floorify®

PLANKS & TILES



NICE AND EASY



YOUR STYLE, YOUR FLOOR, YOUR HOME

Just like you, we love beautiful interiors and floors that almost unnoticed create that warm home feeling. The moment when you pour a delicious glass, put on your favourite playlist and enjoy the good life with friends, family or the children. That is life as it should be: pure, beautiful and carefree with a Floorify floor tailored to your home and your life.

At home you highlight your own character. Whether you are playful, enthusiastic or serene: your interior reflects who you are. Which is precisely why we are proud to present the new Floorify floors. Because they are so versatile, can take more than a knock or two and combine the unique charm of wood with unparalleled ease of use. This is the best of many worlds. Of that we are certain, and now it's your turn. Discover it yourself.

NATURAL BEAUTY

Warm colours, authentic grooves and the unique characteristics of wood give your Floorify floor that natural look and feel that is so appealing.

That exceptional character of wood is reflected in many small details: the soft shine of an oiled floor, a subtle edge finish and a structure that is always soft and warm to the touch. Each plank is finished to perfection. Because true beauty lies in the details.

BIGGER IS MORE BEAUTIFUL

Use every inch of your space and make your home bigger. The large Floorify planks are longer and wider than any standards for maximum experience of the area.

The seemingly endless visual lines make rooms look bigger. So, every room is done even more justice and the subtle grooves enhance the authentic effect of wood planks.


F001


F018


F017

THE STRONGEST HOME

Having fun is the essence of life. And that accidents happen sometimes, you gladly take that too. Exactly why our floors are **shock and stain resistant**. With **an extra thick protective layer**, an innovative top layer with anti-stain technology and the unique Floorify Rigid Core for a **stable, strong and solid core**.

Why? Because musical chairs should be fun. Because as a parent you don't have to worry about children playing. Because a kitchen accident is not a disaster.





LIKE A FISH IN WATER

Floorify floors are **water resistant**. Not just a bit, completely. Let your living space, bathroom and bedroom seamlessly merge into one another: Floorify is at home everywhere.

The ease of use and versatility you get for free. Both for the water splashes from the shower and that spilled gin and tonic.

SO COM-FORTABLE

THAT IT MAKES YOU SPEECHLESS

Bring your home to life with people and music, and discover the ultimate in floor comfort. The smart combination of the **sound-absorbing Floorify floor** and Comfort underlay creates a wonderfully **soft flooring** and an **acoustic layer**.

The result? A warm floor that always feels cosy and absorbs more than 20 decibels. So you can enjoy every moment of peace and quiet, even when the blocks and racing cars are flying around in the nursery.





F006

RAIN IS JUST CONFETTI FROM THE SKY



F002





F012


F021

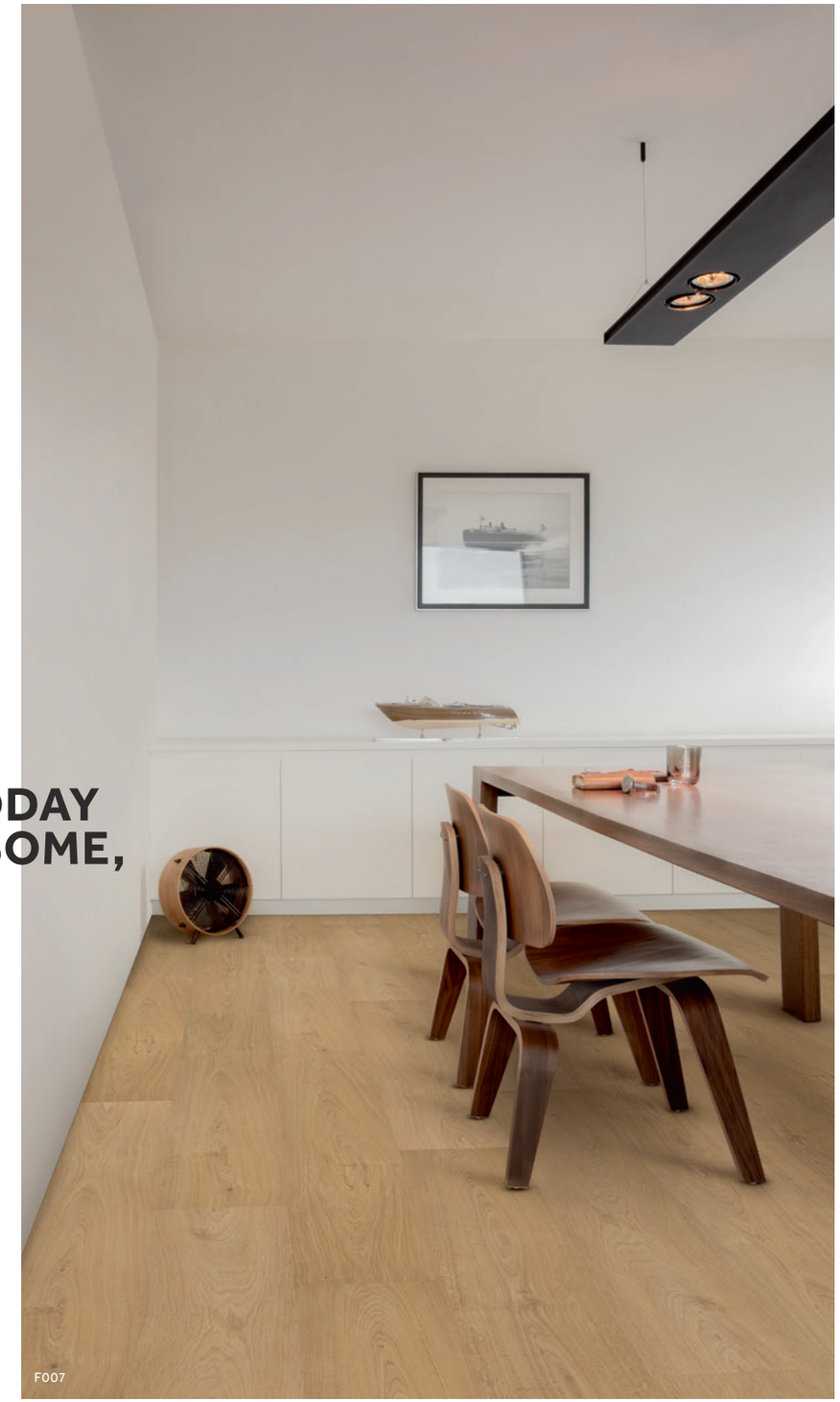
IF YOU CANNOT DO GREAT THINGS,


F052


F051

DO SMALL THINGS IN A GREAT WAY

MAKE TODAY SO AWESOME,


F007


F014

YESTERDAY GETS JEALOUS


F015


F019

DO MORE OF WHAT MAKES YOU HAPPY


F053




F050


F022


F054

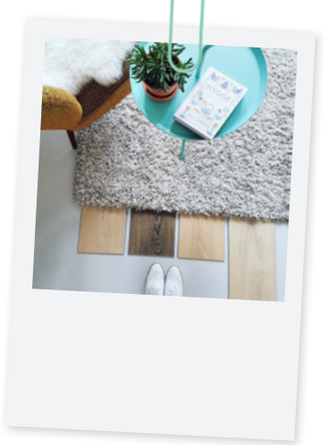


IT'S THE SEASON TO SPARKLE


F023

BEFORE-AND-AFTER

FROM A FAILED LINOLEUM TO A WARM WOOD LOOK THANKS TO FLOORIFY





FLOORIFIED!

Who? Rien de Mey (31), Rob Heyman (31) and their little daughter Matilda (18 months)

What? Renovation of a terraced house in Mechelen.

Problem? Failed installation of a linoleum floor: cracks, bumps, sloppy finishing and a line play of very badly placed welds.

Floorify solution? A new Floorify floor with wood look on top of the existing linoleum floor!

10 ADVANTAGES OF FLOORIFY ACCORDING TO RIEN AND ROB:

1 / It's a wooden floor for messy families
"A parquet floor fits, in terms of maintenance, just not really in our family. A plate of spaghetti sauce would end up on the floor in no time; I would always forget to take my high heels off at the front door; And our daughter would pour her cup of water on the floor every day. As a parquet floor is not suitably for our way of living, which is definitely a bit messy, we choose to use the floors of Floorify."

2 / The floor is water and stain resistant
"We could easily install the Floorify floor in the kitchen, but also in the entrance hall (wet, dirty feet: no problem) and in the living room. We could even place it under the dining chair of our daughter who is an artist in throwing her red beetroot mash, her crumbs, water and chewed bananas on the floor on a daily basis. The floor was placed without profiles on our entire ground floor, creating a sense of space. No separate tile floor in the hall or kitchen, the room looks like one relaxing area."

3 / Small accidents are okay
"The top layer of the Floorify planks are equipped with a hyper-protective film, which, in addition to water, cannot penetrate stubborn stains such as alcohol or nail polish. Just wipe with a piece of cloth, the dirt is gone in no time. We know that, because we have already tested it accidentally. Moreover, you can also drop a heavy object on it, without a dent being left behind. We know that, because we have already tested it accidentally."

4 / It just looks real
"None of our guests have noticed that it is not actually a real parquet floor. The wood look is very credible."

5 / It's easy to clean
"With the vacuum cleaner. With the Swiffer. With some water, a mop and a pH-neutral maintenance product."

6 / Vinyl is quiet
"No orchestra of pedaling children's feet or plucked high heels: Floorify sounds just like a real wooden floor."

7 / ... and warm
"Because it immediately assumes the ambient temperature, Floorify always feels warm under your feet (and therefore not uncomfortably cold, such as tiles or laminate)."

8 / It could be easily installed on top of the linoleum floor
"No need to break out the old floor, no dust, no hassle. Floorify is a perfect solution for lazy renovators like us, who would rather just lay a new floor on top of the old one."

9 / We could easily install the floor ourselves
"Floorify planks click together like laminate floors. So it's a floating installation (on the Floorify Comfort underlay) and you don't have to glue them. Cutting to size is not a hassle: just use an utility knife. And more importantly: it is dustfree!"

10 / You can order matching skirtings
"Experience tells us that 'installing skirtings' often remains on the to-do list of renovations forever. That is why we ordered the matching Floorify skirtings. No break in style and immediately a finished room."


F002




F002




F002

THE FOUNDERS

WITH BOTH FEET ON THE FLOOR

"For years we designed and sold floors on behalf of others but we both knew it could be better and more beautiful. Then you don't hesitate: you just do it yourself."

That's right, with 25 years of experience in flooring and interior design, Marie Callens and Pieter Buyck knew exactly where they stood. On Floorify, of course.

"The mum in me thinks practically: my floor must withstand my little tearaways. Not for just a bit, but for a long time.



FOR INTERIOR DESIGN LOVERS AND PARENTS

More beautiful, easier and more robust. These words are the essence of Floorify. "The fashion addict in me is crazy about having a natural wood floor in the house. The mum in me thinks mostly practically. Pudding on the floor, toys dragged from one side to the other: my floor must withstand my little tearaways. Not for just a bit, but for a long time." Enter Floorify.

"Floorify combines the best of both worlds: the warmth of parquet with absolute ease of use. Including extra strength and water resistance.

BELGIAN DESIGN

Floorify is Belgian design through and through. Whichever Floorify floor you choose: as stylist, Marie single-handedly took care of the design of the special format and the detailed design. With thanks to Pinterest lists. A lot of Pinterest lists. "I let myself be inspired by everything I see and experience. From attractive interiors to impressive architecture. And, yes, I love Pinterest moodboards. I've even created a Pinterest board for my Christmas interior. There's nothing wrong with that, is there?" she laughs.

THE REVOLUTION OF RIGID VINYL

By innovating with rigid vinyl planks and tiles, Pieter and Marie combine the best of two worlds: the warm appearance of parquet with absolute ease of use. "Floorify actually does even better, because our planks and tiles are waterproof and as robust as possible. Looks and comfort in one."

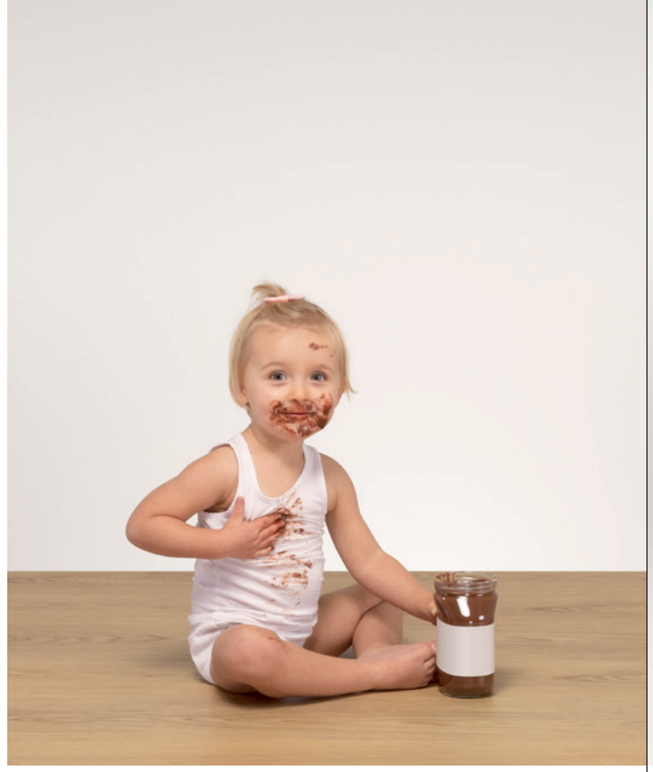
"To develop something revolutionary yourself: it doesn't get better than that. We've done that with Floorify.

GETTING A BUZZ FROM INNOVATION

Marie's eye for designer goes hand in hand with Pieter's technical knowledge. Ask him about the density and tensile strength of Floorify and his smile appears spontaneously. "I get a buzz from materials and possibilities. Thanks to the unique rigid core and the innovative production process, with Floorify we solve all the traditional problems of click-vinyl and laminate in one go. Now that's cool."

Floorify is silent, warm, waterproof and easy to lay on just about any surface. Even without preparation. "You only get the chance to launch such a revolutionary product once in your life. That's why Floorify is such a fantastic project."





TIME FOR A PARTY

Whatever you have to celebrate: know that your Floorify floor is there at any time for you and your family. Whether you want parade around with your latest stiletto heels or organise a birthday party: your floor won't let you down. That's a promise.

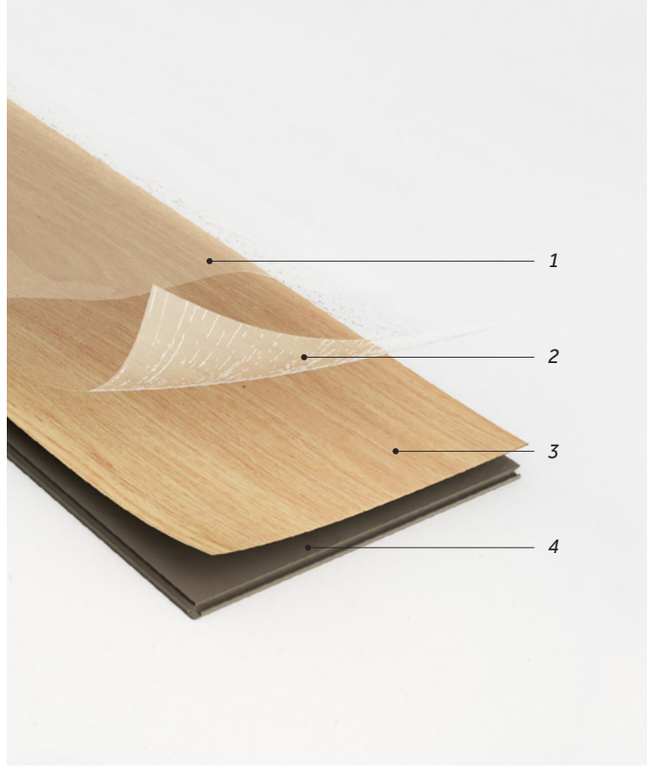
SURE ABOUT LATER

Other people call 25 years a silver jubilee. We just call it a guarantee. *See the back cover for more information about your warranty registration.*

DURABLE ON EVERY FRONT

Colourfast, easy to care for and impossible to break: of course a Floorify floor is durable. Moreover, each plank is 100 percent recyclable and effortlessly complies with the most exacting European standards. In all the tests - and take our word for it, there were an awful lot of them - Floorify gets top scores. We wouldn't want it any other way.





CLICK-AND-GO

Time saving: everyone loves that. The convenient, proven click-system makes installation child's play. Goodbye parquet glue, welcome Floorify. Just lay it, click it and you're done. So you've got more time left over for the really important things in life.

ON ANY SURFACE WITHOUT PREPARATION

An existing floor or small irregularities? Spread sand, sorry... put Floorify over it. Even those ugly old tiles can stay there.

SILENT AND DUSTFREE INSTALLATION

Ideal for installation in appartements or for renovation of an existing floor: Simply cut your Floorify floor with a Stanley knife. Nobody is bothered by noise or dust!

MILLIMETRES FULL OF POSSIBILITIES

Floorify floors are thin. Very thin. That's ideal for renovation and perfect for underfloor heating or cooling. An extra plus: thanks to the minimal height you can easily keep existing doors. That's a bonus.

1. Stain resistant matte PU top layer
2. Extra thick transparent wear layer
3. High resolution decor film
4. Waterproof and sound-absorbing Floorify Rigid Core - patented technology

PLANKS LARGE SIZE



F001
Paris Tan



F002
Butter Crisps



F003
Whitsundays



F004
Wool



F005
Brunette



F006
Blush



F007
Croissant



F008
Alpaca



F009
Granola



F010
Cap Blanc Nez



F011
Chanterelle



F012
Hazy Skies



F013
Cap Gris Nez



F017
Champagne



F018
Cider



F019
Cognac



F021
Cohiba



F022
Black Beauty

NEW = available as of May 2018



plank dimensions	1524 x 225 x 4,5mm
number of planks per box	8
number of m² per box	2,74
use category	33
wear layer	0,55
installation	Click - floating
number of joints	V4
warranty for residential use	25 years
warranty for commercial use	5 years



PURE DOWN TO THE DETAILS

Floors inspired by small details, sophisticated designs and fine wood structures that perfectly match your lifestyle. Classic, rustic or rather progressive: you will discover a colour palette for your taste and style.

Each plank is the result of a quest for the ultimate balance between character, colour, shine and finish. A weathered look, a distinctive patina or rather Scandinavian streamline? Let yourself be seduced and make your own choice.

PLANKS CLASSIC SIZE


F053


NEW

F050
Crémant


NEW

F051
Coconut


NEW

F052
Husky


NEW

F053
Stonehenge

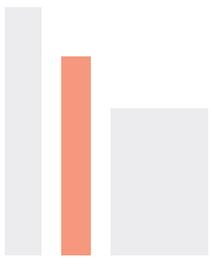

NEW

F054
Truffle


NEW

F055
Apple Crumble

NEW = available as of July 2018



plank dimensions	1219 x 178 x 4 mm
number of planks per box	12
number of m² per box	2,60
use category	32
wear layer	0,4
installation	Click - floating
number of joints	V4
warranty for residential use	20 years

TILES LARGE SIZE


F015


F014
Sea Salt


F015
Oyster


F016
Caviar

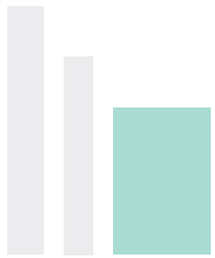

NEW

F023
Verona

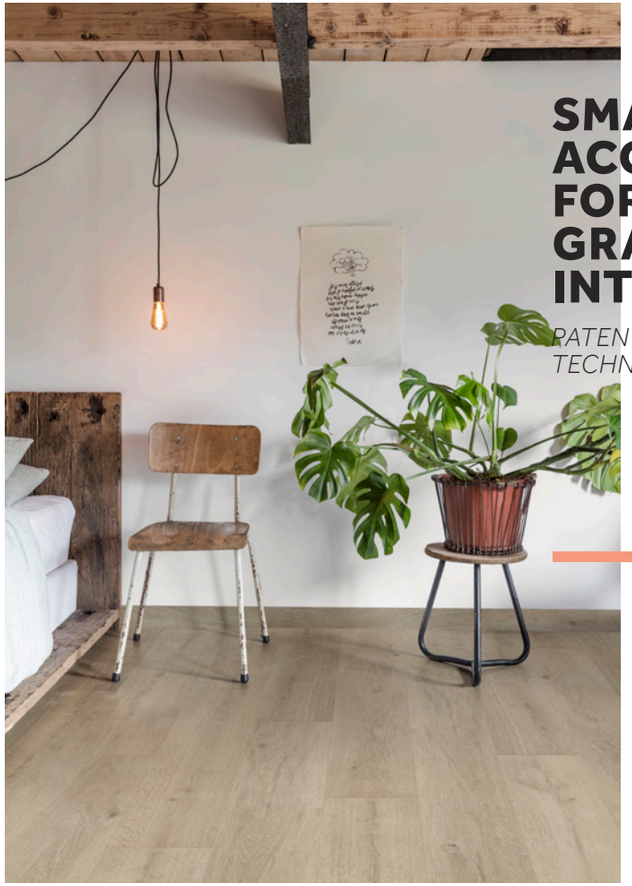

NEW

F024
Terrazzo

NEW = available as of June 2018



tile dimensions	600 x 900 x 4,5 mm
number of tiles per box	4
number of m² per box	2,16
use category	33
wear layer	0,55
installation	Click - floating
number of joints	V4
warranty for residential use	25 years
warranty for commercial use	5 years



SMART ACCESSORIES FOR A GRAND INTERIOR

PATENTED TECHNOLOGY

VERSATILE SKIRTINGS

The perfect match for your perfect floor. Make it complete with skirtings that are as wear resistant and waterproof as your Floorify floor. And with exactly the same finish, including your favourite colour.



Matching skirting
S00x
2400 x 61 x 10mm (lxhxd)



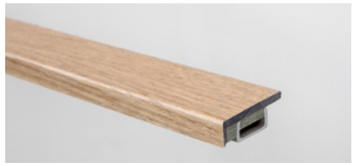
Matching high skirting
H00x
2400 x 89 x 10mm (lxhxd)



Matching strip
N00x
2400 x 3 x 18mm (lxhxd)

CUSTOM PROFILES

Enjoy a superior finish thanks to a complete range of custom profiles. With a minimalist and sleek design, they make the invisible transition between two separate floor sections. As intermediate, end and transition profiles. We take it for granted that they do that in the same colour as your floor. Those details are there precisely to make the difference.



Matching end profile
E00x
2400 x 9,4 x 31,4mm (lxhxw)



Matching transition profile
O00x
2400 x 6,2 x 36mm (lxhxw)



Matching adaptor profile
Q00x
2400 x 9,4 x 40,6mm (lxhxw)

PLANKS LARGE SIZE	ORDER CODE	MATCHING SKIRTING	MATCHING HIGH SKIRTING	MATCHING STRIP	MATCHING END PROFILE	MATCHING TRANSITION PROFILE	MATCHING ADAPTOR PROFILE
Paris Tan	F001	S001	H001	N001	E001	O001	Q001
Butter Crisps	F002	S002	H002	N002	E002	O002	Q002
Whitsundays	F003	S003	H003	N003	E003	O003	Q003
Wool	F004	S004	H004	N004	E004	O004	Q004
Brunette	F005	S005	H005	N005	E005	O005	Q005
Blush	F006	S006	H006	N006	E006	O006	Q006
Croissant	F007	S007	H007	N007	E007	O007	Q007
Alpaca	F008	S008	H008	N008	E008	O008	Q008
Granola	F009	S009	H009	N009	E009	O009	Q009
Cap Blanc Nez	F010	S010	H010	N010	E010	O010	Q010
Chanterelle	F011	S011	H011	N011	E011	O011	Q011
Hazy Skies	F012	S012	H012	N012	E012	O012	Q012
Cap Gris Nez	F013	S013	H013	N013	E013	O013	Q013
Champagne	F017	S017	H017	N017	E017	O017	Q017
Cider	F018	S018	H018	N018	E018	O018	Q018
Cognac	F019	S019	H019	N019	E019	O019	Q019
Cohiba	F021	S021	H021	N021	E021	O021	Q021
Black Beauty	F022	S022	H022	N022	E022	O022	Q022
TILES LARGE SIZE							
Sea Salt	F014	S014	H014	N014	E014	O014	Q014
Oyster	F015	S015	H015	N015	E015	O015	Q015
Caviar	F016	S016	H016	N016	E016	O016	Q016
Verona	F023	S023	H023	N023	E023	O023	Q023
Terrazzo	F024	S024	H024	N024	E024	O024	Q024
PLANKS CLASSIC SIZE							
Crémant	F050	S050	H050	N050	E050	O050	Q050
Coconut	F051	S051	H051	N051	E051	O051	Q051
Husky	F052	S052	H052	N052	E052	O052	Q052
Stonehenge	F053	S053	H053	N053	E053	O053	Q053
Truffle	F054	S054	H054	N054	E054	O054	Q054
Apple Crumble	F055	S055	H055	N055	E055	O055	Q055

THE QUIET STRENGTH OF OUR DREAM TEAM

COMFORT UNDERLAY

A soft floor surface, additional acoustic damping and particularly suitable for underfloor heating and cooling. Yes, our Comfort underlay does exactly what its name suggests and needs less than 2 millimetres for that.

The technical characteristics reinforce the power and the capabilities of your Floorify planks. Together they form an inseparable duo.

Floorify Comfort Underlay
U001
15m² per roll – 2mm thick

EASY TO MAINTAIN, EASY TO ADORE

CONNY

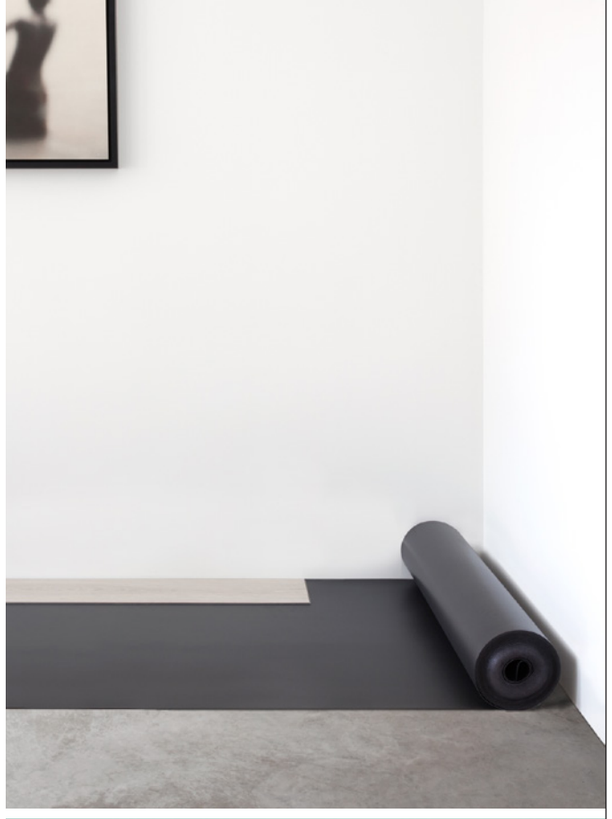
A quick cleaning to remove dirt, grease or footprints? Conny maintenance product is your best friend. If you like to polish, then this product is the best of the class.

CONNY TURBO

Stubborn dirt needs a stubborn approach. Thanks to Conny Turbo maintenance product, you will easily win the fight against the most dirty spots. This product is recommended after you have installed your Floorify floor.

Floorify Conny
M001
1L

Floorify Conny Turbo
M002
1L





PRODUCT DATA

		PLANKS LARGE SIZE	TILES LARGE SIZE
Width	ISO24337	225 mm	600 mm
Length	ISO24337	1524 mm	900 mm
Number of panels per pack		8 pc	4 pc
m² per pack		2,74 m²	2,16 m²
Weight per pack	ISO23997	22 kg	17,6 kg

		PLANKS LARGE SIZE	TILES LARGE SIZE
Total thickness	ISO24337	4,5 mm	4,5 mm
Top layer thickness	EN429	0,55 mm	0,55 mm
Core	Sound reducing, robust and waterproof Floorify® Rigid Core		
Finish	Protected with scratch & stain resistant Floorify® Quiet Sense Technology		
Locking method	Traditional glueless click under license of Unilin		

WARRANTY

Usage class	ISO10582	33
CE	EN14041	DoP FF001
Warranty	Residential use	25 years

TECHNICAL DATA

	NORM REQUIREMENTS	FLOORIFY® VALUES
Wear resistance	EN13329, Annex E	≥ 2000 cycles	≥ 3000 cycles - AC3
Impact resistance	EN13329	≥ 1200mm	In combination with Floorify® Comfort underlay: 1800mm - IC3
Residual indentation	ISO24343-1	≤ 0,1mm	In combination with Floorify® Comfort underlay: no visible changes
Stain resistance	EN423	Groups 1 and 2: grade 5; Group 3: grade 4	Groups 1 and 2: grade 5; Group 3: grade 4
UV resistance	ISO 105-B02:1994, Method 3a	6 minimum	> 6
Fire classification	EN 13501-1 ISO 9239-1		Bfl-s1
Dimensional stability	EN ISO23999 6 hours at 80°C	≤ 0,25%	≤ 0,1%
Locking strength	ISO24334	Long side: >1kN/m Short side: 1,5kN/m	Long side: >9kN/m Short side: >9kN/m
Displacement of furniture feet	EN424	Foot 0,1mm / 32kg	No changes
Castor chairs	EN425	>25000 cycles: No delamination, no disturbance	In combination with Floorify® Comfort underlay: no visible changes
Slip resistance	EN13893		DS
Swelling	ISO24336	< 18%	0%
Thermal resistance (floor + underlay)	EN12667	< 0,15R(m²K/W)	0,0686R (m²K/W)(Floorify® in combination with Floorify®Comfort underlay)
Floor heating	Appropriate for all standard heating systems IN cement flooring. NOT appropriate for heating films.		
Impact sound improvement	ISO712	ΔLw18Db	In combination with Floorify® Comfort underlay: Δ Lw21Db (Δ Llin10Db)
Formaldehyde emission	EN14041		E1
TVOC 28 days		< 1000µg/m³	< 10µg/m³
Emissions in the interior air	Décret n°2011-321		A+
REACH	Floorify® floors and accessories are fully REACH compliant		

Floorify NV reserves the right to make alterations to material and structures when this serves to improve the quality

FLOORIFY WARRANTY

In addition to the legal guarantee, Floorify offers an additional extended warranty for customers who register their products in our warranty database. Registration entitles customers to the following warranty:

PLANKS & TILES LARGE SIZE:
25 years for residential use, 5 years for commercial use.

PLANKS CLASSIC SIZE:
20 years for residential use.

This warranty is limited and is restricted to the warranty terms and conditions as can be found at *www.floorify.com*.

In order to invoke the extended warranty, registration is required. This can be done quite easily in one of two ways:

1.
On our website under www.floorify.com under *support/warranty registration* you will find an online registration form.

2.
By sending an email to *warranty@floorify.com* with your name, a clearly legible photo of your proof of purchase (the date on the receipt is considered the starting date of the warranty period) and a legible photo of a box label of the installed floor (this gives us all the necessary information about the product).

Once you have registered, we will send you your supplementary warranty certificate.

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FLOORIFY.COM