

BJELIN CREATES THE NEXT GENERATION OF *Scandinavian wood floors*

Innovation has always been at the heart of Bjelin. Inspired by Scandinavian design and decades of invention at our sister company, Välinge Innovation – the pioneers of the floor locking system – we’ve transformed the way real wood floors are made and experienced.

100%

REAL WOOD

3×

MORE DURABLE

72h

WATER RESISTANCE

10×

MORE RESOURCE EFFICIENT



“Our floors are designed to be beautiful, durable and effortless to live with, crafted from responsibly sourced FSC®-certified timber and built to keep up with modern life.”

Hannes Boman, Head of Design

Wood flooring powered by technology

Using ground-breaking Woodura® and Nadura® technology, we strengthen real wood to create design-conscious flooring for the way we live today. The result is durable, more sustainable floors built to perform in demanding everyday spaces.

Smarter use of quality wood means more trees stay in the forest.

TIMELESS DESIGN

made to live with

Defined by clean lines and natural materials, our floors reflect a design philosophy shaped by Nordic landscapes and shifting light. The result is flooring with a calm expression, thoughtful proportions and a character that ages beautifully with the space.



ENVIRONMENT *at the core*

Sustainability was the starting point for Bjelin. We grew from a breakthrough flooring invention and a desire to use materials and resources more thoughtfully. From there, we developed a new generation of wood flooring for a better future. To ensure responsible sourcing and production, we control and manage the entire process from log to finished product.



“We’re always pushing ourselves to stay ahead of the curve. We continue to look for new ways to produce floors and will keep developing and producing new products with a focus on innovation and sustainability.”

Fredrik Alfredsson, CEO of Bjelin

Certified with care

Our floors meet leading environmental standards, including the Nordic Swan Ecolabel, FSC® and Greenguard Gold. But for us, sustainability goes beyond certifications – it’s about constantly finding better ways to make floors for the future.



FROM FOREST *to floor*

Our connection to Croatia means access to FSC®-certified wood from Europe’s largest continuous oak forest, Spacva. Highly experienced employees have worked in this region for generations to refine the well-known Slavonic oak into wine barrels – and now they make Bjelin floors.



SALES OFFICE: Sweden, US, UK, France, Croatia, Finland, Norway, Denmark and China



FACTORIES: 1 in Sweden 6 in Croatia



WAREHOUSES: Sweden, US and Croatia



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