

**HARO naturaDur**

**NaturaDur – the new revolutionary parquet surface from HARO**

**HARO's naturaDur surface for parquet floors ideally combines ease of care with a natural finish.**

**Rosenheim – Parquet surfaces previously came in two variants: easy care and sealed or naturally matt and oiled. Now HARO is offering the perfect symbiosis of the two in naturaDur.**

The new revolutionary naturaDur surface finish combines the natural look of a naturally oiled parquet floor with the durability and ease of care of a sealed parquet surface. This innovation provides completely new impetus for individual consultation in the specialist trade. The elegant matt appearance of the naturaDur surface lends the parquet floor the authentic and original radiance that previously only distinguished naturally oiled parquet. Walnut or beech parquet also gain a new and modern look with the matt surface finish. Yet the surface remains easy to maintain and durable like a sealed finish. naturaDur withstands even high heels, coarse dirt or falling objects effortlessly like a classic seal. For parquet lovers, this means the advantage of an oiled surface in terms of look and touch, without having to relinquish the practical advantages of the seal. When it comes to surface finish, naturaDur is a real revolution, since only two completely different principles of parquet surface finish were available to date when choosing the dream parquet floor.

**High value retention and radiance with ultimate ease of care**

naturaDur is suitable as a surface both for Longstrip and Plank 1-Strip and is even available for Plank 1-Strip Plaza. The simple cleaning and care are ingenious. HARO has developed a cleaning programme with the clean&green care series that allows naturaDur floors to also be

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maintained and protected effectively, sustainably and with respect for the environment. Statements like "Sand and re-oil" belong to the past. The naturaDur surface is maintained at convenient intervals with clean&green Natural and then refreshed with the clean&green Aqua Shield special cleaner. This special cleaner was developed specially by HARO flooring specialists for sealed parquet floors and coated surfaces such as laminate and design floors. Floors get a new lease of life, are more durable and also better protected against moisture penetrating from above. Maintaining an elegant parquet floor has never been easier.

*The new revolutionary naturaDur surface finish combines the natural look of an oiled parquet floor with the durability and ease of care of a sealed parquet surface.*

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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 floors and can now look back on over 60 years of experience in producing parquet. In addition to its Flooring division which offers parquet, cork and laminate floors as well as the somewhat different Celenio wooden floor and healthy living style Disano design floor, 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. The new energy management system was integrated successfully in the

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existing environmental management system in 2013 with certification according to DIN EN ISO 50001:2011. Hamberger has been certified according to PEFC since 2002. 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 2,500 employees, the group of companies achieves an annual turnover of approx. 315 million euros. The export share of the company's business is 50%, with export being made to over 90 countries around the world. Further information is available at [www.haro.com](http://www.haro.com)

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