

# Karelia

HARDWOOD FLOORS



Flooring ideas for  
beautiful homes

# That forest feeling

The crispness when the fog lifts from the treetops. The sweet smell of pine, damp earth and bark after the rain. The stillness. Over the centuries, the people of the Nordic region have developed a special attachment to their huge forests, reflected in our fondness to use natural materials when we decorate our homes. And we've learnt that the best way to bring that forest feeling into our homes is to choose a hardwood floor.

Karelia is a Finnish based company with a long history of producing high quality hardwood floors for both public and residential areas. A Karelia floor is characterised by durability, longevity and beauty.

Ever since the start, we've also developed a strong feeling to preserve our forests. That is why we dedicate ourselves to finding the most environmental friendly ways to produce our floors.



# Your home – your reflection

Decorating your home is about creating an atmosphere that will make you feel at home. It's about surrounding yourself with things close to your heart. And about combining elements that please your senses.

One of the most important of these elements is the floor. What the floor looks – and feels like – sets the tone for the entire interior. That's why the effort to find the right floor for your personal taste and needs should never be taken

lightly. After all, this is about your home – so only the best should be good enough.

Karelia provides a wide range of high quality hardwood floors. So whatever your taste, you're likely to find a durable floor that will embellish your home for many years to come. If you have a vision of your perfect home, we have the knowledge and experience to make it happen.



**COOL, CALM AND COLLECTED.** Light floors create a serene and sophisticated backdrop, perfect for highlighting furniture and home accessories. They also enhance natural light, lending air and space to a room.



**DEPTH, WARMTH AND EXCITING VISUAL ELEMENTS.** These are some of the key features of Karelia's smoked floors, available in rich, dark brown hues enhanced by our new smoking process.

**ADD COZINESS WITH A RUSTIC FLOOR.** An old leather jacket. A well-worn armchair. Some things in life create an immediate sense of warmth and well-being. Our rustic floors are perfect examples of this. Ideal for both traditional and contemporary interiors, they combine high performance with an authentic worn in look. They come in two selections; the more dramatic Vintage selection and the Country floors with a more uniform look.



**A MODERN TWIST ON A CLASSIC PATTERN.** We are proud to introduce a selection of oak floors where the classic, Dutch pattern has been taken to new heights. The new floors feature three contemporary colours that reflect the intricate and sophisticated design of the floorboards, ranging from natural to grey and smoked.



*Let there be light*





OAK SUGAR 35



OAK FP 188 ELECTRIC LIGHT



*Bohemian rhapsody*





OAK STORY 188 CREAMY WHITE



OAK CREAMY WHITE 3S



*Natural harmony*







ASH COUNTRY VANILLA MATT 3S



ASH NATUR VANILLA MATT 3S



*Shades of sophistication*





OAK FP 138 NATUR



OAK SELECT VANILLA MATT 3S



*Classic elegance*





OAKNATUR2S



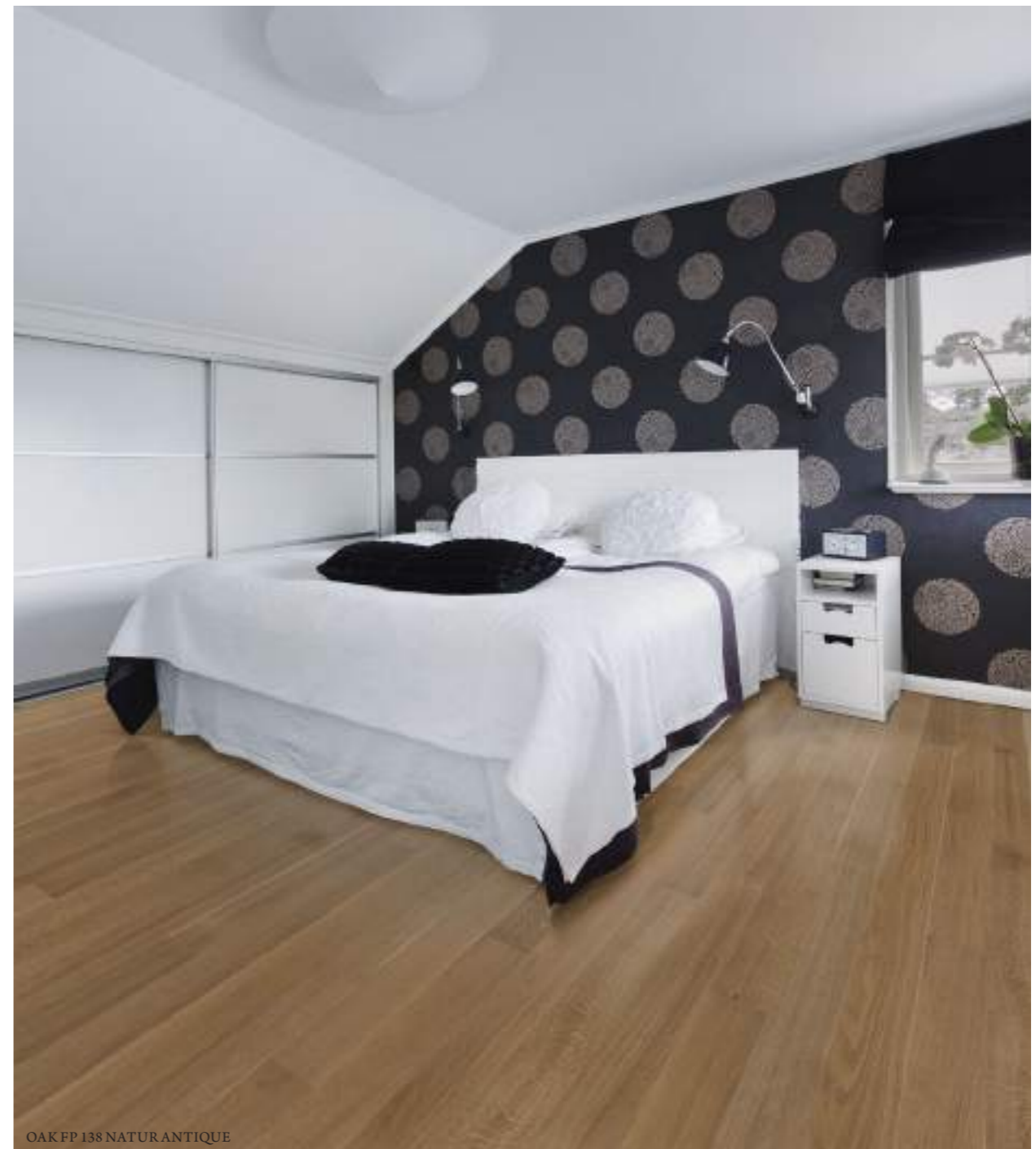
OAK STORY 187 CASK

*Contemporary country*





OAK PECAN 35



OAK FP 138 NATUR ANTIQUE



*Rustic chic*







OAKSTORY 187 SMOKED CHARCOAL GREY



OAK ROCK SALT 3S



*Modern warmth*





OAK SMOKED TRUFFLE NATURE OIL 3S



OAK STORY 187 SMOKED TRUFFLE NATURE OIL

*Dark drama*



OAK LIGHT SMOKED MATT 3S



OAK STORY 188 LIGHT SMOKED ROASTERY BROWN

# Modern classics



OAK TIME GREY



OAK TIME NATURAL

*A modern twist on a classic pattern. The new Dutch floors feature three contemporary colours that reflect the intricate and sophisticated design of the floorboards, ranging from natural to grey and smoked.*



OAK TIME SMOKED

# Technical

## A PERFECT CONSTRUCTION

Karelia hardwood floorboards are manufactured entirely from genuine wood. Wood is a living material, contracting and expanding in accordance with the seasons and changing climate conditions. It is essential for the frame structure of the boards and the wooden materials used in the frame to limit these natural movements. The cross-directionally glued three-layer structure of Karelia boards effectively prevents the natural movements of wood resulting from humidity.



### BOARD STRUCTURE

1. Five-layered lacquering or oil treatment
2. Selected wooden wear layer
3. Intermediate layer made of coniferous wood, with a crosswise grain direction with respect to the surface wood
4. Plywood end reinforcement
5. Layer of seamless coniferous plywood for base veneer

Wood species	SOFT	MEDIUM	HARD
Merbau	[Bar chart showing hardness level]		
Ash	[Bar chart showing hardness level]		
Beech	[Bar chart showing hardness level]		
Oak	[Bar chart showing hardness level]		
Walnut	[Bar chart showing hardness level]		
Birch	[Bar chart showing hardness level]		

## WOOD HARDNESS

The Brinell scale indicates the comparative hardness of different wood species. As a rule the higher the Brinell-hardness, the better the floor's ability to withstand impacts, indentations and wear.

In this table the average hardness degree of timber materials has been compared to wear surface of Karelia hardwood floorings.

## KARELIA PROFILOC 5G

Karelia is now introducing the next generation joint system – Profiloc 5G – enabling easier and faster installation, as well as ensuring a stronger floor. The short ends of the boards are connected vertically, instead of at an angle, which makes installation much simpler. The contracting and expanding according to the seasons can create a huge amount of stress on the joints. The Profiloc joint has proved superior to traditional joints when it comes to withstanding this type of stress. Karelia with Profiloc 5G is just as easy to install as a glued down or floating floor.



### Strip design

You can choose your Karelia hardwood floor from three options: traditional 3-strip, 2-strip or 1-strip Full Plank hardwood floorings. The number of strips tells you how many parallel wood strip parts are used in the surface layer of the floor.

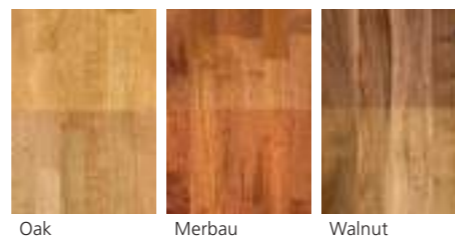
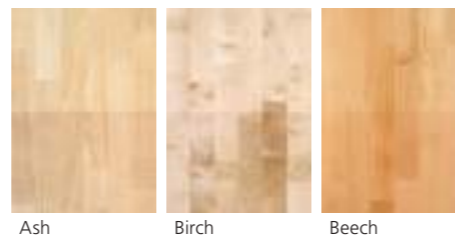


## RESPECT FOR THE ENVIRONMENT

Forests have always been highly respected in Finland. This respect is also reflected in the methods of Karelia. All our work is guided by strict adherence to our certifications, the ISO 14001 international environmental standard and the ISO 9001 quality standard. This ensures that every Karelia hardwood floor is produced with the utmost respect for nature and meets the highest quality standards.

We source our wood from well-managed forests meeting the EU Timber Regulation. Most of the wood we source is oak, ash, beech and birch that grow in the local region Northern and Central Europe. These are areas where the number of trees replanted exceeds the number of trees harvested.

Karelia is PEFC certified, Programme for the Endorsement of Forest Certification. PEFC is the world's largest forest certification standard, with over 293 million ha certified globally. The PEFC standard seeks to ensure that all of us can enjoy the environmental, social and economic benefits that forests offer. Certificate 86825-2010-AE-FIN-FINAS.



## CHANGING OF FLOOR COLOUR

UV radiation affects the colours of hardwood floors. Colour changes represent a natural process occurring in the surface of the wood boards. Radiation does not, however, affect the varnish or oil coating of the boards.

The hues characteristic of Oak, Birch, Beech and Ash turn darker, while Walnut becomes lighter. Merbau and Iroko assume a deeper, darker appearance due to the effects of light.

# Design

## WOOD SELECTIONS



### Select

Only the part of the tree with the most subtle colours and pattern is used. This selection consists of floors exclusively made of the most knot-free wood with the most even hues.



### Natur

The grain pattern and hues are more prominent in the wood used for this selection. The natural patterns and shades will give your floor a character of its own.



### Country

For the Country selection, we have used wood with knots and bolder colour variations, bringing a vivacious touch to your floor.



### Vintage

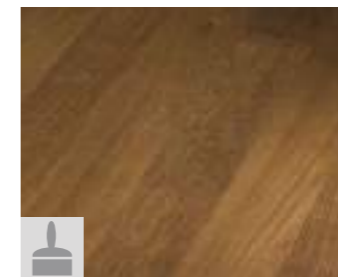
Vintage includes four 1-strip floors, ranging from light to dark. The heavily brushed surface is treated with a nature oil to enhance the grain and texture of the wood.

## SURFACE TREATMENTS



### Brushing

Brushing the surface highlights the natural structure of the grain and emphasizes the texture of the wood. Brushing effects vary, depending on the wood species. Brushes are made from different materials in varying levels of hardness, and brushing is often carried out along with other refining treatments such as staining and bevelling of edges.



### Staining

Staining further enhances the wood's natural colour tones. It also allows us to apply new colours, thus completely transforming the appearance of the wood. Karelia offers a wide range of stained options – from the palest white, to rich charcoal shades.



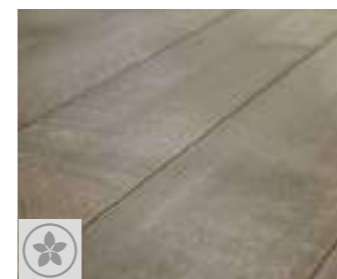
### Smoked

Smoking is an old technique used for treating wood floors, typically oak, to bring out darker shades, while the sapwood remains light. The colour can be different within the boards due to tannin concentrations.



### Story (bevelled edge)

Bevelled edges give the floor a distinct look. We offer a number of floors with a bevelled edge finish.



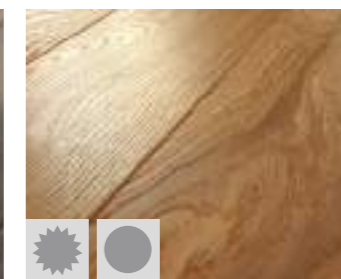
### Nature oil treatment

The Nature oil treatment gives the floor an authentic and beautiful look and feel. Quickly absorbed by the surface, the oil enhances the wood's natural texture and graining and adds a slightly higher contrast, enriching warm nuances.



### Silky oil treatment

The Silky oil treatment protects and preserves the natural appearance of the wood. The oil creates a surface that shines with warmth and adds a silky lustre to your floor.



### Lacquer

Lacquering gives a hardwood floor a durable, long-lasting protection. Our gloss lacquer gives the floor a shiny, polished look, while the satin lacquer complements the wood's character by accentuating its natural structure. The subtle finish of the matte lacquer produces an untreated, bare wood look.



### Stonewashed

Stonewashing is a method where the surface of the hardwood floor is first wire brushed, then treated with tinted oil and finished with clear oil. Stonewashing accentuates the grain structure of the wood, while tinted oil gives the floor a unique appearance.

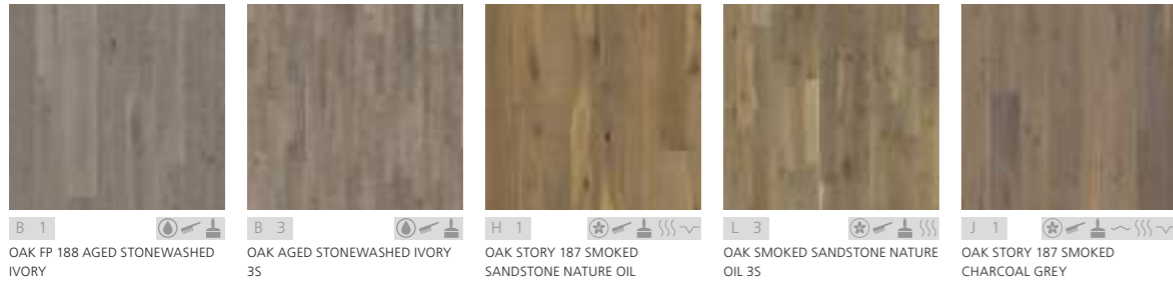
# Collections

The choices are plenty, but the decision-making can still be convenient. By dividing our range into clear collections, we aim to guide you already in the beginning. Take a look, choose the direction that best defines your personality – and let your inspiration fly.

## IMPRESSIO Collection

DRAMATIC EXPRESSIONS

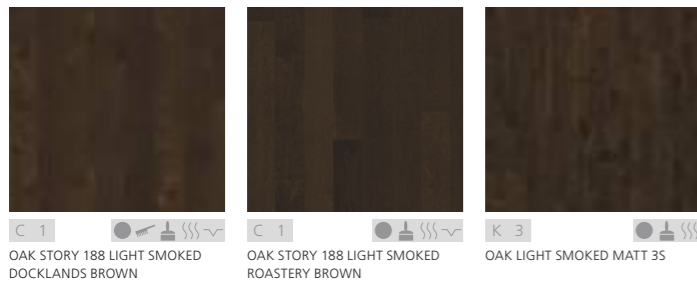
Karelia Impressio collection consists of 1-strip oak hardwood floors characterised by different types of special treatments to create dramatic looks. They combine innovative product design and interior decoration trends.



## URBAN SOUL Collection

EDGY HARDWOOD FLOORS

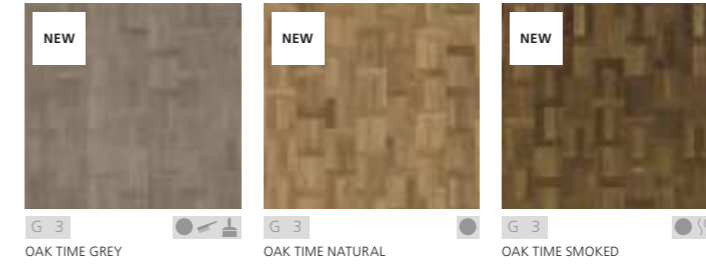
The Urban Soul collection is a collection of unique and edgy hardwood floors, drawing inspiration from the rhythms and movements of urban centres. Elements found in the city environment have lent their name and urban air to these floorboards, which will lend an urban feeling to your home.



## TIME Collection

TRADITIONAL CONTEMPORARY

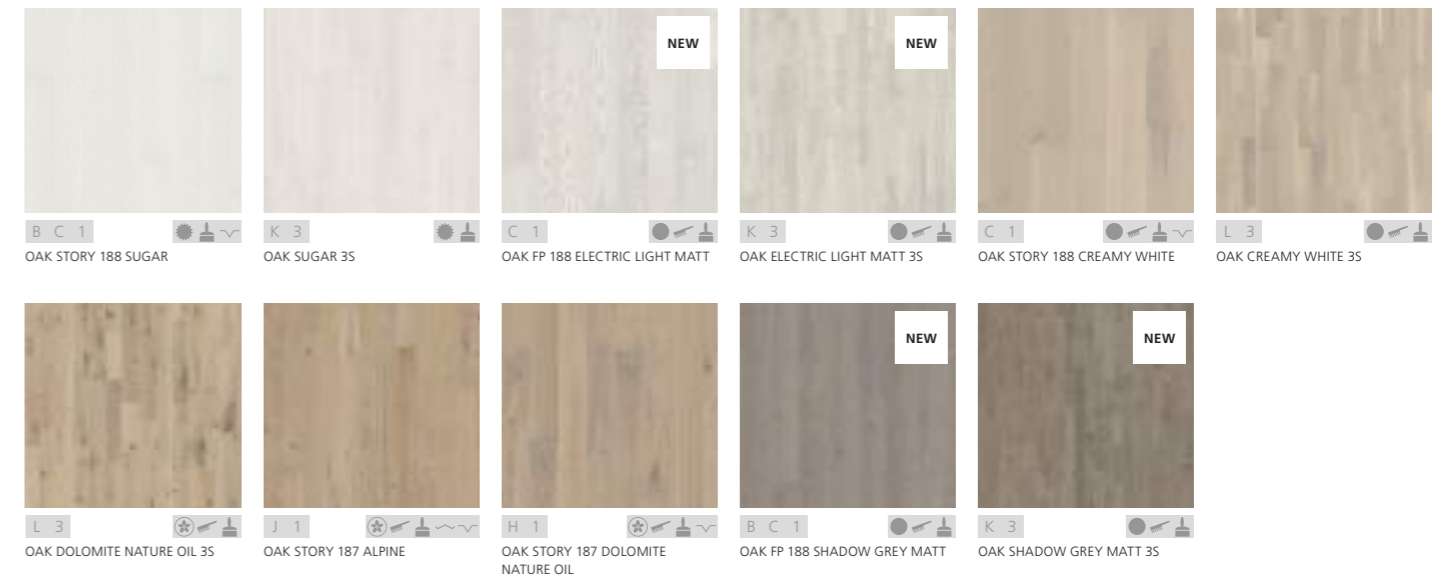
Tradition meets contemporary in the Time collection, which features a series of oak floors. Contrast your modern interior with a traditional Dutch pattern floor, a true classic of oak hardwood floors.



## LIGHT Collection

NORDIC LIGHT TRIBUTE

This collection is a tribute to the famous Nordic light. A light floor adds space, air and a floating feeling to any interior. Use it to enlarge a small space – or to add even further dimensions to a large space. The Light collection includes oak and ash wood floor, with colours ranging from ethereal white to steely grey.



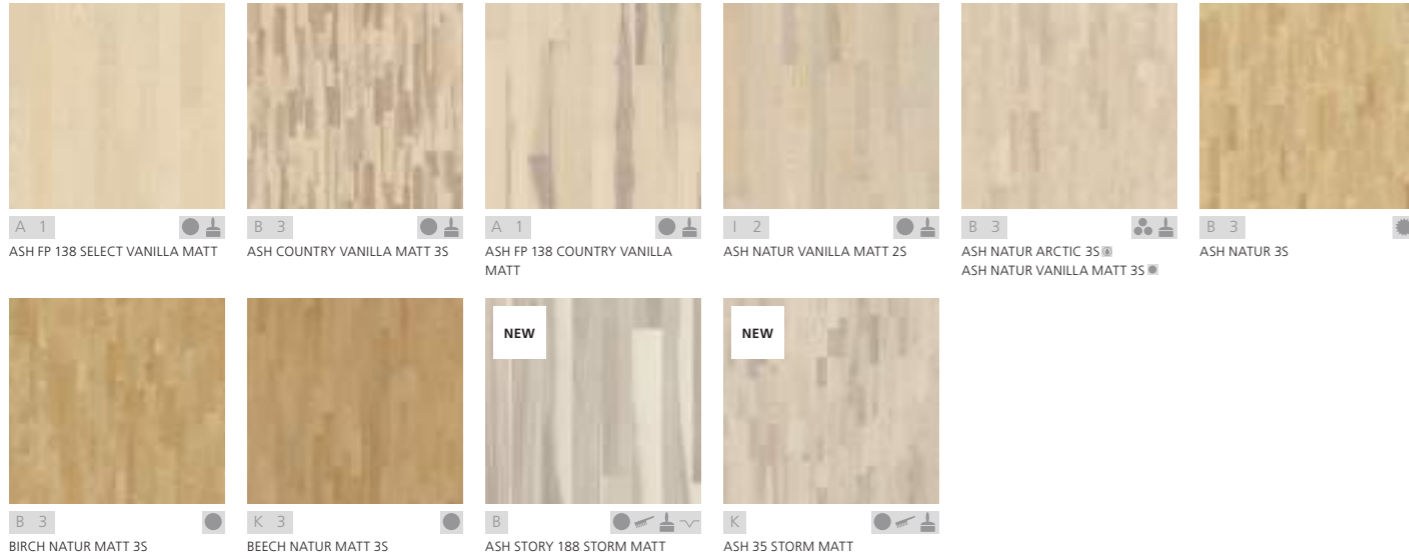
Silky oil 
 Matt lacquer 
 Nature oil 
 Lacquer 
 Brushing 
 Coloured stains 
 Handscraped 
 Smoked 
 Bevelled edges



# POLAR Collection

SPRING FEELINGS

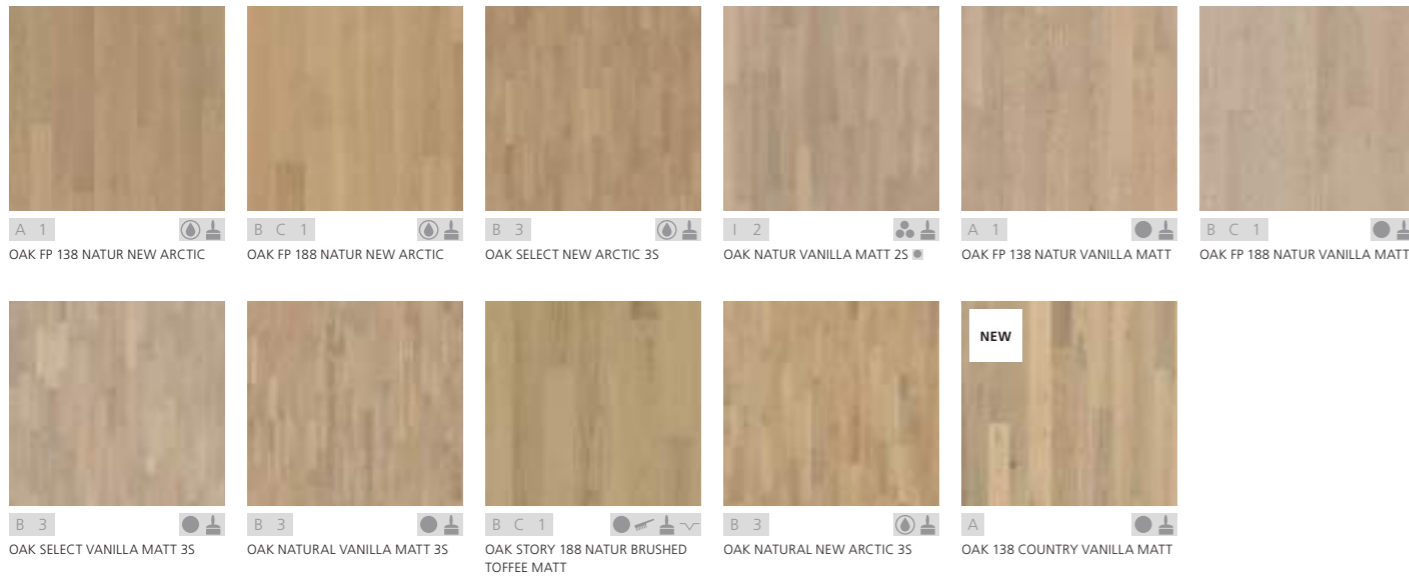
Few things hold as much beauty and promise as a tree about to unfold its leaves in spring – especially after a long, polar winter. The light, green foliage and the straight trunks of the birch, ash and beech trees all belong to our most cherished wood species. This collection highlights the most spectacular and special features of these species.



# DAWN Collection

MISTY MORNINGS

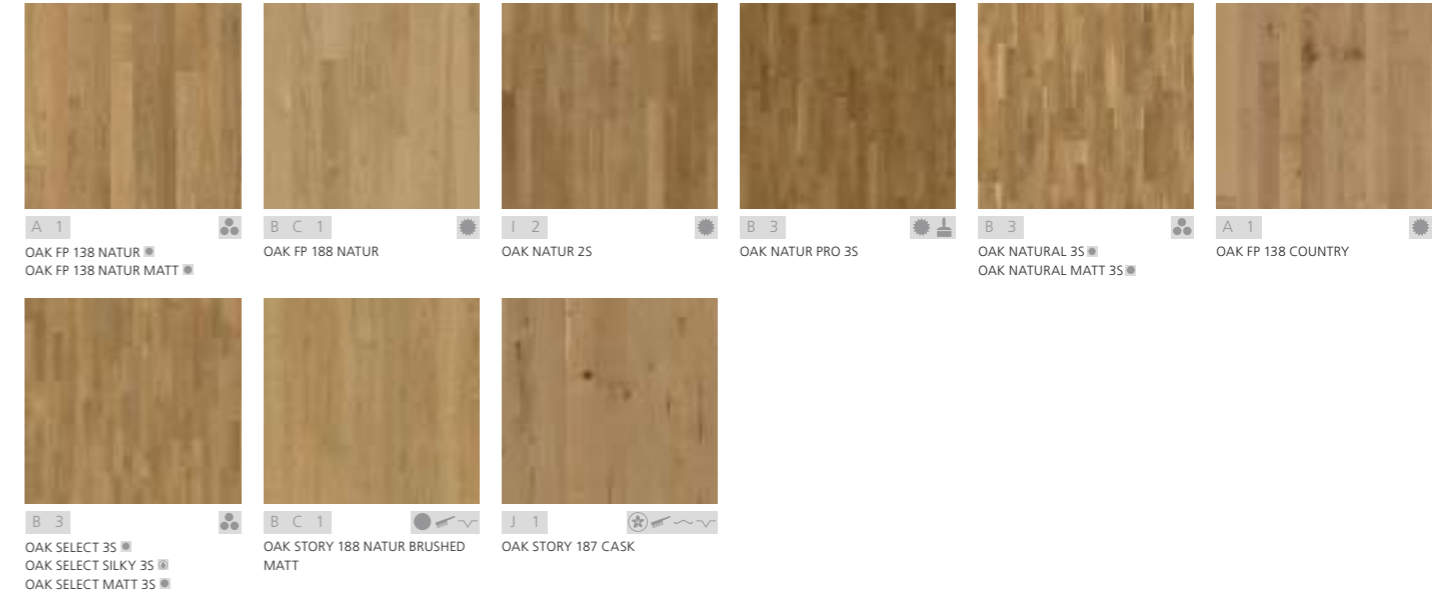
The hazy, greyish light slowly emerging over the horizon as the sun rises has inspired this collection of oak floors. As the name suggests, a floor from the Dawn collection could also breathe new life into your home. The soft and muted colours will create a harmonious backdrop to any interior decoration style.



# LIBRA Collection

BALANCE YOUR HOME

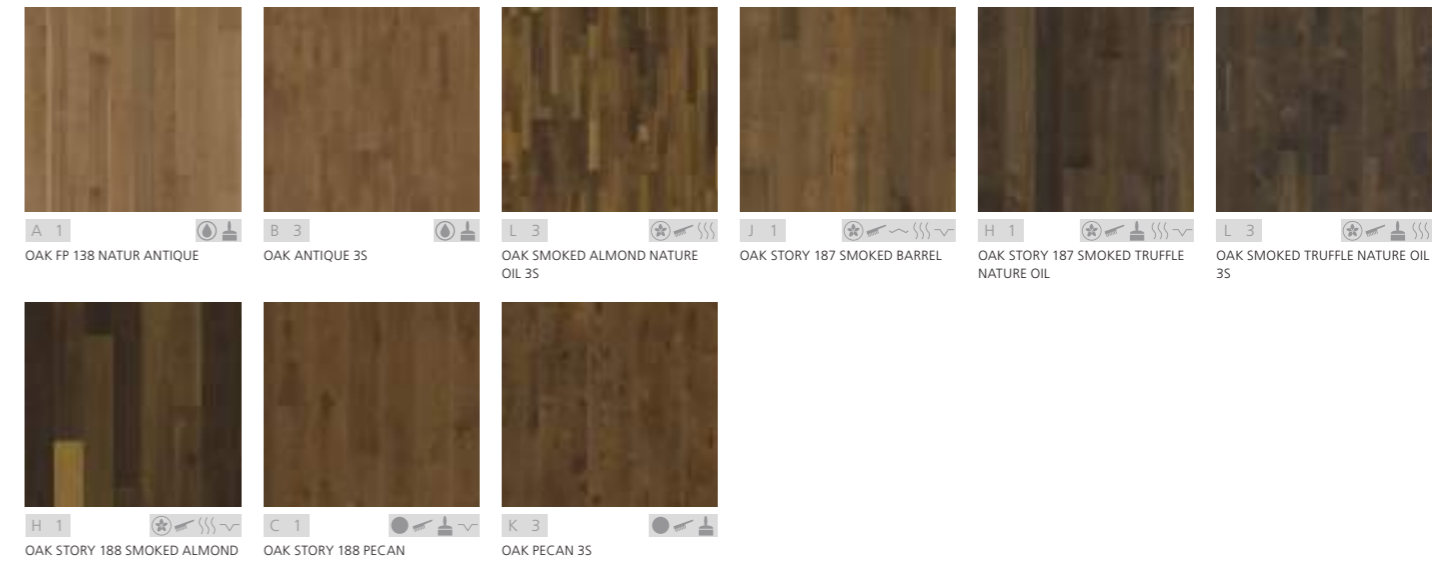
If you're seeking balance in your home, take a closer look at the Libra collection. It contains a range of natural oak wood floors that will create a neutral, yet warm framework to offset your personal style. The timeless elegance of these floors means that they will survive all trends and create balance in your home for a long time to come – even when you want to change everything else.



# SPICE Collection

HEART AND SOUL

Add some warmth to your home, heart and soul with a floor from the Spice collection. With various surface treatments we've managed to bring out extraordinary shades and tones from oak floor. No matter which one you choose, they will all spice up your life.

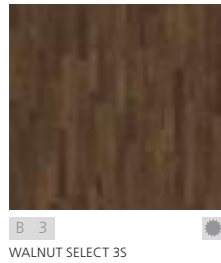
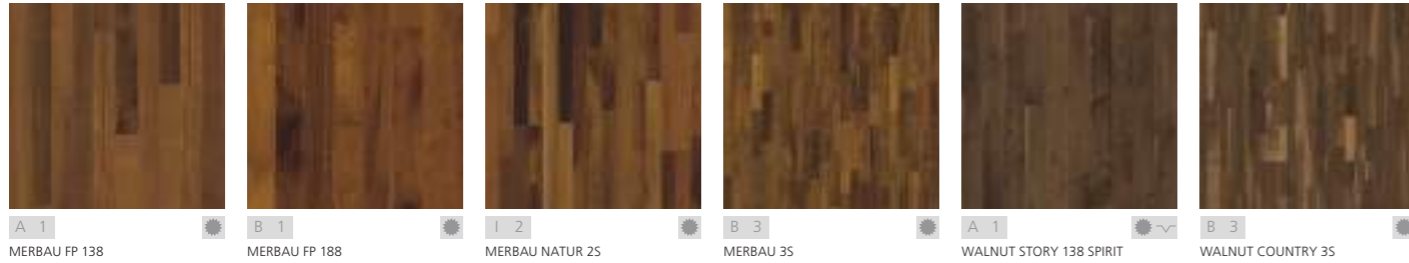


Silky oil 
 Nature oil 
 Lacquer 
 Matt lacquer 
 Brushing 
 Coloured stains 
 Handscraped 
 Smoked 
 Bevelled edges 
 Multiple surface choices

# EARTH Collection

WARM AND SOFT

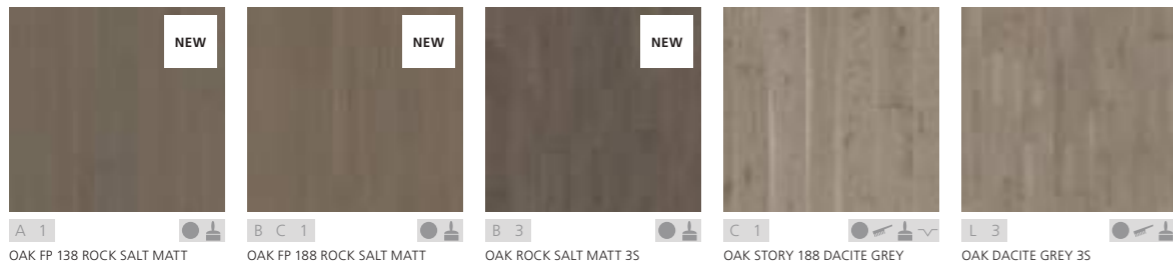
The soft, shiny surface of wet soil has inspired the Earth collection, including floors of richly coloured wood species such as walnut and merbau. They contribute to creating a luxurious and sumptuous feeling in your home, complimenting a classic and traditional interior – or contrasting a contemporary style.



# MIDNIGHT Collection

STRONG STATEMENT

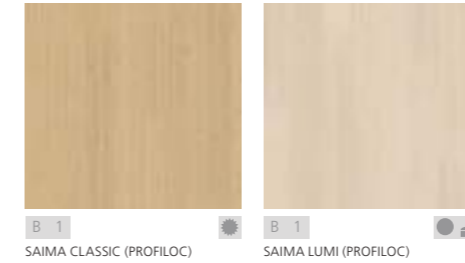
A grey floor makes a strong statement in an interior. And no matter what your style is – be it traditional or modern – the impression will be elegant. It will also help you to create contrasts in your home.



# SAIMA Collection

THE FINNISH SPIRIT

Karelia's Saima Design collection reflects the solemn beauty of the Finnish birch forest. The collection has been inspired by a number of outstanding Finnish designers and architects, including Aino and Alvar Alto, sharing the vision to combine beauty with functionality. The Altos favoured using birch for their designs.



## PLANK SIZES

A	2000 x 138 x 14 mm	G	2426 x 198,5 x 15 mm
B	2266 x 188 x 14 mm	H	2266 x 187 x 15 mm
C	2000 x 188 x 14 mm	I	2423 x 200 x 15 mm
		J	2420 x 187 x 15 mm
		K	2423 x 200 x 14 mm
		L	2421 x 200 x 14 mm

Lacquer 
  Matt lacquer 
  Coloured stains 
  Brushing 
  Bevelled edges

Our product lines are subject to ongoing change. Also, colour reproduction within the magazine cannot be guaranteed, due to limitations in print technology. We, therefore, recommend that you visit your stockist to determine exact grain patterns and shades.



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HARDWOOD FLOORS

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