

Bona®

Info

For Immediate Release

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Bona® US Announces Partnership with Boston Celtics and Cleveland Cavaliers *Announcement Secures Bona as Official Hardwood Floor Care Partner of the Celtics and Cavaliers*

Aurora, Colo., February 18, 2016 – [Bona US](#), the world leader in hardwood floor care and maintenance since 1919, announced today that it has entered into local partnerships with the Boston Celtics and Cleveland Cavaliers. The announcement solidifies Bona’s position as the Official Hardwood Floor Care Partner of the Celtics and Cavaliers.

“Bona has been an integral part of NBA floors for more than a decade. From our durable Bona SuperSport Finishes and Bona CourtLines Sport Floor Paint to our hardwood floor cleaning solutions, NBA floors across the nation are Bona floors,” said Cate Vanegas, Director of Marketing, Bona US. “It’s an honor to now have a partnership with these two fantastic teams, the Cleveland Cavaliers and the Boston Celtics, to further share the Bona story.”

Bona finishes, sealers and paints can be found on renowned floors such as the Los Angeles Lakers, Miami Heat, Sacramento Kings, Utah Jazz and Atlanta Hawks. An industry leader for more than 95 years, Bona Hardwood Floor Finishes and Paints are beautiful, durable, long-lasting and won’t disseminate harmful fumes.

“As the Official Hardwood Floor Care Provider of the Cleveland Cavaliers, Bona is at the very core of the Cavs being able to maintain their home-court advantage at Quicken Loans Arena with its proven hardwood floor care products,” said Cleveland Cavaliers President of Business Operations Kerry Bubolz. “This matters greatly to us, as our players deserve the best playing surface and conditions possible and Bona is an integral part of that. We are committed to providing the best game experience we can, and that includes the court! We’re also proud and excited to have this partnership provide new opportunities for our fans and a local community gym floor as well!”

The newly branded Bona mop crew and Cavs entertainment teams will surprise one community organization with a gymnasium floor cleaning opportunity. In addition, during each Cavs home game, select fans will have an opportunity for an on-court photo experience to get their picture taken on the Cavaliers court.

Bona also lends an expert perspective for today’s more intricate designs to help protect the beauty and history of prestigious floors like the Boston Celtics.

“We are proud to welcome Bona to the Celtics Family as the team’s Official Hardwood Floor Care Provider as their best in class products will help preserve and protect the iconic Parquet Floor,” said SVP of Corporate Partnerships and Business Development Ted Dalton. “We’re also excited about extending the partnership outside of the arena with our Passion for the Parquet Sweepstakes, which will present our fans with the opportunity to win unique prizes.”

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Bona provides the most complete system of sport products in the industry including durable abrasives, a full line of game line paints engineered specifically for its waterborne and oil-modified finishes, the highest quality sealers and finishes, adhesives and a fast, effective maintenance system. The technology used in the products for NBA floors is the same technology used for Bona's residential finishes. Proven to be the most durable and beautiful finishes in the industry, Bona waterborne finishes are GREENGUARD certified for indoor air quality by the third party, GREENGUARD Environmental Institute. Bona is the first in its industry to carry a full system of hardwood floor finishing and floor care products certified for indoor air quality.

About the Cleveland Cavaliers

The 2015-16 Cleveland Cavaliers, led by GM David Griffin and Head Coach Tyronn Lue, are a hard-working and talented team supported by an organization focused on one goal – to deliver an NBA Championship to the city of Cleveland, the state of Ohio and Cavs fans everywhere. Cavaliers majority owner Dan Gilbert and the Cavs ownership group have continued to make significant investments, both on and off the court, to provide the best team, the best game experience, and a deep engagement and exceptional value to the most loyal, supportive and deserving fans in all of sports. The team plays their home games at Quicken Loans Arena – aka The Q – the NBA's third-largest arena known for its electrifying and award-winning game presentation.

About The Boston Celtics

A charter member of the Basketball Association of America (which evolved into the National Basketball Association) since 1946, the Boston Celtics have won a record 17 NBA Championships, including eight (8) in a row from 1959-1966, winning their first title in 1957 and their most recent in 2008. The Celtics have long stood for equality, and respect, including hiring the first African American Coach and starting the first all black starting five. In addition, 39 former Celtics players, management or staff have been inducted into the Naismith Memorial Basketball Hall of Fame. In December 2002 the team returned to local ownership for the first time since 1963. For more information on the Celtics, visit www.celtics.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 more than 95 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 non-toxic. For more information, please contact Bona US at (800) 872-5515 or www.bona.com.

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