

TO
SUBJECT
MESSAGE DATE
EFFECTIVE DATE

All Management, Sales, Technical & Installation Personnel

Longer Lasting Brightness: Updates to Light Floors & Nouveau Snow SKU Change

November 19th, 2020

Immediately

BACKGROUND

“Longer Lasting Brightness” is a surface treatment upgrade to a selection of Kährs’ best selling light floors. The new surface treatment keeps them looking brighter & lighter for longer through improved dirt protection and improved ease of cleaning. The dirt is now easier to remove as it lays superficially on the surface of the floor, making it easier to clean as recommended with Kährs maintenance products.

HOW?

A modified level of lacquer has been added to hinder dirt from penetrating into the pores of the wood. As a result, the dirt stays on the surface and becomes easier to clean, while maintaining the genuine wood feeling.

Colors Included in surface treatment refresh:

- Oak Classic Nouveau Snow
- Oak Classic Nouveau Blonde
- Oak Crème
- Oak Limestone
- Oak Pale

SKU Changes: Only applies to Classic Nouveau Snow

Old SKU: 151L8AEK0WKW220
New SKU: **151N8EEK0WKW220**
The new SKU features an updated microbevel.



Updated images have been created for the new Classic Nouveau Snow SKU. (1 floor scan and 2 interior shots)



New Nouveau Snow SKU 151N8EEK0WKW220 Product Specs

| | |
|-------------------|-------|
| Sft/Ctn | 27.34 |
| Ctns/Pallet | 50 |
| Pallets/Container | 16 |
| Lbs/Ctn | 47 |

FAQs: Nouveau Snow SKU Change

Q. Can we keep our current samples?

A. Yes, you do not need to replace Nouveau Snow samples already in field. Moving forward, any new samples sent will be the new SKU. We are providing back labels for the new Nouveau Snow SKU which will feature an updated room scene. Your rep will be in touch regarding this.

Q. Can the new SKU be mixed with the old SKU?

A. The new SKU **CANNOT** be mixed with the old SKU.

Q. Is there stock of the old Nouveau Snow SKU available?

A. The stock of the previous Snow SKU has been phased out, and going forward, the new Nouveau Snow SKU will be the sole SKU available in stock.

Have More Questions?

Feel free to reach out to your Kährs rep or view the landing page on **Kahrs.com**. A presentation will soon be available as well.