

PRESS INFORMATION

Via Step & Stair – seamless design across all levels

Südlohn, May 2026. A harmonious home thrives on a coherent overall concept. With the innovative “Via Step & Stair” system, ter Hürne is now bringing a solution to the market that elegantly continues high-quality floor coverings across multiple levels – for a seamless living experience.

More and more builders, renovators and interior designers are focusing on open space concepts and flowing transitions. This is exactly where “Via Step & Stair” comes in: the system combines flooring and stairs into one aesthetic unit and thus creates a consistent design language throughout the entire living space. Whether natural wood, design flooring, vinyl or laminate – the stair solutions are precisely aligned with the respective flooring ranges and thus ensure maximum design freedom.

Flowing design without interruptions

The staircase is no longer just a functional connecting element between two floors. It is increasingly becoming the architectural focal point. Due to the identical surface appearance of floor and step, a calm and high-quality spatial effect is created. Grains, decors, colours and structures continue to flow seamlessly – even across edges and transitions. The result is an exceptionally harmonious overall appearance that comes fully into its own in both new builds and high-end renovations. The level of detail is particularly impressive in the precisely manufactured profiles. The continuous surface appearance ensures that no visible interruptions occur between tread and riser.

Wide selection from all flooring ranges

With “Via Step & Stair”, ter Hürne offers maximum flexibility in design. The system is compatible with numerous flooring ranges from ter Hürne and thus opens up an enormous variety of designs and materials. The compatible ranges include natural wood parquet, Hywood, Avatara design flooring, Iko premium laminate flooring, Dureco flooring, and Soya design vinyl flooring. This enables planners, specialist retailers and installers to realise a wide variety of living styles – from natural wood looks and modern stone interpretations to minimalist design solutions.

High-quality workmanship for professional results

The system also impresses technically with its versatility. Different staircase shapes can be implemented safely and precisely. Both staircases with a single-sided and double-sided wall connection can be designed individually. In addition, various step profiles such as the elegant L-Schaper or the distinctive U-shape are available to meet different design requirements.

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Particular attention has also been paid to detailing. Different edge finishes – from a soft rounding to an elegant chamfer – underline the respective character of the selected flooring and ensure a high-quality overall effect down to the smallest detail. Integrated lateral folds on the steps are part of the product range for parquet and design vinyl flooring.

Secure and professional installation on site

In addition to appearance, simple and safe installation plays a decisive role. This is precisely why “Via Step & Stair” has been consistently developed with a strong practical focus. Prefabricated components make installation easier and enable cost-efficient installation on site. At the same time, highly precise manufacturing ensures exact transitions and a secure connection of all components. Profiles can be cut to size with precision and flexibly adapted to the respective staircase situation. Even demanding projects benefit from the well-conceived system solution. More complex staircase shapes or winding constructions can also be realised. This opens up new possibilities for high-quality interior fit-out projects.

Attractive for renovation and modernisation

“Via Step & Stair” offers enormous potential, particularly in the renovation market. Many renovators are looking to visually upgrade existing staircases without having to carry out extensive complete reconstructions. This is exactly where the system demonstrates its strengths. At the same time, installers benefit from an installation-friendly system that combines safety and precision. Accessories such as side cladding strips or precisely fitting risers complement the range and enable a professional finish.

Strong impetus for specialist retailers

With “Via Step & Stair”, the company is responding specifically to the growing demand for holistic living concepts. End customers are increasingly seeking solutions that seamlessly combine functionality, design and quality – this is exactly where the system comes in. For specialist retailers, this results in attractive sales opportunities, as the combination of flooring and stairs from a single source creates clear added value in consultation. Customers receive a perfectly coordinated overall concept and can implement their living ideas consistently and stylishly.

At the same time, retailers and installers benefit from the high brand quality as well as a range that combines design expertise and processing reliability. With the large-format POS module based on TMS-14, ter Hürne offers a versatile presentation solution with different constructions, step shapes and materials. With the new system solution, ter Hürne once again positions itself as an innovation partner for modern living environments and sets a strong example for sophisticated interior design with consistent aesthetics.

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Flowing design down to the finest detail: Across every step profile, the design or grain continues seamlessly over the edge



With colour-coordinated risers, a modern and harmonious overall appearance of the staircase is created

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About ter Hürne

ter Hürne is one of the leading European parquet and flooring manufacturers, headquartered in Südlohn in the western Münsterland (North Rhine-Westphalia). The company was founded in 1959 and is owner-managed in its second generation. ter Hürne produces quality products "Made in Germany" and employs approximately 300 people at its site. The core of the ter Hürne brand promise is leading healthy living, sustainable design and smart functionality. As a specialist in wood processing, ter Hürne focuses on innovative and attractive flooring solutions beyond the material wood. The product range extends from parquet and real wood flooring to wood-based functional flooring through to polymer-based design flooring. The ter Hürne product lines natural wood parquet, the real wood hybrid flooring Hywood, the water-resistant wood-based flooring Dureco, Soya design vinyl flooring and the healthy design flooring Avatara set standards in their respective categories. With the innovative programmes SilentDesign acoustic panels, UniqueDesign panels, Divisio room dividers and Via Step & Stair, ter Hürne completes its leading system-based offering for floors, walls and ceilings.

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