

Healthy living is much more than just a trend

ter Hürne presents innovative floors at BAU 2023

Munich / Südlohn, 17 to 22 April 2023 – ter Hürne, the flooring specialists from Südlohn, exhibited at BAU, the global trade fair for architecture, materials and systems. From 17 to 22 April this year, the fair opened its doors to visitors from all over the world, who were able to find out about the latest trends in the construction industry.

A decisive focus for the trade audience was the increased awareness of sustainability in the building industry and the associated better recycling and longer service life for products. Topics that ter Hürne has been tackling with conviction for a long time. "Those who know us know: we make no compromises in manufacturing: Not in design, haptics, quality or function - and certainly not when it comes to healthy living and sustainability. At BAU, we were able to show that we consistently think green in our products - and we received overwhelmingly positive feedback from customers and partners who are on this path together with us," emphasise brothers Bernhard and Erwin ter Hürne. The two ter Hürne managing directors and their team presented no less than four particularly innovative flooring solutions at Bau in Munich.

Natural Parquet

The ter Hürne team showed its latest on-trend parquet creations at BAU. Parquet is still the purest, healthiest most sustainable floor covering of all. ter Hürne parquet is authentically beautiful, creates a sense of well-being and a healthy living environment for the whole family. But for trade partners, the natural material is often challenging to sell. That's why ter Hürne offers a convincing and efficient new product range dimension with the new "Tailored Collection" parquet modular system presented at BAU. The highlight here - 64 products are presented on 2 sqm of POS and yet the consumer can easily, quickly and confidently find their personal dream parquet flooring. The entire Tailored Collection is 13 mm thick and has a 2.5 mm wear layer on a pine baseboard and is therefore also a cost-effective answer to the price increases on the raw material side.

The best of both worlds

Hywood was also the focus of attention in Munich. With Hywood, ter Hürne has created a completely new, patented floor type: the hybrid real wood floor. The Green Collection Award winner at DOMOTEX combines the best of both worlds: In everyday tests, the ter Hürne innovation is absolutely on a par with normal utility value floors and gets credit for its water resistance. At the same time, the floor is made of almost 100 percent real wood and is particularly resource-friendly thanks to the product structure. Altogether, Hywood impresses with all the good, healthy properties of the natural material and is thus, with its circular product design, the future of flooring made of wood. Hywood therefore also qualified for the "Innovation Award Architecture & Building of the AIT at Bau 2023"

Smart, on trend – and consistently sustainable

Flooring in particular, with its large surface area, plays a very important role for a healthy indoor climate - and its importance continues to grow. The increasingly good insulation of buildings reduces the exchange between indoor and outdoor air more and more, and pollutants from wallpaper, furniture, paints and conventional floors remain in the indoor air for much longer. Not so with the ter Hürne floors, for example the new Avatara: the design floor is free of chlorine, phthalates, plasticisers and solvents. Instead of PVC ter Hürne uses Talcusan®. This new, intelligent material consists primarily of chalk and silicates and only 30 percent of the polymer polypropylene. Polypropylene, in turn, is inert, so there is no molecular migration from the material. That is why it is also used for packaging in direct contact with food. The floor is thus emission-free, saliva-proof, allergy-friendly and antibacterial. But Avatara not only creates a beautiful and healthy home, but also contributes to more sustainability in the world through upcycling and 100% recyclability, awarded with the Plastship certificate. Two-thirds of the polypropylene used for Avatara comes from the German dual recycling system, also known to customers as the 'Grüner Punkt': A yoghurt pot is thus turned into an elementary component of the floor - and this is guaranteed without compromising on quality and healthy living. Technically, too, ter Hürne has once again upgraded the new Avatara generation. With the newly assigned utility class N34 and the new additional functional layer, Avatara is even

more resilient to breakage and twice as scratch-resistant as a vinyl floor. The new super matt, touch-friendly surface structure is visually and haptically appealing.

Bio-based design floors

With Soya New Generation, the bio-based design vinyl flooring with the power of the soybean, the ter Hürne team has implemented a very extensive further development of vinyl flooring that perfectly suits a very diverse range of requirements. To this end, the team has carefully analysed current developments in the vinyl market over the past few years and is introducing a new SPC range with a wear layer thickness of 0.55mm, which will be launched on the market at once with the established 3 in1 system. Each design is available as SPC under the designation "Solid", as dryback under the designation "Pro" and as vinyl on wood baseboard under the designation "Comfort". The Comfort version is now also water-resistant in accordance with NALFA standards, with the features defined by ter Hürne under the term "SEAL".

"We make vinyl with the know-how of wood professionals. For us, this means that we are not only close to nature in terms of design, but also combine the values that are important to us as a family business in our vinyl floors: Soya is bio-based, low-emission, and certified with the best-known German environmental labels. Your customers will appreciate the striking look 'Inspired by Nature' and the bio-based safety for healthy living," explains Nadine Lensing, Product Manager Design Floors at ter Hürne.

Trend HERRINGBONE

Last but not least, ter Hürne also exhibited at Bau as a specialist for the herringbone installation trend. In total, ter Hürne showed 49 different herringbone products across all flooring types and always in slightly larger dimensions than the classic herringbone formats. Whether design floors for click or glue down installation, as a Hywood variant, in the laminate category in 10mm versions or in the parquet sector with the new "Herringbone Collection" - ter Hürne always offers an impressive, specialist trade-oriented added value solution for the creative implementation of winning herringbone designs. All new products are already available or will be in the stores shortly. Information on the new products can be found at www.terhuerne.com.

About ter Hürne

ter Hürne is one of Europe's leading parquet manufacturers, based in Südlohn in the western Münsterland region (North Rhine-Westphalia). The company was founded in 1959 and is owner-managed in the second generation. ter Hürne produces quality products "Made in Germany" and employs around 250 people at its site. As a wood specialist, ter Hürne focuses on innovative and attractive flooring solutions made of different materials with the aim of offering its customers and partners the maximum in healthy living. In more than 60 years in business, ter Hürne has established itself as one of the market leaders in the industry on national and international markets. The range extends from parquet flooring, Hywood, Dureco, laminate to wall and ceiling panels, design vinyl floors and Avatara design floors. www.terhuerne.com



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