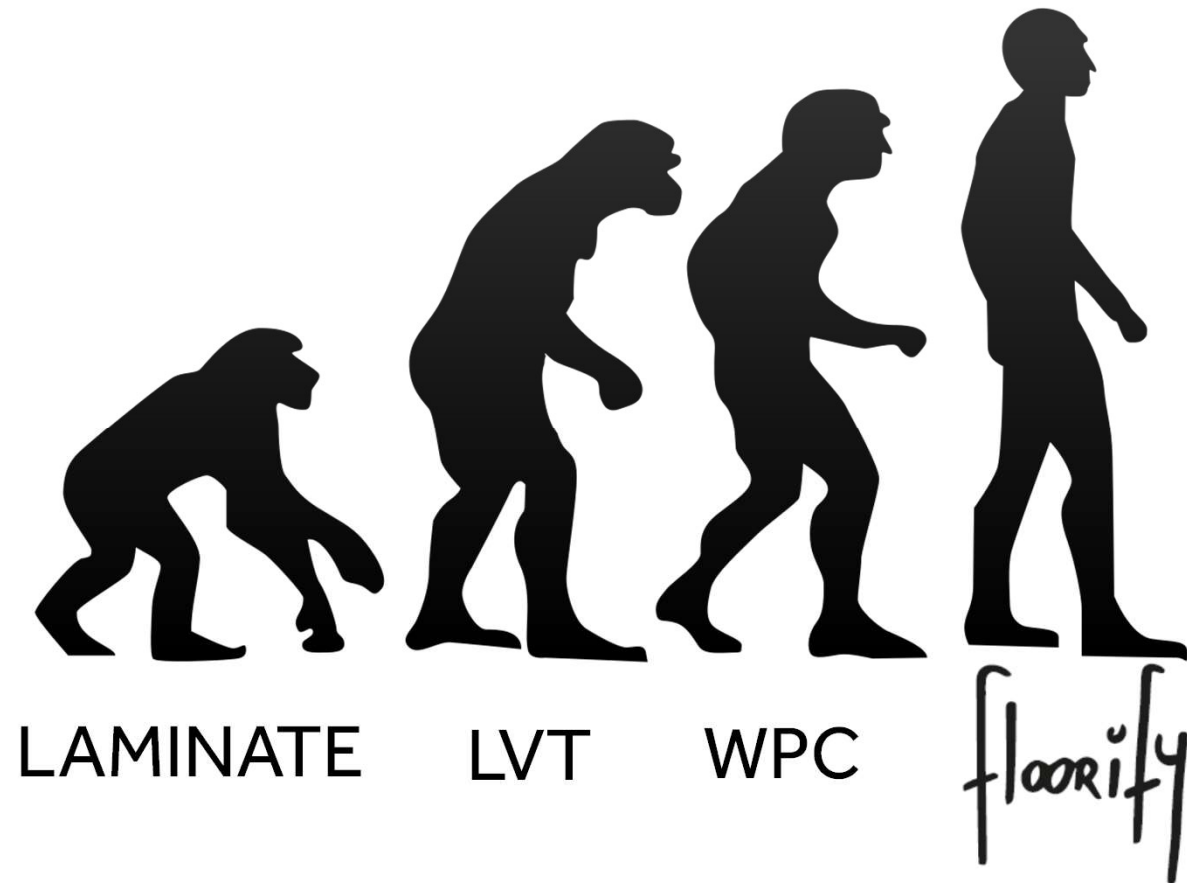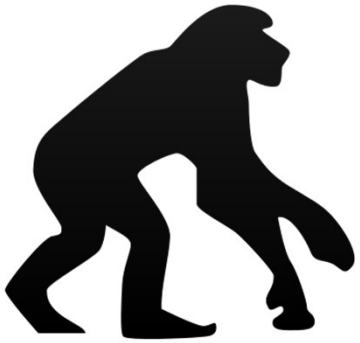# floorify

PLANKS & TILES

Contents

1. Why Floorify? A short history of modular floors

2. How do I sell it?

3. Design

4. Product range

5. Installation

EVOLUTION OF MODULAR FLOORS

LAMINATE   LVT   WPC   floorify

LAMINATE

- Modular
- Floating installation
- Click

- Moisture
- Noisy
- Cold

LVT

- Modular
- Floating installation
- Click
- Waterproof
- Quiet
- Warm

FLEXIBLE:
- Click: not ideal
- Telegraphing
- Floating installation: a mistake…

WPC
(and other multi-layered products)

- Modular
- Floating installation
- Click
- Waterproof
- Quiet
- Warm

Multi-layered:
- Delamination risk
- Glue = VOC's
- Curling
- Composite = not stable (6h 80°C)

Porous Core:
- Impact resistance?!

The best of laminate and LVT combined in one new innovative product!

Ease of use of LVT
- QUIET !
- Warm
- Waterproof – easy to maintain
- Renovation friendly – thin!

The ease and quality of installation of laminate
- Improved click experience
- Installation independent of type of base floor
- Stable
- Impact resistant

AND, still a stunningly BEAUTIFUL floor !
- Real plank, micro bevel, long and wide
- Exclusive designs, in-house developed, especially for the European market
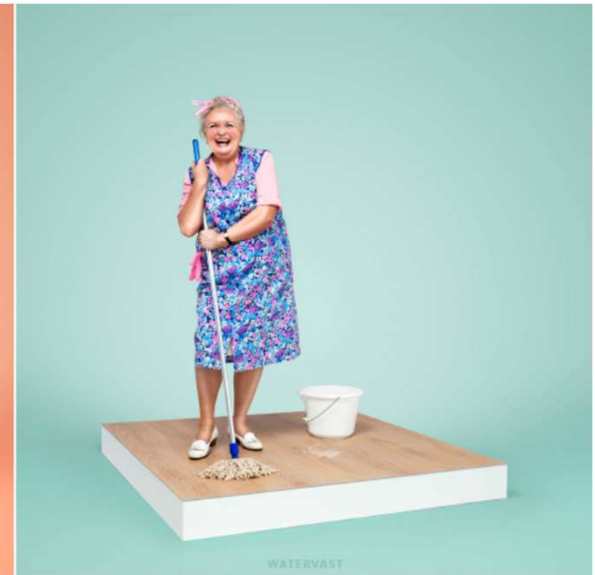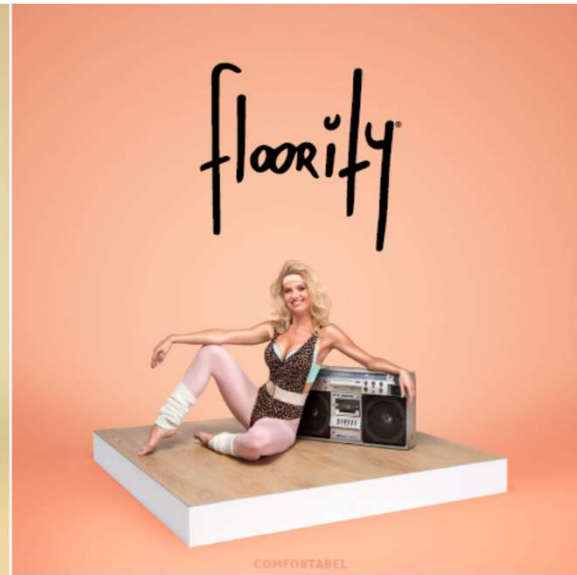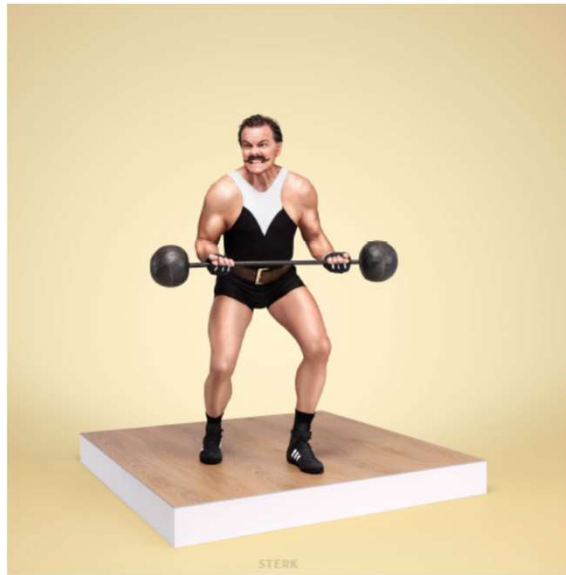
floorify

Product composition

Total thickness = 4,5mm = **ideal for renovations**

1. PU top layer
2. Transparant PVC wear layer (.55 & .40)
3. High resolution decor film
4. **FLOORIFY rigid core**

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	STRONG	COMFORTABLE warm & quiet	WATERPROOF
MARKETING *what is the benefit for the consumer?*			
SALES *how do I show it?*	Ball drop test Marker test Click test	Touch and feel Marble Test	Put in water
TECHNICAL *rational / scientific explanation*	Technical Data Sheet	Technical Data Sheet	Technical Data Sheet

Floorify rigid core = stable high density core

	Laminate	LVT	WPC	Floorify Rigid Vinyl Planks & Tiles
Indrukking (EN13329)	Excellent	Bad: heavy furniture leaves impression	Bad: heavy furniture leaves impression	BEST
Dimensional stability (ISO 24333)	ok	not ok	not ok	BEST (≤ 0,15%)
Pulling strenght (ISO 24334)	ok (450kg/lm)	Very weak (200kg/lm)	ok (450kg/lm)	EXTREMELY STRONG (900kg/lm)
Impact sound reduction (ISO712)	yes	no	no	YES (21Db)
Waterproof	no	yes	yes	yes
Quiet	no	yes	yes	yes
Renovation friendliness (thin)	no	yes	no	yes (4,5mm)
100% recyclable	yes	yes	no	yes

Pressed, NOT LAMINATED !

	Delamination	Flatness	VOC emissions
Vinyl glued on a rigid substrate Eg vinyl on HDF vinyl on WPC vinyl on RCB	2 layers glued together = fysical connection = delamination risk	2 different materials with different expansion coefficients = CURL!	Glue used = VOC's
Floorify Rigid Vinyl Planks	Separate layers pressed into one homogeneous material = chemical connection = no risk on delamination	1 solid homogeneous entity = well balanced = FLAT!	No glue= no VOC's

What does this mean for a consumer?

	Laminaat	Click LVT	WPC	Floorify
Fast and easy installation	yes	no	yes	**yes**
Intallation of large surfaces without expansion profiles possible (20x20m)	no	no	no	**yes**
Installationw without floor prep	yes	no	yes	**yes**
Waterproof	no	yes	yes	**yes**
Dimensionally stable, also under extreme circumstances	no	no	no	**yes**
Warm	no	yes	yes	**yes**
Quiet	no	yes	yes	**yes**
Hides unevenesses in the subfloor	yes	no	yes	**yes**
Impact sound reduction	no	no	no	**yes**
Can be installed on top of existing floors	yes	no	yes	**yes**
Resistant agains indentation from heavy furntiture etc	yes	no	no	**yes**

Flatness and dimensional stability

Norm: EN ISO23999

Labo: UGent

	Flatness (< 1 mm)	Dimensional Stability
Quick-Step	OK	OK
Berry Floor	NOK	NOK
Finesse	NOK	NOK
US Floors / Coretec	NOK	NOK
Floorify	OK	OK

ff

Pulling strength

Norm: ISO24334

Labo: WOOD.BE

	Long side	Short side	
Traditional Click vinyl	2	2	kN/m
8mm laminate with Uniclic	4,5	4,5	kN/m
Floorify Rigid Vinyl Planks & Tiles	9	9	kN/m

ff

Impact sound & Castor chair test

Norm: ISO712 & EN425

Labo: Olfascan & CENTEXBEL

	Doorgangsgeluid (norm: >18Db)	Zonder ondervloer (norm: >25K)	Mét ondervloer (norm>25K)
Traditional click vinyl	14 Db	25.000 cycles	10.000 cycles max
Floorify Rigid Planks & Tiles	21 Db	25.000 cycles	25.000 cycles

ff

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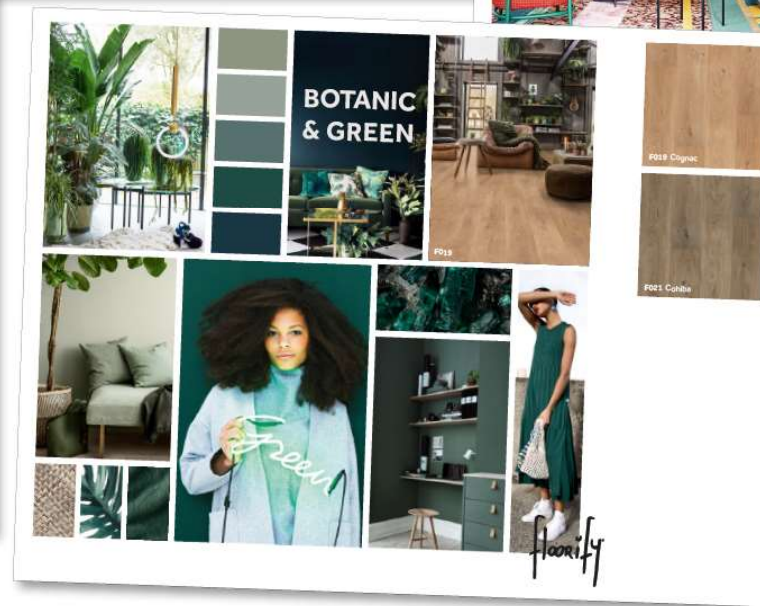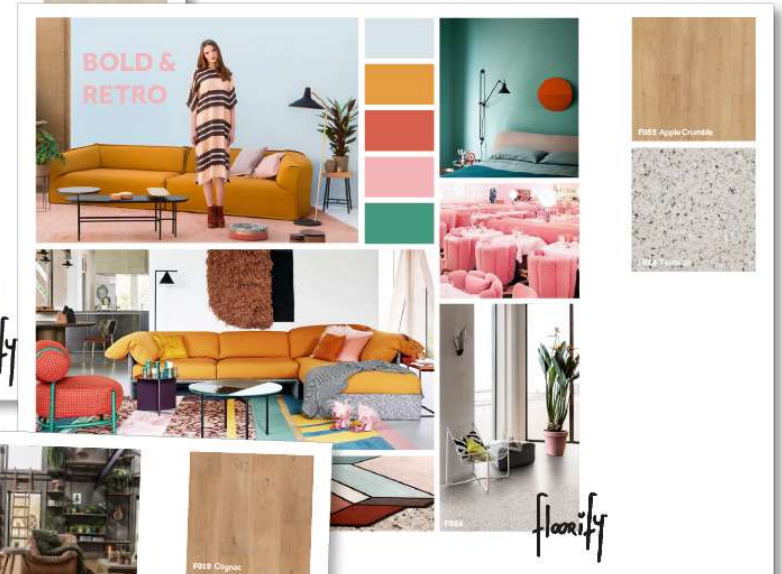3. **Design**
4. Product range
5. Installation

DESIGNED BY
floorify

REALISTIC WOOD DESIGNS

MODERN CONCRETE

WARM & LUXURIOUS

F054 Truffle
F022 Black Beauty
F022

floorify

NUDES & NATURALS

F023

floorify

BOLD & RETRO

F053 Apple Crumble

floorify

RAW & IMPERFECT

F050 Crémant
F017 Champagne
F053
F018 Cider
F018
F053 Stonehenge

floorify

BOTANIC & GREEN

F019 Cognac
F019
F021 Cohiba

floorify

TERRAZZO *MANIA*

F023 *VERONA*

F024 *TERRAZZO*

MATCHING ACCESSORIES

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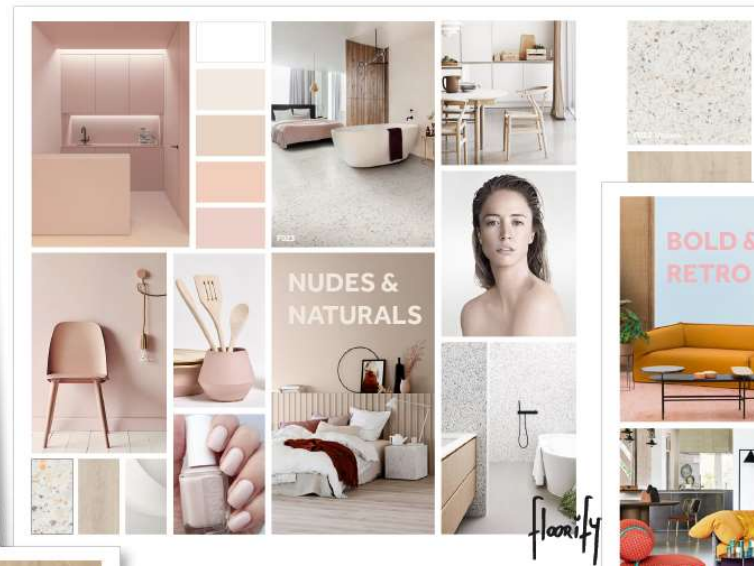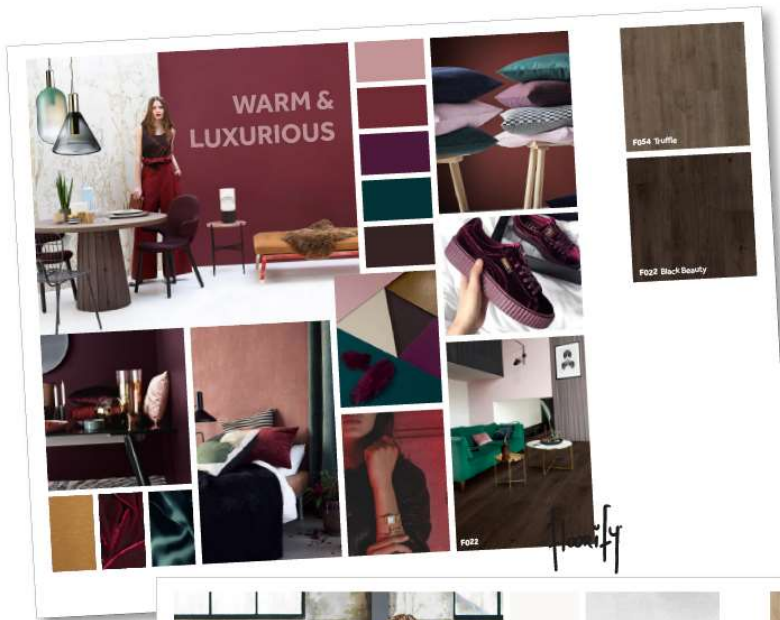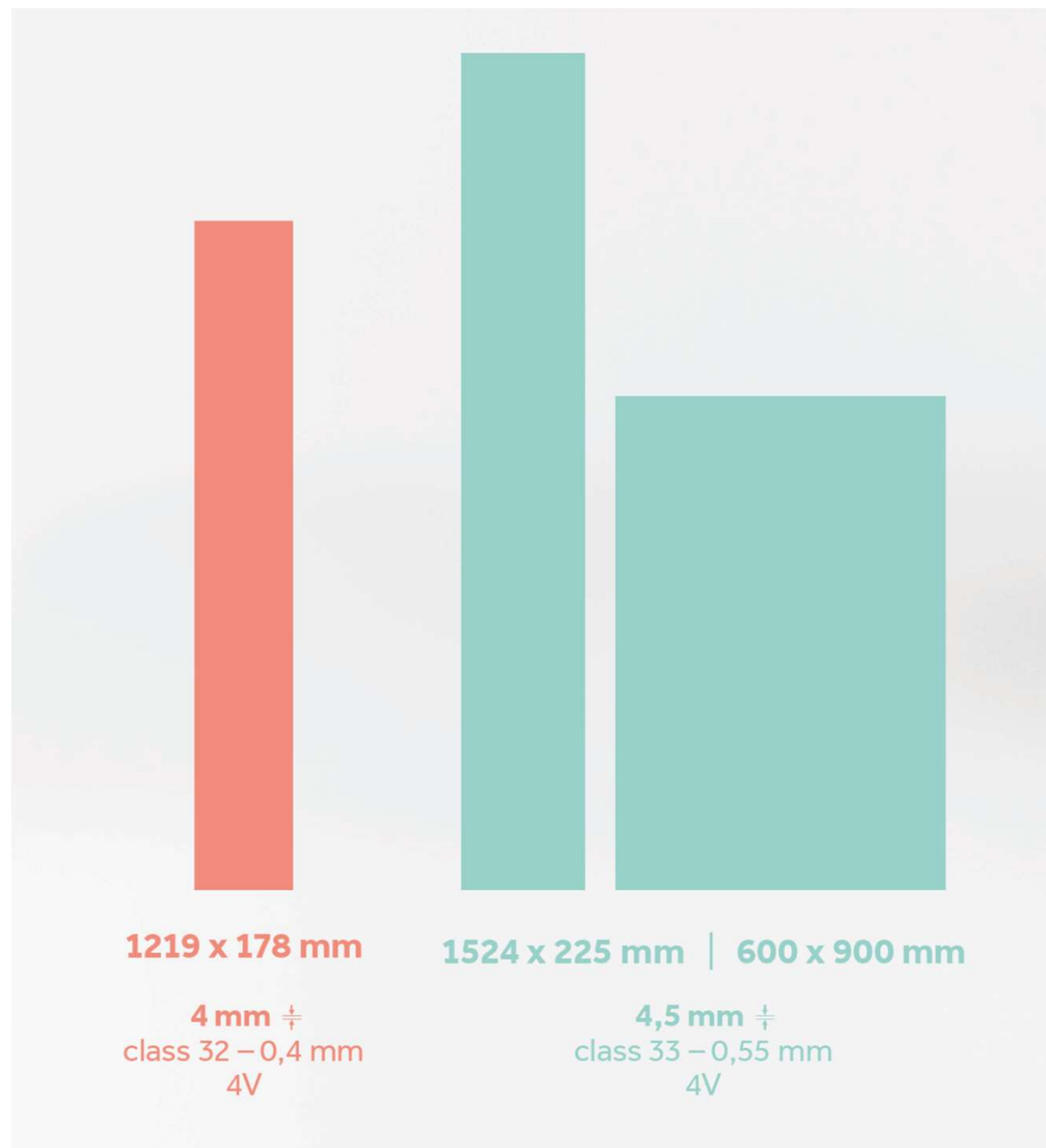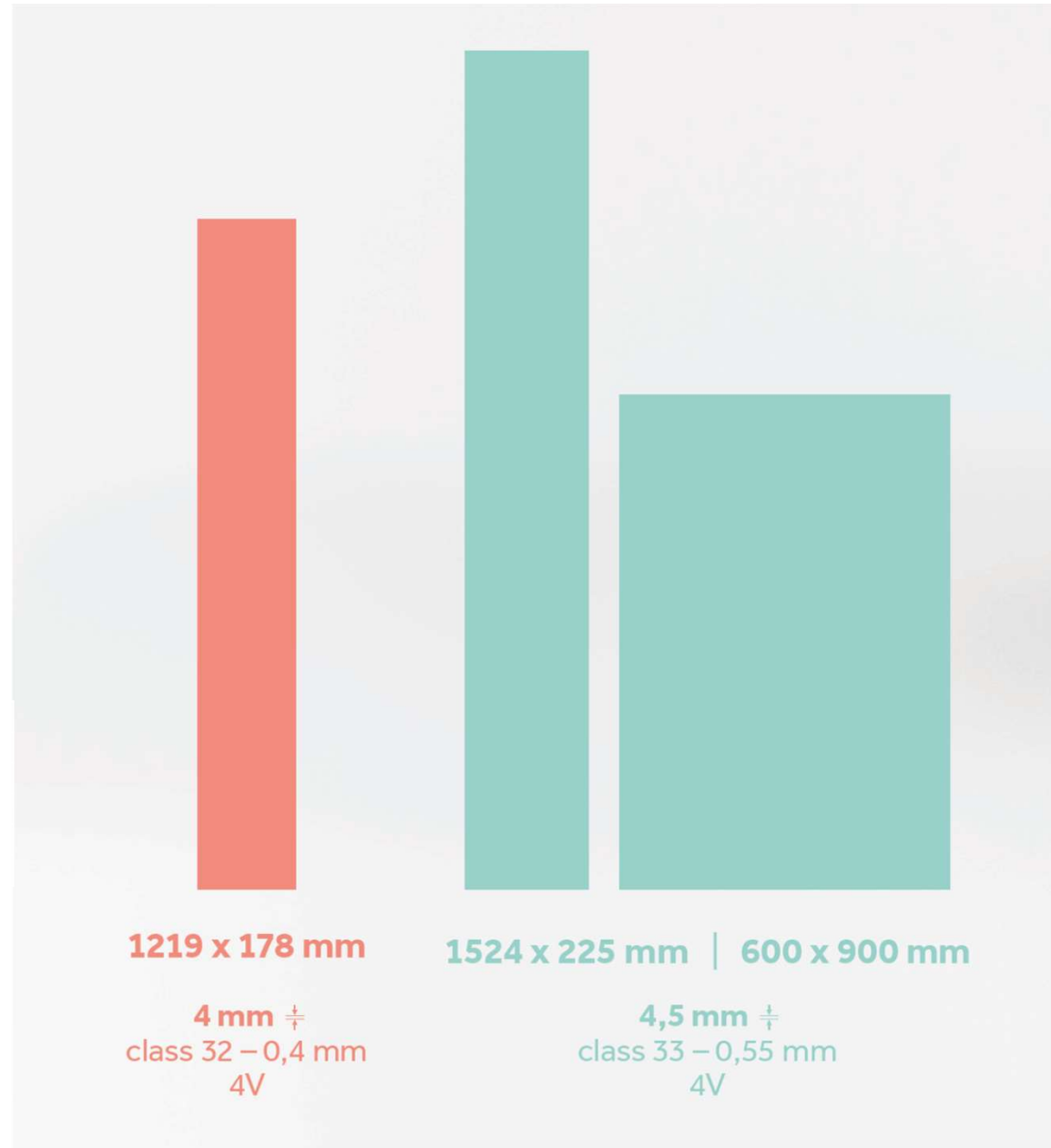3. Design
4. **Product range**
5. Installation

Floorify stands for:

The **finest**, **most qualitative** and **most complete** range of **rigid vinyl floors**, only available at **the best specialty stores**.

1219 x 178 mm | **1524 x 225 mm** │ **600 x 900 mm**

4 mm ÷ | **4,5 mm** ÷
class 32 − 0,4 mm | class 33 − 0,55 mm
4V | 4V

Classic Planks – "Peach"

- 6 new planks available as of July 2018

1	**Planks**	**Crémant**	**F050**
2	**Planks**	**Coconut**	**F051**
3	**Planks**	**Husky**	**F052**
4	**Planks**	**Stonehenge**	**F053**
5	**Planks**	**Truffle**	**F054**
6	**Planks**	**Apple Crumble**	**F055**

1219 x 178 mm

4 mm ÷
class 32 – 0,4 mm
4V

1524 x 225 mm | 600 x 900 mm

4,5 mm ÷
class 33 – 0,55 mm
4V

Large Planks & Tiles – "Mint"

- 13 planks + 3 tiles availalble
- 5 new planks available as of May 2018 (bold)
- 2 new tiles available as of June 2018 (bold)

1	Planks	Paris Tan	F001
2	Planks	Butter Crisps	F002
3	Planks	Whitsundays	F003
4	Planks	Wool	F004
5	Planks	Brunette	F005
6	Planks	Blush	F006
7	Planks	Croissant	F007
8	Planks	Alpaca	F008
9	Planks	Granola	F009
10	Planks	Cap Blanc Nez	F010
11	Planks	Chanterelle	F011
12	Planks	Hazy Skies	F012
13	Planks	Cap Gris Nez	F013
14	**Planks**	**Champagne**	**F017**
15	**Planks**	**Cider**	**F018**
16	**Planks**	**Cognac**	**F019**
17	**Planks**	**Cohiba**	**F021**
18	**Planks**	**Black Beauty**	**F022**

1	Tiles	Sea Salt	F014
2	Tiles	Oyster	F015
3	Tiles	Caviar	F016

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EASY
INSTALLATION

Installation: remember 3 things

1. FLOATING INSTALLATION:
    - **Expansion gap**: 0,5cm
    - Underlay = necessary
2. CAN INSTALL UP TO **20x20lm**
3. TRADITIONAL CLICK UNDER UNILIN LICENSE:
    - Most **versatile**:
        - Angle angle and angle snap
        - Tongue in groove and groove in tongue
    - Most **stable**: horizontal and vertical connection