

New Products 2010

Laminate Floor from the Parquet Specialist

Trading up HARO Tritty 250 in the highest performance class

Rosenheim – Hamberger's successful trade-up strategy for the HARO Tritty 75 and 100 series has positioned the German parquet specialist as a premium supplier of laminate flooring. HARO is now extending the strategy to HARO Tritty 250, its top-of-the-line laminate floor series, with focus on the contract and upmarket consumer segments. Another top-class feature of HARO Tritty 100 and HARO Tritty 250 is the innovative Top Connect[®] system, which makes the laminate floors exceedingly safe and easy to install.

The HARO Tritty 250 line comprises 14 models in different classical and contemporary styles, ranging from standard wood decors to the trend colours white and grey. The classical oak, maple, beech and walnut styles cater particularly to the contract segment. The perfect wood reproductions reflect HARO's strongest trumps: 60 years of experience and know-how in the manufacture of high-quality parquet. Contemporary styles, such as HARO Laminate Floor Tritty 250 plank 1-strip Celtic Oak or Silver Olive, are primarily aimed at design-conscious consumers. ■

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HARO Tritty 250 plank 1-strip Silver Olive



HARO Tritty 250 plank 1-strip Pure Oak

Photograph: HARO – Hamberger Flooring GmbH & Co. KG
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With the floor covering brand name "HARO", Hamberger Flooring GmbH & Co. KG in Stephanskirchen near Rosenheim has grown to become the German market leader for parquet and can now look back on almost 60 years of experience in producing parquet. In addition to its Flooring division which offers parquet, cork, linoleum, laminate and Celenio floors, the Hamberger group of companies also incorporates the Sports Flooring, Sanitary, Hardwood, Retail, and Farming and Forestry divisions. Hamberger was certified according to DIN EN ISO 9001 as early as 1995, followed in 1998 by the certification of its environmental management system according to DIN EN ISO 14001. Hamberger has been PEFC certified since 2004. The PEFC seal provides proof that the raw materials from which Hamberger products are manufactured are sourced from certified, sustainably managed forests. Founded in 1866, the company is today managed by Peter Hamberger and Dr. Peter M. Hamberger, in the fourth and fifth generations. With around 1,650 employees, the group of companies achieves an annual turnover of approx. 270 million euros. Around 40% of the company's products are exported. Goods are exported to more than 90 countries around the world. Further details are available at www.haro.com.

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