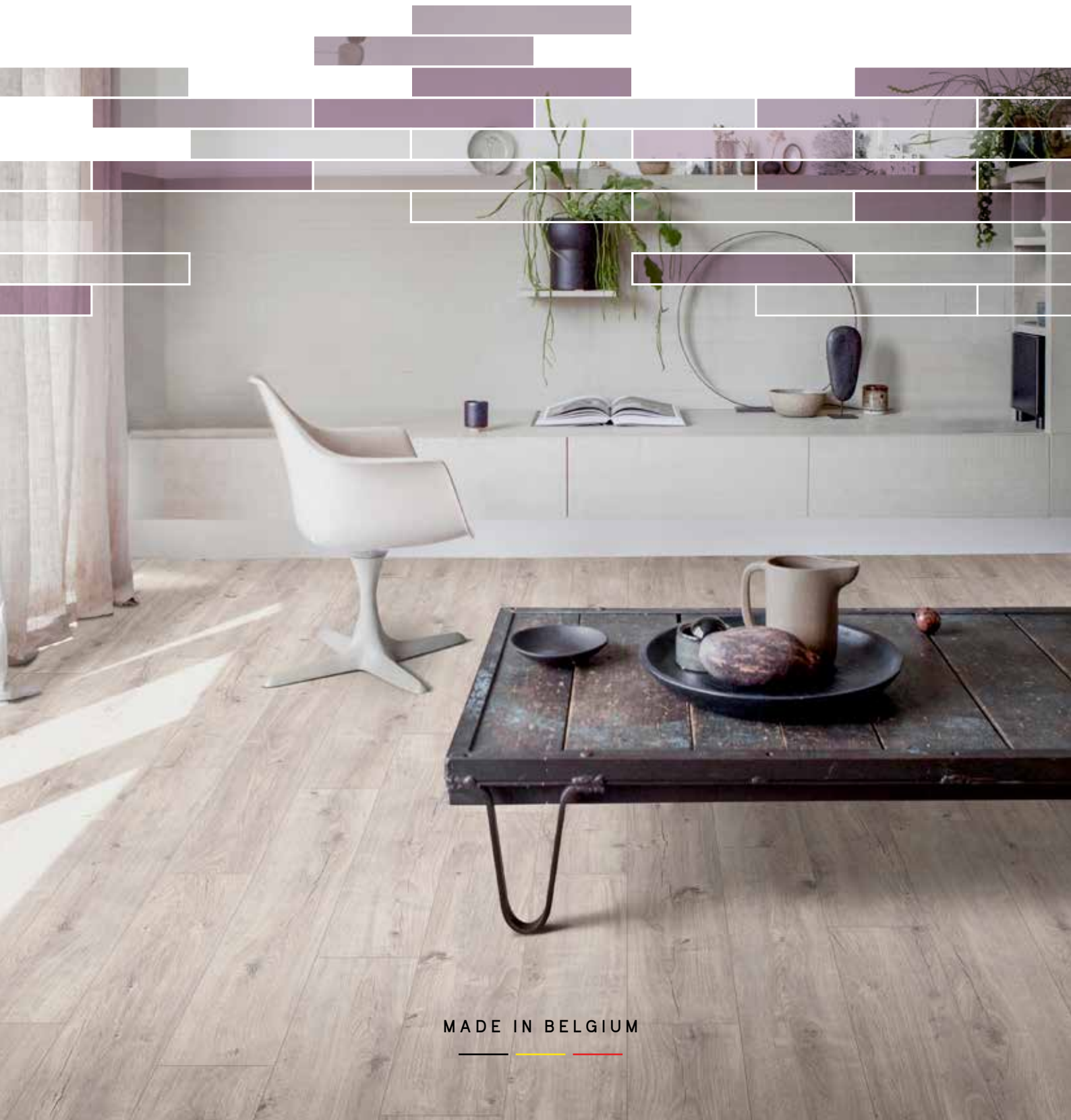


Primer

LUXURY VINYL TILES



MADE IN BELGIUM



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PRIMERO

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Somerset Oak 22311

#01

Introducing

PRIMERO

Full of benefits that make them easy to live with, Luxury Vinyl Tiles are a popular choice in today's homes. The durable vinyl planks and tiles are moisture-resistant and provide a reliable and stylish flooring solution. Developed and made in Belgium, Primero's seven layer construction brings comfort, softness and warmth with quality and durability for any room.

Supported by a team of Belgian flooring specialists we go the extra distance to create the ultimate LVT collection. That's why Primero has a wide range of authentic wood and tile effects in shades that bring an original and natural look in every style of home.

“

*Developed and produced in Belgium,
these quality floors are
made to endure every household.*

”



Summer Oak 24929



#02

Why choose Primero?

THE MANY BENEFITS OF PRIMERO

Soft, warm and quiet, Primero is a floor that's sure to make everyone feel comfortable. What's more, its long-lasting finish is wonderfully simple to look after.



Belgian quality

Every Primero floor is made in Belgium for a floor of true quality. Its multi-layer construction is strong, stable and resistant to temperature changes. This means a floor that's ready for home (class 23) and even light commercial (class 31) use.



Natural beauty

Primero finds inspiration in the beauty of wood and stone. With up to 80 different planks in each design, this floor gives every room an authentic look.



Easy comfort

Choosing Primero means enjoying a floor that's quickly installed and easy to look after. Moreover its practicality doesn't come at the expense of a soft underfoot feel, warmth and an ability to soak up sound: Primero makes any room feel more comfortable.

A performance multi-layered floor

HOW IS PRIMERO MADE?

Our R&D and production in Belgium are always looking for ways to make better floors. Primero is a result of this collective effort. Developed and manufactured in-house, it harnesses the very best flooring technology available today. Showcasing the innovation that runs through Unilin Flooring, the compact multi-layer construction delivers powerful performance. Scratch-resistant, stainproof and with top class dimensional stability, it's a floor that's made to withstand life, day in and day out.

Let's look at Primero's multi-layer construction in a little more detail:



1 Protective Superguard® for ease of living



A protective PU lacquer, Superguard®, gives Primero its scratch-resistance and an ability to fight off stains. Standing up to daily life, pet-proof and easy to maintain, Superguard® makes sure that Primero's true to nature designs stay looking like new.

4/6 Double glass-fibre for a stable floor



The patented dual glass-fibre construction is responsible for Primero's class-leading stability. Keeping the floor locked to the ground, regardless of temperature, these two layers give the strength needed for bathrooms, garden rooms and underfloor heating, and allow it to be installed on a self-adhesive underlay.

2 A reliable wear layer



The 0.3 mm thick wear layer makes sure that Primero's planks and tiles are safe from the wear and abrasion of everyday life. It's part of the reason why Primero brings a lasting floor finish in any room and why we back Primero with a long 12-year residential warranty.

5 A durable compact core



Crucial to Primero's durability, the high-strength compact core provides indentation resistance. So, no matter how many times you rearrange your room, Primero stays in great shape. What's more, this core is made from up to 46% recycled content from both production waste and externally collected material.

3 A design layer that's close to nature



Primero comes with beautiful, exclusive designs that you can't find anywhere else. By adding a bevel on the edges, it enjoys a more authentic natural look. What's more, it has a large pattern and planks and tiles are cleverly cut to avoid obvious repeats. This gives Primero a look that's beautifully authentic.

7 Backing layer with extra grip



Connecting Primero to the prepared subfloor beneath, the backing layer's embossed 'grip' texture gives the adhesive extra hold. We've also included a direction arrow, so you know exactly the right way to install an authentic looking floor.

GLOSSARY



Design



Strength



Eco-friendly, durable



Dimensional stability



Scratch & stain



Moisture protection

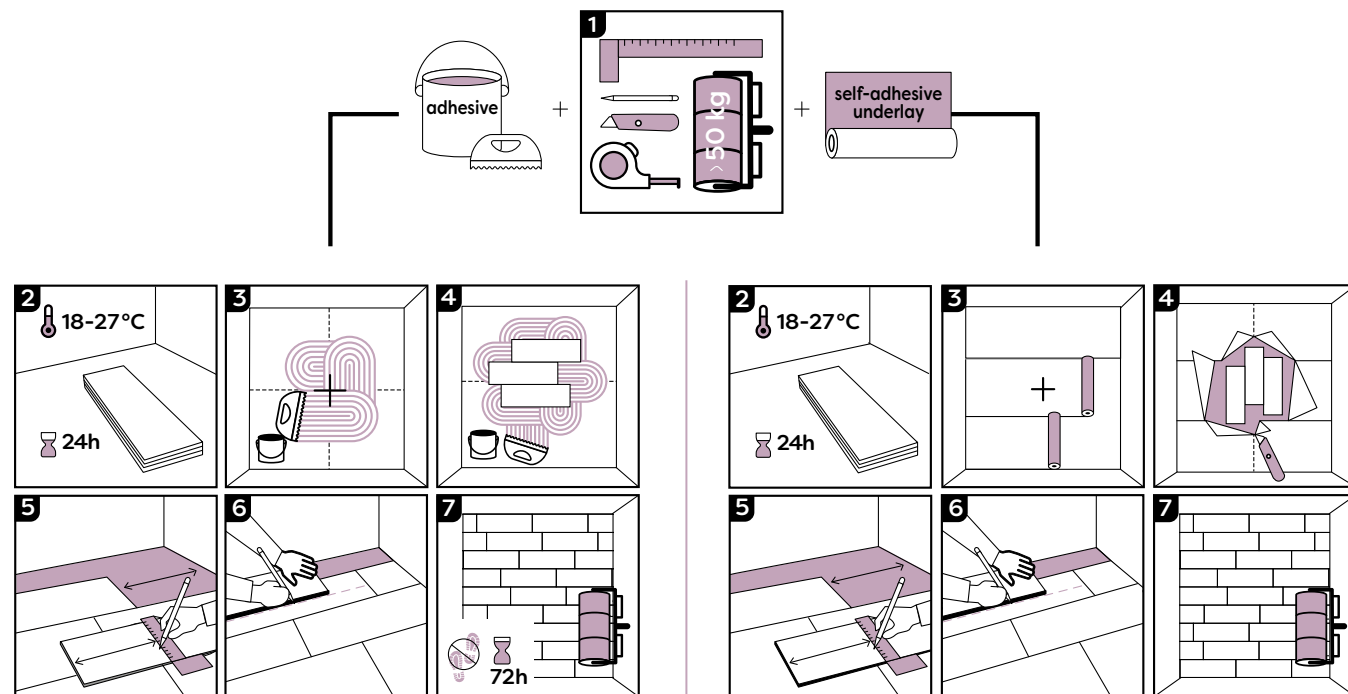
VINYL DRYBACK SYSTEM

Easy installation

Primero is remarkably effortless to install thanks to its flexibility, that means it can be easily cut to shape. Its world-class dimensional stability allows you to choose your preferred installation method. The classic way with adhesives adhered to the subfloor, or a quick and innovative solution with a self-adhesive underlay Flex Pro Eco.

The classic way

The smart way



PS adhesive
SFVADHPS(-)

Qualitative adhesive for bonding LVT flex floors onto sound and suitably dry subfloors. Available in 5 kg and 15 kg buckets.



HT adhesive
SFVADHHT(-)

Adhesive for rooms with big temperature fluctuations. Available in 5 kg and 15 kg buckets.



Flex Pro Eco
SFVUDLFLEXPROECO

A self-adhesive, recyclable underlay offering a quick installation, minimal subfloor prep and excellent sound insulation. - 6.5m²



Floor Prep
SFVFLOORPREP

An installation on tiles and not sure about the joints? Use Floor Prep, a ready to use levelling compound for smoothing tile joints (>2mm) before installing the Flex Pro with your floor. - 5kg

THE SMART WAY

Flex Pro Eco

The Flex Pro Eco is a self-adhesive vinyl underlay for floating installations, so no adhesive is needed. The underlay allows for quick installation with minimal subfloor prep and offers excellent sound insulation. It is eco-friendly and can be recycled with the vinyl floor.



Superior sound insulation
Excellent for rooms below and adjacent



Sustainable choice
Easily removeable
Revolutionizing vinyl dryback recycling



No adhesives needed
No subfloor preparation



Recover program
Classic installed vinyl dryback cannot be recycled due to glue contamination. With our new method, we're able to recycle both the floor and underlay together. Be a part of our effort to create new floors with our Recover program (see p35).

Tiles? No problem

Install the Flex Pro Eco over existing tile joints of up to 2mm.

Wider joints? Use the Floor Prep

- Ready to use
- Easy to apply
- Hardens quickly (1h)
- No primer needed



Perfect finish

ACCESSORIES TO EASE YOUR MIND

For the perfect finish, you need the perfect range of accessories. From finishing tools, to skirtings and profiles, SmartFinish® has everything you need. What's better still, they are all made to the same exacting standards as your Primero floor.

Skirtings



Colour matched skirtings

Go for a colour-matched finishing with our high quality SmartFinish skirtings with MDF core. Available in 3 shapes in a matching design for your floor.

- Parquet skirting - SFPSK(-)
2400 x 14 x 77 mm
- Standard skirting - SFSK(-)
2400 x 12 x 58 mm
- Scotia - SFSCOT(-)
2400 x 17 x 17 mm

White & paintable skirtings

Paint these skirtings in the same colour as your walls or simply leave them white thanks to their multifunctional topcoat.

- Paintable Parquet skirting - SFPSKPAINT
2400 x 14 x 77 mm
- Paintable Standard skirting - SFSKPAINT
2400 x 12 x 58 mm
- Paintable Scotia - SFSCOTPAINT
2400 x 17 x 17 mm
- Waterproof paintable skirting large - SFHSK80PAINT
2400 x 15 x 80 mm

Profiles



Stair profile
inner corner SFVSTPINCLICK
outer corner SFVSTPOUTCLICK

Available in silver.
2400 x 40 x 26 mm



End profile
SFVENP(-)

Available in silver, black, gold and taupe.
2000 x 18 x 6 mm

Finishing tools



Design strips
SFDESIGN(-) - 10 strips of 5m

Personalise your floor with these individually coloured strips.
Available in 11 colours.



Joint sealant
SFSEAL(-)1000 - 1 kg

Fill small joints to protect your floor from dirt and moisture.
Available in black, grey, brown, beige and white.



Smart glue
SFGLUE290

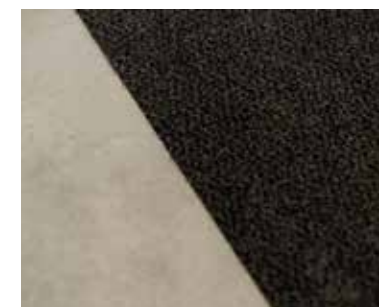
Multi-purpose glue that ensures adhesion of skirtings to all materials and substrates. Average usage: 1 tube for 15m of skirtings.

Maintenance



Floor cleaner
SFCLEANECO1000 - 1000 ml

Thoroughly cleanses your floor, protects the surface and helps to preserve its original appearance. Moreover, it's a biodegradable product, so you're making a sustainable choice.



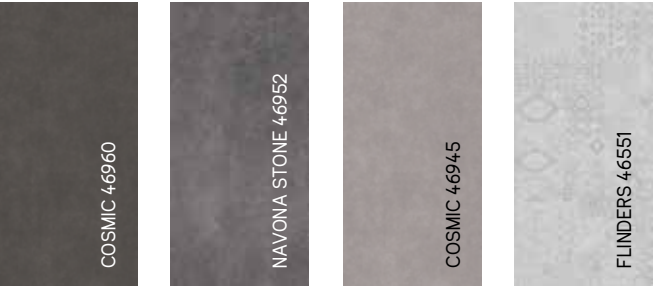
Entrance mats
SFDOORMAT(-)

Qualitative doormat that removes large amounts of dry dirt as well as absorbs water and oil-based moisture.
Available in 3 colours and 2 sizes.

Looks

CLOSE TO NATURE

Designed in Belgium from exacting studies of original materials, Primero captures the nuance and variety of nature, presenting a range of decors varying from light and subtle to dark and rustic. A detailed and sharp emboss and refined 4-sided bevel make it even more realistic. Our design team went the extra distance to create an accessible collection: a wide range of natural wood looks in vivid colours and realistic stone looks in broadly appealing shades. Primero ensures there is a floor for every home.



* Also available in small planks





Summer Oak

The bright natural structures of Summer Oak reflects the natural light throughout all rooms, making your interior feel larger and airier. A design of timeless beauty and versatility.



24961
A B



22565
A B



24235
A



24929
A



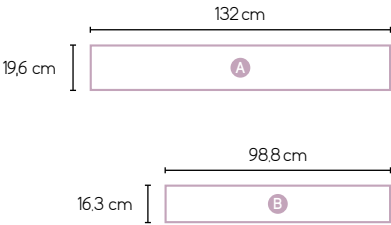
24210
A B



24243
A



24889
A



Thickness
2.00mm

Wear layer
0.30mm

Sebastian Oak

The rich hues of Sebastian Oak add a touch of sophisticated chic to each interior.



22325
A



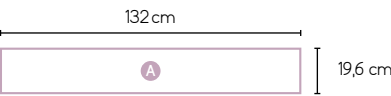
22360
A



22139
A



22955
A



Thickness
2.00mm

Wear layer
0.30mm





Colombia Pine

This floor has a unique charm with its visible knots and varying wood grains. The design is tailor-made for the ultimate country atmosphere while maintaining a timeless appeal.



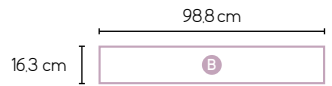
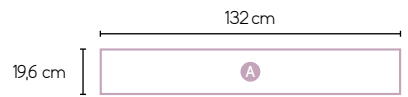
24115

A B



24242

A B



Thickness
2.00mm

Wear layer
0.30mm

Somerset Oak

With its rich natural tones and subtle grain pattern, this floor adds a sense of luxury and authenticity to both traditional and modern interiors.

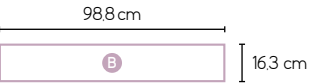
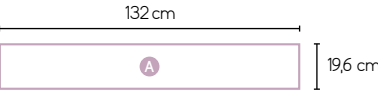


22329
A B

22311
A

22934
A

22232
A



Thickness
2.00mm

Wear layer
0.30mm





Major Oak

A rustic floor that will be a wonderful addition to any interior that wants to exude warmth and character. Whether it in a living room or a country kitchen, this flooring enhances your home's natural beauty.



24863
A B



24847
A B



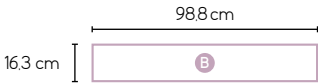
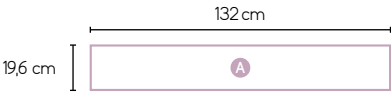
24241
A



24279
A B



24829
A



Thickness
2.00mm

Wear layer
0.30mm

Sandhill Oak

This design is a sophisticated flooring choice, celebrated for its elegant and subtle aesthetic. Featuring light sand colors alongside rustic dark tones, it brings a sense of calm and tranquility to your interior.



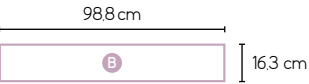
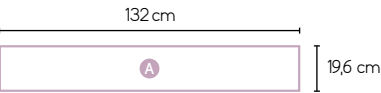
22212
A B

22121
A

22856
A

22866
A B

22315
A B



Thickness
2.00mm

Wear layer
0.30mm



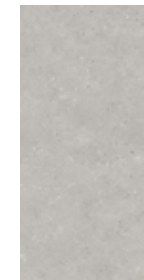


Strato

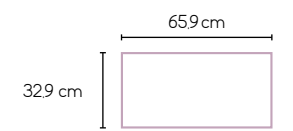
Concrete with subtle pits, also known as etched concrete, creates a spatial and natural effect. It offers a timeless look that is unparalleled.



46541



46561

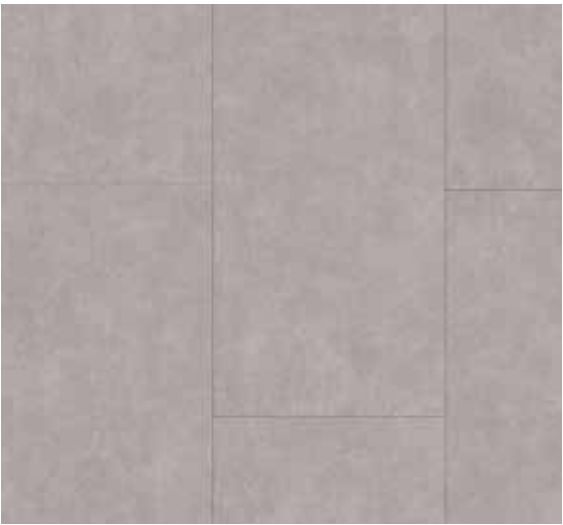


Thickness
2.00mm

Wear layer
0.30mm

Cosmic

The minimalist character of sleek concrete complements modern interiors and architecture perfectly, where simplicity and clean design are key.



46945



46960

Novana Stone

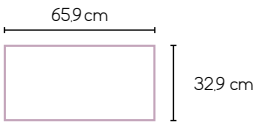
Its stunning look, blending natural elegance with the sophisticated charm of concrete, ensures this floor will be a showpiece in interiors for years to come.



46920



46952



Thickness
200mm

Wear layer
0.30mm



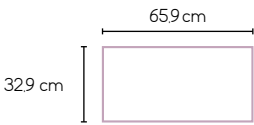


Saba Stone

A sophisticated terrazzo that has made a strong comeback in recent years. This type of tile is known for its aesthetic versatility and unique look.



46522

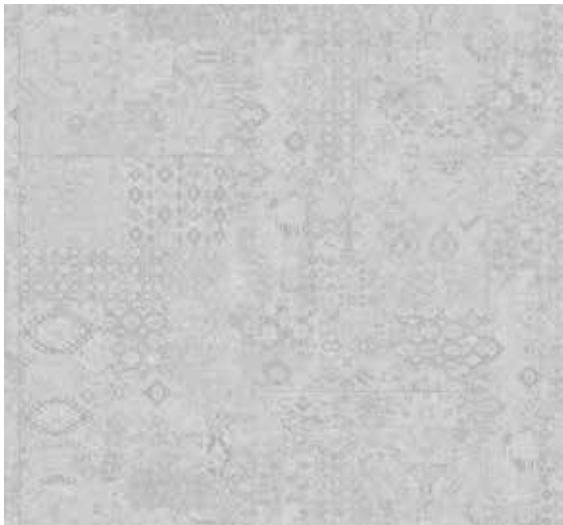


Thickness
2.00mm

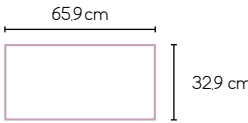
Wear layer
0.30mm

Flinders

This Portuguese tile effect features complex geometric shapes in a unique design, bringing beautiful visual calm to the eclectic design.



46551



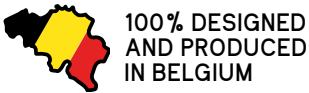
Thickness
2.00mm

Wear layer
0.30mm





#07



TECHNICAL SPECIFICATIONS

PRODUCT INFORMATION

Productnorm	EN ISO 10582	
Level of use	EN ISO 10874	23 - 31
Total thickness	EN ISO 24346	2 mm
Wear layer	EN ISO 24340	0,3 mm
Wear layer PUR treatment		Superguard Pro®
Total weight g/m²	EN ISO 23997	3293 g/m³

SIZE & PACKING

Small planks	EN ISO 24342	16,3 x 98,8 cm
Box small planks	18 pcs/box	3,865m²/box
Standard planks	EN ISO 24342	19,6 x 132,0 cm
Box standard planks	18 pcs/box	4,657m²/box
Tiles	EN ISO 24342	32,9 x 65,9 cm
Box tiles	18 pcs/box	3,902m²/box

TEST RESULTS

Inflammability	EN 13501-1	Bfl-S1
Squareness & straightness	EN ISO 24342	≤ 400 mm: ≤ 0,25 mm > 400 mm: ≤ 0,35 mm
Slip resistance	EN 13893	DS
Slip restraint	EN 16165:2021-10 Annex B	≥ R9
Residual indentation	EN 24343-1	Average result measured: 0,05 mm
Furniture leg resistance	EN 424	No damage
Curling	EN ISO 23999	Norm: ≤ 2 mm Result: ≤ 2 mm
Dimensional stability	EN ISO 23999	Norm: ≤ 0,25 % Average result measured: ≤ 0,05 %
Heat insulation	EN ISO 10456	0,25 w/(m.K)
Thermal resistance R	EN 12667	0,01 m².K/W
Formaldehyde group	EN 717-1	E1
Acoustic insulation	EN 10140-1/3	Δ Lw ≥ 4 dB
Acoustic insulation + Flex Pro underlay	EN 10140-1/3	Δ Lw ≥ 8 dB
Castor chair resistance	EN 425	No damage to wearlayer, no delamination
Stain resistance	EN 438-2	Grade 5
Light fastness	ISO 105-B02:2014	≥ 6
Underfloor heating		Suitable, max 27°C
Warranty (year)		15 Residential 5 Commercial

The warranty covers manufacturing defects and premature wear in the event of normal use.



#08

M E E T

Unilin Flooring

Unilin Flooring is a global player in the making of vinyl, laminate, wood and carpet tiles. We're the specialist in vinyl flooring within the Mohawk Group, world's largest flooring company. Innovation, entrepreneurship and passion push us to improve people's quality of life by creating better spaces.



On site wind farm to produce our own clean electricity in Belgium

Sustainable thinking

With the group-wide One Home sustainability strategy, we're engaged in building a more sustainable future for our planet, customers and employees. So that we are ambitious about our progress, we keep to the guidelines of the Science Based Targets initiative (SBTi), committing that by 2030 we will have reduced our greenhouse gas emissions by 42%. Our **four pillars** will realise this significant reduction in emissions for the production of our Luxury Vinyl Tiles:

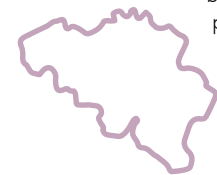
Renewable energy & efficiency



At our Belgian LVT production site, production is powered by three on-site wind turbines. The machinery is efficiently cooled by air and water from the Scheldt river, which is more energy efficient. We've also been harnessing the power of the sun which means that already 60% of need is powered by renewable energy.

Local production

Our LVT floors are produced in our own cutting-edge production units in Belgium and we source most of our raw materials from within Europe. This localised approach not only guarantees product performance and quality by controlling every step of production: it also helps to minimise the impact of transportation.



Internal closed loop recycling

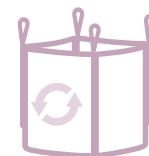


We recycle over 99% of our own waste materials through our own internal processes. By adopting our own circular ecosystem, we keep waste materials out of landfill and incineration.



External recycling

Recycling flooring at the end of its life is a complex challenge due to different materials and contamination by adhesives. At Unilin Flooring, we're working hard on solving this. We're pioneering in adding externally recycled content to our vinyl flooring. Besides that, through the Recover program we are partnering up with experts to set up incoming streams of post-industrial and post-consumer vinyl.



Recover
UNILIN TAKE BACK PROGRAM



Scan the QR-code to read more about 'One Home'

*Compared to 2020

