



For Immediate Release

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Bona® and Hand in Hand Partner for Two-Year Initiative

Bona contributions will help development of Koneripatty Agraharam in India and work toward alleviating poverty through sustained income generating programs

Aurora, Colo., July 26, 2016 – Bona, the world leader in hardwood floor care and maintenance since 1919, has entered into a two-year global initiative to support Hand in Hand, an international non-profit humanitarian organization that works to support a number of projects in rural India and around the world. The partnership will help provide social services, education and infrastructure for Koneripatty Agraharam, a village of 4,150 people located 42 miles from Salem in the southern Indian State of Tamil Nadu.

“As a global organization we strive to support communities large and small around the world,” said Erin Wright, VP Human Resources, Bona US. “This partnership with Hand in Hand will bring resources from our company to Koneripatty Agraharam in an effort to support ongoing, sustainable self-reliance and ultimately help the community thrive.”

During a two-year period, Bona will sponsor the development of Koneripatty Agraharam to build infrastructure, offer resources and alleviate poverty through sustained income generating programs. In Koneripatty Agraharam the community depends heavily on agriculture which can be challenging due to the local weed trees which deplete vital ground water making the soil substandard. Wages are low and often children in the community are forced to work and support their families instead of attending school. These factors coupled with little or no education leaves many in the village in extreme poverty.

"At Bona we believe that empowering a community is the most sustainable approach to alleviating poverty and ultimately make things better – better for people, better for our community and better for the environment," said Kerstin Lindell, president & CEO, Bona. "Our hope is to contribute to the war against world poverty through this initiative and help generations of community members in Koneripatty Agraharam to prosper."

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Hand in Hand, with support from Bona, has begun to assess the areas of most need in Koneripatty Agraharam. First, the organization will encourage every child to register and attend school and will offer funds and resources where needed. Additionally, Hand in Hand will provide funding for more available health and sanitation to all members of the community. The organization will look to five key areas to create change -- health, environment, a citizen's center, job creation/women's empowerment and child labor elimination/access to education. The effort will offer resources to hundreds of women to empower them to start businesses such as tailoring, bicycle repair, shops and more.

Bona will offer updates on its partnership with Hand in Hand on its website www.bona.com

About Bona US

Bona US is the North American subsidiary of BonaAB in Malmö, Sweden. Bona US manufactures and distributes floor and home care products. Bona's hardwood floor care systems have been successful in the professional market for 90 years. Consumer products are available in most major retail outlets throughout the U.S. and North America. With certifications like GREENGUARD, the company has also been recognized for formula innovations that are pH-neutral and residue free. For more information, please contact Bona US at (800) 872-5515 or www.bona.com.

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