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For Immediate Release

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2017 Bona Certified Craftsman Convention Connects Business Insight and Latest Trends in the Hardwood Floor Industry

Aurora, Colo., February 3, 2017 – – Bona US, the world leader in hardwood floor care and maintenance since 1919, is kicking off its third Bona Certified Craftsman Convention next week, February 9-12, 2017. Hosted in Denver, Colorado, the convention will bring together businesses in the wood floor industry from across the United States.

The Bona Certified Craftsman Program (BCCP) is comprised of a trusted network of hardwood flooring experts that deliver outstanding results in both craftsmanship and customer service. These top-level professionals have used the Bona product system for years and are hand-picked, proven, trained and certified by Bona. Training, regular communication and events such as the Bona Certified Craftsman Convention are some of the ongoing benefits to these professionals so that they stay up-to-date on best practices in the industry and ensure the most beautiful and durable results possible for hardwood floors.

“Many consumers perceive the process of refinishing or installing hardwood floors to be tedious, inconvenient and messy. We’ve known for years that doesn’t have to be the case,” said Matt Casey, BCCP Manager, Bona US. “In fact, Bona products and our Bona Certified Craftsmen make the refinishing process an easy, worry-free experience. The best part is that the end result is beautiful, family-friendly, durable hardwood floors.”

The Bona Certified Craftsman Convention is slated to be the largest yet and will kick off on Thursday with a variety of industry speakers, best practice trainings and discussion sessions, as well as special keynote from Brian Billick, analyst for NFL Network.

“Craftsmen agree that continuing industry education and adapting to consumer trends are both keys to running a successful business,” continued Casey.

For more information on becoming a Bona Certified Craftsman contact Bona US.

About Bona US

Bona is an innovative, environmentally-conscious company dedicated to creating beautiful floors since 1919. Bona US, the North American subsidiary of BonaAB in Malmö, Sweden, manufactures and distributes floor and home care products. The first in the industry to offer a full system of waterborne hardwood floor finishing and floor care products certified for indoor air quality by GREENGUARD, Bona products can be found throughout the U.S. and Canada. From residue-free hardwood floor cleaners to a beautiful array of stains and high durability finishes, consumers, distributors and contractors trust Bona. For more information, please contact Bona US at (800) 872-5515 or www.bona.com.

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