





## From one true original to another, It's a family affair!

The real values in life are those created and found within families: authenticity, trust and the opportunity given to be creative and express yourself. These same values drive our company and they define our corporate culture.

We saw an opportunity to create a better floor. We chased a dream and created a whole new category along the way. As the innovators of COREtec®, the Original, 100% waterproof floor, we did just that. Stylish, strong floors that sustain real family lives full of entertaining, kids and pets.

*"Click, lock, enjoy. It is as simple as that!"*

It all began as an entrepreneurial business in 2001, within our founder's heart and spare bedroom as our "headquarters". With the invention of COREtec®, the original, patented, 100% waterproof floor in 2013, we grew rapidly to become the leading brand of these unique and highly innovative products. We launched our European division in 2016 and that same year were acquired and embraced into the family of Shaw Floors, an industry leader and subsidiary of Berkshire Hathaway, led by the world-renowned investor, Warren Buffett.

We've come a long way from where we started to where we are now. But those family values guide us still. Led by management and embraced by every employee, dealer, and partner, we are recognized as the problem-solvers, innovators and design enthusiasts. Today we offer an incredible range of resilient, durable floors that can be purchased, installed and lived upon in one single day. Click, lock, enjoy. It is as simple as that!

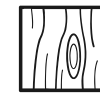
The most difficult task will be to choose from our wide variety of life-like decors. But don't worry, you are sure to find one to match your style because we have a floor for every personality.

Welcome to our family, We promise to remain authentic to the core  
**What's in your core?**



# Your COREtec® floor Always fits your style.

stands up to real life, it's engineered for simplicity.



## Always fits your style

We have a passion for providing a wide selection of authentic natural looks, so you can express what makes you, you. Persistent in product innovation – including micro-beveled edges, enhanced painted bevels & Embossed in Register technology – we create the most appealing designs & textures available.



## Stands up to real life

Our floors are 100% waterproof, kid proof & pet proof. Try them in your kitchen or bathroom: they won't warp or buckle, even if submerged in water.

Our 100% waterproof core, resilient vinyl and protective wear layer will keep your floor looking good for the life of your home. So naturally, all COREtec® floors come with a limited lifetime residential warranty.



## Is engineered for simplicity

COREtec® is easy to install, to care for and to live with. Its secure angle tap system doesn't require any glue or nails and can be installed over existing floors without additional underlayment.

Forget about sanding, polishing, sealing or refinishing: our floors are maintenance-free.

There's a million reasons to choose COREtec®, but here's our top 6.

Our floors:

- ✓ Are extremely stable
- ✓ Reduce noise
- ✓ Have superior scratch & stain resistance
- ✓ Do not need to acclimate
- ✓ Are suitable for underfloor heating & cooling
- ✓ Install on any surface










## Cork, the natural choice

All our floors have a unique attached cork underlayment. Why? It's warmer, quieter and easily installs over existing hard surfaces, perfectly concealing imperfections in subfloors.

And: it's one of the most sustainable materials out there. Cork is harvested from the cork tree and can be re-harvested every decade without damaging the tree.

A natural solution that brings only benefits to your home or business:

-  added sound insulation
-  a comfortable and warmer floor
-  a natural protection against mold & mildew
-  no need for separate underlayment
-  absorbs subfloor imperfections





# COREtec® Stone is a downright gamechanger

COREtec® Stone is the latest addition to our range of rigid composite floors. COREtec® Stone will unquestionably revolutionize the flooring industry for many years to come. It brings you the best of both worlds: the strength plus look and feel of a ceramic tile combined with the comfort and ease of installation of a soft floor. COREtec® Stone comes with a collection named CERATOUGH, this collection is available in a large number of designer-curated tile and stone designs.

COREtec® Stone is built around a high-density core composed of mineral particles, void of PVC. Its longevity is assured by multiple high-performance layers giving it a scratch resistance equal or better to that of a ceramic tile but without the brittleness of the latter. Accidental breakage during installation is excluded, which is a recurring problem with genuine ceramics.

Laying a COREtec® Stone floor is easy and straightforward and thereby offers new and unheard-of opportunities for the renovation market. It can be laid directly on top of an older floor or a slightly uneven surface without print-through.

Thanks to its secure tap angle system COREtec® Stone is self-aligning and does not necessarily need the intervention of a costly and hard to get hold of professional tiler. COREtec® Stone is 100% water-proof and its slim, tight seams add to its natural and hyperrealistic look. In commercial applications, COREtec® Stone drastically reduces costly downtime ensuring same-day walk-on.

Touch the future  
of flooring



## Advanced CERAGUARD® technology

CERAGuard® is a protective stain-, scratch- and scuff resistant thermal resin top layer specifically developed for the COREtec® Stone collection. The matte, embossed finish gives COREtec® Stone its stunning true-to-nature look and feel and makes it virtually impossible to distinguish from a genuine stone or ceramic floor.



Even an eagle

can't spot the difference



### Well suited for the project and renovation market

Aside from its residential use, COREtec® Stone also offers many advantages for the project and renovation market. There's no need to equalize or even prepare the surface. COREtec® Stone adapts to moderate irregularities without print-through and can be installed on top of an existing floor. Handling is easy thanks to its lightweight structure (about half the weight of a ceramic tile). Installation is done by clicking, not gluing. The whole installation process is rapid and straightforward allowing for same-day walk-on, thus avoiding costly downtime.

### Enhanced dimensional stability

General and dimensional stability of the COREtec® Stone floor is firmly ensured by 2 strong layers of vinyl applied to both sides of the mineral core. As a result, a COREtec® Stone floor will never bulge nor contract and always keep its original appearance. The inherent COREtec® Stone resistance and stability is also very welcome when flooring densely visited offices and public- or commercial spaces.

## COREtec® Stone in a nutshell.



Reduces costly downtime, same-day walk-on



Half the weight of a ceramic tile



The look and feel of a genuine ceramic tile



Protective stain-, Scratch- & scuff resistant thermal resin top layer



Requiring minimal cleaning and maintenance

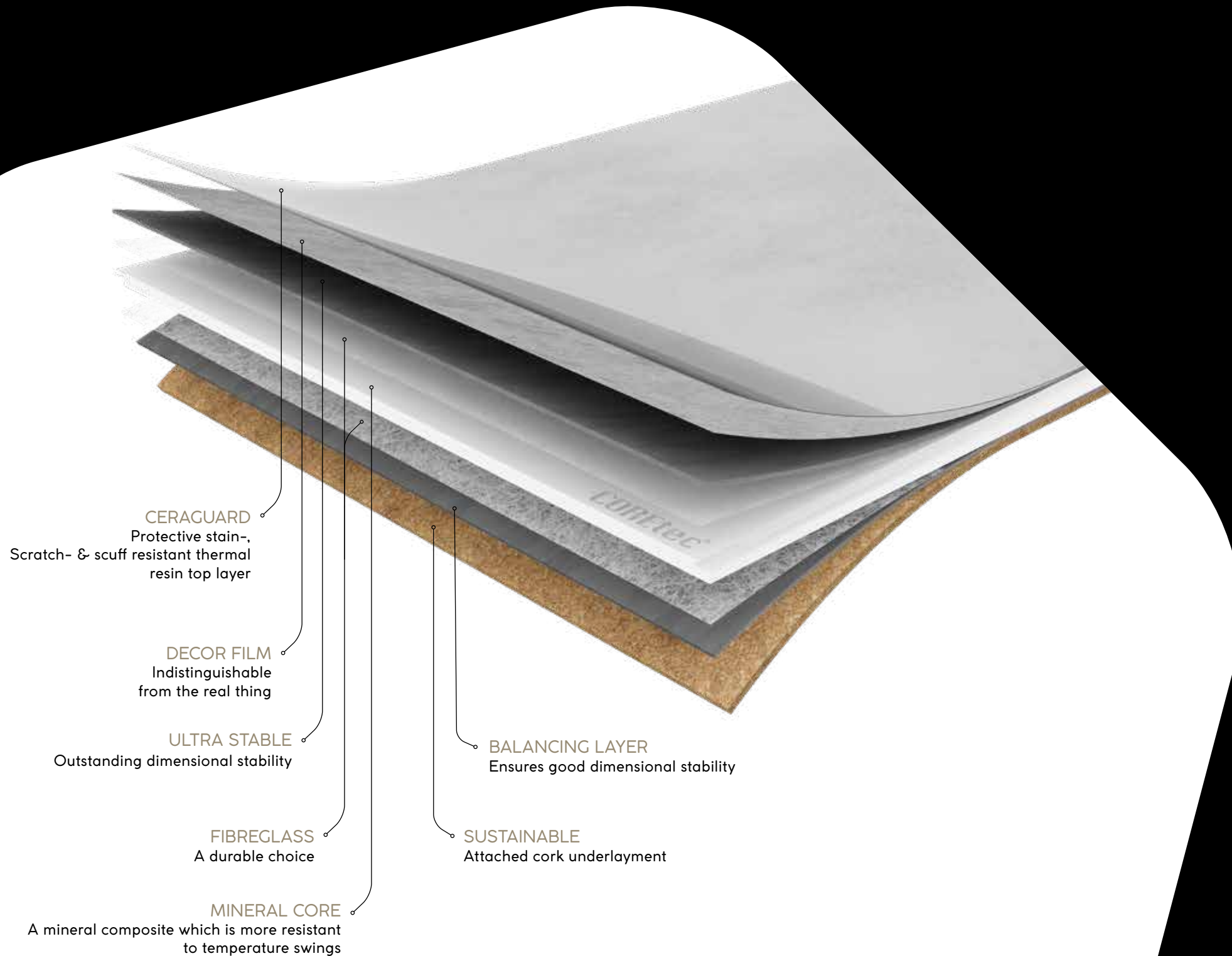



Sustainable through the mineral core, void of PVC and its cork underlayer

# Mineral Core

The unique COREtec® technology, with extra noise reducing technology.

**COREtec®**  
**STONE**





 100% Waterproof


 Extremely stable


 Pet proof


 Reduces noise

 Easy to install

 Installation on  
any surface

 No acclimatisation  
necessary

 Ideal for underfloor  
heating & cooling

 Electrostatic  
performance





Welcome to  
a new dimension

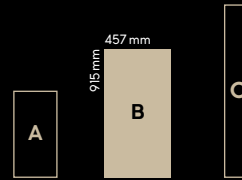
Discover the exquisite  
**CERATOUGH** collection

TENEGUIA  
USTICA  
PICO  
KATLA  
RHON  
DOME  
NUOVO  
ETNA  
BRANCO  
EIFEL





# TENEGUIA



50 CERA 0192 B



50 CERA 0190 B



50 CERA 0196 B



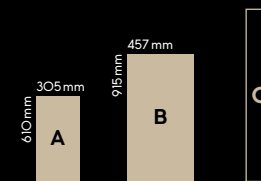
TENEGUIA 50 CERA 0196 B



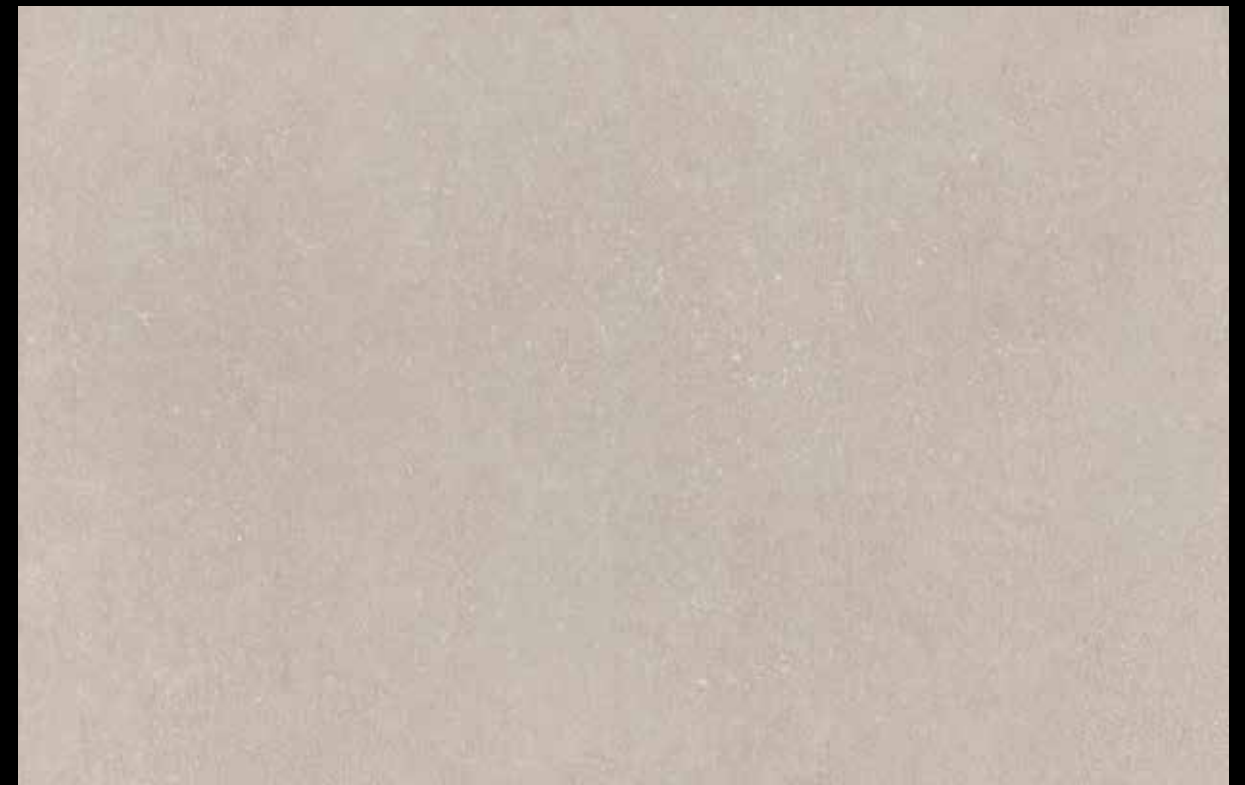
**CERA**  
TOUCH  
COLLECTION



USTICA 50 CERA O272 A



# USTICA



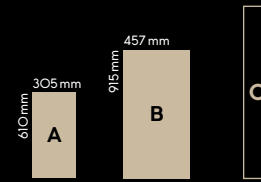
50 CERA O272 A  
50 CERA O272 B



50 CERA O293 A  
50 CERA O293 B



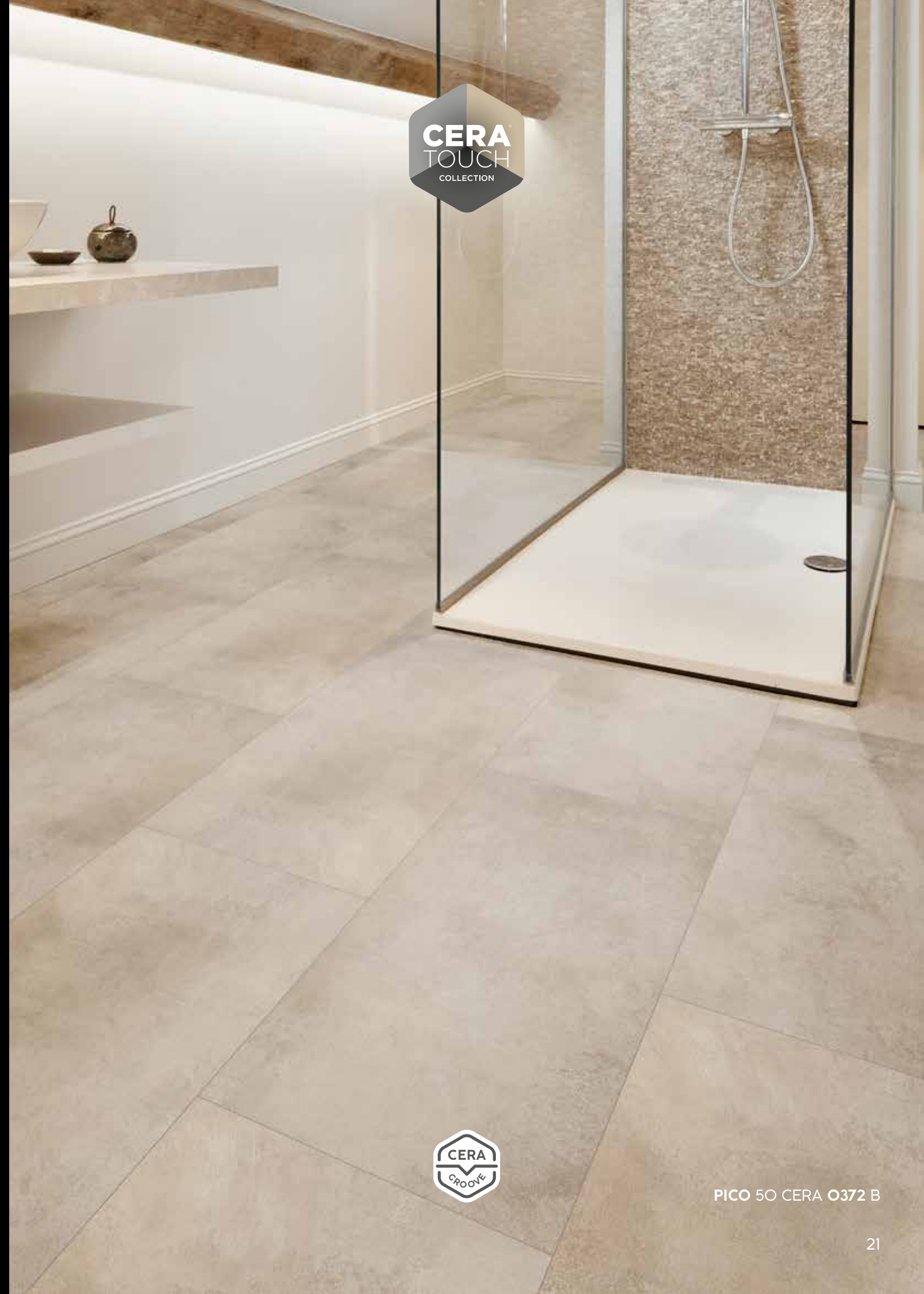
# PICO



50 CERA O372 A  
50 CERA O372 B



50 CERA O393 A  
50 CERA O393 B

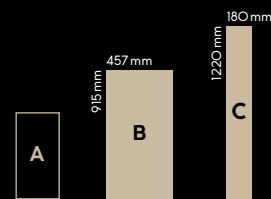


PICO 50 CERA O372 B





KATLA 50 CERA O471 B



# KATLA



50 CERA O495 B  
50 CERA O495 C



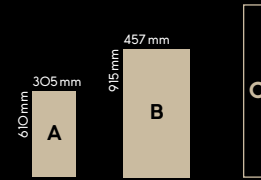
50 CERA O493 B  
50 CERA O493 C



50 CERA O471 B  
50 CERA O471 C



# RHON



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50 CERA O571 B



50 CERA O593 A  
50 CERA O593 B

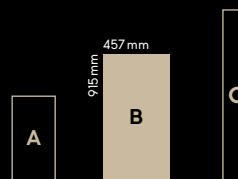


RHON 50 CERA O571 A





DOME 50 CERA O695 B



# DOME



50 CERA O671 B



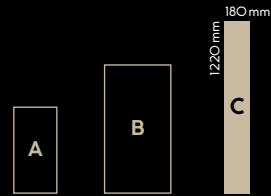
50 CERA O695 B



50 CERA O693 B



NUOVO



50 CERA 0795 C



50 CERA 0793 C



50 CERA 0785 C

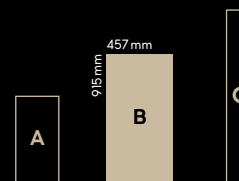


NUOVO 50 CERA 0785 C





ETNA 50 CERA O894 B



# ETNA



50 CERA O885 B



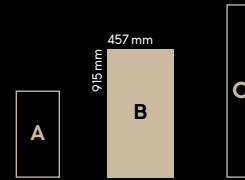
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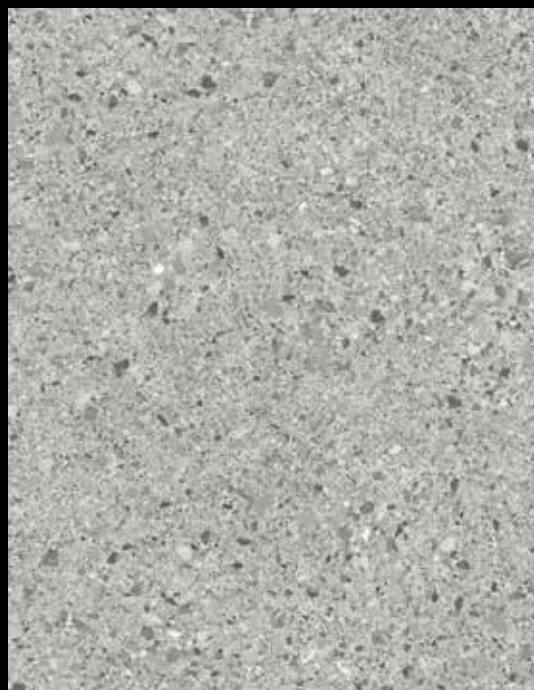
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# BRANCO



50 CERA O990 B



50 CERA O993 B



50 CERA O997 B

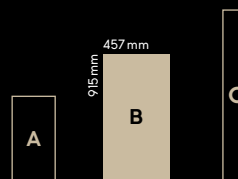


BRANCO 50 CERA O997 B





EIFEL 50 CERA 1091 B



# EIFEL



50 CERA 1091 B



50 CERA 1095 B



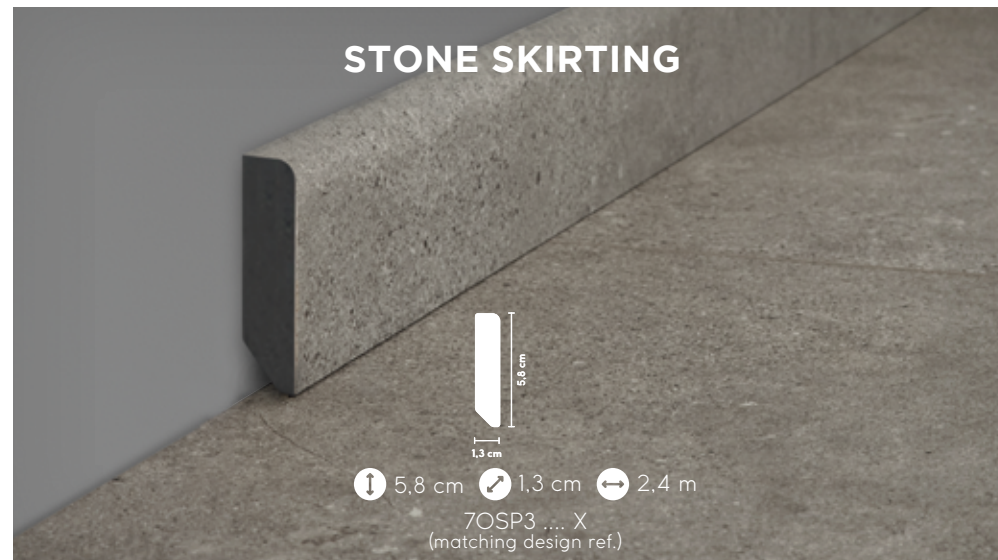
50 CERA 1097 B



# ACCESSORIES

## Matching design accessories

Our design accessories match the design of your floor & are also 100% waterproof & shock resistant.



# MAINTENANCE

## The COREtec® Clean, quick & green kit:

- Daily cleaner
- Deep cleaner
- Stain remover



KATLA 50 CERA O493 B



# TECHNICAL SPECIFICATIONS

	A	B	C
	305 x 610 mm	457 x 915 mm	180 x 1220 mm
	2,04 m <sup>2</sup> - 11 files - 22,7 kg/box 11,13 kg/m <sup>2</sup>	2,09 m <sup>2</sup> - 5 files - 23,6 kg/box 11,29 kg/m <sup>2</sup>	1,98 m <sup>2</sup> - 9 planks - 22,2 kg/box 11,21 kg/m <sup>2</sup>
	8.00 mm (EN ISO 24346)	8.00 mm (EN ISO 24346)	8.00 mm (EN ISO 24346)



**Level of use**  
Classe 23 / 34 (EN ISO 10874)

**Geometrical characteristics**  
Conform (ISO 24337)

**Wear resistance**  
Pass 4000 cycles (EN 13329 Annex E)

**Castor chair resistance**  
Pass 25000 cycles (ISO 4918)

**Effect of furniture Leg**  
No visible change (EN 16581)

**Residual indentation**  
≤ 0.15 mm (EN ISO 24343-1)

**Resistance to staining**  
5 (no visible change) (EN 438-2)

**Locking strength**  
LS ≥ 2.0 / SS ≥ 3.5 (EN 24334)

**Dimensional stability**  
Pass ≤ 0.25% (EN ISO 23999)

**Colour fastness to light**  
> grade 6 (ISO 105-B02)

**Impact sound reduction**  
ΔLw = 18 dB (ISO 10140-3 / EN 717-2)

**Formaldehyde Emission Class**  
E1 (EN 717-1)

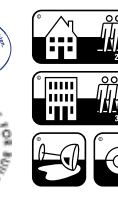
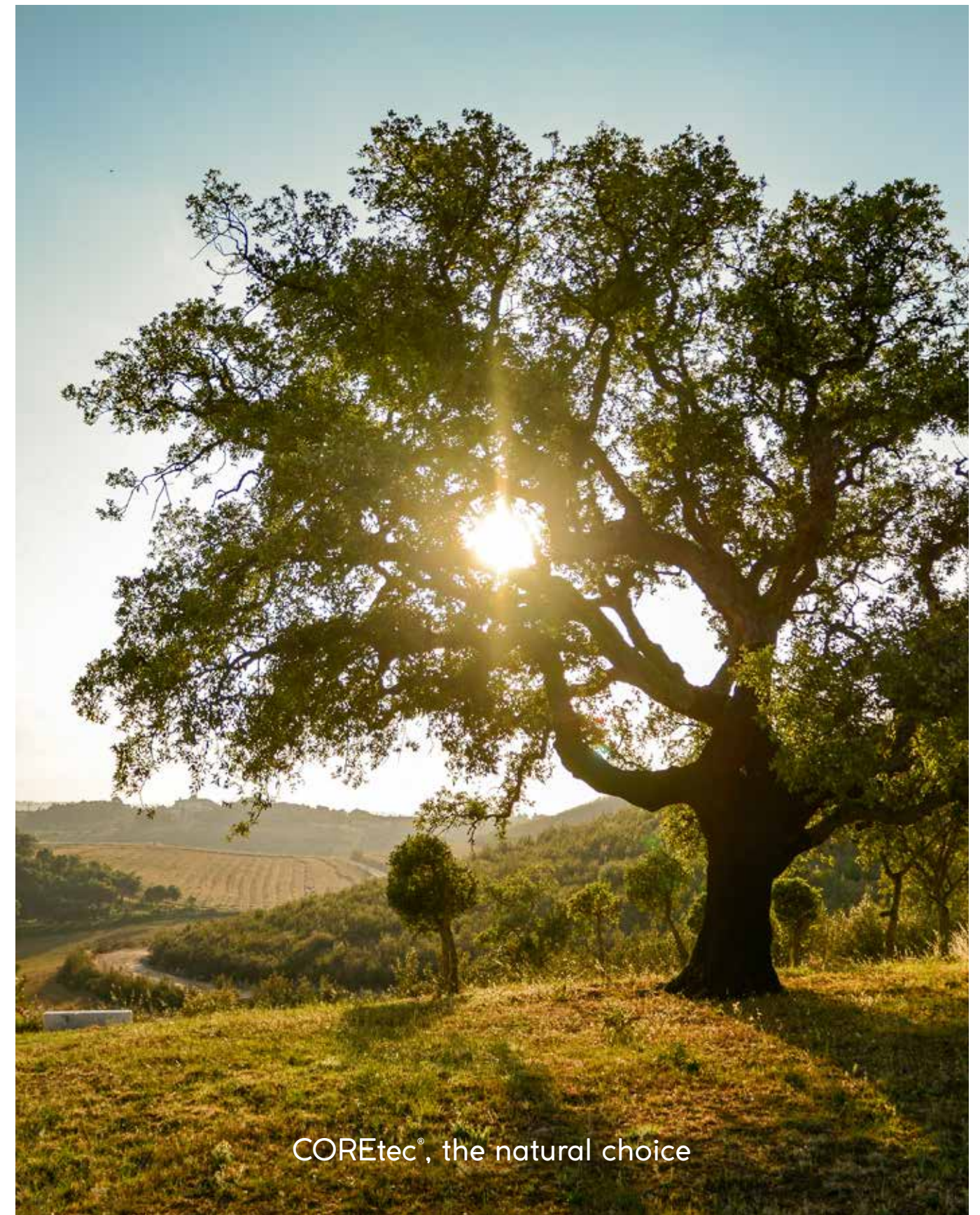
**Fire classification**  
Bfl - S1 (EN 13501)

**Slip resistance**  
DS - RIO (EN 13893 / DIN 51130)

**Underfloor heating**  
Suitable

**Electrostatic performance**  
≤ 2 kV (EN 1815)

**Thermal Resistance**  
0.0295 m<sup>2</sup>-K/W



Warranty (Years) The warranty covers manufacturing defects and premature wear in the event of normal use.





**COREtec**<sup>®</sup>  
FLOORS

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