE / ASH



RICH TONE / CLAY | RICH TONE / FROST | RICH TONE / GRAPHITE | RICH TONE / NEUTRAL | RICH TONE / UMBRA



ADD PIGMENT FOR EXTREME DEEP LUSTRE

Box Mix Colour is a concentrated pigment mix for Bona Nordic Tone and Bona Rich Tone. Simply add to intensify or change the colour of the Bona Tone to create customised shades and unique special effects.



MAHOGANY WALNUT WHITE GREY BLACK

Bona Mix Colour

Bona Mix Colour is a concentrated pigment paste for waterborne systems that truly brings out a unique beauty.



CARE

CARING FOR LONGER FLOOR BEAUTY

Regular cleaning and maintenance is the key to longer floor life, but the organic nature of wood floors demand special care. From soap and cleaners as part of a recommended regular cleaning routine, to oils, waxes and deep cleaning solutions to preserve and extend the life of wood floors, Bona's complete care program cleans, maintains and protects.

REVIVING FLOORS – A STRAIGHTFORWARD BUSINESS

Over time, wooden floor surfaces become tired and dull from wear and dirt that quickly builds up. To bring back that beautiful natural lustre, Bona has developed a unique system designed specifically for wooden floors. Using the Bona PowerScrubber together with specially formulated Bona DeepClean W, you can reach deep down into the wooden surface and remove even the toughest dirt, grime and scuff marks. With no need to vacate the premises, it secures a fast working process – all in less than a day's work.







PROFITABLE WORK FROM LOYAL CUSTOMERS

Giving remarkable results in a very short space of time, the Bona Deep Clean System offers great value for customers' floors. As an extension of the offer, high customer value can be delivered per working hour while building important long-term relationships.

Creating ongoing links with the customers by means of this effective maintenance offer, action can be taken at regular intervals. Satisfied customers are more likely to contact 'their' floor craftsman with whom they already have an established relationship with, rather than call upon the services of another.

REVIVING THE SURFACE

Reviving floors – a straightforward business

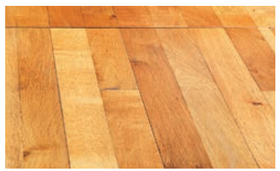
Wooden floor surfaces can after a while become tired and dull from wear and dirt. Bona has developed a unique system designed specifically for wooden floors to bing back its beautiful natural lustre,

- ✓ For indoor lacquered or oiled surfaces
- ✓ For outdoor decking
- ✓ Use with Bona DeepClean W

Using the Bona PowerScrubber together with specially formulated Bona DeepClean W, you can reach deep down into the wooden surface and remove even the toughest dirt, grime and scuff marks. With no need to vacate the premises, it secures a fast working process – all in less than a day's work.



Before



After

PREPARATION



RESTORING THE SURFACE

When a wooden floor's protective oil surface begins to wear thin, becoming dull and lack lustre, it's time to replenish it. After thorough deep cleaning with Bona PowerScrubber and Bona DeepClean W the surface is ready for a fresh coat of protective Bona Oil Care. Apply using Bona FlexiSand and Bona Wool Pad, optimal tools for fast and effective application, to bring the floor's surface back to life.

- ✓ Simple and ergonomic
- ✓ Powerful and effective
- ✓ Restoring to it's original lustre



Before



After

PROTECTION



CLEAN – REFRESHING IN A GO

Oiled floors need to be treated right

Regular cleaning is the key to a better, longer lasting floor. Bona care solutions work effectively, without harming surfaces or the environment. Quick and straightforward with a great result, maintaining floors couldn't be easier.

- ✓ Longer life
- ✓ Quick and simple
- ✓ Refreshed lustre

Bona Oil Care provides nourishment for oiled floors, while Bona Oil Soap removes dirt from surfaces gently, yet effectively, leaving floors clean and refreshed. Suitable for both machine and manual cleaning, Bona Oil Care and Bona Oil Soap provide outstanding cleaning performance without the use of harmful chemicals, making them ideal for any environment.



Bona Cleaning Pad with microfibres cleans gentle and effective.



SOLUTIONS FOR ALL TYPES OF MAINTENANCE



BONA OIL SOAP

Bona Oil Soap is a vegetable oil-based detergent for frequent cleaning and maintenance of oiled wooden floors. Bona Oil Soap nourishes the surface and leaves a thin film that can be buffed for increased shine.



BONA DEEPCLEAN W

This concentrated cleaner is ideal for the thorough, deep cleaning of finished and oiled wooden floors as well as outdoor deckings. Its unique formula delivers optimal cleaning efficiency and removes stubborn scuff marks without risk of staining the wood.



BONA WAX OIL W

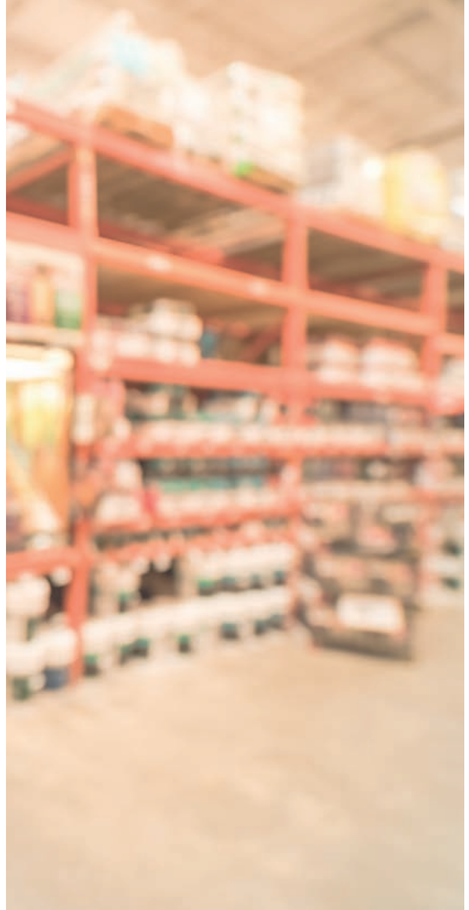
Bona Wax Oil W is a maintenance product primarily for Bona Hard Wax Oil. Made from a concentrate of natural oils and waxes, it contains less than 2% solvents. Can also be used on Bona Craft Oil, where increased protection against water and spills is required.



BONA OIL CARE

Bona Oil Care is a rapid drying maintenance oil for protecting and reviving previously oiled wooden floors. Its low-viscous, unique blend of different vegetable oils has excellent penetration ability produces very little odour. Replenishes the wood pores for long-lasting protection.





BONA DISTRIBUTION SUPPORT

Bona not only develops and offers optimal, sustainable wood floor solutions. We also supply striking, impactful display material for easy overview, product and category exposure for stores and distribution. Together with ready-to-use shelf units and value-added displays, Bona also provides campaign material, how-to instructions, selection tools and user guidance, facilitating customer decisions and influencing purchasing.











MODULAR & ADAPTABLE DISPLAYS

Space-effective product exposure and optimal space management with modular and communicative displays for the most effective planning.

PROMOTIONS & ACTIVITIES

Instore and online customer support with a pedagogical approach, as well as regular value-creating promotions.

ATTENTION & MESSAGING

Shelf units with opportunities for clear and impactful campaign messaging.

SELECTION SAMPLES

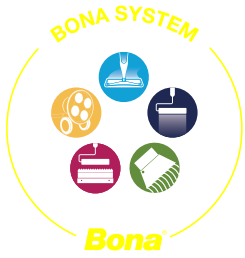
Easy to use and understand, selection tools guide the customer to make the right decision.

Bona®

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.







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