

NEW

CONTRAST

collection

– flooring that commands attention

Through the fusion of technology and ageless craftsmanship, this carefully curated range of hardened wood flooring celebrates the distinct characteristics of the renowned Spačva oak. By enhancing the wood’s natural beauty, we’ve created a vibrant floor that’s suitable for bustling environments.

The Woodura™ technology makes these floors three times stronger than traditional engineered wood options, with enhanced resistance to water and dents. Paired with the superior 5G Dry™ leakproof floor locking system, these floors ensure lasting durability.

“Leveraging our access to a state-of-the-art R&D department via Välinge Innovation, we’ve pioneered a cutting-edge approach to enhance wood’s natural structure.”

Hannes Lindblom,
Head of Product Management at Bjelin

3x
STRONGER
than traditional
wood floors

10x
MORE FLOORING
from the same
amount of timber

3x
FASTER
to install
with 5G® Dry™

FSC® –
CERTIFIED OAK

100%
REAL WOOD

Format & grading

Available in a wide XL format and a Nature grading for an authentic wood look.



Precision tech amplifies wood’s beauty

Due to the ground-breaking Woodura technology empowering our hardened wood floors, we can employ a sophisticated array of nine precision-engineered brushes to seamlessly integrate contrasting pigments into the surface, highlighting the natural grain of the oak.

Surface treatment

A pro matt lacquer adds to this floor’s durability, making it ideal for busy spaces like hotels, shops, offices and restaurants – or a heavily trafficked area of a home. The matt lacquered surface is also easy to maintain.



Easy installation

The leakproof 5G Dry floor locking system is well-known for providing the easiest, fastest, and most reliable installation. No tools, glue or nails are needed – just click the pieces together.

COLOURS

Silver - a sleek silver tone that effortlessly blends our sophisticated greys.

Ivory - two contrasting whites, channelling a vintage feel.

Vapor - a captivating, two-toned combination of light and dark greys.

Granite - a blend of natural and grey tones that provide depth to a space.

Desert - a subtle and elegant mix of a warm light brown and soft white.

Drawing on our Scandi-inspired palette, the Contrast Collection blends harmoniously with our Woodura planks 3.0 range.



woodura™

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