

DESIGN FLOOR

Who are the competitors in the market?

There are a lot of LVT suppliers in the market but only a few are offering a wide range incl. The 0,40 mm wear layer:

- ❖ JOKA offers a collection Design 340 without XL planks and also not in the same size – dryback and Click +
- ❖ Project Floor offers a 0,40 mm quality only as dryback
- ❖ object Floor offers in his collection domestic no Klikc + and also no XL Planks
- ❖ wineo 600 no underlay included on the planks. The customer has to buy an extra underlay.
- ❖ gerflor has no 0,40 mm quality
- ❖ forbo offers only a dryback version
- ❖ Amtico offers not automatically a Click +

Summed up in general:

- 3 collections
- 3 qualities
- Numerous areas of application
- All collections are available:
for gluing and clicking together
- Click+ variant with integrated
impact sound insulation
- Always one wear layer and
usage class per collection
- All products are suitable for
underfloor heating, hard-
wearing and easy to clean.
- All products have the fire rating
BflS1 and are flame retardant.
- 100% phthalate-free
- Healthy in the home
- Indoor Air Comfort Gold certified



*Clear structure
for easy selling!*

DESIGN FLOOR • LVT 30

DESIGN FLOOR • LVT 40



DESIGN FLOOR • LVT 55



- The perfect entry-level product in domestic living areas or light commercial areas, such as hotel rooms.
- Wear layer 0.30 mm
- All designs for gluing and clicking together
- Click+ technology with integrated impact sound-insulation up to 18 dB
- Durable, hard-wearing, easy to clean, warm to the feet
- Low product composition with only 5 mm in Click+
- Perfect renovation for the home
- 31 Designs
- ✓ Consumer-oriented
- ✓ trend-oriented
- ✓ modern

- Whether in the commercial or home sector up to class 32, with the LVT 40 you have a true all-rounder for every purpose.
- All designs for gluing and clicking together
- Durable, hard-wearing, easy to clean, warm to the feet
- Click+ variant with integrated impact sound insulation
- Low product composition of 5.5 mm with Click+
- Perfect for use in the retail or hotel sector
- 38 Designs
- ✓ Versatile
- ✓ Harmonious
- ✓ Inspiring



- The perfect solution for the highly frequented contract sector in class 33.
- Wear layer 0.55 mm
- All designs for gluing and clicking together
- Durable, hard-wearing, easy to clean, warm to the feet
- Click+ technology with integrated impact sound-insulation up to 20 dB
- Quick and easy to install over existing coverings
- Perfect for use in the contract sector or in the home
- 31 Designs
- ✓ Exclusive
- ✓ functional
- ✓ creative

Application matrix for our LVT floors

LVT 30		
Ranges of use / Symbol	Use	
	LIVING	areas that are intended for home use
23 	heavy duty domestic sector	Living rooms/entrance areas, study, children's rooms, etc., corridors with more than 4 persons in the household (large families), high visitor frequency, households with pets
	COMMERCIAL	areas that are intended for public and commercial use
31 	moderate duty commercial sector	Areas with low and/or occasional use, such as hotel rooms, individual offices, conference rooms, nursing home rooms, ancillary areas, and storage rooms in little used offices

LVT 40		
Ranges of use / Symbol	Use	
	LIVING	areas that are intended for home use
23 	heavy duty domestic sector	Living rooms/entrance areas, study, children's rooms, etc., corridors with more than 4 persons in the household (large families), high visitor frequency, households with pets
	COMMERCIAL	areas that are intended for public and commercial use
32 / 33* 	heavy duty commercial sector	Areas with heavy traffic, such as open-plan offices, multi-purpose halls, schools* or department stores, lobbies, and corridors with high frequency (public buildings, hotels), retirement homes, doctors' practices, patient wards, private hospitals

*Click+ : 33 according to EN 16511

LVT 55		
Ranges of use / Symbol	Use	
	LIVING	areas that are intended for home use
23 	heavy duty domestic sector	Living rooms/entrance areas, study, children's rooms, etc., corridors with more than 4 persons in the household (large families), high visitor frequency, households with pets
	COMMERCIAL	areas that are intended for public and commercial use
33 / 34* 	extremely heavy duty commercial sector	Areas with extremely heavy traffic, such as shopping malls, multi-purpose halls, counter halls or airports – regular intensive use and high visitor frequency, also in sports and gymnastics halls.

*Click+ : 34 according to EN 16511

DESIGN FLOOR LVT 40

What happens?

In 2017, LVT 40 was introduced to the market for the first time.

The cornerstone for the current collection concept - LVT 30, LVT 40, LVT 55, or rather:

Good, Better, Best.

With LVT 40, modern designs, large-format stone decors and the first XL planks in 1.50 m length were introduced in 2017. The success spoke for itself.

Now it's time to give this collection a facelift.

The bestsellers have of course been included and supplemented by modern hues and shapes. The wild mix of decors and colours has now become a modern

collection with the core statement:

Variety and Harmony

The result

- ❖ With the new selection, the new LVT 40 offers a variety of new colours and surfaces.
- ❖ Bestsellers such as Nordic Pine or Catalpa Nature, but also Light Concrete, have been retained and embedded in a new environment.
- ❖ The previous 34 designs have been extended to 38 designs.
- ❖ 9 XL planks in the range of wood decors have been extended to 19 XL planks in 1.50 m length, proven stone decors have been taken over and supplemented by new ones.
- ❖ The concrete was given a new tactile surface.
- ❖ The well-known click version is now a Click+ floor with integrated impact sound insulation.
- ❖ All designs available now for gluing and in Click+technology without compromise.
- ❖ With regard to the designs, special emphasis was placed on modern colours and surfaces.

Exclusive Designs with more variety

With Continental Oak and Ocean Oak, we have two exclusive developments in the collection that score not only with their variety of colourways, but also with their variety of different planks.

Here, it's not just the colour, the format or the surface that is exclusive, but the entire development.

With a doubled repeat, these designs no longer have just a number of 5 different planks to offer, but double the number.

Two differently developed films that ideally belong together now offer double the variety of up to 10 different planks in design. Paired with a natural embossing, these designs offer full naturalness.





Classification- Level of Use

23/32

This floor covering can be used not only in the private segment but also in moderate duty commercial sectors such as retail, hotel rooms, shop-in-shop areas, boutiques or little used offices.

The new classification of the Click+ variation according to EN 16511 (MMFA standard) even is 23/33.

Fire retardent BFLs1

All designs as dryback and Click version

Click + System with integrated underlay

Up to 19 db footfall noise reduction

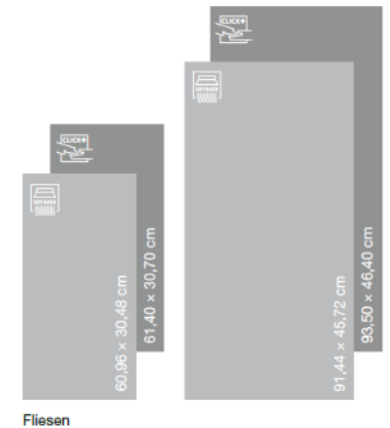
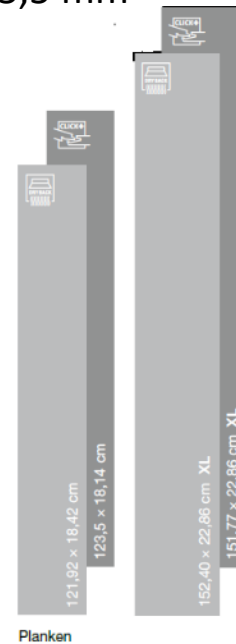
R9 + R10 surfaces

Up to 10 different planks in the exclusive designs with natural emboss (Continental and Ocean Oak)

Sizes dryback/ Click +:

Wood L	1219,2 x 184,2 x 2,5 mm /
Wood XL	1524 x 228,6 x 2,5 mm /
Stone L	609,6 x 304,8 x 2,5 mm /
Stone XL	914,4 x 457,2 x 2,5 mm /

1235 x 181,4 x 5,5 mm
1517,7 x 228,6 x 5,5 mm
614 x 317 x 5,5 mm
935 x 464 x 5,5 mm



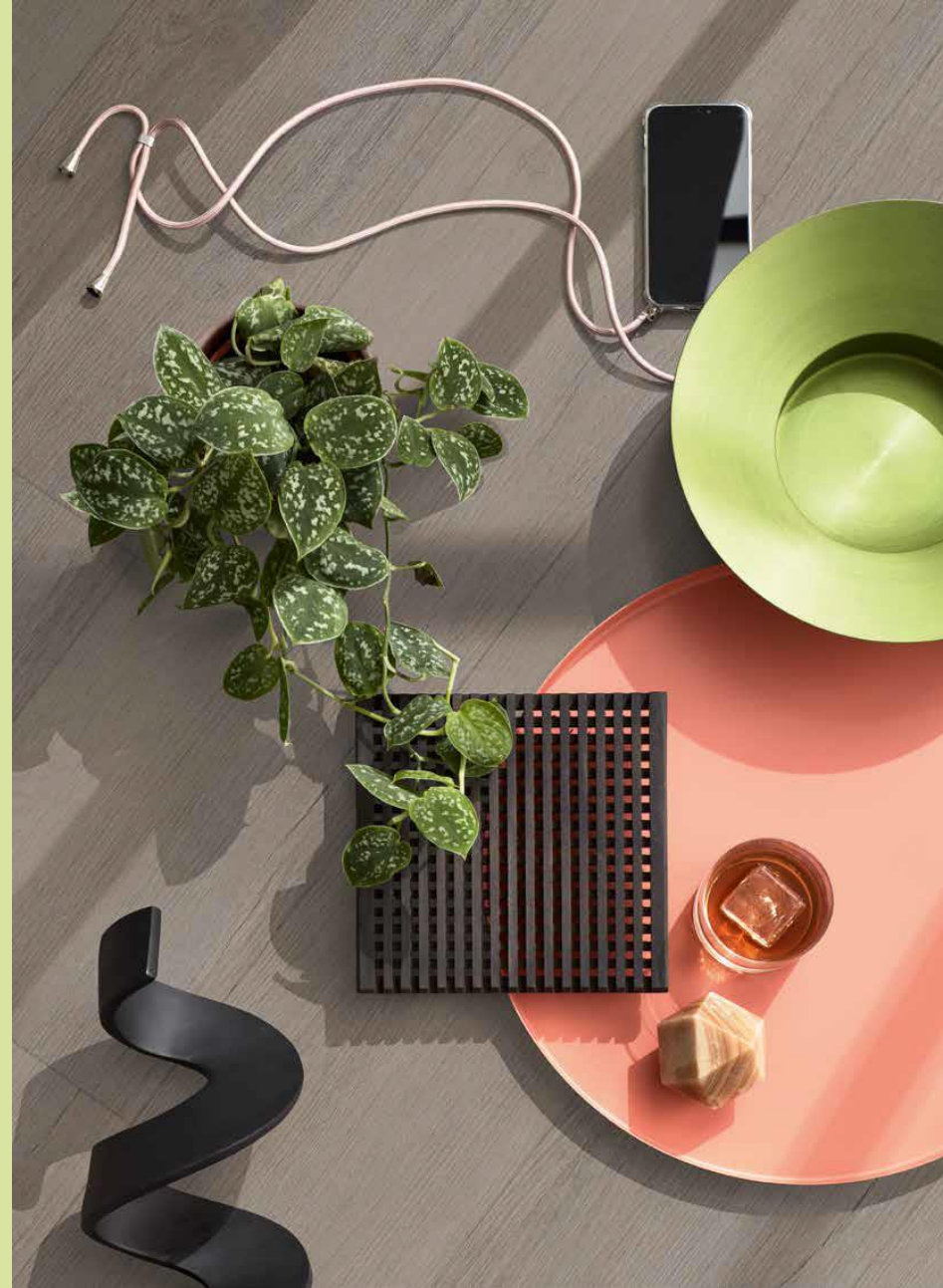
The wood in details

From white to grey . . .

Representative of this area, bestsellers were supplemented with modern new designs.

Worth mentioning here is the new Iced Oak, which has an ice-grey, elegant character, and the Columbian Oak, which has a modern dark gray with a slight rustic touch and therefore they does not appear dominant in the room, but rather reserved.

Both colors are inviting to decorate the room with colorful textiles and asseccories.





The wood in detail

Natural coloring in grain and structure. . .

No matter whether the new Ocean Oak or the new Continental Oak, which were developed exclusively for this collection and on top of that a variety of individual planks (up to 10 different planks).

The natural embossing with a matt gloss level makes these designs unique. In addition to bestsellers such as the Toffee Oak and the Elegant Oak and new designs such as the Pale Oak and the Jersey Oak, numerous natural colors and grains have been chosen that this selection matches every taste.

Modern interiors combined with natural decorations and plants focus on today's gentle furnishing style.





The wood in detail

From brown to dark brown. . .

The series of brown to dark brown designs starts with the Baltimore Apple, rarely found but adaptable to all interior styles...

In addition to the facets of Ocean Oak and Continental Oak, which also shine in this color spectrum with their long look and natural character, looks such as Viking Oak, Scottish Oak, Bog Rich Oak and Mellow Oak complement the portfolio.





The stones in detail

Whether grey or brown/beige. . .

This time the classic silver and concrete tones are complemented by modern brown stone looks...

With the new Venice stones in gold and greige as well as Barcelona, the series of stones is supplemented with trend-oriented colors.

Marbled and cloudy looks dominate these designs. The small texture optics bring the abstractness of filled linen into the range of unusual optics. These round off the grey concrete-metal look perfectly.





Conclusion


Size is the highlight . .

With 19 wood designs and 8 stone designs in XL, this collection reflects the market trend.

What counts here is size and design that impress the customer.

Haptic and authentic looks complemented by the natural emboss on the exclusive design Continental Oak and Ocean Oak, these decors and designs impress with their orientation towards the current furnishing trend...

Brown is the new grey, as the stones in this new collection in XL format bear witness to.



XL-Formate

What makes the collection special?

- ✓ Perfect suitability also in the retail sector, as well as in H+C (nursing rooms etc.)
- ✓ Design diversity that subordinates itself
- ✓ All products are Bfl-S1 fire retardant
- ✓ 95% of the R10 collection (only fine wood structure and pearl – R9)
- ✓ Large format for quickly installed areas
- ✓ Insensitive designs and therefore no visible scratches

This collection is an all-rounder on the market!

With our range, we offer customers a clear concept with a high level of service and quality