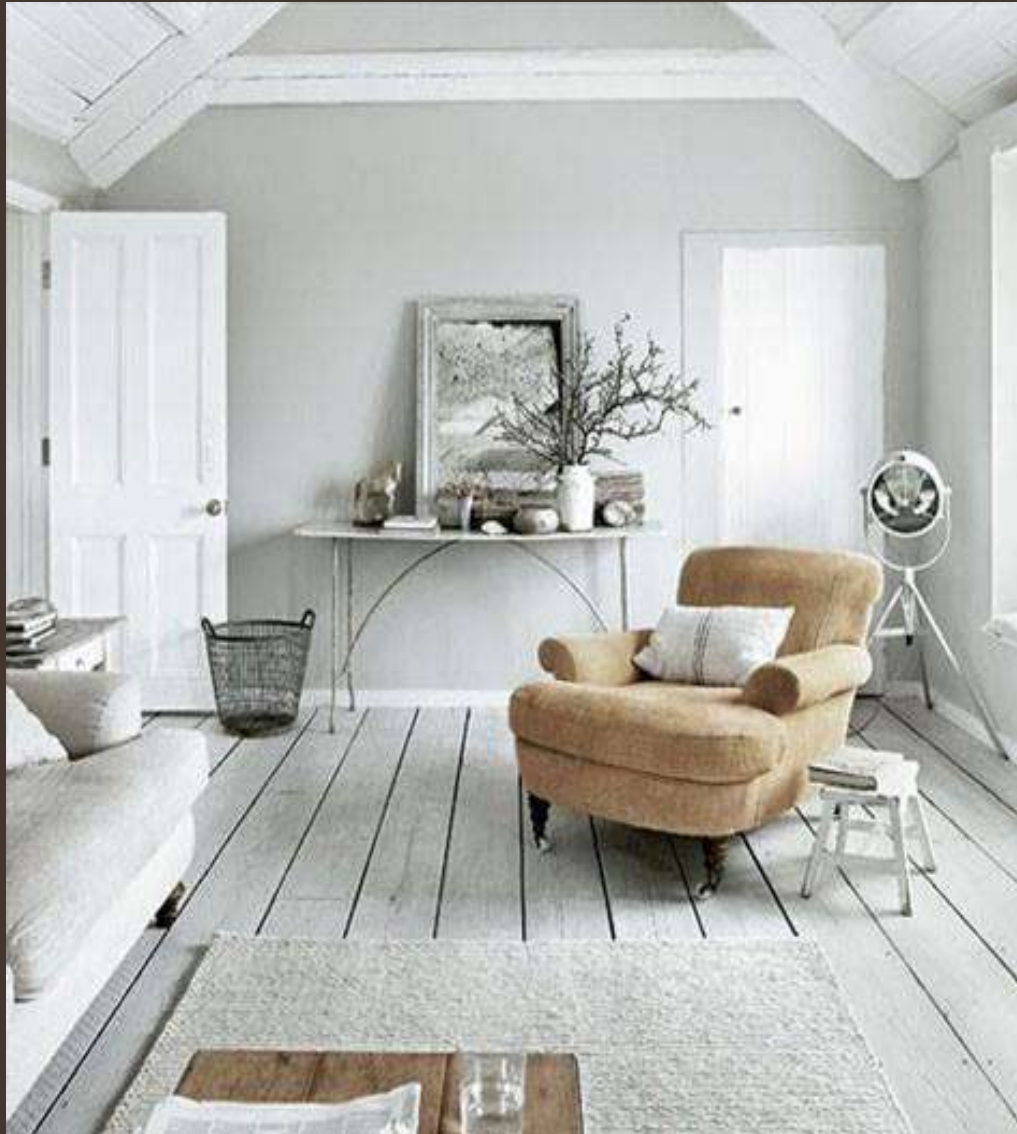




Laminate News 2015



Laminate Range 2015

Europe

- Silento
- Empire
- Elegance
- Exquisite
- Chic
- Urban
- Naturals
- Riviera
- Loft
- Essentials

Silento

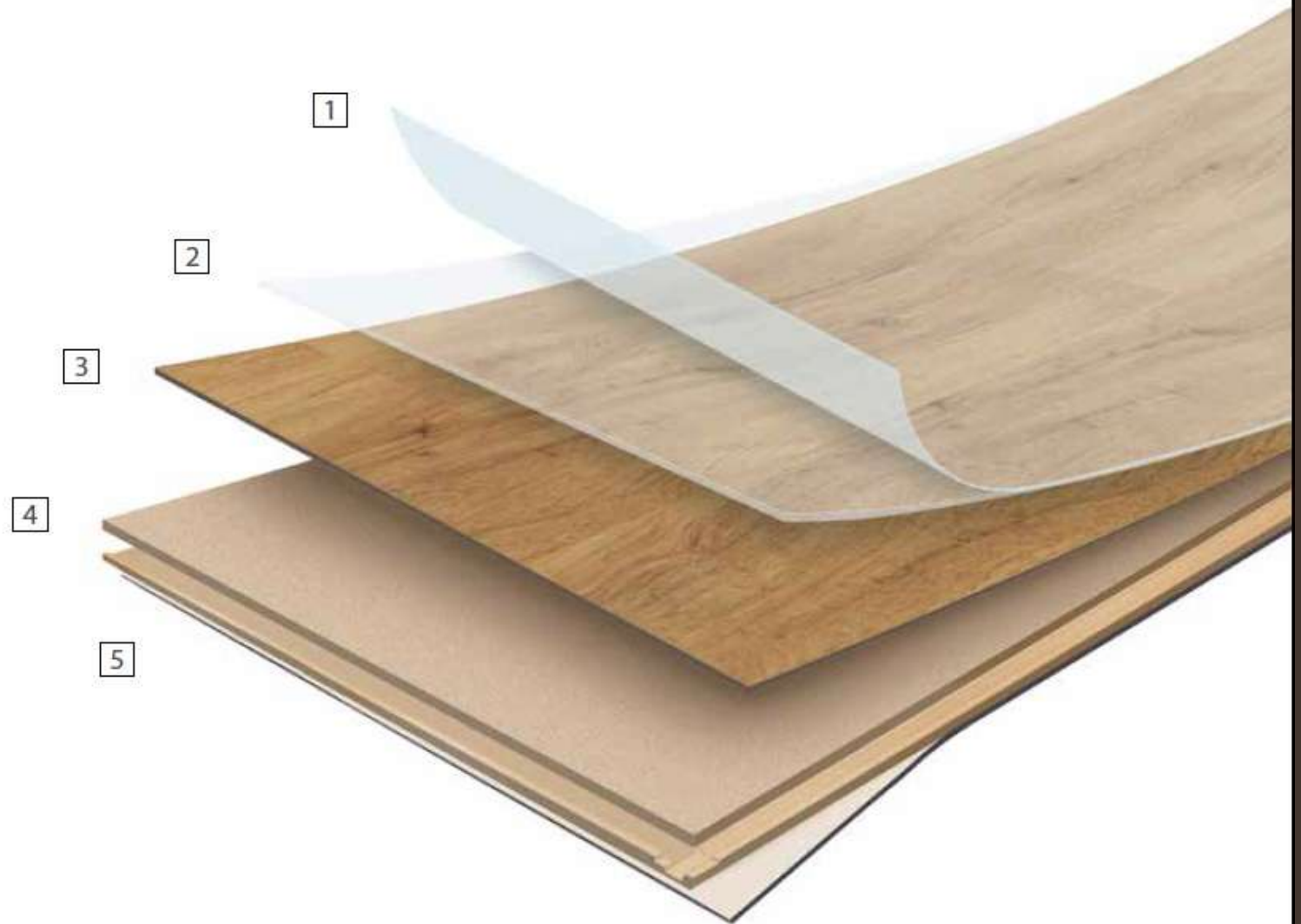
the silent and soft laminate

NEW



- Class 33
- 1285 x 204 x 8 mm
- Cushion vinyl top wearlayer 0,55
- BestLoc (2G)
- Flat
- 12 sku's
- Water resistant : HydroPlus
- Silent (16 DB) and soft

1. Protective PU lacquer
2. 0,55 wear layer
3. Acoustic vinyl top layer
4. HDF core
5. Counterbalance layer





SILENTO	Oak Columbian 946M	62000260
SILENTO	Oak Columbian 261L	62000259
SILENTO	Oak Columbian 939M	62000261
SILENTO	Oak Toulon 936L	62000263
SILENTO	Oak Toulon 619L	62000262
SILENTO	Oak Toulon 293M	62000264
SILENTO	Oak Toulon 999D	62000265
SILENTO	Oak Lime 966D	62000270
SILENTO	Oak Lime 139S	62000266
SILENTO	Oak Lime 939S	62000267
SILENTO	Oak Lime 963M	62000268
SILENTO	Oak Lime 693M	62000269

Empire

X-Thick 11 mm-class 33



- Class 33
- 1288 x 186 x 11 mm
- BestLoc Xtreme (5G)
- V4 bevels
- 12 sku's
- PEFC



EMPIRE	Frosted Oak	3800-3798
EMPIRE	Venice Oak	3800-3488
EMPIRE	Desert Oak	3800-3146
EMPIRE	Millenium White Oak	3800-3188
EMPIRE	Millenium Naturel Oak	3800-3243
EMPIRE	Saffran Oak	3800-3244
EMPIRE	Elegant Light Oak	3800-3179
EMPIRE	Rainforest Oak	3800-3182
EMPIRE	Barn Wood	62000115
EMPIRE	Scandinavian Pine	62000116
EMPIRE	Night Chesnut	62000117
EMPIRE	Sawcut Oak	62000118

Elegance

longboards-x-wide



- Class 32
- 2003 x 240 x 9 mm
- 4V bevels
- BestLoc Xtreme (5G)
- Longboards range
- EIR and non-EIR
- Improved lock → change of codes
- 20 sku's
- PEFC



ELEGANCE	Hazelnut Oak	64000132
ELEGANCE	Cappuccino Oak	62000133
ELEGANCE	Chestnut Oak	62000134
ELEGANCE	Basalte Oak	62000135
ELEGANCE	Sand Greige Oak	62000141
ELEGANCE	Savannah Oak	62000136
ELEGANCE	Arctic Walnut	62000137
ELEGANCE	Classic Walnut	62000138
ELEGANCE	Natural Maple	62000139
ELEGANCE	Antique Oak	62000129
ELEGANCE	Polar Oak	62000128
ELEGANCE	Lava Oak	62000119
ELEGANCE	Etna Oak	62000120
ELEGANCE	Katla Oak	62000121
ELEGANCE	Pécan Oak	62000122
ELEGANCE	Almond Oak	62000123
ELEGANCE	Tulip Oak	62000127
ELEGANCE	Frosted Oak	62000124
ELEGANCE	Winter Oak	62000125
ELEGANCE	Silver Grey Oak	62000126

Exquisite

V4 range 9 mm



- Class 32
- BestLoc (2G)
- V4 bevels
- 1285 x 186 x 9 mm
- Switch paint to foiled bevels
- 20 sku's
- PEFC



EXQUISITE	Frosted Oak	3070-3798
EXQUISITE	White Oak Select	3070-3784
EXQUISITE	Venice Oak	62000090
EXQUISITE	Honey Oak	3070-3013
EXQUISITE	Ginger Oak	62000093
EXQUISITE	Cognac Brown Oak	3070-3861
EXQUISITE	Havana Oak	62000092
EXQUISITE	Splint Walnut	3070-3147
EXQUISITE	Merbau	3070-3148
EXQUISITE	Grey Vintage Oak	3070-4691
EXQUISITE	Spring Elm	3070-3893
EXQUISITE	Jakarta	3070-3698
EXQUISITE	Victorian Oak	3070-3914
EXQUISITE	Umbria Oak	3070-3913
EXQUISITE	Martinique Oak	3070-3912
EXQUISITE	White Chocolate Oak	3070-3866
EXQUISITE	Limed Oak	3070-3589
EXQUISITE	Mediterenean Pine	3070-3732
EXQUISITE	Sandhill	3070-3806
EXQUISITE	Tulip Oak	62000091



Chic

NEW

V4 range 8 mm, narrow width

- Class 32
- 1288 x 152 x 8 mm
- BestLoc Xtreme (5G)
- V4 bevels
- Decor platform with
-> Urban (12 sku's)
- 12 sku's
- PEFC

Chic	Atlantic Oak	62000203
Chic	Portugal Oak	62000206
Chic	Winter Oak	62000209
Chic	White Chestnut	62000192
Chic	Wales Oak	62000204
Chic	Crete Oak	62000205
Chic	Algarve Oak	62000207
Chic	Lemon Oak	62000208
Chic	Tulip Oak	62000210
Chic	Vanilla Oak	62000211
Chic	Cinnamon Oak	62000212
Chic	Granada Oak	62000213



Urban

NEW

flat range 8 mm, narrow width

- Class 32
- 1288 x 152 x 8 mm
- BestLoc Xtreme (5G)
- Flat
- Decor platform with
-> Chic (12 sku's)
- 12 sku's
- PEFC

Urban	Atlantic Oak	62000193
Urban	Portugal Oak	62000196
Urban	Winter Oak	62000199
Urban	White Chestnut	62000191
Urban	Wales Oak	62000194
Urban	Crete Oak	62000195
Urban	Algarve Oak	62000197
Urban	Lemon Oak	62000198
Urban	Tulip Oak	62000200
Urban	Vanilla Oak	62000201
Urban	Cinnamon Oak	62000202
Urban	Granada Oak	62000214

Naturals

bevelled-range 8 mm



- Class 32
- BestLoc Extreme (5G)
- 1288 x 186 x 8 mm
- V2 bevels
- Some Endless decors
- Decor platform with
 - > Loft (22 sku's)
 - > Riviera (10 sku's)
- 22 sku's
- PEFC



NATURALS	Frosted Oak	3050-3798
NATURALS	Sand Hill	3050-3806
NATURALS	Silver Grey Oak	3050-3754
NATURALS	Rustic Light Oak	3050-3823
NATURALS	Martinique Oak	3050-3912
NATURALS	Bordeaux Oak	3050-3911
NATURALS	Venice Oak	62000174
NATURALS	Valley Oak	3050-3637
NATURALS	White Oak	3050-3010
NATURALS	Teak	62000173
NATURALS	Millenium White Oak	62000027
NATURALS	Millenium Natural Oak	62000028
NATURALS	Chocolat White Oak	62000178
NATURALS	Jakarta	62000179
NATURALS	Havana Oak	62000180
NATURALS	Elegant Light Oak	62000183
NATURALS	Mansion Oak	62000175
NATURALS	Canadian Pine	62000176
NATURALS	Calabria Oak	62000177
NATURALS	Jasmine Oak	62000181
NATURALS	Cabin Oak	62000182
NATURALS	Chalet Oak	62000184

Riviera

water-resistant range



- Class 32
- Water-resistant laminate
- 1285 x 186 x 8 mm
- Only flat
- BestLoc (2G)
- Decor platform with
 - > Naturals (10 sku's)
 - > Loft (10 sku's)
- 20 sku's
- PEFC



RIVIERA	White Oak	3040-3010
RIVIERA	Silver Grey Oak	3040-3754
RIVIERA	Teak	3040-3636
RIVIERA	Venice Oak	62000158
RIVIERA	Rialto Black Pine	3040-3830
RIVIERA	Champaign Oak (flat!)	62000164
RIVIERA	Umbria Oak (flat!)	62000165
RIVIERA	Millenium White Oak	3040-3188
RIVIERA	Millenium Natural Oak	62000159
RIVIERA	Frosted Oak	62000160
RIVIERA	Roma	62000163
RIVIERA	White Oak Select	62000172
RIVIERA	Mansion Oak	62000162
RIVIERA	Canadian Pine	62000161
RIVIERA	Scandinavian Pine	62000166
RIVIERA	Provence Oak	62000167
RIVIERA	Flanders Oak	62000168
RIVIERA	Pluto Oak	62000169
RIVIERA	Chalet Oak	62000170
RIVIERA	Venus Oak	62000171

Loft

flat range 8 mm



- Class 32
- 1288 x 186 x 8 mm
- BestLoc Xtreme (5G)
- Flat
- Decor platform with
 - > Naturals (22 sku's)
 - > Riviera (10 sku's)
- 32 sku's
- PEFC



LOFT	Venice Oak	62000145
LOFT	Napoli	3030-3737
LOFT	Oak 3 str	3030-2915
LOFT	Wengé	3030-3519
LOFT	Jakarta	3030-3698
LOFT	Merbau 3 str	3030-2503
LOFT	Manoir Light	3030-3822
LOFT	Teak	3030-3636
LOFT	Beech 3 str	3030-2914
LOFT	Valley Oak	3030-3637
LOFT	Rustic Light Oak	3030-3823
LOFT	Manoir Dark	3030-3002
LOFT	Vienna Beech	3030-3909
LOFT	Authentic Oak 2 str	3030-3896
LOFT	Martinique Oak	3030-3912
LOFT	Havana Oak	62000156
LOFT	Roma	3030-3865
LOFT	White Chocolate Oak	3030-3866
LOFT	Silver Grey Oak	62000146
LOFT	Millenium White Oak	62000147
LOFT	Millenium Natural Oak	62000148
LOFT	Frosted Oak	62000149
LOFT	White Oak	62000151
LOFT	Sand Hill	62000152
LOFT	Bordeaux Oak	62000153
LOFT	Elegant Light Oak	62000144
LOFT	Mansion Oak	62000150
LOFT	Canadian Pine	62000142
LOFT	Calabria Oak	62000157
LOFT	Jasmine Oak	62000143
LOFT	Cabin Oak	62000154
LOFT	Chalet Oak	62000155

Essentials

entry level-7 mm

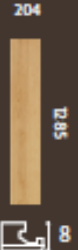
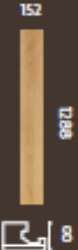
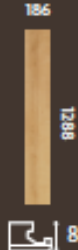


- Class 32
- 1285 x 186 x 7 mm
- BestLoc
- Flat
- Casa is skipped
- 18 sku's
- PEFC



ESSENTIALS	White Oak	62000042
ESSENTIALS	Milano	3010-3738
ESSENTIALS	Frosted Oak	3010-3798
ESSENTIALS	Chateau Oak 2 str	3010-3895
ESSENTIALS	Banana Light	3010-3884
ESSENTIALS	Roma	3010-3865
ESSENTIALS	Spring Elm	3010-3893
ESSENTIALS	Desert Oak	62000043
ESSENTIALS	Light Oak	62000044
ESSENTIALS	Nordic Oak	62000045
ESSENTIALS	Pearl Grey Oak	62000046
ESSENTIALS	Dark Grey Oak	62000048
ESSENTIALS	Elegant Light Oak	62000047
ESSENTIALS	Lodge Oak	62000052
ESSENTIALS	Venus Oak	62000053
ESSENTIALS	Chalet Oak	62000054
ESSENTIALS	Normandy Oak	62000055
ESSENTIALS	Brittany Oak	62000056

Collection Guide Laminate :

COLLECTIONS	SILENTO	EMPIRE	ELEGANCE	EXQUISITE	CHIC	URBAN	NATURALS	RIVIERA	LOFT	ESSENTIALS
Dimensions (mm)										
Packaging Boards / Box	8 boards 2,10 m ²	6 boards 1,44 m ²	5 boards 2,44 m ²	7 boards 1,67 m ²	9 boards 1,77 m ²	9 boards 1,77 m ²	8 boards 1,92 m ²	8 boards 1,91 m ²	8 boards 1,92 m ²	9 boards 2,15 m ²
Boxes / Pallet	56 boxes 117,44 m ²	56 boxes 80,49 m ²	54 boxes 131,74 m ²	56 boxes 93,69 m ²	60 boxes 106,00 m ²	60 boxes 106,00 m ²	56 boxes 107,33 m ²	56 boxes 107,08 m ²	56 boxes 107,33 m ²	56 boxes 120,46 m ²
Classification	33	33	32	32	32	32	32	32	32	32
Loc System										
Garantie Residential Commercial										
HydroPlus Aqua resist										
Bevels										
Number of decors	12 refs	12 refs	20 refs	20 refs	12 refs	12 refs	22 refs	20 refs	32 refs	18 refs

Decorplatforms

Essentials			18
Loft	Naturals	Riviera	10
Loft	Naturals		12
Loft (3 st)			10
		Riviera	10
Chic	Urban		12
Exquisite			20
Elegance			20
Empire			12

Ranges OUT

- Tiles
- Unique
- Casa
- Residence
- Regency
- Grandioso
- Lounge Plus
- Domestic
- Vintage

Phasing out between April and June, unless paper is out before.

Timing :

- Phase-out outgoing decors/ranges → between April-June 2015
- Pallets for sale of novelties → available as from W4 2015
- Picking for sale of novelties → April 2015
- Marketing Tools
samples, displays, brochures, swatches, pictures & website → April 2015
- Mixed Packs → W6 2015
- Accessories → April 2015

B-Brand Ranges

FirstLine/TrendLine

Royalty

→ will completely be revamped and merged

→ between April and June

Accessories : simplyfied offer

- **Skirtings**

Matching skirtings 60 mm

Matching skirtings 80 mm

Matching quarter rounds 14 mm

White skirtings 80 mm

White skirtings quarter rounds 14 mm

White skirting modern 100 mm

- **Profiles**

Matching T-profile : 2,4 m

Matching End profile : 2,4 m

Matching Reducer : 1 m

Alu T-profile/end-profile/reducer : 2 m

- **Underlays**

Excellence 20-14 m²

Excellence + 10 m²

Excellence Endurance 20 m²

- **Varia**

Clips

Maintenance Cleaner

HydroPlusKit

For new range : ALL above accessories will be made for ALL decors, also B brands.



High-Tech Laminate News 2015



Original

Class 33 → 34



- Upgrade to class 34
- Commercial decors will be integrated
- Alu lock
- 1207 x 193 x 9 + 2 mm
- SilentSystem
- AquaResist
- High-Pressure surface
- 38 sku's , stocked in Menen
- PEFC
- As from April 1

Stone

Best alternative for real stones



- Class 34
- BestLoc Xtreme (5G)
- 1200 x 299,5 x 10,3 + 2 mm
- Alu lock
- AquaResist
- SilentSystem
- High Pressure surface
- 8 sku's
- PEFC

Grand Avenue

Long and Wide planks



- Class 34
- 2410 x 236 x 10,3
- 4V bevels
- BestLoc Xtreme (5G)
- Longboards
- AquaResist
- High Pressure surface
- 8 sku's
- PEFC

Accessories :

- Skirtings

Matching skirtings 60 mm

- Profiles

Matching T-profile : 2,4 m

- Underlays

Silent System

Moisture Barrier

- Varia

Tapping bloc

Maintenance Cleaner

Marketing Tools 2015

Availability : APRIL 2015

Revamp Laminate

- Update square and rectangular per displays :

- for free
- update set FR, BENELUX, GE, SP, UK, ROW
- ready for April
- clients needs to order first at CS



- Update Special Edition :

- MTO
- payable, but amortizable
(180 € for a new set of 10 boards)
- convert as much as possible to (new) Modular displays
(270 € for display + 16 samples)



We will stop with those displays.

- Elegance display :

- update set possible with 11 new Elegance colours
- 1 new big sampleboard
- payable, but amortizable : 50 €



- Waterfall displays :

- MTO
- payable, but amortizable : 50 €



Communication to clients :

Mailing will be sent to your clients with square and rectangular displays by us to announce :

- new ranges
- free update kit
- orderform for update kit

For all others :

- e-mailing info new range can be sent by you/CS
- info letter new range will be inserted with the invoices

Brochures:

Laminate:

- ✓ New general A-brand brochure in different languages
- ✓ B-Brand : existing leaflets till revamp FirstLine/TrendLine

High-Tech Laminate:

- ✓ New general A-Brand brochure in different languages
- ✓ For export : Original, Stone & Grand Avenue
- ✓ Feel the difference leaflet (dpl-hpl sample)



Brochure becomes a Trend/Inspiration magazine

Sample Books :

Laminate:

- ✓ Cards per collection*
- ✓ Best-Loc® X-Treme loc sample

*Loft/Naturals en Chic/Urban will be joint in one card

* Bevelled products will be shown + 1 sample of non bevelled



✓ Swatchesboxes per collection :

- Loft/Naturals en Chic/Urban will be joint in one swatchbox
- Bevelled products will be shown + 1 sample of non bevelled

BERRYALLOC
LAMINATE • PARQUET • WALLS • VINYL PLANKS



High-Tech Laminate:

- ✓ High-Tech Books per collection :
 - Original & Commercial will be merged
- ✓ Single sided sample sheets
- ✓ Aluminium loc sample



Mixed Packs



- 1 plank of each sku of a complete range
- Tool for pre-sales
- To overbridge period till revamp kick-off
- Available for W6

Displays:

✓ Modular display: 3 modules

Communication module

Sample module

Longboard module



165 €



270 € (with 16 dpl samples)



165 € (with samples)



Picture: example

3 sample modules =
(3 x 16 samples)

1 communication module

1 longboard module



Back-to-Back



- Specific for the range Silento
- With Soundtest tool
- 220 € all in
- 12 sku's



- Specific for the range Elegance, longboards
- Existing display : 20 sku's (350 €)
- New display, under development (+/- 300 €)





- Specific for the range Grand Avenue, longboards
- Existing display : 8 sku's



Good Luck !