

# Karelia

HARDWOOD FLOORS



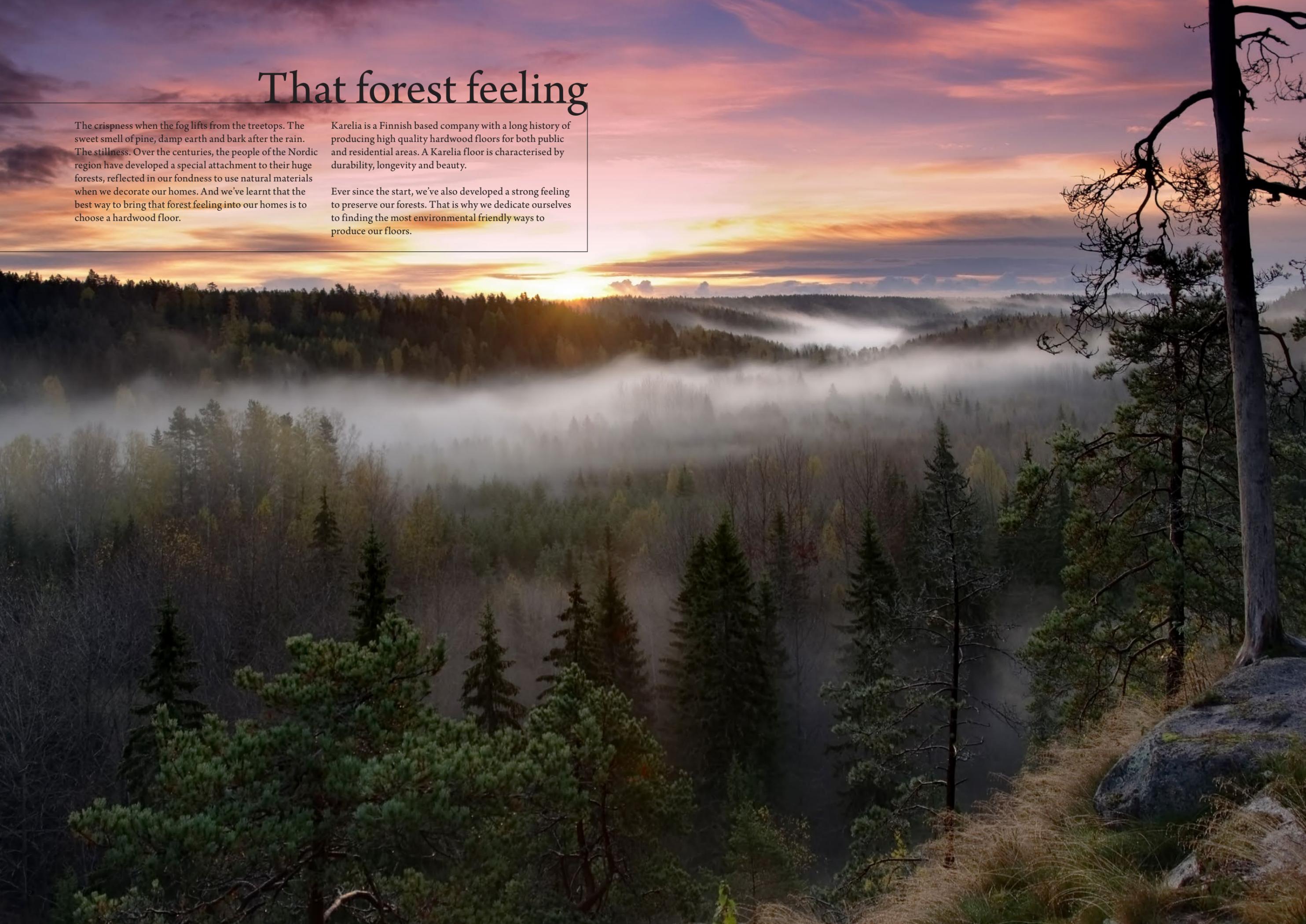
New design.  
More options.

# 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.



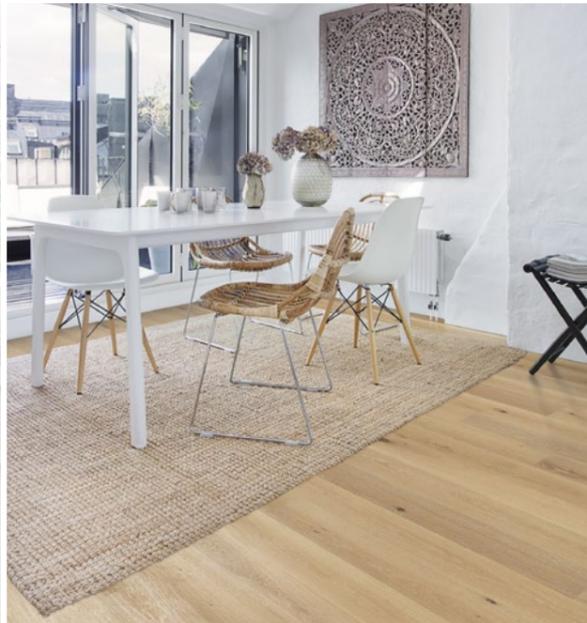
# Your home – your reflection

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.



**WARM, ELEGANT AND COSY.** With their rich and deep hues, dark floors add a sense of depth to any space. If you aim for an intimate, sumptuous and luxurious feeling, they are a natural choice.



**INTRODUCING VINTAGE STYLE RUSTIC FLOORS.** Add a touch of warm sophistication and vintage style to your interior with Karelia's new oiled oak floors. They come in fullplanks or 3-strips and include four rustic looks, all featuring distinctive knots and cracks with a brushed surface and treated with nature oil. They range from light and white-washed Dolomite to contemporary grey-toned Sandstone, bold and dark-toned Truffle to lively, yet refined Almond. The matt surface enhances the timber's rustic grain and unique patina.



*Let there be light*





OAK SUGAR 35



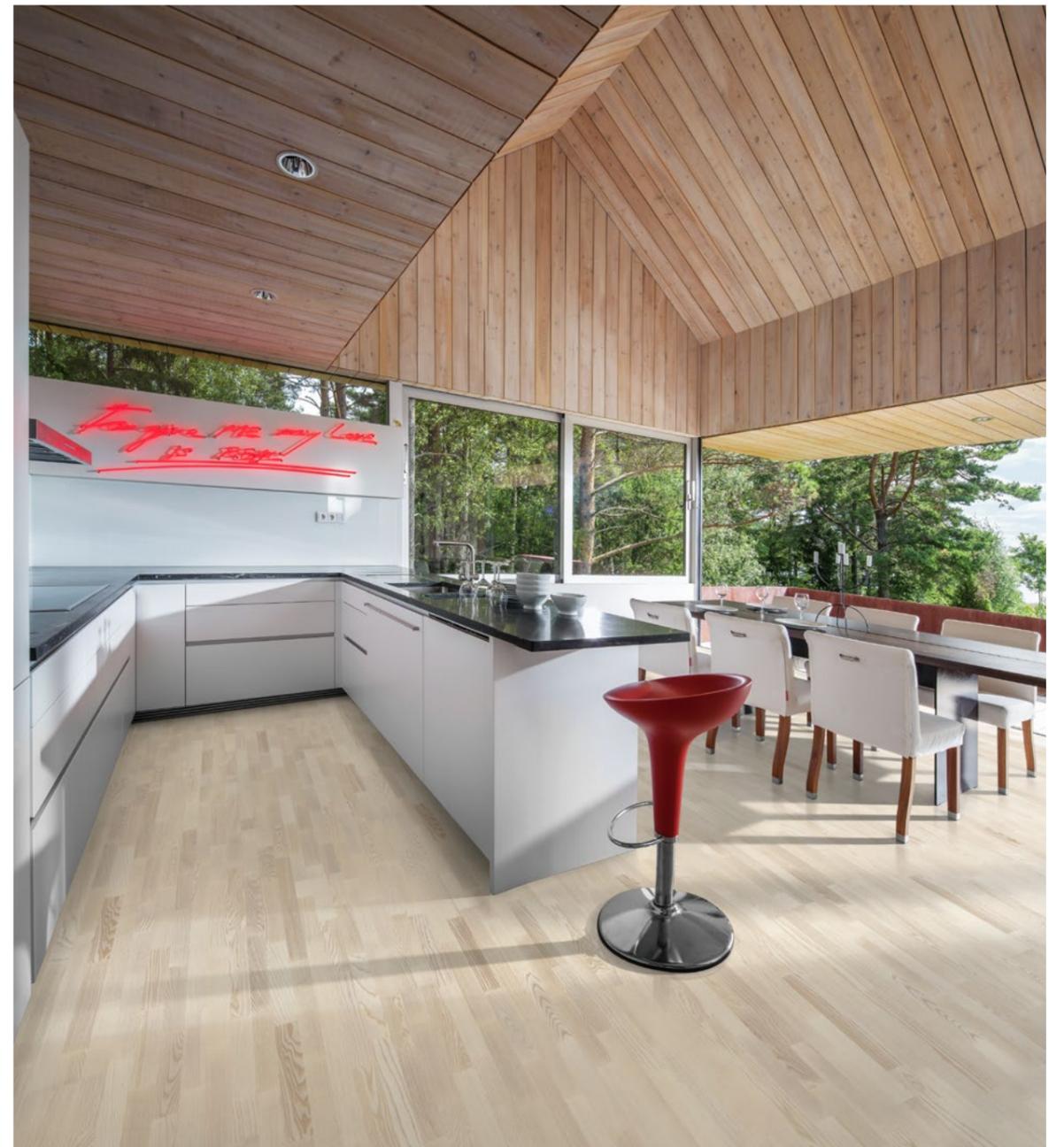
OAK FP 188 ELECTRIC LIGHT

*Natural harmony*





ASH FP 138 COUNTRY ARCTIC



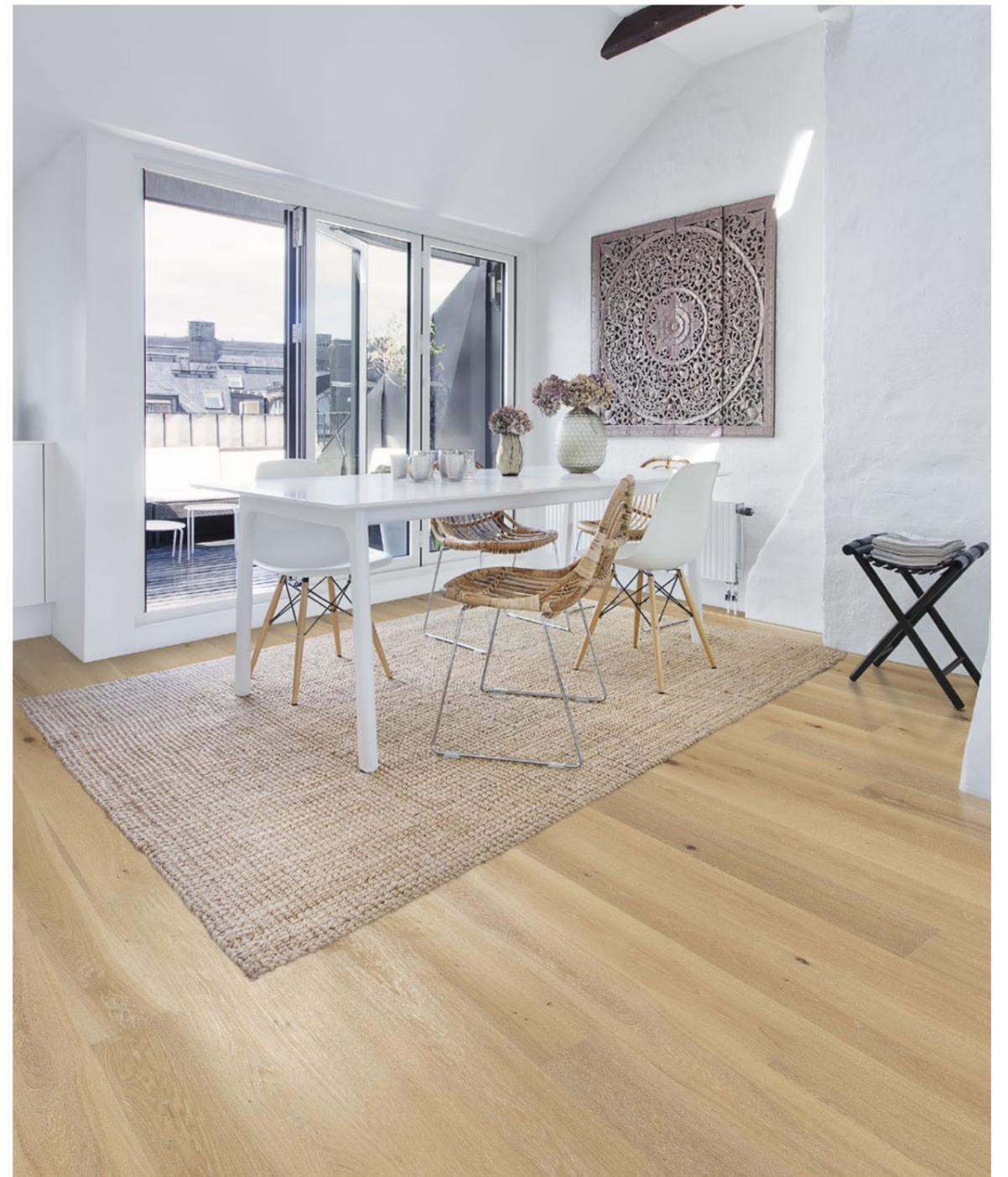
ASH NATUR VANILLA MATT 3S

# *Shades of sophistication*





OAK STORY 138 BRUSHED NEW ARCTIC



OAK IVORY FP 188 STONEWASHED

*Classic elegance*





OAK NATUR 2S



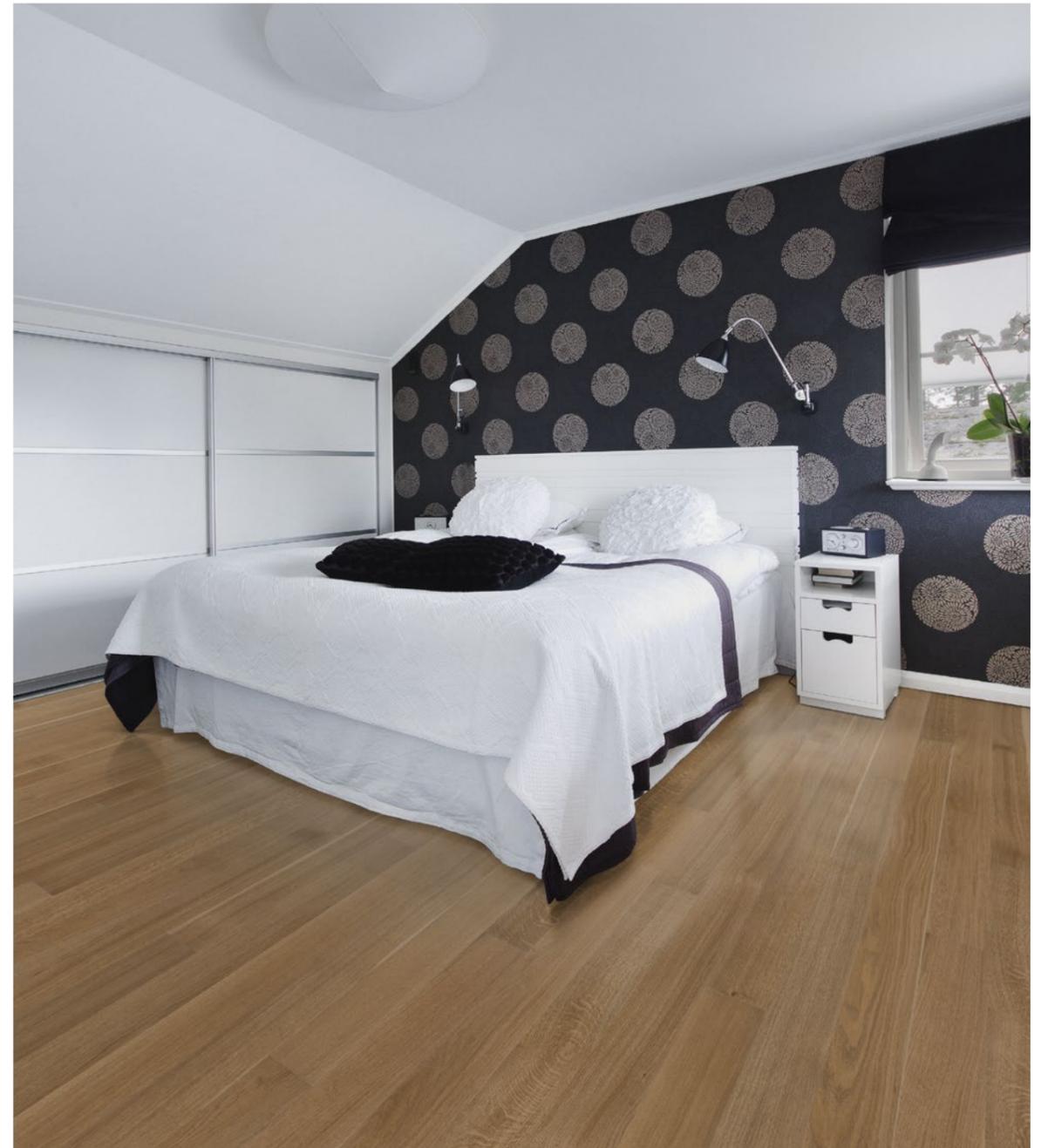
OAK STORY 138 COUNTRY VINTAGE SILKY

*Contemporary country*





OAK LEGEND PRESENCE



OAK FP 138 NATUR ANTIQUE

*Modern warmth*





OAK FP 188 AGED STONWASHED IVORY



OAK FP 188 ROCK SALT

*Rustic chic*





OAK FP 188 STONEWASHED PLATINUM



OAK STORY 138 COUNTRY VISION

*Dark drama*





OAK STORY 188 SMOKED ROASTERY BROWN



OAK STORY 188 SMOKED ASPHALT GREY

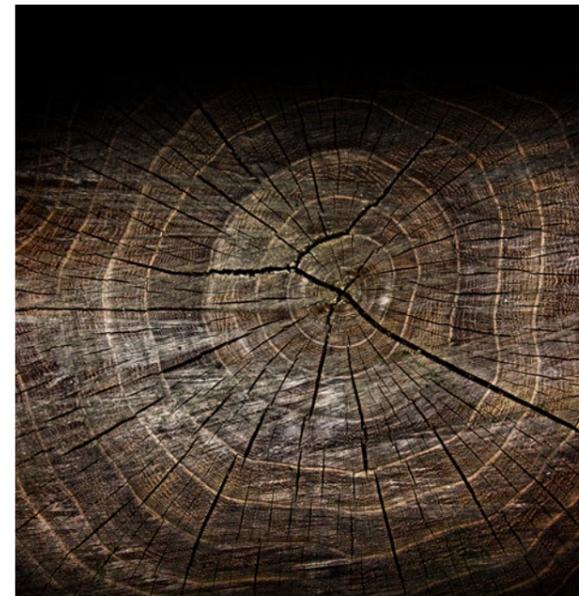
*Floors made by history*



NEW!  
OAK STORY 187 SMOKED SANDSTONE NATURE OIL



*The timeless elegance and age-worn look of Karelia's new oiled floors instantly fill any space with a sense of history and a connection to the past.*



OAK SMOKED STORY 187 TRUFFLE NATURE OIL



OAK SMOKED ALMOND NATURE OIL 3S

*Saima Design*





## A view on the Finnish soul

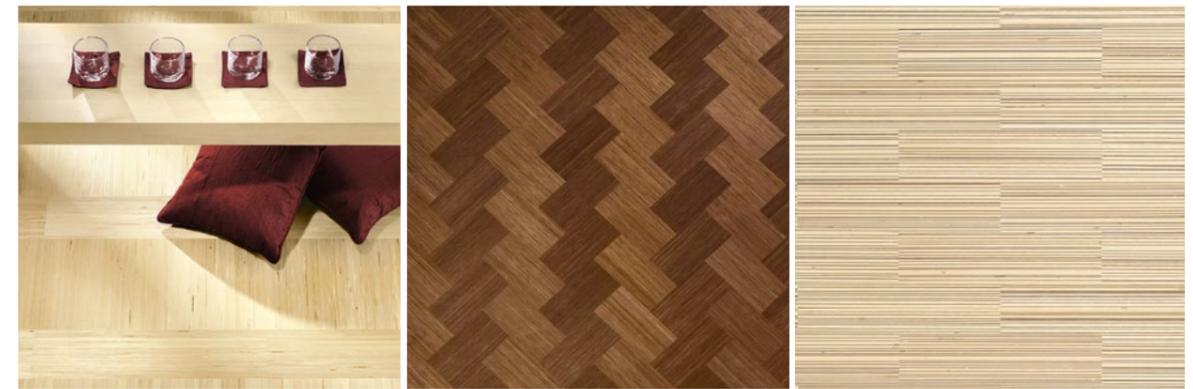
Karelia's Saima Design collection reflects the solemn beauty of the Finnish birch forest. The collection has been inspired by a number of outstanding Finnish designers and architects, including Aino and Alvar Alto and Tapio Wirkkala, sharing the vision to combine beauty with functionality. Both the Altos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

The structure of the Saima floors, with vertically positioned veneer, highlights the unique character of the wood. Meanwhile the wide range of patterns, lengths and colours enables you to design your own, personalised floor for every room and context.



**Tapio Wirkkala** is one of the top names of Nordic design. He was also an outstanding artist who favoured using birch in his work. In 1980, Wirkkala participated in the development of the Saima parquet floor. His idea was to stain the birch veneer. This gave the material a unique, grey tone resembling that of a wasp's net. Thanks to the outstanding durability of the material, as well as its esthetical qualities, Saima was selected as floor for Wirkkala's exhibition that was touring the world at the time. In those days, only small amounts of grey Saima floors were produced – most of which for Tapio Wirkkala himself.

**Architects Aino and Alvar Alto** are renowned for contemporary architecture, placing the human being at the centre. They used wood in an innovative way in both interior and furniture designs, thus creating several Nordic design icons. The Aaltos understood and appreciated the qualities of birch, such as durability, beauty and the unique pattern formed in the veneer surface. The Altos provided direction for the design of the Saima products in their design of wooden walls, ceiling panels and innovative floor surfaces.



### A good looking floor material can also be functional.

Thanks to their special characteristics, the Saima floors offer a durable, timeless solution that works well with all architectural trends. With its versatile selection and countless laying patterns, Saima offers many design solutions.

All Saima Design hardwood floors are available in these lengths: 300 and 600 mm

300L/R (150 x 300 mm)



### Profiloc locking system

Saima Classic and Saima Lumi have the mechanical locking system and is available in this length: 2266 mm

600L/R (150 x 600 mm)



188 x 2266 mm Profiloc



# 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

## 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.



## 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.

Wood species	SOFT	MEDIUM	HARD
Merbau	[Bar chart showing Merbau in the MEDIUM to HARD range]		
Ash	[Bar chart showing Ash in the MEDIUM range]		
Beech	[Bar chart showing Beech in the MEDIUM range]		
Oak	[Bar chart showing Oak in the MEDIUM range]		
Walnut	[Bar chart showing Walnut in the MEDIUM range]		
Iroko	[Bar chart showing Iroko in the MEDIUM range]		
Birch	[Bar chart showing Birch in the SOFT range]		

## 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.



## 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 and heat-treated boards 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.



### Strip design

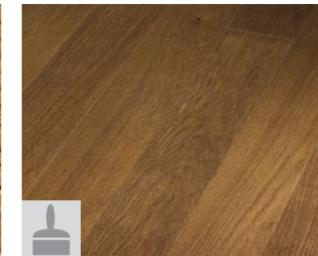
You can choose your Karelia hardwood floor from three options: traditional 3-strip, 2-strip or 1-strip Full Plank hardwood floorings. The number of strips tells you how many parallel wood strip parts are used in the surface layer of the floor.

## 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.



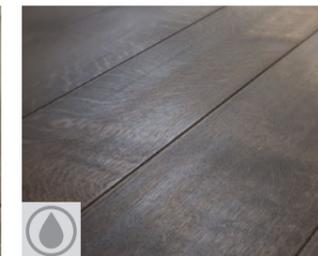
### Story (bevelled edge)

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



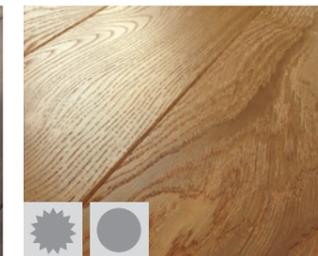
### Nature oil treatment

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/Matt 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.

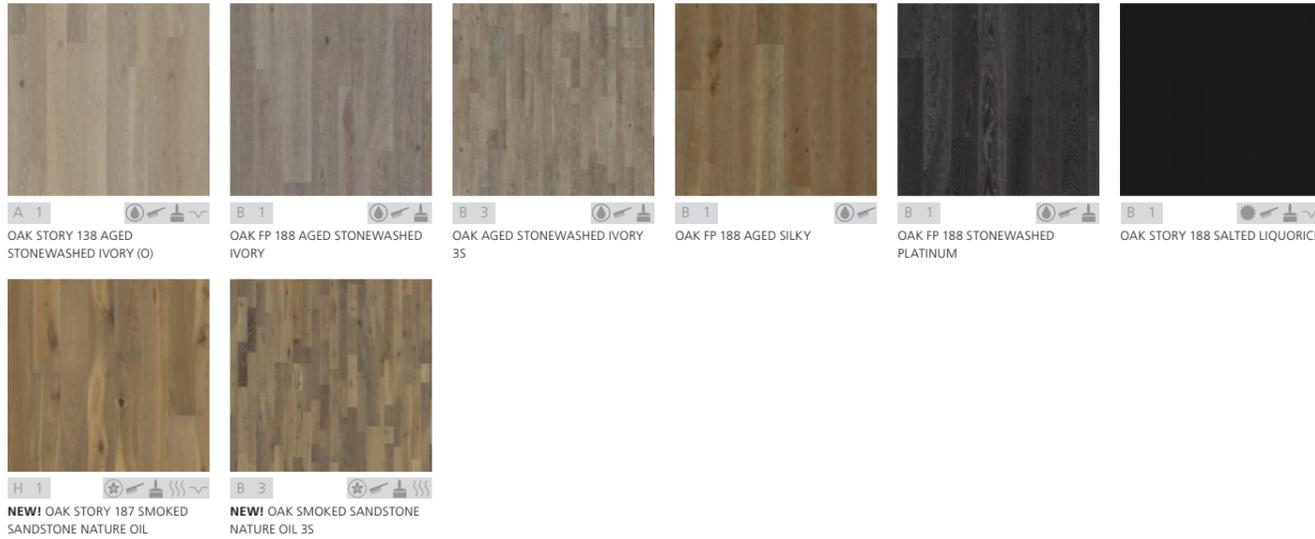
# Collections

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

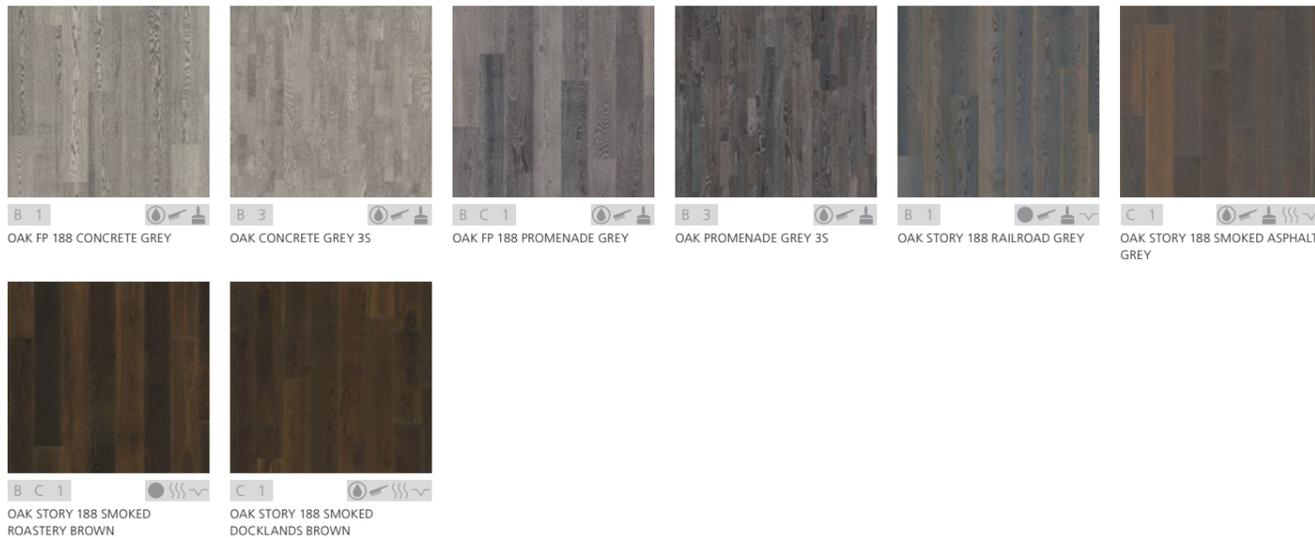
The award-winning Karelia Impressio collection consists of 1-strip oak hardwood floors characterised by different types of special treatments to create dramatic looks. They combine innovative product design and interior decoration trends. The series feature colours spanning from pale Cappuccino to dark and dramatic black Liquorice.



## URBAN SOUL Collection

EDGY HARDWOOD FLOORS

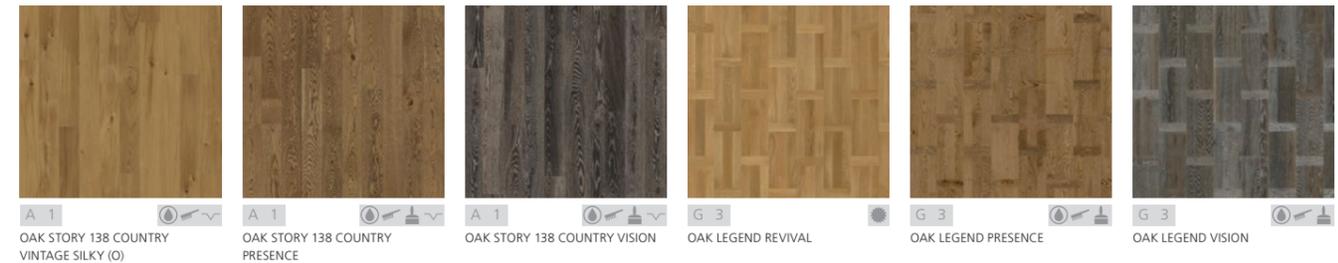
The Urban Soul collection is a collection of unique and edgy hardwood floors, drawing inspiration from the rhythms and movements of urban centres. Elements found in the city environment have lent their name and urban air to these floorboards, which will lend an urban feeling to your home.



## 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. Or let a vintage brushed floor bring warmth to an otherwise minimalistic interior.



## 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.

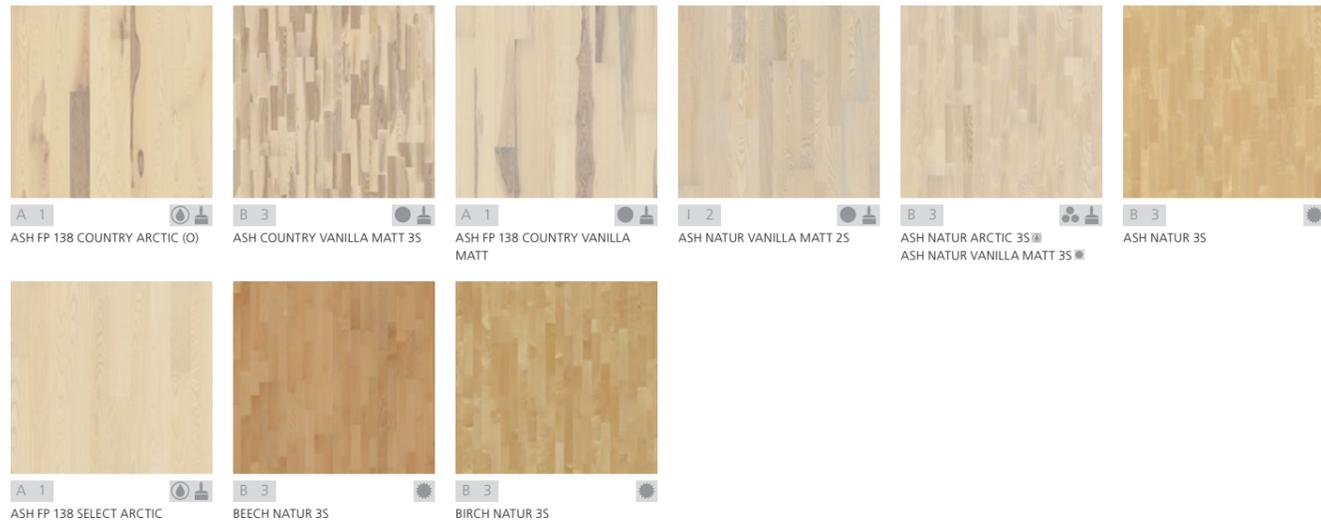


Silky oil 
 Matt lacquer 
 Nature oil 
 Lacquer 
 Brushing 
 Coloured stains 
 Smoked 
 Bevelled edges 
 (O) Order product

# POLAR Collection

SPRING FEELINGS

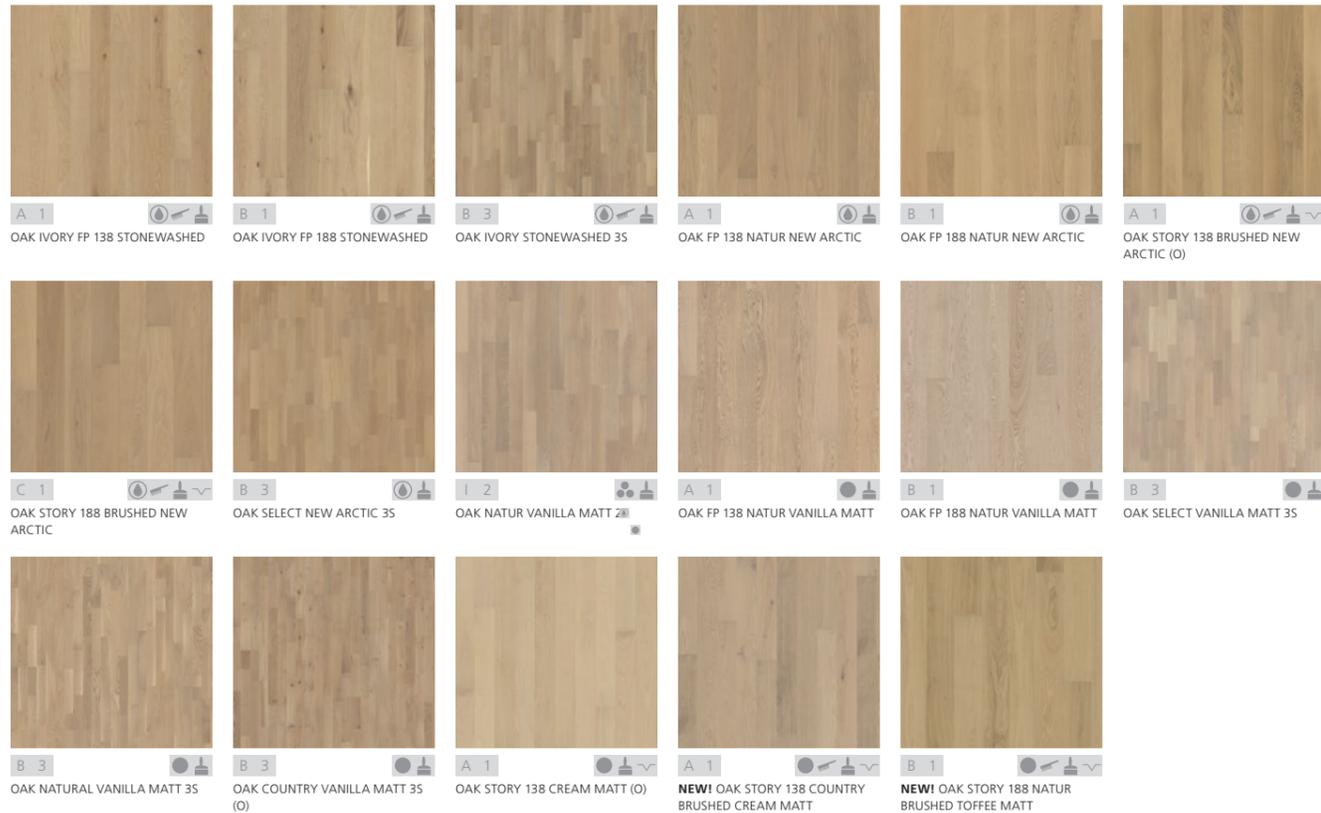
Few things hold as much beauty and promise as a tree about to unfold its leaves in spring – especially after a long, polar winter. The light, green foliage and the straight trunks of the birch, ash and beech trees all belong to our most cherished wood species. This collection highlights the most spectacular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



# DAWN Collection

MISTY MORNINGS

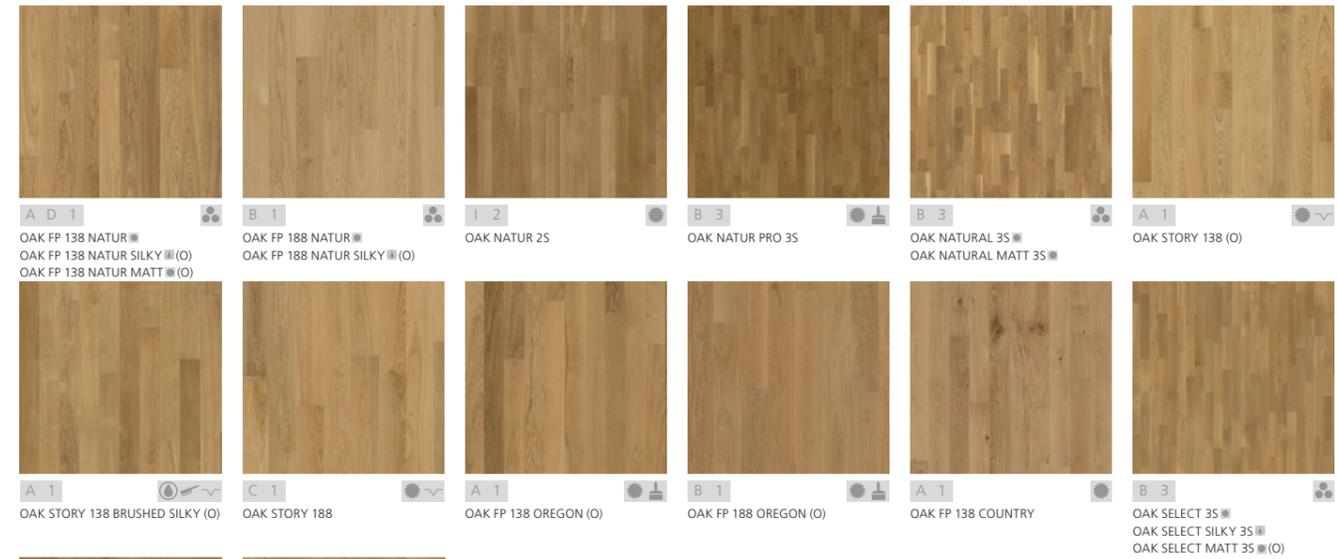
The hazy, greyish light slowly emerging over the horizon as the sun rises has inspired this collection of oak floors. As the name suggests, a floor from the Dawn collection could also breathe new life into your home. The soft and muted colours will create a harmonious backdrop to any interior decoration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



# LIBRA Collection

BALANCE YOUR HOME

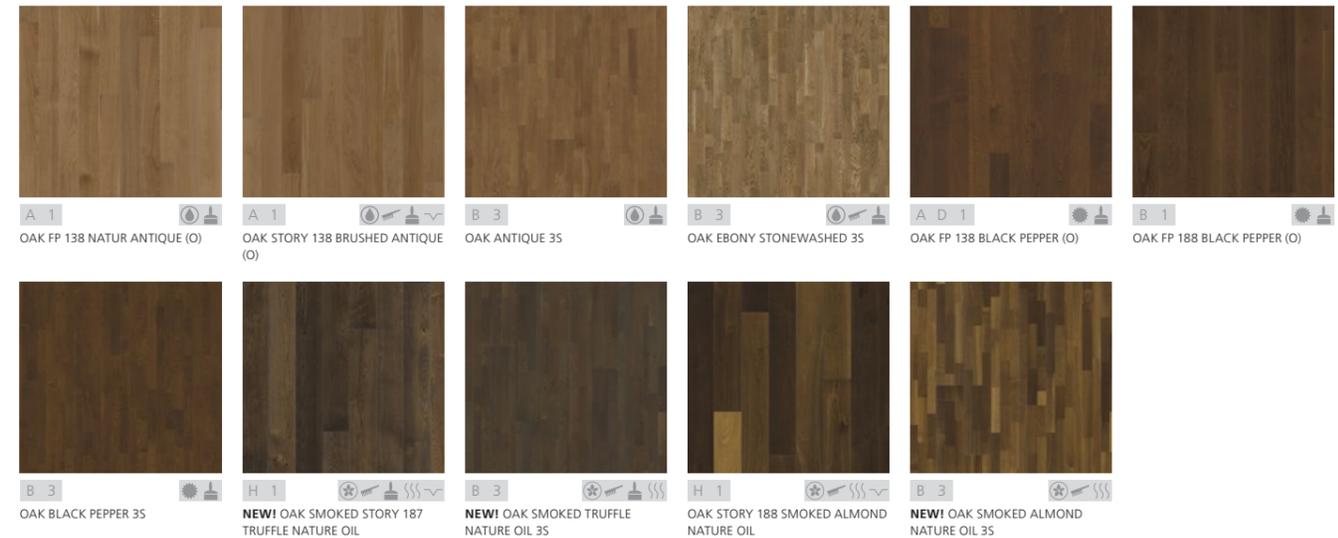
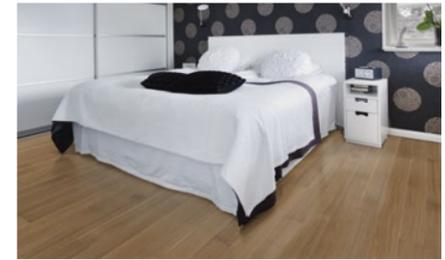
If you're seeking balance in your home, take a closer look at the Libra collection. It contains a range of natural oak wood floors that will create a neutral, yet warm framework to offset your personal style. The timeless elegance of these floors means that they will survive all trends and create balance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

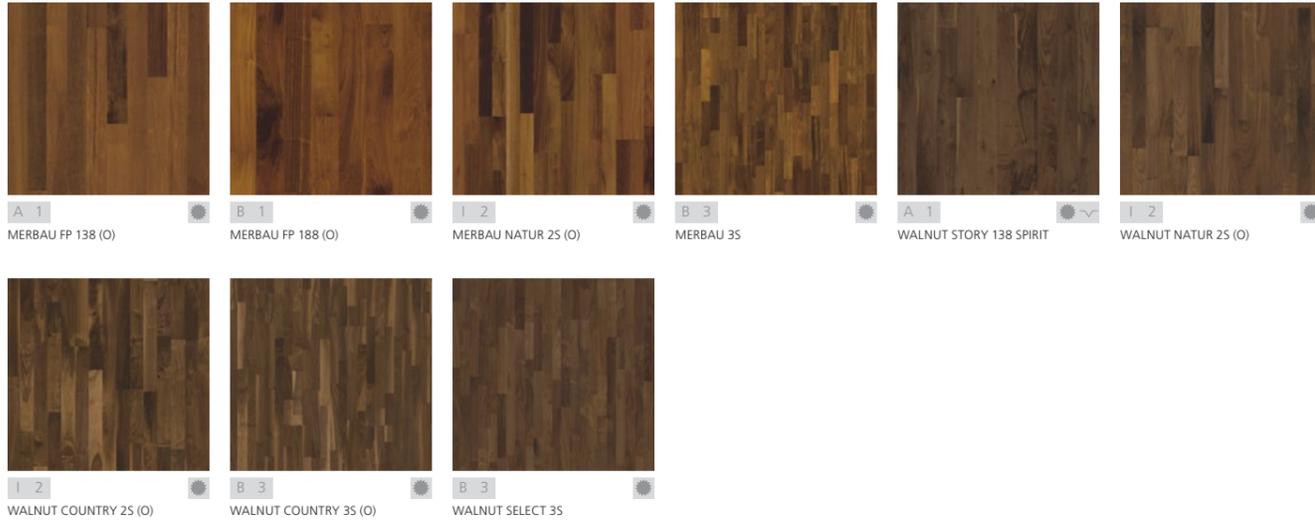


Silky oil 
  Nature oil 
  Lacquer 
  Matt lacquer 
  Brushing 
  Coloured stains 
  Smoked 
  Bevelled edges 
  Multiple surface choices 
 (O) Order product

# EARTH Collection

WARM AND SOFT

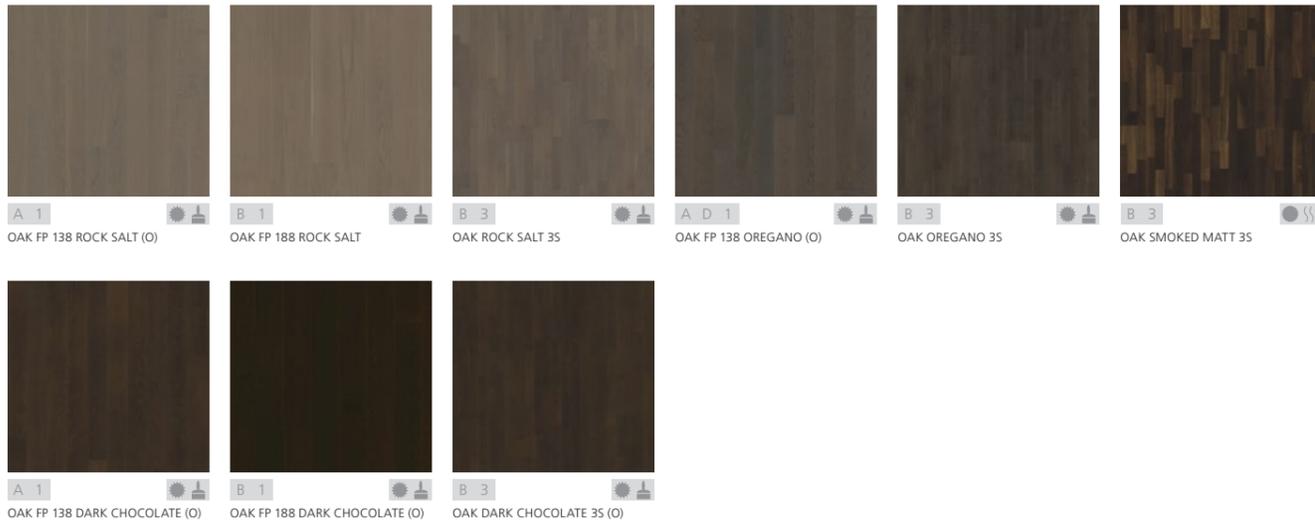
The soft, shiny surface of wet soil has inspired the Earth collection, including floors of richly coloured wood species such as walnut and merbau. They contribute to creating a luxurious and sumptuous feeling in your home, complementing a classic and traditional interior – or contrasting a contemporary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



# MIDNIGHT Collection

STRONG STATEMENT

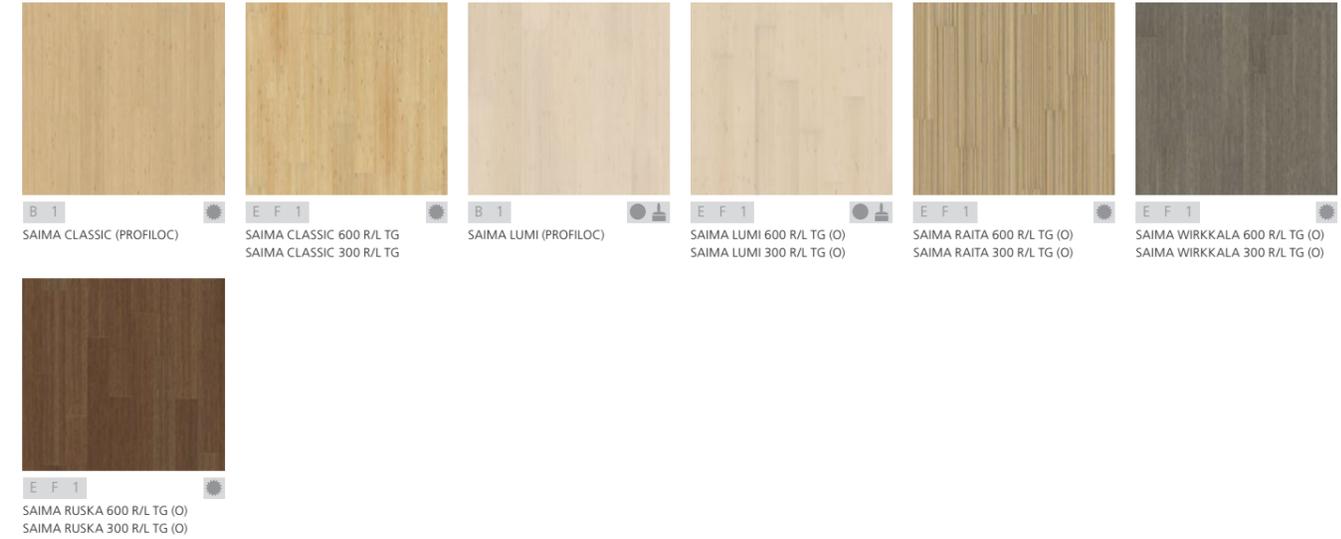
A dark floor makes a strong statement in an interior. And no matter what your style is - be it traditional or modern - the impression will be elegant. It will also help you to create contrasts in you home. Team a dark floor from our Midnight collection, white white and wood to create a chic mood.



# 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 and Tapio Wirkkala, sharing the vision to combine beauty with functionality. Both the Altos and Tapio Wirkkala favoured using birch for their designs.



## PLANK SIZES

A	2000 x 138 x 14 mm	E	600 x 150 x 14 mm (Saima)
B	2266 x 188 x 14 mm	F	300 x 150 x 14 mm (Saima)
C	2000 x 188 x 14 mm	G	2426 x 198,5 x 15 mm
D	1800 x 138 x 14 mm	H	2266 x 187 x 15 mm
		I	2423 x 200 x 15 mm

☀ Lacquer    ⬤ Matt lacquer    🏠 Coloured stains    🌫 Smoked    📏 Bevelled edges    (O) Order product

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.



**Karelia**  
HARDWOOD FLOORS

Karelia-Upofloor Oy  
Sinimäentie 8A  
FI-02630 Espoo  
Finland  
Phone +358 (0)20 740 9300  
www.kareliafloors.com

