

YOUR STYLE. YOUR FLOOR.



KEEP IT NATURAL

BOEN Live Pure



NEW

APRIL 2015

A MOST NATURAL SURFACE

BOEN celebrates the growing trend for natural materials by launching Live Pure, a completely new surface finish that brings your home even closer to nature.

Tactile, easy on the eye and completely natural – today's consumers increasingly look for materials which are authentic and tell a story. With Live Pure BOEN has taken the desire for natural surfaces one step further by developing a surface whose ultra matt finish makes the wood look as though it has been untreated in terms of colour, grain and touch. Live Pure surface treatment makes use of new technology, in order to bring us closer to nature by enhancing the warmth and natural beauty of untreated wood.

An oak hardwood floor with the Live Pure finish conveys the impression of freshly sawn wood in its natural state. The surface looks naturally light, and preserves the naturalness of the wood – at the same time the surface is highly resistant.

The perfect floor is an integral part of a home, and almost a piece of furniture in itself, it becomes a frame for your life and your personal taste; beautiful to look at, naturally warm and strong enough to resist the challenges of daily use. A floor with the Live Pure surface is such a floor.



Oak Animoso, plank



LIVE PURE

- Innovative surface technology
- Appearance like sanded raw wood
- Higher wear resistance
- Carefree surface
- Higher UV stability

What is Live Pure?

Live Pure is an ultra matt finish that protects the floor from dust, dirt and liquids and leaves the look of the hardwood floor smooth, clear and naturally light – almost like untreated wood.

Why should I choose Live Pure?

In today's design world there is a strong focus on natural materials and surfaces. With the introduction of Live Pure, hardwood floor specialist BOEN gives our customers the opportunity to choose flooring that preserves the naturalness of wood, without compromising on resistance against for example liquids.

How does Live Pure work?

Thanks to a special treatment applied to the surface, Live Pure is a surface that protects the floor from dust, dirt, liquids and chemical agents, while at the same time appearing, looking and feeling like untreated or sanded raw wood. It also has a higher UV stability than standard lacquer and oil.

Following installation and during usage, no surface treatment is needed.

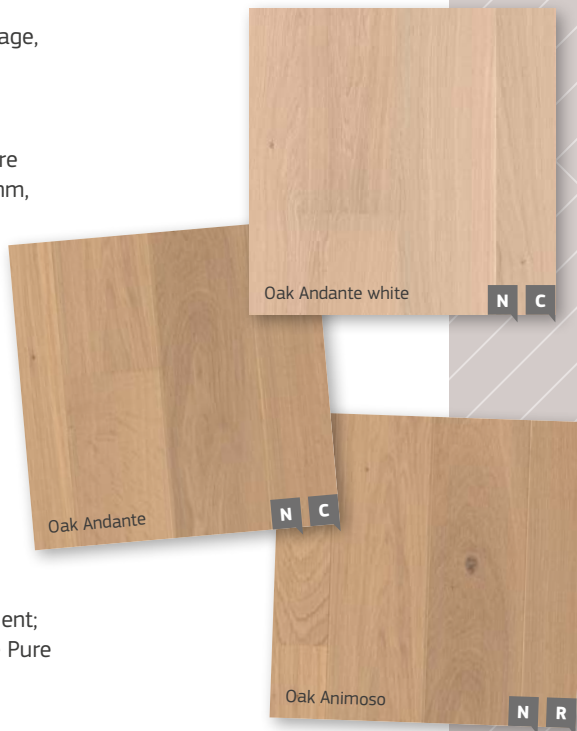
What are my options?

Oak planks treated with Live Pure are offered in the classic width of 138mm, as well as the high quality Castle width of 209mm. All planks are brushed and have a bevel on the longside of the boards, and are simple and quick to lay with the BOEN X-press Clic connection.

What about the environment?

BOEN places considerable emphasis on protecting the environment during all phases of production. None of our lacquer or oil treatments emit gases, which are harmful to humans or the environment; this of course also includes our Live Pure finish, which is water based.

At BOEN we have developed four major style groups – lasting styles with clear historical references:





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