



Lifestyle Choice

Attractive decors

Laminate continues where nature leaves off. See for yourself! The possibilities are endless.

The beauty of wood

Wood replications continue to be the most popular decors for laminate flooring. The incredible authenticity is achieved by imitating selected types of real wood with sophisticated replication methods. Oak replications with their nearly unlimited shades have a timeless quality. Variations can be created by subtly altering the natural appearance of the wood, for example whitewashed natural decors or wooden floors with different aged effects. There are also attractive replications of light wood décors such as beech, alder and maple and also fruitwoods or medium-brown, reddish and dark wood decors such as walnut, cherry and wengé – and eye-catching exotic woods such as teak and rosewood. Thanks to laminate technology people can enjoy having these rare woods in their homes without having to fell a tropical tree.

Something completely different

Wood is perennially popular, but it isn't the only option. Thanks to innovative production processes there is an incredible range of products to choose from. Laminate tiles can be made to imitate concrete, slate, marble or granite, to name just a few possibilities. Eye-catching creative decors are also becoming increasingly popular, with design elements like sacks of coffee, wine crates and sailing canvas, 3D designs in vibrant greens and blues, high gloss white, geometric elements on black backgrounds, beige raw cement, grey steel and etched copper-look metal. Modern laminate floors can even embody kitsch and cult with nostalgic autograph book motifs, or individual company logos.



Attractive decors

Individual living

Versatile

Easy to care for

Individual style

Laminate is the ideal flooring for creative home ideas. Whether alone or in combination with furniture elements and modern lighting, laminate is whatever you make it.

Interior Design

Laminate is much more than just a floor covering that is easily laid. Home improvement TV shows are always demonstrating the varied, exciting possibilities of this type of flooring. It's quick to lay, is available in strikingly different variations, and makes an impressive feature in the home, even on the walls. The only limit is your imagination. At the same time, the intelligent development of the technology is continually extending the possible uses of laminate in interior design.

Blending functionality and creativity

LED lights can be tastefully integrated in laminate floors without losing any of their effect. The same goes for modern cable organisers, which cleverly conceal cables that would otherwise snake across the floor and make the room look more elegant again. In addition, the wood-like properties of laminate make it a versatile construction material for which new design possibilities are always emerging, supported by a wide range of coordinated accessories.

Simply practical

Laminate not only looks good on the surface, it is also being enhanced by more and more technical features. Laminate floors are now available with integrated underfloor heating and anti-static surfaces that prevent static electricity being transferred from a person to the floor. One of the interesting developments is a special surface coating that neutralises harmful substances in the air and absorbs odours.



Versatility

Laminate flooring can be used in all areas of the home and workplace. The most important factor to consider is the load classes, which ensure that each room is given the floor covering it needs.

It's easy when you know how

What kind of laminate floor is suitable for your bedroom? What kind should you buy for your home office? What kind should you lay in the living room? So many questions – but luckily there is an important source of information to help you answer them. A glance at the load classes on the product insert will tell you which laminate floor is suitable for your purposes.

Load classes

Each load class represents various product requirements which are used to categorise the quality of a laminate floor in accordance with the European standard EN 13329. There are seven load classes, each with a different number. Classes 21, 22 and 23 belong to the residential use category and classes 31, 32 and 33 to the commercial use category. Class 34 indicates laminate that is suitable for very heavy-duty use.

[Read more](#)

As a rule:

The higher the class, the more use the floor can stand up to. In private homes, for example, class 21 is suitable for bedrooms and guest rooms, class 22 for living and dining rooms, and class 23 for stairways, entrance halls, kitchens and other floor areas which are subject to a lot of wear.

Not every laminate product is fit to be laid in moist rooms such as kitchens or bathrooms. There are products especially designed by the producers for application in these use areas featuring moisture-protection devices, e.g. water-repellent edges.

When buying laminate always look at the load class on the product packaging. This is the only way to make sure the product you are buying is suitable for the intended purpose.

And with the right care there's nothing to stop you enjoying your laminate floor for years to come.



Easy care

Laminate is easy to look after and therefore fits into modern lifestyles, because you have more important things to do with your time than spend hours cleaning. A couple of tips is all you need to maintain a clean floor with minimal effort.

No-fuss flooring

Laminate floors are very hygienic and easy to care for. The hard-wearing top layer prevents the penetration of household dirt and dirt from outside, while the closed-cell surface is very difficult for dirt to adhere to. Here is a summary of the most important tips just in case you need them.

Best Practices: Cleaning & Maintenance

- It is sufficient to regularly vacuum your laminate floor or remove dust with a microfibre cloth designed for floors.
- About once or twice a month, wipe down the floor with a slightly damp cloth that has been well wrung out. We recommend adding a laminate floor cleaner (available from manufacturers) to the water used for wiping the floor.
- Mop up any spilt water immediately to prevent dampness from entering the joints. Alternatively, you can seal the joints with a special glue.
- Remove streaks or dirt brought in from outside by rubbing with a dry, soft cloth, for example a white nylon pad.
- Juice, wine and greasy food stains can be removed with a damp cloth. For paints and varnishes we recommend a mild solvent such as diluted acetic acid.
- Please do not use floor wax or polish! These will not adhere to the surface and therefore have no effect. They will only result in an increased risk of slipping, unsightly streaks and worn patches.

