

**BERRY≡ALLOC®**

# HIGH PRESSURE LAMINATE



## *PEERLESS FLOOR COVERINGS*

**MADE IN NORWAY**  
Scandic-inspired quality  
**p.6**

**ORIGINAL**  
An extended range of 53  
contemporary designs **p.16**

**STONE & GRAND AVENUE**  
Trends and technology  
come together **p.38 and 46**

**WWW.BERRYALLOC.COM**



LIVING  
*IN*  
STYLE

## *EDITORIAL*

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“ The feeling of space is defined not only by volume, but above all by what you install on the floor. With BerryAlloc high pressure laminates, **aesthetics** combined with **high technology** have come of age.

The design of these **very durable floors** breathes harmony and elegance. Their primary asset? They are the toughest on the market, **winning prestigious contracts** such as those for Heathrow Airport, or the Milan 2015 Universal Exhibition. In high traffic, crowded environments, they have to stand up to high-traffic and crowded environments without appearing worse for wear.

BerryAlloc high pressure laminates are popular with architects who find they also work perfectly for private homes. The world of home décor has embraced them with enthusiasm. **So turn the page** to see what they can do for you. ”

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**BERRY≡ALLOC**<sup>®</sup>  
LAMINATE • PARQUET • WALLS • VINYL PLANKS

16  
ORIGINAL  
COLLECTION



GRAND  
AVENUE  
COLLECTION 46



STONE  
COLLECTION  
38



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**BERRY≡ALLOC®**



# THE TOUGHEST HIGH PRESSURE LAMINATE **IN** **THE WORLD**

## MADE IN **NORWAY**

BerryAlloc has been producing **high-quality flooring since 1992**. We revolutionized the floor industry in 1996 with the world's first **glue-free locking system**. Our floors are inspired by Scandinavia's **nature, design and lifestyle**. We place great emphasis on the floor's overall appearance and the combination of design and surface. BerryAlloc floors are renowned for their wonderful surfaces. Choose an OiledTouch to create a soft, inviting feeling or a deep WoodStructure for a vibrant surface, or how about AntiqueStructure, inspired by traditional wooden floors? BerryAlloc floors are beautiful to look at, but the secret to our unique quality lies within: the aluminium locking system - **the world's strongest locking system** - that ensures a perfect installation every time. With a sound-absorbing underlay attached to the back of the floorboards and the AquaResist HDF core that prevents the floor from absorbing moisture.



**BERRY≡ALLOC®**

# INTERVIEW

QUESTIONS FOR JOHN VONLI,  
GENERAL MANAGER OF BERRYALLOC NORWAY



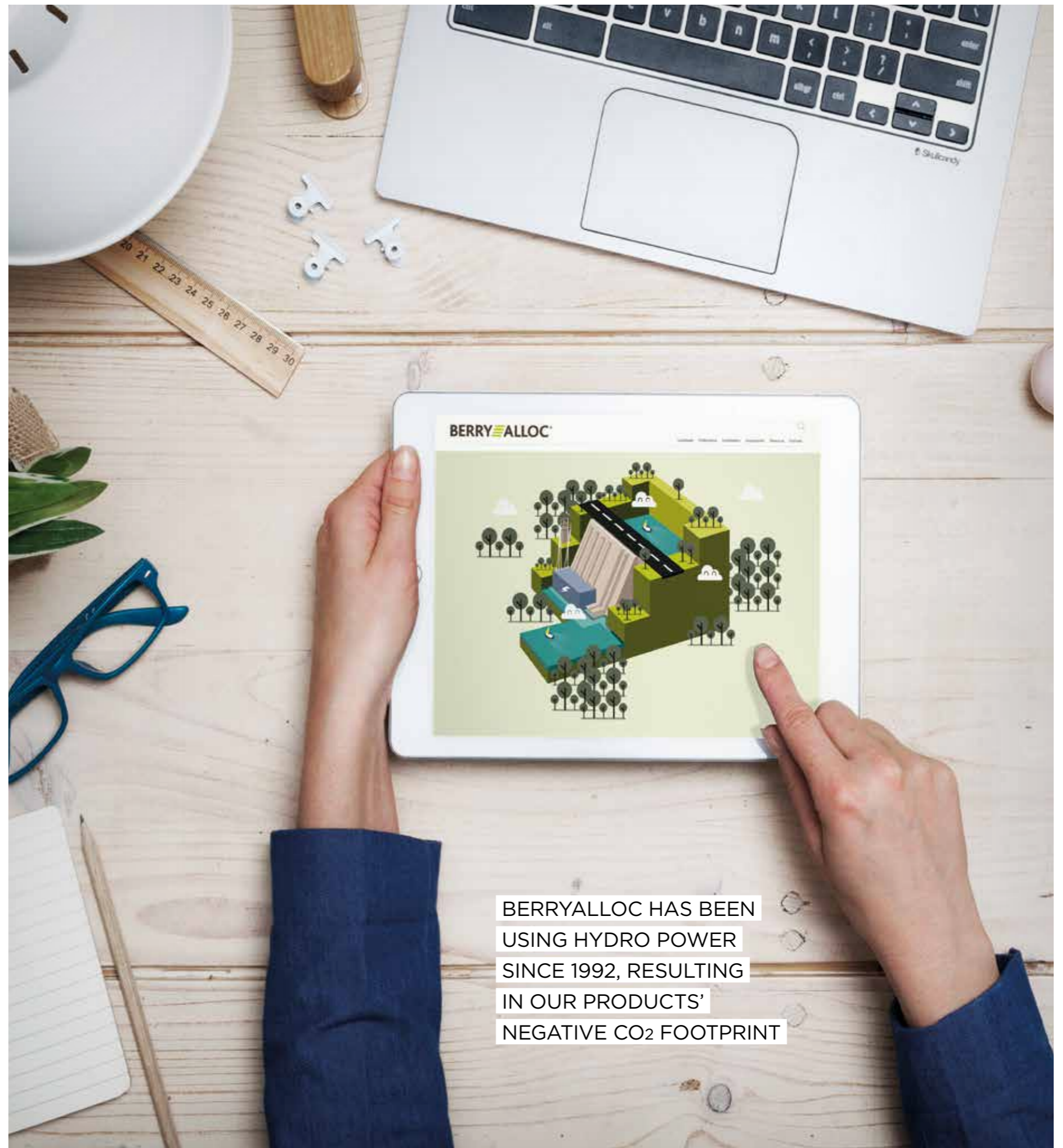
**You are the GM of BerryAlloc Norway, a company with a history of change. Tell us about the highlights of the company's development.** I think the turning point was in the 1980s, when floor coverings really became popular. The Alloc floor was created in 1992, and in 1994 we began our environmental protection program. This was a really new initiative, because at that time, no one was really bothered about environmental impact. In 2000, the company was bought by the Beaulieu International Group, and in 2004, we gained our environmental certificate and went global.

**What is in the company's DNA?** Respect for the environment, innovation and perfecting the product, all three com-

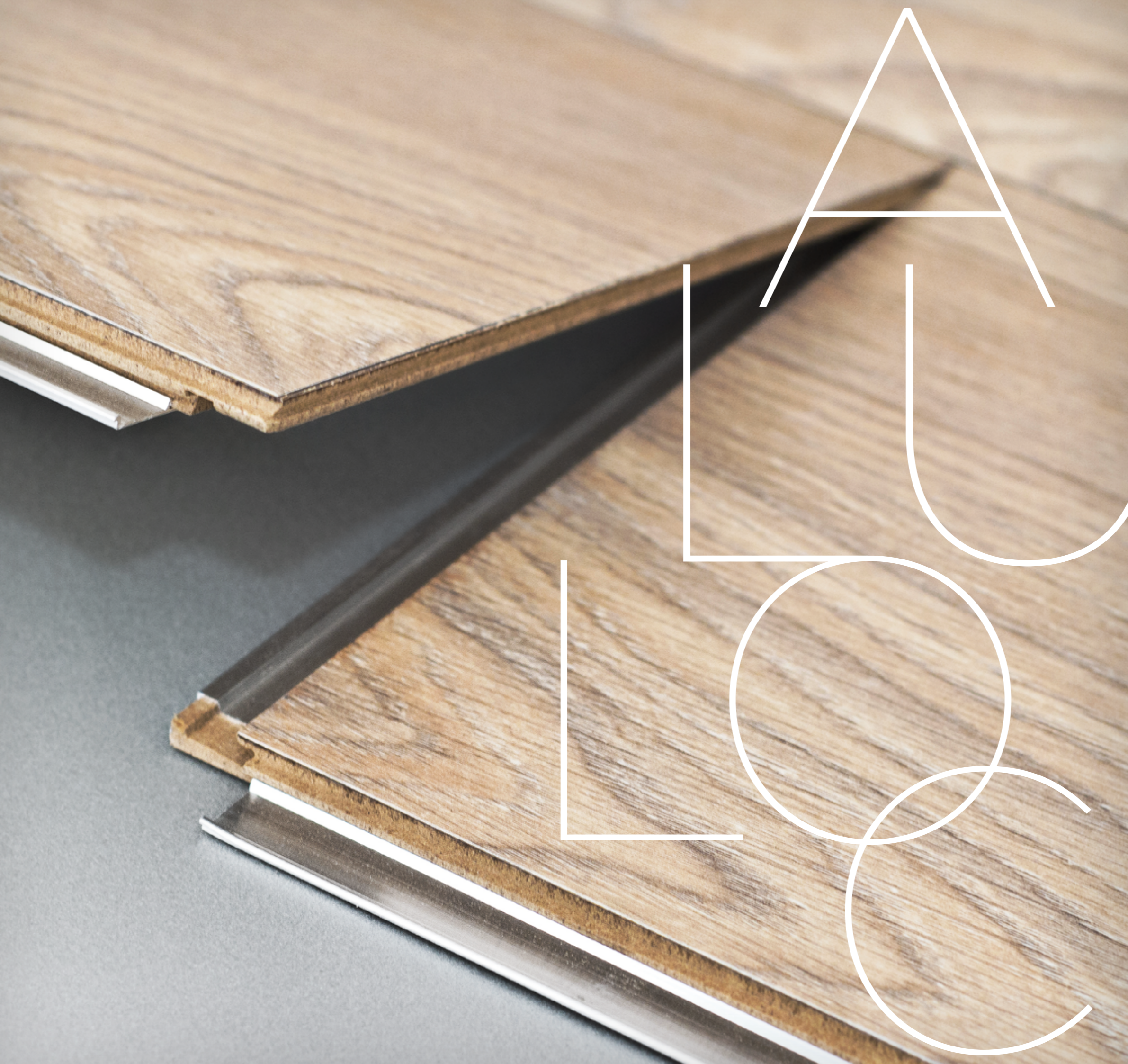
bined. So, we were the first to manufacture floor and wall coverings with non-toxic glues or gas-releasing chemicals. We have a strict charter for wood, with zero-use of tropical timber. We have also improved our production processes with the use of Norwegian hydro-electric power. In terms of our skills and know-how, our patented systems are also rich in eco-friendly features.

**Let's talk about your Aluloc system.**

Aluloc is really revolutionary, an aluminium assembly process that tolerates unusually high loads (1200 kg/linear metre). Our high pressure laminate floors are an all-in-one system, totally reliable, the ideal laminate surface.



BERRYALLOC HAS BEEN  
USING HYDRO POWER  
SINCE 1992, RESULTING  
IN OUR PRODUCTS'  
NEGATIVE CO<sub>2</sub> FOOTPRINT

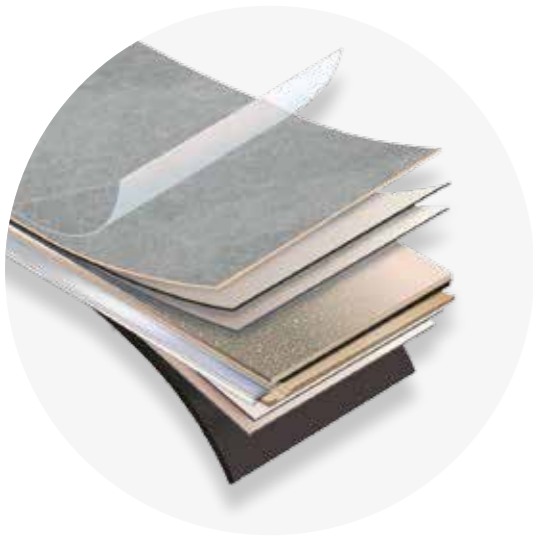


## ALUMINIUM LOCKING SYSTEM **ULTRA-TOUGH**

The **ALULOC locking system**, in durable aluminium, provides a solid, sealed floor surface that copes easily with heavy traffic, and can **tolerate loads of up to 1200 kg per linear metre**, making this high pressure laminate flooring the **strongest on the market**.

The aluminium assembly system makes the high pressure laminate floor covering **quick and easy to install, needing no special tools**. A smooth, secure click-locking system, even on large format sheets. Attractive benefits for all kinds of projects, whether **public areas or private homes**. What's more, we are so confident about the durability of these floors that we offer a lifetime guarantee for residential projects.

Technology available for the **STONE** and **GRAND AVENUE** collections.



**HIGH PRESSURE**  
**LAMINATE**

**WHAT MAKES OUR LAMINATES DIFFERENT?**

**Maximum strength**

Unequaled in their solid strength, BerryAlloc laminate floors tolerate high traffic, impacts of various kinds and heavy loads.

**Strong lock**

Our floors can be installed without expansion profiles over an area of 225 m<sup>2</sup> or across a maximum length of 15 metres.

**Revolutionary locking system**

This efficient click-lock system is easy to install and secure.

**Noise reduction**

The Silent System, an acoustic underlay incorporated into our BerryAlloc laminates, cuts noise by more than 19 decibels.

**Aquarésist**

Aquarésist technology keeps moisture absorption.

**Anti-static performance**

Ensures a pleasant, interference-free environment for all electrical and electronic equipment.

**100% sustainable development**

Raw materials, manufacturing and production processes chosen to respect the environment.



**BERRY=ALLOC®**

**HIGH PRESSURE**

**LAMINATE**

**Lifetime warranty**

BerryAlloc high pressure laminate carries a lifetime warranty for residential premises, and a 10-year warranty for commercial premises. Ideal for all commercial, business and residential uses.

**Top quality products**

The solid, durable surface layer is pressed separately, and glued onto the coreboard. This process results in a plank that is significantly stronger than traditional laminate, and a durable, wear-resistant floor surface. With this kind of surface, these class 34/AC6 floors are extremely resistant to scratching and staining.

**A wide selection of designs**

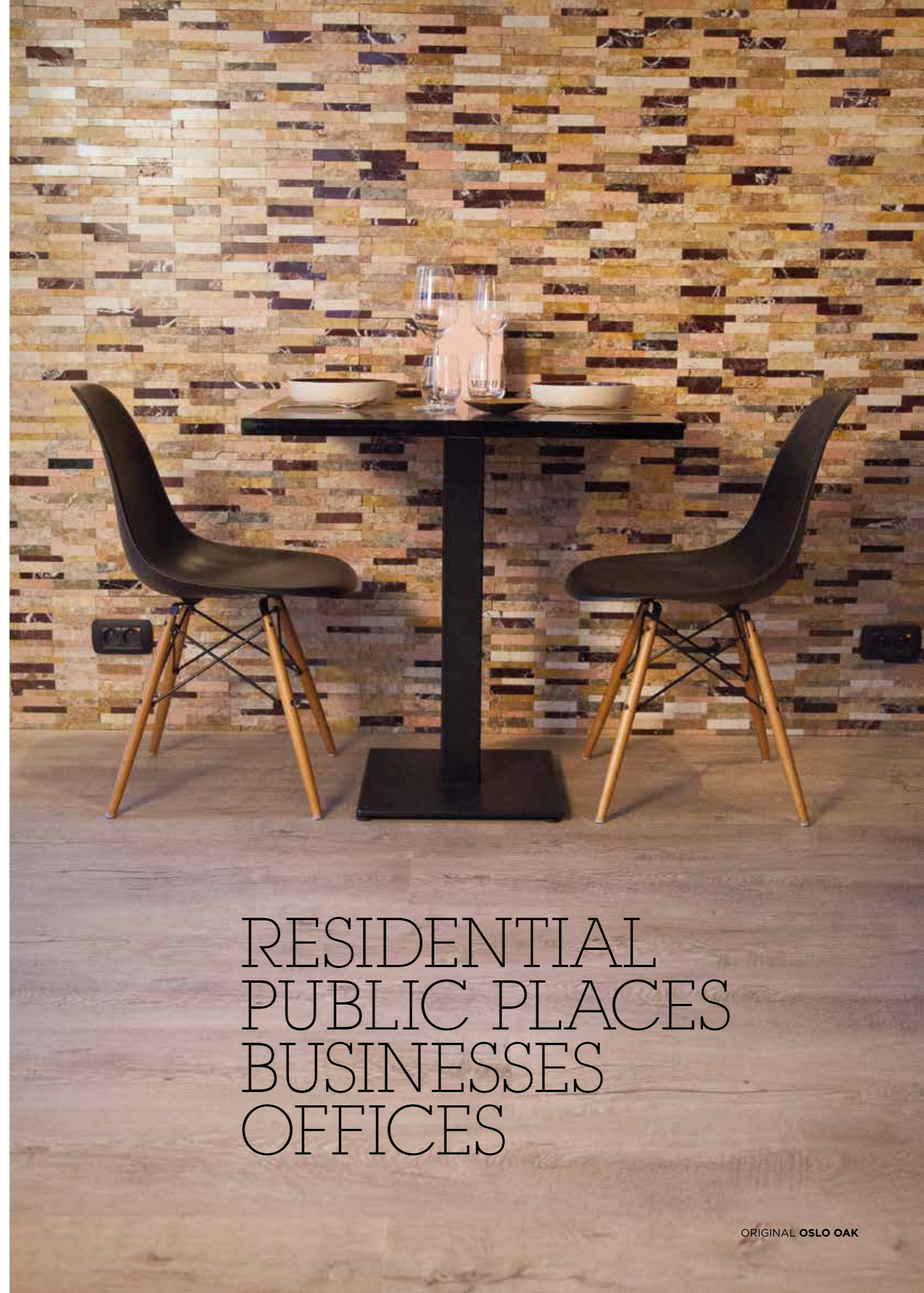
Original or Grand Avenue: 2 formats (normal and XXL) and 63 designs.  
Stone: 6 designs, 2 tile sizes

**Accessories suitable for all decors**

For every type of floor, we offer accessories to suit your choice perfectly, so that your skirtings and edges are perfectly matched.



**BERRY≡ALLOC®**



RESIDENTIAL  
PUBLIC PLACES  
BUSINESSES  
OFFICES



A silver tabby kitten with orange eyes sits on a light-colored wooden floor. To its right is an open silver laptop. In the foreground, a clear glass of water sits on the floor. The scene is brightly lit, creating soft shadows.

# ORIGINAL

A wide collection of **53 designs**  
to suit all styles



## ORIGINAL COLLECTION



### **ANTI STATIC & PRO COMFORT**

The air is charged with electricity, and this is not just a figure of speech. Happily, BerryAlloc anti-static floors deal with the problem by instantly absorbing the static charge preventing any interference. In this day and age, with electronic equipment everywhere, this is an essential feature. Another advantage of our floors is that they don't draw in dust and dirt. A valuable, stay-clean feature, for home or in the office.

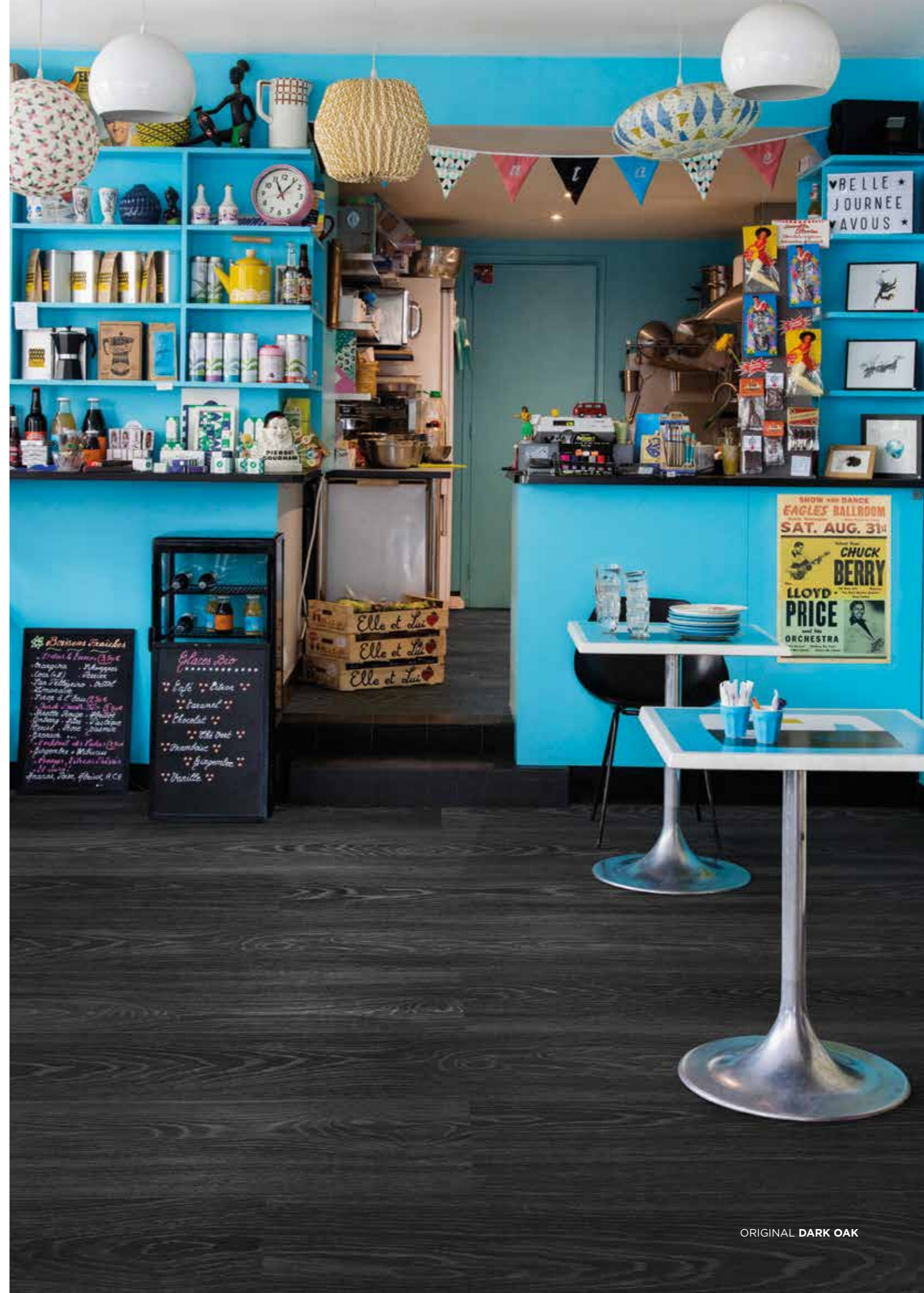


## ALL WELCOME EVEN IMPACTS STAINS AND SCRATCHES

In this cheerful boutique-café, the owner has a happy smile every day. But with desserts to prepare, products to sell and customers to

serve, Déolinda can sometimes feel a bit overwhelmed. "I am organised, so that things happen one after another", she laughs. And inside these Brazilian walls, life is rosy. When she took over the premises, she began with a complete redesign. Her first concern, however, was not where to put the bar, or the number of shelves. What she was looking for, first and foremost, was a floor covering

good to live with, good to look at and easy to clean. It was also important to find a tough one, because Déolinda wanted to see her café always full. She finally chose the BerryAlloc Original laminate floor, and has never regretted it. Spilt cups, squashed cake, stiletto heels or questionable footwear don't frighten her.







**OILED  
TOUCH  
SOFT  
TOUCH**

ORIGINAL POLAR ASH 2 STRIPS

The **OiledTouch** finish to our laminates is unparalleled for its sensation of comfort. The floor gives the serene, sensual effect of oiled parquet.



ORIGINAL POLAR ASH 2 STRIPS



ORIGINAL SMOKED OAK 2 STRIPS

## IN A SUNNY MOOD

Some professions demand light. Fashion designers, architects, interior decorators are fond of big windows and doorways into their showrooms or workshops. The same applies to loft-dwellers. But sunlight is harmful to colour, damaging to all kinds of materials. Not BerryAlloc laminates though. Even in very bright sunlight, their colour does not alter in the slightest.



## SILENT MOTION

The noise level in a place depends mainly on the floor insulation. Noise and disturbance are no longer a problem in areas covered with BerryAlloc laminates. Each plank has a Silent System acoustic underlay. Footsteps, furniture being pulled or rolled along can hardly be heard from one room to the next. Rolling a chair along the floor in an open-plan office, or in a condo, is scarcely audible.

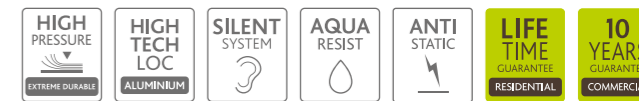


# ORIGINAL COLLECTION

FORMAT: 1207 L x 193 W x 9 + 2 T mm

# 53 DESIGNS

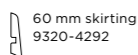
CLASS 34 - AC6



**WHITE LIMED PINE**  
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**WoodStructure 2 Bevels**  
EAN code: 7052870126307



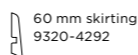
**DELICATE PEAR**  
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**Satin**  
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**LIGHT OAK**  
Ref: WD658531  
**WoodStructure Oiled 2 Bevels**  
EAN code: 7052876585313



**POLAR ASH 2 STRIPS**  
Ref: 1600-4152  
**Oiled**  
EAN code: 7052870126215



**WHITE PAINTED MAPLE**  
Ref: WD645671  
**WoodStructure Oiled 2 Bevels**  
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**WHITE PINE**  
Ref: WD655211  
**WoodStructure Oiled 4 Bevels**  
EAN code: 7052876552117



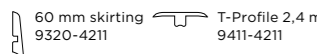
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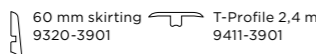
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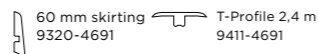
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**Oiled 2 Bevels**  
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**WHITE VINTAGE OAK**  
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**WoodStructure Oiled 2 Bevels**  
EAN code: 7052870126178



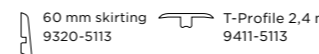
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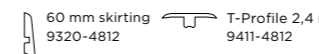
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**Oiled**  
EAN code: 7052876445129



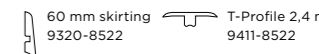
**RAVEL WALNUT 2 STRIPS**  
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**Oiled**  
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**COPENHAGEN OAK**  
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**WoodStructure Oiled 2 Bevels**  
EAN code: 7052870126024



**SILVER OAK 2 STRIPS**  
Ref: WD648522  
**WoodStructure Oiled**  
EAN code: 7052876485224



1207 L x 193 W x 9 + 2 T mm 8 boards = 1,863 m<sup>2</sup> 36 boxes = 67,090 m<sup>2</sup>

**Class 34:** Extremely intensive commercial use - **Class 23:** Bedroom, living room, entrance hall, kitchen



# ORIGINAL COLLECTION

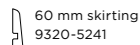
FORMAT: 1207 L x 193 W x 9 + 2 T mm

# 53 DESIGNS

CLASS 34 - AC6



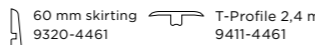
**DRIFTWOOD ASH**  
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**Satin 2 Bevels**  
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**WINTER OAK**  
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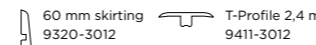
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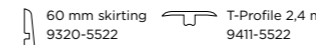
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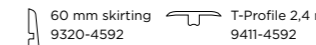
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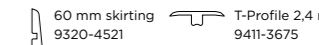
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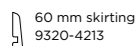
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**WHITE OILED OAK**  
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**Oiled**  
EAN code: 7052876445211



**SUMMER MAPLE 3 STRIPS**  
Ref: 1600-4213  
**WoodGrain**  
EAN code: 7052870126239



**ELEGANT BEECH 3 STRIPS**  
Ref: WD655453  
**WoodGrain**  
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**CASTLE OAK 3 STRIPS**  
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**WoodGrain**  
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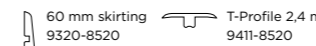
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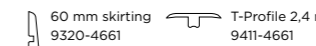
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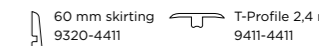
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**NATURAL CRACKED OAK**  
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**OSLO OAK**  
Ref: 1600-4411  
**WoodStructure Oiled 4 Bevels**  
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1207 L x 193 W x 9 + 2 T mm    8 boards = 1,863 m<sup>2</sup>    36 boxes = 67,090 m<sup>2</sup>

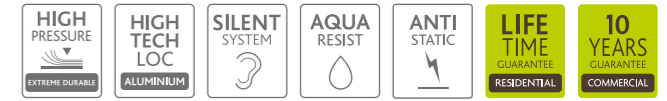
**Class 34:** Extremely intensive commercial use - **Class 23:** Bedroom, living room, entrance hall, kitchen

# ORIGINAL COLLECTION

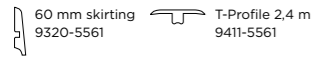
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# 53 DESIGNS

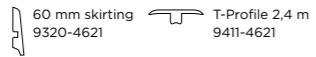
CLASS 34 - AC6



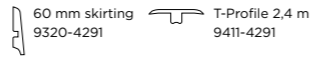
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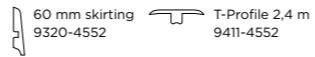
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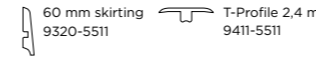
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**WoodStructure Oiled 2 Bevels**  
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**BROWN OAK 2 STRIPS**  
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**Oiled**  
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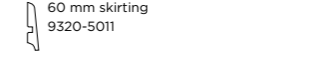
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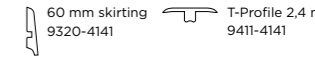
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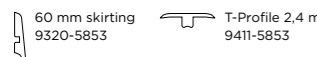
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**AntiqueStructure**  
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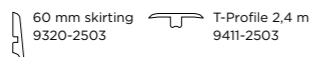
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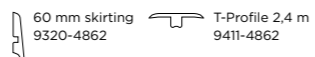
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**WoodGrain**  
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**ELEGANT MERBAU 2 STRIPS**  
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**WoodGrain**  
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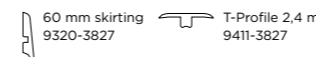
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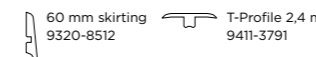
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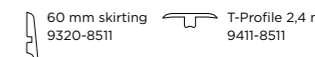
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**WoodStructure 2 Bevels**  
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**ROYAL OAK 2 STRIPS**  
Ref: WD648512  
**WoodGrain**  
EAN code: 7052876485125



**DARK OAK**  
Ref: WD648511  
**WoodStructure 2 Bevels**  
EAN code: 7052876485118



1207 L x 193 W x 9 + 2 T mm    8 boards = 1,863 m<sup>2</sup>    36 boxes = 67,090 m<sup>2</sup>

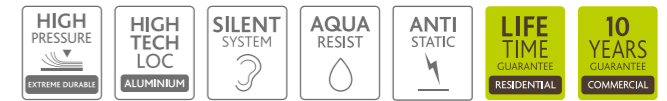
**Class 34:** Extremely intensive commercial use - **Class 23:** Bedroom, living room, entrance hall, kitchen

# ORIGINAL COLLECTION

FORMAT: 1207 L x 193 W x 9 + 2 T mm

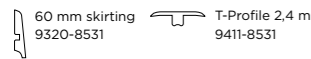
53 DESIGNS

CLASS 34 - AC6



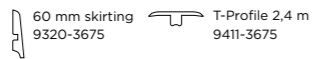
**LIGHT OAK SHIPDECK**

Ref: WD648531  
WoodStructure Oiled Shipdeck  
EAN code: 7052876485316



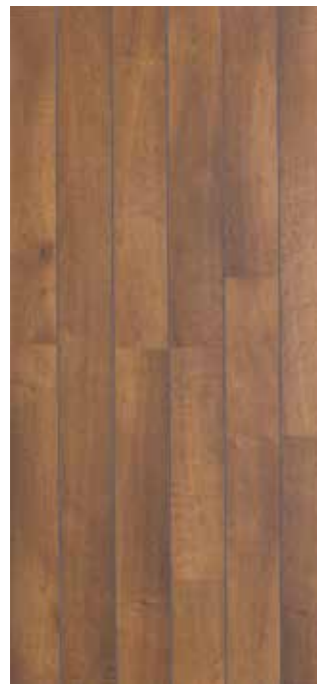
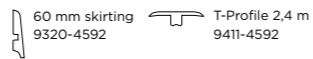
**WHITE OILED OAK SHIPDECK**

Ref: WD645542  
WoodStructure Oiled Shipdeck  
EAN code: 7052876455425



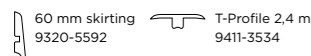
**NATURAL OAK SHIPDECK 2 STRIPS**

Ref: 1600-4592  
WoodStructure Oiled Shipdeck  
EAN code: 7052870126284



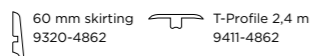
**OILED WARM BROWN OAK SHIPDECK**

Ref: WD645592  
WoodStructure Oiled Shipdeck  
EAN code: 7052876455920



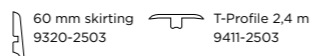
**OILED TEAK SHIPDECK 2 STRIPS**

Ref: WD634862  
Oiled ShipDeck  
EAN code: 7052876348628



**ELEGANT MERBAU SHIPDECK 2 STRIPS**

Ref: WD635812  
WoodGrain ShipDeck  
EAN code: 7052876358122



1207 L x 193 W x 9 + 2 T mm 8 boards = 1,863 m<sup>2</sup> 36 boxes = 67,090 m<sup>2</sup>

Class 34: Extremely intensive commercial use - Class 23: Bedroom, living room, entrance hall, kitchen



ORIGINAL WHITE OILED OAK



# STO

Mineral collection with a warm touch

# NE



STONE NATURAL SLATE 60 x 30 cm

## STONE COLLECTION



Mineral spirit - Urban spirit  
6 designs



STONE SLATE 60 x 30 cm



STONE BLACK SLATE 60 x 30 cm

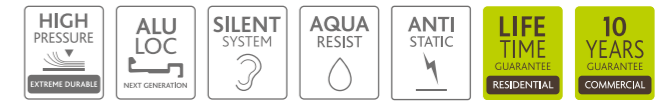
# STONE COLLECTION

FORMAT: 1195 L x 303,4 W x 10,3 + 2 T mm

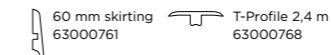


STONE BLACK SLATE 60 x 30 cm

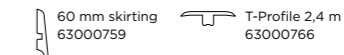
## 6 DESIGNS CLASS 34 - AC6



**RUSTIC MARBLE 60x30 cm**  
Ref: 62000575  
**RusticStone**  
EAN code: 7052870164705



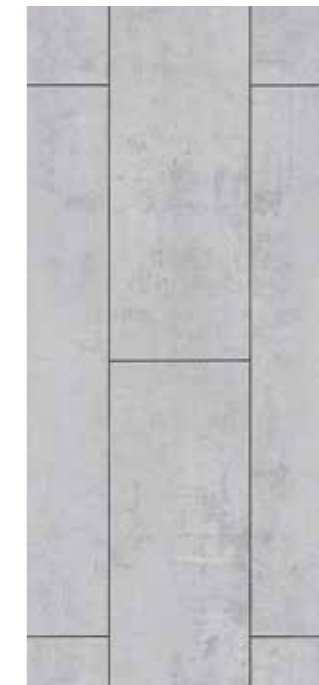
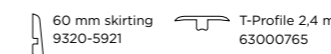
**URBAN CONCRETE 120x30 cm**  
Ref: 62000573  
**Oiled**  
EAN code: 7052870164682



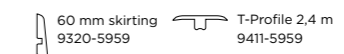
**BLACK SLATE 60x30 cm**  
Ref: 62000574  
**RusticStone**  
EAN code: 7052870164699



**NATURAL SLATE 60x30 cm**  
Ref: 62000570  
**RusticStone**  
EAN code: 7052870164651



**CONCRETE 120x30 cm**  
Ref: 62000572  
**Oiled**  
EAN code: 7052870164675



**SLATE 60x30 cm**  
Ref: 62000571  
**StoneStructure**  
EAN code: 7052870164668



1195 L x 303,4 W x 10,3 + 2 T mm    5 boards = 1,813 m<sup>2</sup>    39 boxes = 70,670 m<sup>2</sup>

**Class 34:** Extremely intensive commercial use - **Class 23:** Bedroom, living room, entrance hall, kitchen

GT

GRAND  
*AVENUE*

On-trend collection for living it up



# KING SIZE *SPIRIT*

THE **GRAND AVENUE** COLLECTION PLAYS WITH THE IDEA OF SPACE, IN LINE WITH CURRENT TRENDS. WITH ITS **XXL PLANKS**, IT GIVES A WIDE VIEW, OVER SUBTLE **OILED TOUCH** OR **WOOD** TEXTURE SURFACES.





GRAND AVENUE CHAMPS ÉLYSÉES

## GRAND AVENUE COLLECTION



GRAND AVENUE RODEO DRIVE

Plenty of space for living

10 designs

# GRAND AVENUE COLLECTION

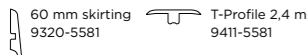
FORMAT: 2410 L x 241 W x 10,3 + 2 T mm

# 10 DESIGNS

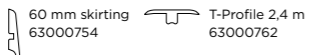
CLASS 34 - AC6



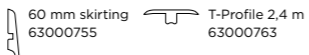
**LA RAMBLA**  
Ref: 62000578  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164934



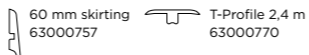
**ROYAL MILE**  
Ref: 62000564  
WoodStructure Brushed 4 Bevels  
EAN code: 7052870164590



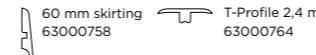
**PENNY LANE**  
Ref: 62000565  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164606



**VIA VENETO**  
Ref: 62000567  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164620



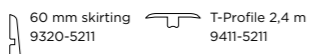
**MADISON AVENUE**  
Ref: 62000568  
WoodStructure 4 Bevels  
EAN code: 7052870164637



**CHAMPS ELYSÉES**  
Ref: 62000559  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164552



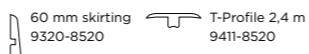
**SUNSET BOULEVARD**  
Ref: 62000561  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164567



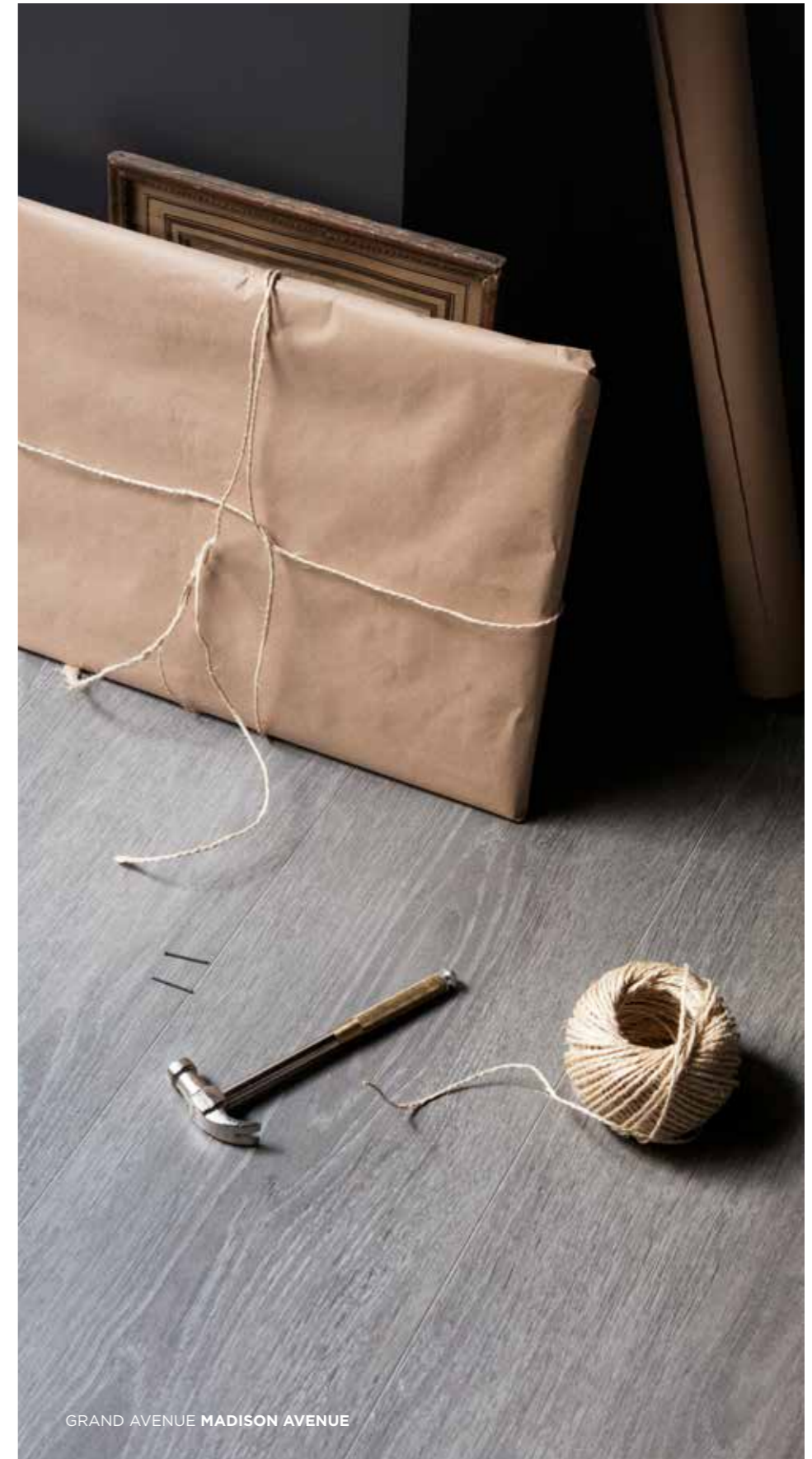
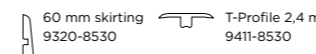
**RODEO DRIVE**  
Ref: 62000566  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164613



**KU'DAMM**  
Ref: 62000562  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164576



**BROADWAY**  
Ref: 62000563  
WoodStructure Oiled 4 Bevels  
EAN code: 7052870164583



GRAND AVENUE MADISON AVENUE

2410 L x 241 W x 10,3 + 2 T mm 4 boards = 2,323 m<sup>2</sup> 39 boxes = 90,606 m<sup>2</sup>

Class 34: Extremely intensive commercial use - Class 23: Bedroom, living room, entrance hall, kitchen

# Guide to Collections

HIGH PRESSURE LAMINATE



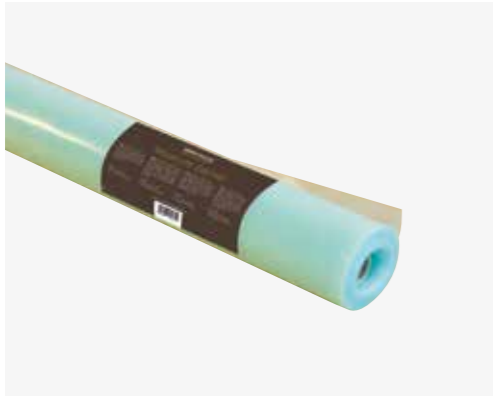
ORIGINAL WHITE VINTAGE OAK

Collections	ORIGINAL	STONE	GRAND AVENUE
<b>Dimensions</b> (mm)	<p>193 1207</p>	<p>303,4 1195</p>	<p>241 2410</p>
	<p>9 + 2</p>	<p>10,3 + 2</p>	<p>10,3 + 2</p>
<b>Number of designs</b>	<b>53</b>	<b>6</b>	<b>10</b>
<b>Packaging</b> Planks/box	<b>8 planks</b> 1,863 m <sup>2</sup>	<b>5 planks</b> 1,813 m <sup>2</sup>	<b>4 planks</b> 2,323 m <sup>2</sup>
Box/pallet	<b>36 boxes</b> 67,090 m <sup>2</sup>	<b>39 boxes</b> 70,670 m <sup>2</sup>	<b>39 boxes</b> 90,606 m <sup>2</sup>
<b>Ingenious locking system</b>			
<b>Built-in underlay</b>			
<b>Top layer</b>			
<b>Classification</b>	<b>34 / AC6</b>		
<b>Warranty</b> Residential & Commercial			

## BERRYALLOC ACCESSORIES

A wide range of accessories, easy to install.

### MOISTURE BARRIER



The **Moisture Barrier** underlay must always be used when installing **BerryAlloc** floor coverings over **PVC, linoleum, ceramic tiles, cement and concrete surfaces.**

Dimensions : 2600 x 10000 x 0,2 mm  
Ref: **WD158235**

### WHITE SKIRTINGS

Leave white or paint to match the colour of the wall or another colour.



**Modern skirting**  
2400 x 14 x 100 mm (L x W x T)  
Ref: **9372-3045**



**60 mm skirting**  
2400 x 14 x 60 mm (L x W x T)  
Ref: **9320-3045**



**80 mm skirting**  
2400 x 12 x 80 mm (L x W x T)  
Ref: **9330-3045**



**Quarter Round**  
2400 x 14 x 14 mm (L x W x T)  
Ref: **9340-3045**

### MATCHING MDF-SKIRTING



#### 60 mm skirting

The ideal solution for a stylish wall finish.  
2400 x 14 x 60 mm (L x W x T)



#### Clips for skirting

- For quick and simple installation of skirting,
- ideal when removing skirting for painting without causing damage to the wall.

Ref: **9310-0017**

### MATCHING MDF-PROFILES



2400 x 44 x 11,1 mm (L x W x T)

### ALUMINIUM PROFILES



**Reducer**  
Aluminium silver  
2000 x 46 x 11,7 mm (L x W x T)  
Ref: **9421-3017**  
1000 x 46 x 11,7 mm (L x W x T)  
Ref: **9420-3017**



**T-Profile**  
Aluminium silver  
2000 x 46 x 11,7 mm (L x W x T)  
Ref: **9411-3017**  
1000 x 46 x 11,7 mm (L x W x T)  
Ref: **9410-3017**



**End profile**  
Aluminium  
2000 x 20 x 8,65-18 mm (L x W x T)  
Ref: **9430-3017**



### STARTER KIT ORIGINAL

The spacer blocks ensure the correct distance is maintained between the walls and floor during installation and the metal pull bar simplifies the installation of the final plank on each row.

**Ref: WD180000**



### TAPPING BLOCK ORIGINAL

This is the ideal tool to use when installing BerryAlloc floors with their aluminium click system and prevents the click system from becoming distorted.

**Ref: WD180003**

## LAMINATE CLEANING

Perfect maintenance for your laminate floor



The Cleaner Plus product is suitable for the first clean and for regular maintenance. No rinsing necessary.

**Ref: WD180011**

**BerryAlloc has the right flooring for all domestic and public spaces. In addition to natural wood floor, BerryAlloc also offers a complete range of laminates and vinyl flooring, and a wide choice of wall coverings. Discover the full BerryAlloc range at : [www.berryalloc.com](http://www.berryalloc.com)**

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ORIGINAL SMOKED OAK 2 STRIPS

RÉCEPTION  
LE GRAND  
HOTEL



HIGH PRESSURE LAMINATE

Tolerates everything  
life can throw at it...

**BERRYALLOC®**

LAMINATE ■ PARQUET ■ WALLS ■ VINYL PLANKS

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Beulieu  
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Group



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