

# floorify®

PLANKS & TILES



**BEAUTIFUL AND EASY**

ENG | 2024-25



F019

# YOUR STYLE, YOUR FLOOR, YOUR HOME

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

At home you highlight your personality. Whether you are playful, enthusiastic or serene: your interior reflects that. Which is precisely why we are proud to present our collection of Floorify floors. Because they are so versatile, can take more than a knock or two and combine the unique charm of wood, concrete or natural stone with unparalleled ease of use. This is the best of many worlds. We are convinced of that already, and now it's your turn. Discover it for yourself.





# WHAT WE REPRESENT



## Beautiful

### 01 Natural beauty

Colours with character  
Natural, matte textures  
Ultimate plank variation  
Subtle grooves

### 02 Large in size

Complete collection  
XL planks and big tiles  
Eye-catching herringbone  
and Twist

### 03 A sleek finish

Skirting boards and profiles  
in the same colour  
Planks and tiles that click  
together seamlessly  
20x20m profile-free

## Easy

### 01 Strong

Stain resistant  
Shock resistant  
Stable, limited expansion  
Can be placed in direct sunlight  
Warranty up to 30 years

### 02 Waterproof

100% waterproof to the core  
Wet maintenance possible

### 03 Comfortable

Silent  
Soft and warm on the feet

### 04 Ideal for renovation

Thin  
Cut with a utility knife  
Click system: floating installation  
on a Floorify underlay  
On almost any surface, without  
preparation  
On underfloor heating and cooling

### 05 Sustainable

Long-term use  
Energy-efficient  
Designed to reuse & recycle





# NATURAL BEAUTY

RIGHT DOWN TO THE DETAILS

The natural look of wood, that is what makes your Floorify floor so unique. Authentic colours, the soft shine of an oiled floor, a subtle edge finish, natural plank variation and a natural, brushed structure that always feels warm. Each plank is finished to perfection. Because true beauty lies in the details.

## Colours with character

Whether you choose planks, herringbone or tiles, the **colours** of your Floorify floor are **authentic, warm and very natural**. Timelessly beautiful, yet in line with the latest interior trends. At Floorify, you can always choose a floor that suits your interior and reflects your character.

## Playful variation

Our biggest inspiration? Nature. There, you rarely find repetition or set patterns. Playfulness and variety abound. That is why Floorify floors have **many different planks**. And that provides a very natural look.



F100

## You feel what you see

Our click floors do not need gloss to shine. What's more, it's the **matte finish** that provides a natural look. You can see the grain and the knots in the mild morning sun. And you can feel them, when you go to get that first cup of coffee of the day barefooted. A very **authentic look and feel**, that is the ultimate Floorify experience.

## Into the groove

**Subtle grooves** accentuate the size of the planks and thus contribute to the authentic wood look of your Floorify floor. And you don't have to worry about maintenance. The grooves are easy to clean. Even after spilling your glass of wine.



F100



F100



# LARGE IN SIZE

## Versatile and complete

The grandeur of wide planks, the classic elegance of a herringbone floor, large tiles in a concrete look for a subtle industrial touch,... Floorify has no standard sizes. We create each product in a way that it fits perfectly into your interior. Floorify? It's a **complete collection** and wide in variety.

## Eye-catching herringbone and Twist

Love at first sight. Does that even exist with floors? Oh yes! You'll undoubtedly fall in love at first sight with the Floorify **herringbone**. We consciously opted for individual planks that you simply and quickly click into a beautiful herringbone floor. The **new, innovative Twist floors** also make your heart beat faster and are easy to install thanks to their long and narrow plank size. The playful pattern of both Herringbone and Twist gives your interior that little bit more allure.



## Bigger and more daring

Extra long, extra wide and a particularly natural effect. Meet the XL planks (no less than 2 m long!) and big Floorify tiles that measure 60 x 90 cm. **Unusually large sizes** for a maximum experience of each room. Their exceptional dimensions ensure that every room looks more spacious. Think big! In that, we're really unique.





F001 + F023

# A SLEEK FINISH

## For a sleek look

With most click floors, you have to install transition profiles at regular intervals, certainly when transitioning between different rooms. This is not necessary with Floorify: our floors are extremely stable and retain their shape. This allows you to install up to **20x20 m profile-free**.

Do you want to combine several floors in one space completely seamlessly? You can! Floorify **planks and tiles can be clicked together without profile**, resulting in a lengthwise seamless connection.

The end result is a **modern and sleek floor surface** that creates tranquillity and gives a wonderful feeling of space. This seamless look not only responds perfectly to current interior trends, but also saves time when installing. Aperitif, anyone?

## Well matched

The perfect match for your floor? **Skirting boards and profiles in the same colour and design**. So no more painting of skirting boards! Floorify has the right finish for every floor, in the same colour, and equally wear and water resistant. Did we mention that details really make the difference?



F001 + F023



F017 + H017 + E017



# THE STRONGEST AT HOME

Having fun is the essence of life. And that accidents happen sometimes, is something you will gladly put up with. This is exactly why our floors are **extremely 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 shockproof core**.

Why? Because life's a party. Because as a parent you don't want to have to worry about children playing, dirty feet or spilled orange juice. Want to let the sunshine in too? No problem! Our tiles and planks can be positioned in direct sunlight without having to worry.







# 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.



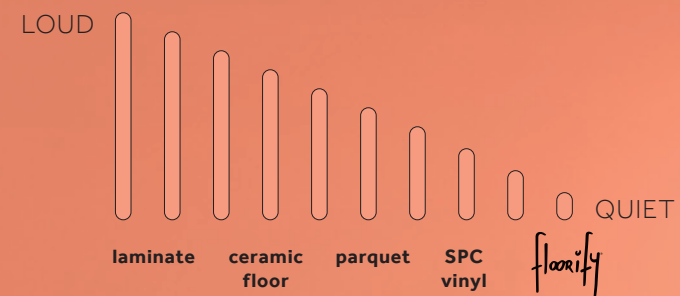
# SO COM-FORTABLE

## 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** with a Floorify underlay creates a wonderfully **soft floor surface** and an **acoustic layer**.

The result? A warm floor that always feels cosy and absorbs more than 21 decibels. This means you can enjoy the silence at any time, even when your teenage daughter is practising her latest dance moves.

### WALKING SOUND







# RENOVATION WITHOUT THE MESS

Floorify can be clicked onto almost any surface, without preparation. Yes, even over those ugly old tiles. **No demolition, no dust and no hassle.**

Floorify planks and tiles click together easily. You lay them floating (on the Floorify Comfort or Performance underlay) with no need for glue. Because the floors are so thin, you usually don't even need to trim your doors. You can simply cut your floor to size with a utility knife. **Cut, click and done!** Without anyone needing to be bothered by noise or dust.



# FLOORS FOR FUTURE GENERATIONS

We want to make the world a better place with Floorify, today and tomorrow, which is why our floors are sustainable, energy-efficient and completely ready for the circular economy.

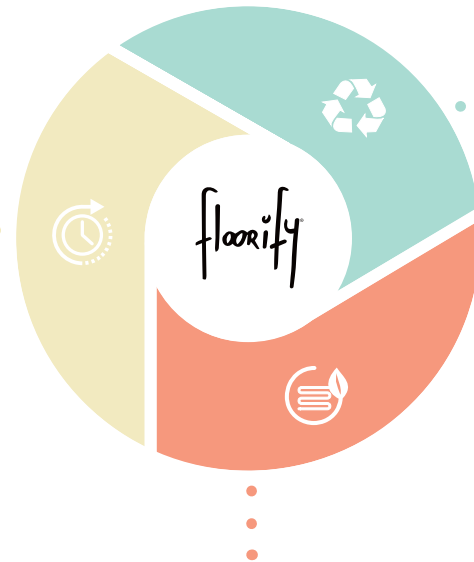
## Maximum longevity

Did you know that we offer a 25-year warranty on your floor? And even 30 years if you install it on our Performance underlay? And we know what we're doing, because we're certain that your floor will have a long and happy life. This is because at the heart of our Floorify products is the unique Floorify core: a plastic that lends itself perfectly to long-term sustainable applications. This unique material is **extremely strong, low-maintenance** and has a **loooooong life**. If you choose Floorify, you choose a sustainable and durable floor that will remain beautiful and in top form for decades to come.

### A bit of extra love = a great many more years

With the right maintenance products, you can even extend the life of your floor. Without fuss or scrubbing, of course. Because Floorify is just the easiest at home. For every cleaning situation, we came up with a **cleaner** that does what it is supposed to do - clean like the best! - but which simultaneously extends the lifespan of your floor.

When it's time for a clean, pull out our pH-neutral cleaners **Conny** or **Conny Turbo**. And if your floor does begin to show natural signs of ageing, superficial scratches or streaks, our floor rejuvenator **Conny Care** not only makes them less visible, its anti-ageing formula also adds a protective layer to your floor. This way, you yourself add extra years to its life.



## Economical

Floorify stands for **energy-efficient** flooring. Thanks to its minimal thickness, low thermal resistance and high density, Floorify can conduct heat with ease. The ideal combination with your **underfloor heating and cooling**. Definitely in combination with the new Performance underlay\*. It goes all the way for **maximum heat conduction**, so your underfloor heating can achieve **optimum efficiency** and save you energy.

*\*Read more about the new Performance underlay on page 56.*

## Designed to reuse & recycle

Even at the start of the design process, we're already taking the life-cycle of our product into account. Each floor is designed by us to last as long as possible, to be reused and, at the end of its useful life, to be easily recycled. By applying a circular approach, we conserve natural resources and create a sustainable world for future generations.

### REUSE

Floorify is installed **floating**, without glue, so you can easily unclick it and move house with it. Just like your furniture gets a second life, you can also use your floor in your next dream home.

### RECYCLE

Floorify is **100% recyclable**. And we're proud of that, because in the world of floor coverings, it's far from commonplace. Most floor coverings are either glued into place or they are hybrid products, consisting of several layers of different materials and impossible to recycle. Floorify wanted to be different. That's why we take recycling into account - even at the design phase.

Our **homogenous floors** consist of **just one material** that does lend itself to recycling. **Floor and underlay** are also laid **completely separately** from each other, so that they can be recycled apart from each other perfectly. And because every little bit helps, we also recycle our own waste in new floors during the production process.



Do you have offcuts left over after installing your floor? **Stop! You don't have to throw them away. Take them back to your nearest Floorevive retail point. You can then be sure that they will be recycled and you yourself will be helping to close the circle.**

*Currently available in Belgium, the Netherlands, France and UK. Visit our website for an overview of all stores with a Floorevive collection point.*



More information on Floorevive at [www.floorify.com](http://www.floorify.com)

## Did you know that Floorify...

**...is A+ certified?** This means that we came top of the class after a rigorous series of tests for in-door air quality.

**...is plasticizer-free?** Plasticizers are chemical substances used in the production of flexible vinyl floors. Because Floorify floors have a rigid core, they are plasticizer-free.

**...is safer than safe?** Floorify effortlessly complies with all European directives (REACH) regarding the use of hazardous substances. The product contains no glue, melamine or formaldehyde, and mustn't be glued either. So no worries about harmful VOCs. At '<10 µg', Floorify is 100x bet-ter than the European standard.

**...is made from the most carbon-friendly plastic?** Much less of fossil fuels is used in the production of vinyl than in other plastics.





# OUR STORY

**In 2016, an innovative product rocked the flooring world. A thoroughly Belgian brand that unites the best of both worlds: the warm appearance of natural materials with ultimate ease of use. Including extra shock, stain and water resistance. Enter: Floorify!**

"To reinvent the floor". The crazy dream of Floorify co-founders Marie Callens and Pieter Buyck. And that's exactly what they did. Marie explains, "We thought it was a shame that as a builder or renovator, you have to make the same choice over and over – either you opt for a floor that you really like but that is anything but practical, or you opt for something more user friendly while compromising on design. We didn't want to have to choose between attractive and easy. We wanted them both, in one fantastic product."

**THE MUM IN ME THINKS PRACTICALLY: MY FLOOR MUST WITHSTAND MY LITTLE TEARAWAYS. NOT FOR JUST A BIT, BUT FOR A LONG TIME.**



## The revolution of rigid vinyl

In 2016, Marie and Pieter – who were also once professional colleagues at a major international flooring company – decided to brave it and establish Floorify. The duo have only one mission – to conceive and design the perfect floor. Pieter explains, "In our previous roles, we developed a love for high-quality floors. But we knew one thing, that things can be better, more attractive, more sustainable and more straightforward. With Floorify, we wanted to pull out all the stops and to create a floor that was so innovative that it would turn the whole industry upside down." And that's what they did. By being the first in Europe to combine rigid vinyl planks and tiles, Floorify instantly established its name as a unique innovator.

The Floorify revolution has not escaped the notice of the rest of the world either. As the icing on the – admittedly already pretty good-looking – cake, Floorify has also received the Innovations at Domotex label in Hannover, thus making it a gold-medal winner at the "Olympic Games for Floors". Pieter explains, "With that we've not only seen a rapid expansion in our range and national and international customer base, but also managed to gather a great team of fellow floor enthusiasts around us (laughs). Our Floorify team is one with a slight twist, but cut from the right materials."

## For interior design lovers and parents

"We just can't help it," laughs Marie. "We just keep on coming up with new ideas." There were a great many Floorify innovations, one after the other. Marie explains, "Terrazzo, ceppo, herringbone or our new Twist pattern floors – I'm a huge interior design fan and I'm crazy about all sorts of floors. I love nothing more than translating interior design trends into beautiful, low-maintenance and super strong Floorify floors. A floor that you can live on, dance on, spill things on and put muddy feet on. Floorify is a brand for interior design lovers and parents. Our floors need to be 100% 'kid-proof'. Not for just a bit, but for a long time."

## Take your floor with you

Marie's eye for design goes hand in hand with Pieter's technical knowledge. For example, Marie designed the innovative collection of XL planks, which are the longest on the market at two metres. The authentic character of wood is beautifully displayed in this exceptional format. When you ask Pieter about the density and tensile strength of Floorify, 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. Pieter explains, "It's a particularly renovation-friendly and durable floor – you can install Floorify floating, over your existing floor, so there's no demolition work. And since you don't have to glue Floorify to the underfloor, you can take your floor with you if you move, just like your furniture. How sustainable is that?"

## Happy to help

Of course, Floorifans deserve the best service. Marie explains, "With Floorify, we're aiming super high. We're totally committed to the 'wow' experience, and we hope that our customers really feel it." Floorify chooses its points of sale very carefully – you'll only find Floorify at locations where specialists can answer all of your questions. You can also see and feel the floors, and all of their details. If you'd rather view the collection at home, you can order free samples on the website. The website also has some handy installation videos and tips and tricks. Marie explains, "With our comprehensive online help centre, you can get an answer to your Floorify questions super quickly. We're just a click away, and always happy to help. You're always welcome to come and chat to us about floors!"



# BEFORE AND AFTER

FROM COLD TILES TO A COSY  
COCOON THANKS TO FLOORIFY



Photos: © Jonah Samyn

F023

## Floorified!

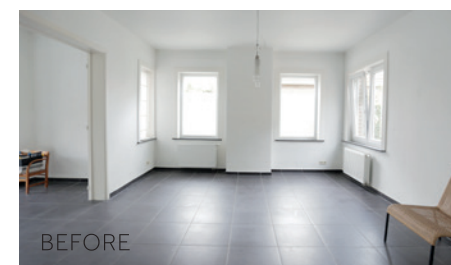
**Who?** Simon (27), Sarah (24) and daughter Maud (18 months)

**What?** Renovation of a semi-detached property in Lovendegem, Belgium.

**Situation?** Sarah and Simon are moving from their apartment to a large house with a garden, where their daughter will have her own cosy room.

**New floor? Floorify!**

Living room and bathroom: F100 Seychelles  
Dining room and hall: F023 Verona



TIP

**Floorify can be installed on top of the existing tile floor**

No crushing, no dust, no hassle. Just install a new floor on top of the old one. Floorify planks and tiles just click together like laminate planks do. You install them floating (on the Floorify Comfort or Performance underlay) and do not have to glue them. You simply cut them to size with a knife!



## Floorify advantages according to Simon & Sarah:

### 1 / It is the perfect floor for messy households

"In terms of maintenance, a parquet floor or natural stone floor simply does not suit us, as a family. In no time a plate of spaghetti sauce would end up on it, I know that I will never leave my high heels at the front door and our daughter would probably pour her cup of water over it every day. A parquet floor or natural stone floor is simply not suitable for the way we prefer to live: a bit messy, but carefree. Floorify is."

### 2 / The floor is water and mess-resistant

"We were able to install the Floorify floor without any problems in the dining room, but also in the entrance hall (wet, dirty feet: no problem), living room and bathroom. And under the high chair where our daughter deposits a daily impressionistic artwork made of beetroot purée, crumbs, water and soggy banana chunks. The floor was installed on our ground floor without profiles and thus creates a sense of space."

### 3 / Accidents are okay

"The top layer of Floorify floors has a hyper-protective film through which, in addition to water, no stubborn stains such as permanent marker or nail polish can pass through. Simply wipe with a piece of cloth and it's gone. We know that, because we have already tested it once by accident. In addition, you can also drop a heavy object on it, without leaving a dent. Which is also something we have already tested by accident."

### 4 / It looks real

"Nobody realises that it is not actually a real parquet floor. The wood look is very convincing."

### 5 / It's easy to clean

"With the vacuum cleaner. With the mop. With some water, a cloth and a pH-neutral floor cleaner."

### 6 / Vinyl is quiet

"No orchestra of trampling children's feet or tapping high heels: Floorify is comfortable to walk on."

### 7 / ... and warm

"Because it immediately assumes the ambient temperature, Floorify always feels warm under your feet (not uncomfortably cold, like tiles or laminate)."

F023 + F100



F023 + F100



F100





F318

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**Do what  
you love,  
love what  
you do**



F032



F318







F400

**Rain is just  
confetti  
from the sky**



F023



F096





F030

**Do more of  
what makes  
you happy**



F095



F028





F037

It's  
the season  
to sparkle



F102



F102





F038

**Make today  
so awesome,  
yesterday  
gets jealous**



F039

# THE COLLECTION



F014



# HERRINGBONE



## A timeless eye catcher

Love at first sight. Does that exist with floors? Oh yes! You'll undoubtedly fall in love at first sight with the Floorify **herringbone**. The floor radiates the atmosphere of chic mansions. Floorify made a playful and unique version of it. Floorify also consciously opted for **individual planks** that you **simply and quickly click** into a beautiful herringbone floor. It gives your interior that little bit more allure.

<b>F300</b> HIRAME	<b>F301</b> UNI
<b>F306</b> BURI	<b>F317</b> UNAGI
<b>F318</b> TORO	<b>F319</b> ANAGO
<b>F333</b> IKURA	plank dimensions   750 x 125 x 4,5 mm number of planks per box   24 number of m² per box   2,25 usage class   33 wear layer   0,55 installation   click - floating and only in herringbone pattern number of joints   V4 warranty for residential use   25 years / 30 years (Performance underlay) warranty for commercial use   5 years





## Authenticity with a fresh twist

The Twist collection reflects creative craftsmanship of the highest order. Floorify created a **unique visual composition** with a characterful oak design. The **brushed texture** and **natural colour variation**, characteristics of wood, enhance the **diagonal lines** of these lively floors. So they add an authentic twist to any room!

Difficult to install? Not at all! You **install** this unique design **quickly and easily** thanks to the **long and narrow plank size**. Just click and it's ready.



plank dimensions | 1524 x 123 x 4,5 mm  
 number of planks per box | 12  
 number of m² per box | 2,25  
 usage class | 33  
 wear layer | 0,55  
 installation | click - floating  
 number of joints | V4  
 warranty for residential use |  
 25 years / 30 years (Performance underlay)  
 warranty for commercial use | 5 years



**Natural,  
brushed  
textures**



XL PLANKS



Big, bigger, biggest

Use every inch of your space and make your home bigger with the XL planks by Floorify. These planks are **longer and wider than any standards**, for maximum experience of the area. Lovely, that feeling of space!

The seemingly endless visual lines make rooms look bigger. This way, every room comes into its own even more. The **subtle grooves, lifelike brushed textures and natural planks variation** enhance the authentic look of your Floorify floor.

 <p><b>F092</b> PETIT BEURRE</p>	 <p><b>F093</b> PARMESAN</p>	 <p><b>F094</b> SKYFALL</p>
 <p><b>F095</b> FRANGIPANE</p>	 <p><b>F096</b> ILE DE RÉ</p>	 <p><b>F097</b> MATTERHORN</p>
 <p><b>F098</b> TOFFEE</p>	 <p><b>F099</b> CLOONEY</p>	 <p><b>F100</b> SEYCHELLES</p>
 <p><b>F101</b> SABAYON</p>	 <p><b>F102</b> TEDDY BEAR</p>	<p>plank dimensions   2000 x 240 x 4,5 mm number of planks per box   5 number of m² per box   2,40 usage class   33 wear layer   0,55 installation   click - floating number of joints   V4 warranty for residential use   25 years / 30 years (Performance underlay) warranty for commercial use   5 years</p>



# LONG PLANKS



F017

## Pure down to the details

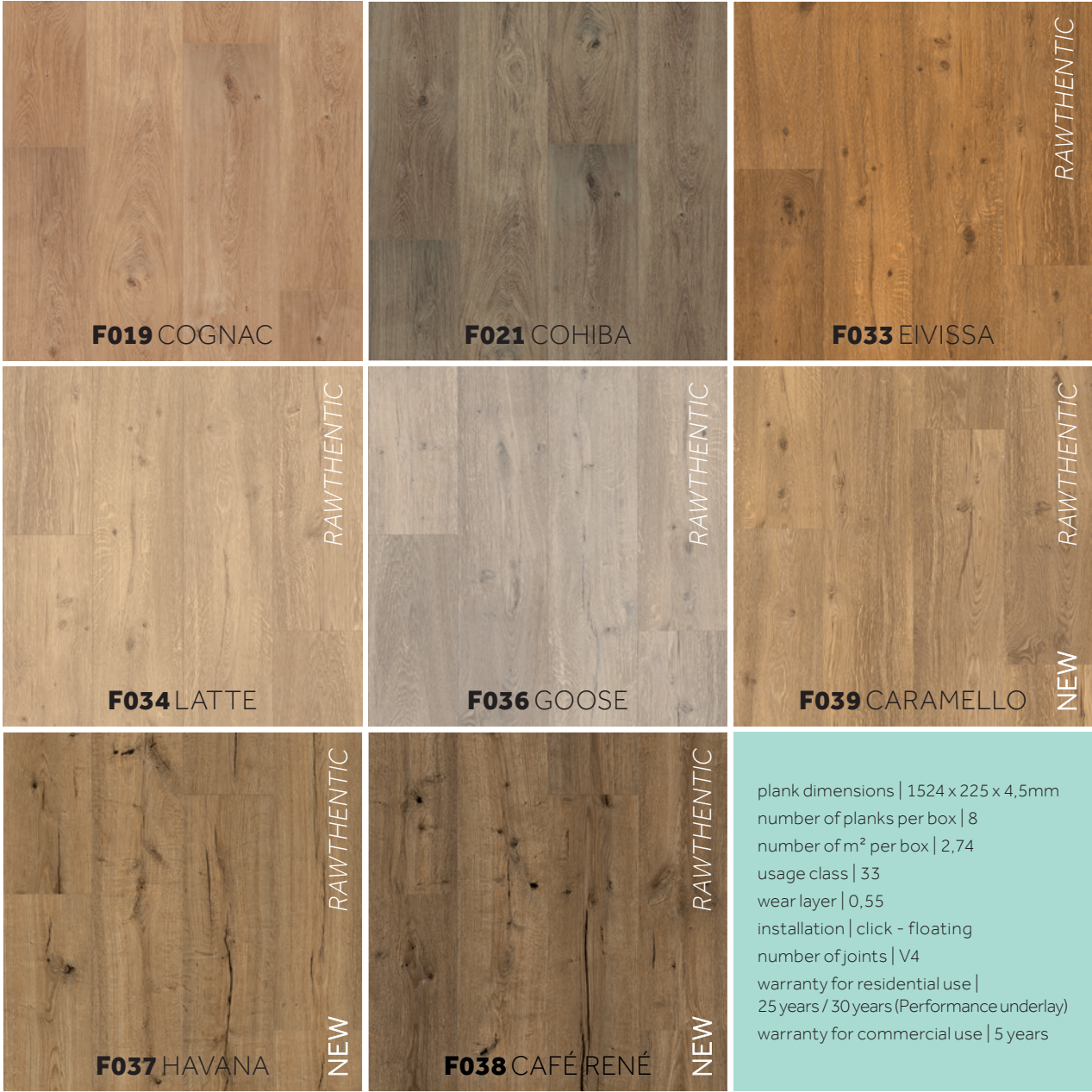
Floors inspired by **small details, sophisticated designs and fine wood structures** that perfectly match your lifestyle. Classic, rustic or rather progressive: you will discover a colour palette for your taste and style.

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? Be inspired and make a choice that suits you.



plank dimensions | 1524 x 225 x 4,5mm  
 number of planks per box | 8  
 number of m<sup>2</sup> per box | 2,74  
 usage class | 33  
 wear layer | 0,55  
 installation | click - floating  
 number of joints | V4  
 warranty for residential use |  
 25 years / 30 years (Performance underlay)  
 warranty for commercial use | 5 years





## INNOVATIVE TEXTURES RAWTHENTIC TECHNOLOGY

The natural look of wood is what makes your Floorify floor so unique, which is why we are presenting our innovative 'Rawthentic' technology with pride. Using the latest 3D printing techniques, we create surface **textures with unseen levels of depth**, inspired by the beauty of robust wood. The grain and every knot and crack is recreated in detail. The result is an **authentic brushed look and unparalleled natural appearance**, supported by a matt finish, subtle edging and ultimate plank variety.

This innovative technology excels in six characterful Floorify designs: **F033** Eivissa, **F034** Latte, **F036** Goose, **F039** Caramello, **F037** Havana and **F038** Café René.



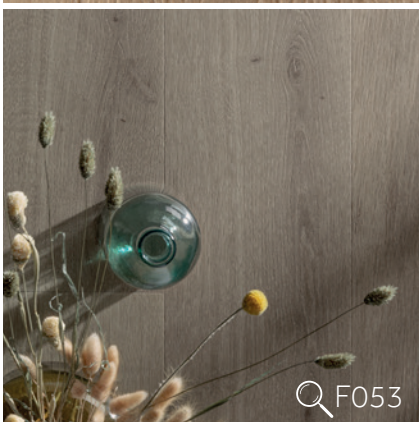






# PLANKS



## The soft look of wood

The **subtle brushed texture**, the **matte look** and the **soft wood design** of these floors help to bring balance and calm to your interior. Whether you're looking for a rustic look, or something more modern, this collection is perfect for any interior style. The planks are also ideal for small rooms in which their **elegant size** has the opportunity to really stand out.

 Q F050 <b>F050 CRÉMANT</b>	 <b>F051 COCONUT</b>
 Q F053 <b>F053 STONEHENGE</b>	 <b>F055 APPLE CRUMBLE</b>
 <b>F056 POPCORN</b>	 <b>F057 WAFFLE</b>
 <b>F058 CANNELÉ</b>	 <b>F059 BUNNY</b>

plank dimensions | 1219 x 178 x 4 mm  
 number of planks per box | 12  
 number of m² per box | 2,60  
 usage class | 33  
 wear layer | 0,55  
 installation | click - floating  
 number of joints | V4  
 warranty for residential use |  
 20 years / 25 years (Performance underlay)  
 warranty for commercial use | 5 years  
 (Performance underlay)





## For a sleek look

**60 by 90 cm.** The extra large size makes **joints virtually invisible** and **installation extra quick and easy**. The format also responds to the interior trend of the moment: seamless surfaces with a very **natural effect**. The tiles have the same appearance as concrete or natural stone without the disadvantages. For example, Floorify tiles are **stain resistant**, there is **no risk of cracking or tearing** and the floor is **easy to install** without extensive preparation. In addition, you do not have to take drying times into account: your Floorify floor is **immediately accessible!**





# SMALL TILES



F530

## For a playful effect

Are you looking for a playful effect in your room? This tile's **elegant size** provides the necessary dynamism. The interplay of lines in the joints also adds depth, making them **perfect for small spaces**, like the bathroom or toilet. If you like a **retro look**, then you will also like the traditional size.

The collection consists of the same colour palette as the Large Tiles and it is also very **easy to install**. Thanks to their handy size, you can click these tiles together in no time!



F528 JELLYFISH SMALL



F529 COQUILLE SMALL



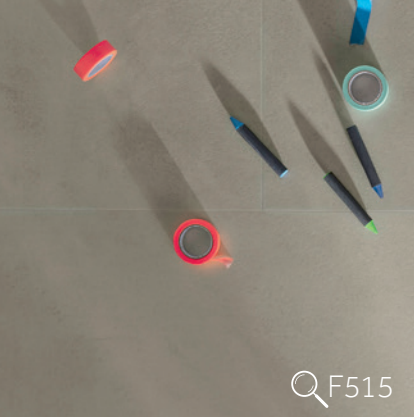
F530 PEBBLE BEACH SMALL



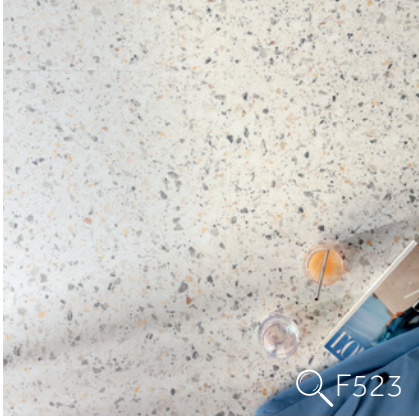
F514 SEA SALT SMALL



F515 OYSTER SMALL



F515



F523



F523 VERONA SMALL



F531 ETNA SMALL



F527 CEPPPO SMALL



F532 PICCOLO SMALL

tile dimensions | 305 x 610 x 4mm  
number of tiles per box | 12  
number of m<sup>2</sup> per box | 2,23  
usage class | 33  
wear layer | 0,55  
installation | click - floating  
number of joints | V4  
warranty for residential use |  
20 years / 25 years (Performance underlay)  
warranty for commercial use | 5 years  
(Performance underlay)



# #FLOORIFAN

SPOTTED ON INSTAGRAM

Post your Floorify interior project using **#floorifan** and win a beautiful bouquet of flowers!



SEE AND FEEL FOR YOURSELF?

## ORDER FREE SAMPLES

Would you like to see and feel the unique quality and beauty of our floors for yourself? **Order up to 3 free samples** of your favourite Floorify floors and discover which colour suits your interior.

You can easily order the samples at [floorify.com](https://www.floorify.com)



Order free samples  
at [www.floorify.com](https://www.floorify.com)



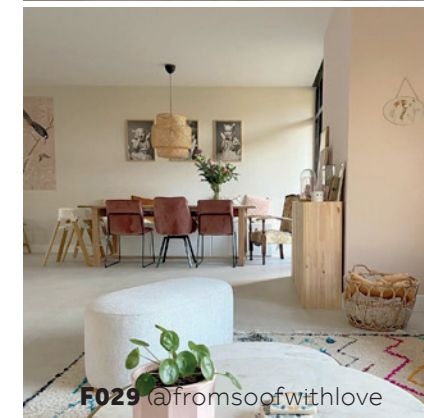
**F317** @rebelle\_boutique\_drongen



**F023** @jolie.logie



**F028** @jessdegeest



**F029** @fromsoofwithlove



**F023** @interiorbysofievasteelant



**F014** @pique.interieuradvies



**F319** @noemiemeijer



**F100** @marliesverschraegen



**F023** @anneleen.meurs

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# HOW TO INSTALL?

QUICK AND EASY!

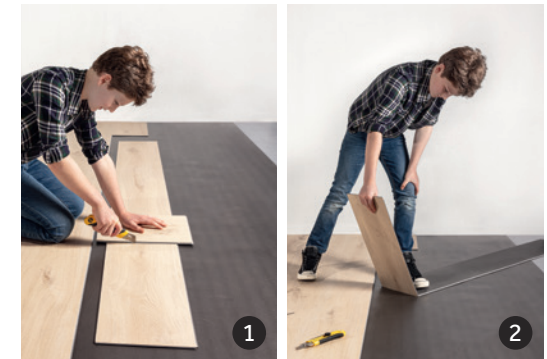


## Click-and-go

You can lay your Floorify floor in 1-2-... no, you don't even need 3. Just roll out the underlay, click and go. Goodbye parquet glue, hello Floorify.

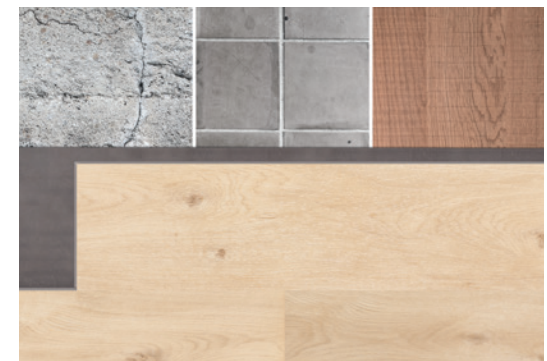
## Silent and dust-free installation

Ideal for installation in apartments or for a renovation of an existing home. Simply cut your Floorify floor with a **utility knife**. No-one is bothered by noise or dust.



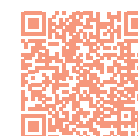
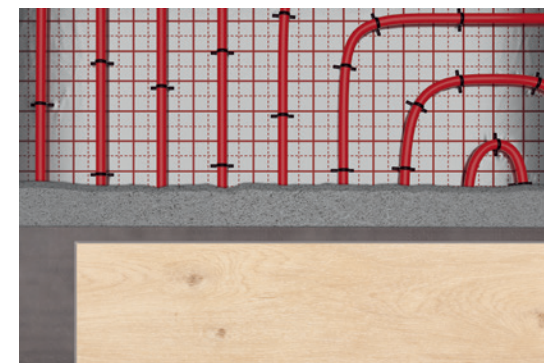
## On almost any surface, without preparation

An existing floor or small irregularities? Just install **Floorify on top of it**. Even those ugly old tiles can stay there.



## A perfect match for your underfloor heating

Floorify floors are thin. Very thin. That means they **conduct heat very well**. You can therefore combine them perfectly with underfloor heating or cooling. The new **Performance underlay** completes the picture: thanks to its ultra-low thermal resistance, heat can travel more easily through your floor. The result? Top performance for every underfloor heating system. Now that's energy efficient.



Detailed installation instructions at [www.floorify.com](http://www.floorify.com)



# SMART ACCESSORIES

FOR A GRAND INTERIOR



## Versatile skirtings

The perfect match for your perfect floor: skirtings that are as wear and waterproof as your Floorify floor. And with exactly the same finish and colour.

 <p><b>Sxxx</b> MATCHING SKIRTING 2000 x 61 x 9,5mm (l x h x d)</p>	 <p><b>Hxxx</b> MATCHING HIGH SKIRTING 2000 x 89 x 9,5mm (l x h x d)</p>	 <p><b>Nxxx</b> MATCHING STRIP 2000 x 2,5 x 18mm (l x h x d)</p>
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## Custom profiles

Enjoy a superior finish thanks to a complete range of custom profiles. Thanks to their minimalist and sleek design, they create an invisible transition between two separate floor sections. As intermediate, end and transition profiles. To us, it's only natural that they come in the same colour as your floor. Those details are there precisely to make the difference.

 <p><b>Exxxx</b> MATCHING END PROFILE 2000 x 10 x 34,5mm (l x h x d)</p>	 <p><b>Oxxx</b> MATCHING TRANSITION PROFILE 2000 x 10 x 34mm (l x h x d)</p>	 <p><b>Qxxx</b> MATCHING ADAPTOR PROFILE 2000 x 10 x 40,5mm (l x h x d)</p>
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	Order code	Matching skirting	Matching high skirting	Matching strip	Matching end profile	Matching transition profile	Matching adaptor profile
<b>HERRINGBONE (750 x 125 x 4,5mm) (Fxxx)</b>							
HIRAME	F400	S400	H400	N400	E400	O400	Q400
UNI	F301	S001	H001	N001	E001	O001	Q001
BURI	F306	S006	H006	N006	E006	O006	Q006
UNAGI	F317	S017	H017	N017	E017	O017	Q017
TORO	F318	S018	H018	N018	E018	O018	Q018
ANAGO	F319	S019	H019	N019	E019	O019	Q019
IKURA	F333	S033	H033	N033	E033	O033	Q033
<b>TWIST (1524 x 123 x 4,5mm)</b>							
GIZEH	NEW F400	S400	H400	N400	E400	O400	Q400
TOBLERONE	NEW F401	S019	H019	N019	E019	O019	Q019
<b>XL PLANKS (2000 x 240 x 4,5mm)</b>							
PETIT BEURRE	F092	S092	H092	N092	E092	O092	Q092
PARMESAN	F093	S093	H093	N093	E093	O093	Q093
SKYFALL	F094	S094	H094	N094	E094	O094	Q094
FRANGIPANE	F095	S095	H095	N095	E095	O095	Q095
ILE DE RÉ	F096	S096	H096	N096	E096	O096	Q096
MATTERHORN	F097	S097	H097	N097	E097	O097	Q097
TOFFEE	F098	S098	H098	N098	E098	O098	Q098
CLOONEY	F099	S099	H099	N099	E099	O099	Q099
SEYCHELLES	F100	S100	H100	N100	E100	O100	Q100
SABAYON	F101	S101	H101	N101	E101	O101	Q101
TEDDY BEAR	F102	S102	H102	N102	E102	O102	Q102
<b>LONG PLANKS (1524 x 225 x 4,5mm)</b>							
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
BLUSH	F006	S006	H006	N006	E006	O006	Q006
CROISSANT	F007	S007	H007	N007	E007	O007	Q007
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
HONEY	F025	S025	H025	N025	E025	O025	Q025
EIVISSA	F033	S033	H033	N033	E033	O033	Q033
LATTE	F034	S034	H034	N034	E034	O034	Q034
GOOSE	F036	S036	H036	N036	E036	O036	Q036
HAVANA	NEW F037	S037	H037	N037	E037	O037	Q037
CAFÉ RENÉ	NEW F038	S038	H038	N038	E038	O038	Q038
CARAMELLO	NEW F039	S039	H039	N039	E039	O039	Q039
<b>PLANKS (1219 x 178 x 4mm)</b>							
CRÉMANT	F050	S050	H050	N050	E050	O050	Q050
COCONUT	F051	S051	H051	N051	E051	O051	Q051
STONEHENGE	F053	S053	H053	N053	E053	O053	Q053
APPLE CRUMBLE	F055	S055	H055	N055	E055	O055	Q055
POPCORN	F056	S056	H056	N056	E056	O056	Q056
WAFFLE	F057	S057	H057	N057	E057	O057	Q057
CANNELÉ	F058	S058	H058	N058	E058	O058	Q058
BUNNY	F059	S059	H059	N059	E059	O059	Q059
<b>BIG TILES (600 x 900 x 4,5mm)</b>							
SEA SALT	F014	S014	H014	N014	E014	O014	Q014
OYSTER	F015	S015	H015	N015	E015	O015	Q015
VERONA	F023	S023	H023	N023	E023	O023	Q023
CEPPO	F027	S027	H027	N027	E027	O027	Q027
JELLYFISH	F028	S028	H028	N028	E028	O028	Q028
COQUILLE	F029	S029	H029	N029	E029	O029	Q029
PEBBLE BEACH	F030	S030	H030	N030	E030	O030	Q030
ETNA	F031	S031	H031	N031	E031	O031	Q031
PICCOLO	F032	S032	H032	N032	E032	O032	Q032
<b>SMALL TILES (305 x 610 x 4mm)</b>							
SEA SALT SMALL	F514	S014	H014	N014	E014	O014	Q014
OYSTER SMALL	F515	S015	H015	N015	E015	O015	Q015
VERONA SMALL	F523	S023	H023	N023	E023	O023	Q023
CEPPO SMALL	F527	S027	H027	N027	E027	O027	Q027
JELLYFISH SMALL	F528	S028	H028	N028	E028	O028	Q028
COQUILLE SMALL	F529	S029	H029	N029	E029	O029	Q029
PEBBLE BEACH SMALL	F530	S030	H030	N030	E030	O030	Q030
ETNA SMALL	F531	S031	H031	N031	E031	O031	Q031
PICCOLO SMALL	F532	S032	H032	N032	E032	O032	Q032



THE QUIET STRENGTH OF OUR

# DREAMTEAM

Floorify floors are installed floating: just roll out the underlay, click, and go! But why exactly do you need a subfloor? On the one hand, Floorify underlays level out small unevenness in the subfloor so that you get a flat base. On the other hand, they absorb shocks and perfectly support the click system.

Floorify offers two underlays: Floorify Performance and Floorify Comfort. These high-quality underlays are specially developed and extensively tested for use with Floorify floors. On top of their levelling and impact-resistant qualities, they each have a number of unique properties, which they retain for the life of your Floorify floor. Therefore, it is important to choose the right underlay for the intended application.

## Comfort underlay

The Comfort underlay scores best for:

### Noise reduction

Thanks to its resilience, the Comfort underlay reduces contact noise to the maximum extent (21 dB noise reduction!). For multi-storey buildings or apartments, this extra acoustic sound damping insulation definitely offers an advantage for the rooms below.

### Levelling

Floorify Comfort is slightly softer and thicker. It is an excellent way of compensating for minor uneven spots in the substrate. Ideal for renovations!

### Impact resistance

This underlay absorbs knocks and impact even better thanks to its softer and foamy character. So no need to worry if you accidentally drop something heavy. Comfort provides your floor with extra protection.

**U001** FLOORIFY COMFORT UNDERLAY  
15m<sup>2</sup> per roll - 2mm thick

## Performance underlay

The Performance underlay scores best for:

### Underfloor heating and cooling

Its ultra-low heat resistance (0.009 m<sup>2</sup>K/W!) makes it super easy for the heat to pass through your floor. Result? Your underfloor heating or cooling is guaranteed optimal efficiency and you save energy!

### Intensive use







The Performance product is slightly harder, meaning it provides optimal support for your floor's click connections. Perfect for commercial applications with intensive use, such as restaurants, shops or offices.

### Herringbone

Performance is the ideal match for a Floorify herringbone floor. Thanks to being a bit harder, the large number of click connections are provided with excellent support.

And there is more. When using the Performance underlay in a residential application, we extend the usual guarantee by 5 years!

**U002** FLOORIFY PERFORMANCE UNDERLAY  
10m<sup>2</sup> per roll - 1,5mm thick

	Comfort	Performance
 levelling	++	+
 impact resistance	++	+
 noise reduction	++	+
 underfloor heating and cooling	+	++
 intensive use	+	++
 herringbone	+	++

# EASY TO MAINTAIN

EASY TO LOVE

## Conny

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

**M001** FLOORIFY CONNY - 1L  
**M003** FLOORIFY CONNY - 5L

## Conny Care

A rejuvenation treatment for your Floorify. Superficial scratches or streaks and natural signs of ageing are immediately reduced. Conny Care's matt protective layer extends the life of your floor.

**M004** FLOORIFY CONNY CARE - 1L

## 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.

**M002** FLOORIFY CONNY TURBO - 1L







# BUYING FLOORIFY IN YOUR AREA?

MEET OUR EXPERTS!

Whether you're planning to buy a vinyl floor or are still looking for inspiration, our network of stores is never far away. You can easily and quickly **find the best dealers in your area**. Get the best advice from real experts, see and feel the Floorify quality. And better yet: everything is arranged for you down to the very last detail.

You can find a handy overview of all dealers in your area at [floorify.com](https://www.floorify.com)



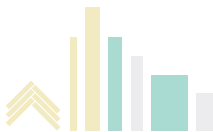
Meet  
Conny



Find a store on  
[www.floorify.com](https://www.floorify.com)



TECHNICAL DATA SHEET



PRODUCTDATA		HERRING-BONE	TWIST	XL PLANKS	LONG PLANKS	BIG TILES		HERRING-BONE	TWIST	XL PLANKS	LONG PLANKS	BIG TILES
Width	ISO24342	125 mm	123 mm	240 mm	225 mm	600 mm	Total thickness	ISO24346	4,5 mm	4,5 mm	4,5 mm	4,5 mm
Length	ISO24342	750 mm	1524 mm	2000 mm	1524 mm	900 mm	Top layer thickness	ISO24340	0,55 mm	0,55 mm	0,55 mm	0,55 mm
Number of panels per pack		24 pc	12 pc	5 pc	8 pc	4 pc	Core	Sound reducing, robust and waterproof Floorify® Rigid Core				
m' per pack		2,25 m'	2,25 m²	2,40 m'	2,74 m'	2,16 m'	Finish	Protected with stain resistant Floorify® Quiet Sense Technology				
Weight per pack	ISO23997	20,08 kg	19,8 kg	20 kg	22 kg	17,6kg	Locking method	Traditional glueless click under license of Unilin				

WARRANTY

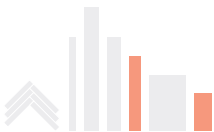
	Usage class	ISO10582	33
	CE	EN14041	DoP FF001
	Warranty	Residential: Commercial:	25 years (30 years when installed on Floorify® Performance subfloor) 5 years

TECHNICAL DATA		NORM REQUIREMENTS		FLOORIFY® VALUES
	Wear resistance	ISO24338 Procedure A	≥ 2000 cycles	≥ 4000 cycles - AC4
	Impact resistance	EN13329	≥ 1600mm	In combination with Floorify underlays: > 1800mm - IC3
	Residual indentation	ISO24343-1	≤ 0,2 mm	In combination with Floorify underlays: no visible changes
	Stain resistance	EN438-2	Groups 1 and 2: grade 5; Group 3: grade 4	Groups 1, 2 and 3: grade 5
	UV resistance	ISO 105-B02:2014, Method 3	≥ 6	> 6
	Fire classification	EN 13501-1 ISO 9239-1		Bfl-s1
	Dimensional stability	EN ISO23999 6 hours at 80°C	≤ 0,15 % Curling ≤ 2mm	≤ 0,10%
	Locking strength	ISO24334	Long side: ≥ 1kN/m Short side: ≥ 1,5kN/m	Long side: > 5kN/m Short side: > 5kN/m (n/a herringbone)
	Displacement of furniture feet	EN ISO16581	Foot 0,1mm / 32kg	No changes
	Castor chairs	EN ISO 4918	≥ 25000 cycles: No delamination, no disturbance	In combination with Floorify underlays: no visible changes
	Slip resistance	EN13893 EN 16165		DS R10
	Swelling	ISO24336	≤ 18%	0%
	Thermal resistance (floor + underlay)	EN12667	< 0,15R(m²K/W)	0,0239R24(m²K/W)(0,0146 floor + 0,0093 Performance underlay) 0,0686R24(m²K/W)(0,0146 floor + 0,0540 Comfort underlay)
	Floor heating	Appropriate for all standard heating systems IN cement flooring. NOT appropriate for heating films.		
	Impact sound improvement	ISO 10140 ISO717-2	ΔLw18dB	In combination with Floorify® Comfort Underlay: ΔLw21dB (ΔLlin10dB)
	Formaldehyde emission	EN14041 EN717-1		E1
	TVOC 28 days		< 1000µg/m³	< 10µg/m³
	Emissions in the interior air	Decree 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

TECHNICAL DATA SHEET



PRODUCTDATA		PLANKS	SMALL TILES		PLANKS	SMALL TILES
Width	ISO24342	178 mm	305 mm	Total thickness	ISO24346	4 mm
Length	ISO24342	1219 mm	610 mm	Top layer thickness	ISO24340	0,55 mm
Number of panels per pack		12 pc	12 pc	Core	Sound reducing, robust and waterproof Floorify® Rigid Core	
m' per pack		2,60 m'	2,23 m'	Finish	Protected with stain resistant Floorify® Quiet Sense Technology	
Weight per pack	ISO23997	19,9 kg	17,42 kg	Locking method	Traditional glueless click under license of Unilin	

WARRANTY

	Usage class	ISO10582	33
	CE	EN14041	DoP FF001
	Warranty	Residential: Commercial:	20 years (25 years when installed on Floorify® Performance underlay) 5 years only when installed on Floorify® Performance underlay

TECHNICAL DATA		NORM REQUIREMENTS		FLOORIFY® VALUES
	Wear resistance	ISO24338, Procedure A	≥ 2000 cycles	≥ 4000 cycles - AC4
	Impact resistance	EN13329	≥ 1600mm	In combination with Floorify® underlays: 1800mm - IC3
	Residual indentation	ISO24343-1	≤ 0,2mm	In combination with Floorify® underlays: no visible changes
	Stain resistance	EN438-2	Groups 1 and 2: grade 5; Group 3: grade 4	Group 1, 2 and 3: grade 5
	UV resistance	ISO 105-B02:2014, Method 3	≥ 6	> 6
	Fire classification	EN 13501-1 ISO 9239-1		Bfl-s1
	Dimensional stability	EN ISO23999 6 hours at 80°C	≤ 0,15 % Curling ≤ 2mm	≤ 0,10%
	Locking strength	ISO24334	Long side: ≥ 1kN/m Short side: ≥ 1,5kN/m	Long side: > 4,5kN/m Short side: > 4,5kN/m
	Displacement of furniture feet	EN ISO16581	Foot 0,1mm/ 32kg	No changes
	Castor chairs	EN ISO4918	≥ 25000 cycles: No delamination, no disturbance	In combination with Floorify® underlays: no visible changes
	Slip resistance	EN13893 EN 16165		DS R10
	Swelling	ISO24336	≤ 18%	0%
	Thermal resistance (floor + underlay)	EN12667	< 0,15R(m²K/W)	0.0213 R24(m²K/W)(0.0120 floor + 0.0093 Performance Underlay) 0.0660 R24(m²K/W)(0.0120 floor + 0.0540 Comfort Underlay)
	Floor heating	Appropriate for all standard heating systems IN cement flooring. NOT appropriate or tested with heating films.		
	Impact sound improvement	ISO 10140 ISO717-2	ΔLw18dB	In combination with Floorify® Comfort Underlay: ΔLw21dB (ΔLlin10dB)
	Formaldehyde emission	EN14041 EN717-1		E1
	TVOC 28 days		< 1000µg/m³	< 10µg/m³
	Emissions in the interior air	Decree n°2011-321		A+

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## Happy to help

Do you want to know (quickly!) how to remove beetroot purée from your new herringbone floor? Or curious why underlay is necessary and how much guarantee you get on Floorify planks? Just like you, we love the best service and so we provide a quick and accurate answer to every question. Floorify is easily accessible, thanks to our online help centre, but also through our numerous dealers and floor experts. Need help or information? Fire Away!

Help centre at  
[www.floorify.com](http://www.floorify.com)



## 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:

**HERRINGBONE, TWIST, XL PLANKS, LONG PLANKS, BIG TILES | 4,5MM THICKNESS - CL33**

Residential use: 25 years (30 years in combination with Floorify® Performance Underlay)

Commercial use: 5 years

**PLANKS, SMALL TILES | 4MM THICKNESS - CL33**

Residential use: 20 years (25 years in combination with Floorify® Performance Underlay)

Commercial use: 5 years (in combination with Floorify® Performance Underlay)

This warranty is limited and is restricted to the warranty terms and conditions as found at [www.floorify.com](http://www.floorify.com)



Floorify NV, Kruisboommolenstraat 30A, B-8800 Roeselare  
[hello@floorify.com](mailto:hello@floorify.com) - **FLOORIFY.COM**