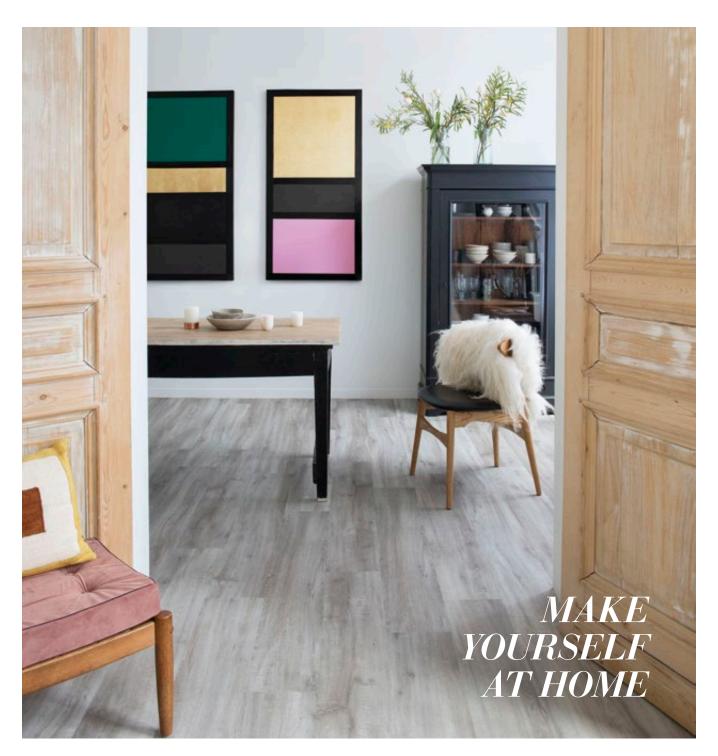
Pure

VINYL PLANKS * MADE FOR REAL LIFE



MADE IN EUROPE

Quality, creativity and respect for the environment **p.6**

COLLECTIONS

PURE Planks, PURE Planks XXL and PURE Tiles p.26

GET INSTALLED

Perfect flooring without a lot of fuss **p.56**





Your home is everything. When you get it right, it truly is where the heart is. And it is made even better when you find the perfect flooring. You want it to be easy to put together. But it also needs to add to your interior, to be cosy. And affordable. At BerryAlloc, we've got your back. Our Pure range of vinyl planks is simple and fast to install – our DreamClick® lock system ensures it – long-lasting, light (even our XXL planks) and natural looking. Pure flooring serves as a beautiful backdrop for your life. So stay in tonight. Stay in all weekend. Just stock up on ice cream. Otherwise, the kids will revolt.

BERRY ALLOC°













Pure

MADE IN EUROPE	
100% RESPECTFUL	
PURE COMFORT	1
PURE GOES EVERYWHERE	1
PURE DREAMCLICK®	1
TAKE IT EASY	1
MIX & MATCH	1
PURE GLUEDOWN	2
A SILENT FLOOR	2
PURE PLANKS	2
PURE PLANKS XXL	3
PURE TILES	4
PURE COLLECTIONS	5
CET INCTALLED	-



4



MADE IN EUROPE

Why is Made In Europe important? Aside from ensuring we offer you **superior quality**, it is a solid part of our ethical approach to doing business. Our manufacturing process follows strict European protocols designed to respect the environment. We always take the needs of the **local economy** into account. And we follow best practice. The components of our PVC meet the highest standards and comply with **European legislation** concerning the use of chemicals. Health and well-being are always considered. All our products carry **« indoor air comfort »** certificate from Eurofins.

Manufacturing in Europe, we are closer to our markets. That means our products don't have so far to travel, **reducing our carbon foot-print**. We are proud of our commitment to supplying an eco-friendly product range. Our company as a whole has embraced environmental consciousness and **eco-friendly solutions**. We believe that all of us benefit from a conscientious green policy.





Pure Comfort

Warm & Cosy

Designed for comfort, PURE vinyl floors don't just look great, they make your house homier. They feel warm to the touch.

And cosy to the feet.

Suited to Underfloor Heating

Thanks to their good heat conduction, PURE floors are a perfect companion to your floor heating. **Winter is welcome.**

Extra Light

Our PURE planks are strong but very light weight. **Up to 30% lighter** than other click flooring. This lightness makes transporting and installing them so much easier.







FLOOR HEATING



LIGHT







On Screed



Old Tiles



Existing floor

PURE GOES EVERYWHERE

Little or NO Subfloor Prep

Made to simplify your life, PURE vinyl planks and tiles can be installed without a lot of fuss. Or levelling prep work. Almost any sub-floor works: it can be installed on top of concrete, tiles, wood and most existing hard surface floor coverings, provided that the subfloor is smooth, dry and clean. You can even lay it down on surfaces with small residues of glue and ordinary screed.

It's all thanks to our advanced RCB technology (Rigid Composite Board). No dust, no mess.

Just cut the planks to the size you want with a Stanley knife. PURE was designed to be easy.







RCB TECHNOLOGY







Take it easy



The Strongest Locking System

PURE's DreamClick® locking system is the best on the LVT market. With a lockstrength of 500 kg, PURE flooring can withstand the frequent traffic of real, everyday lives with ease.



Lifetime Warranty for Residential Use

Thanks to the Rigid Composite Board (RCB), PURE Dreamclick® is unaffected by high moisture levels and is stable at normal room temperatures. Strong joints offer greater resistance against heavy traffic and rolling loads. We guarantee this for the life of your PURE flooring.



Clean Up Your Act

A PURE floor requires very little maintenance.

Guarded by its polyurethane lacquer, PURE flooring is easy to clean and protected against daily wear and tear.

All that is required is an occasional sweep with a wet mop and standard cleaning products.



Anti-slip Protection

The unique surface makes Pure floors anti-slip. An extra measure of safety to match the beauty of the collection.

SAFETY FLOOR

MIX & MATCH

Don't Repeat Yourself

With unique planks in each box, you can create a practically one-off natural looking floor. As **plank** or **tile** size visually impacts spatial perception, PURE is available in **XXL** sizes as well as **standard** dimensions. XXL-sized planks serve double duty: aesthetically pleasing, they also allow for faster installation.

360° Revolutionary System

No one-sided affair, PURE planks can be joined together from all sides. This 360° interlocking system is entirely unique, allowing you the creative freedom to put your floor together in a way that suits your space, your personality. Compose custom-made patterns depending on how you connect the planks.





UNIQUE PLANKS IN



LOCKING SYSTEM







MAKE IT STICK

PURE for Bathrooms and Kitchens

Your floor needs to stand up to wet, dirty shoes, spills, and kids who turn the bathroom into a swimming pool on a regular basis, right? That's why, with our **GlueDown** option, PURE floor boards are water-resistant. Install them in your bathroom, kitchen and any other rooms susceptible to real, perfectly imperfect life.

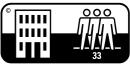
FastTec Self-adhesive Underlay

To ensure water-resistance, PURE planks and tiles can also be glued down. With our FastTec Self-adhesive Underlay, it's a piece of cake. Simply roll out, peel off the top layer, and glue down your chosen flooring.

Open For Business

When glued down, PURE flooring is perfectly suited to hotel, boutique, restaurant and office use as well as habitation. It was designed to stand up to heavy traffic (with 0.55 of wear layer). PURE flooring is protected by a **10 year warranty for such usage.**





WATER RESISTANT

CLASS 33 USAGE

QUIET NICE

A Silent Floor

Whether you are padding around in high heels or roller skates, its exceptional noise absorption

of 10 dB makes PURE up to

50%

more silent than other LVT floors. A feature that adds to your, and your neighbours, quality of life.





SILENT FLOOR











360° REVOLUTIONARY SYSTEM









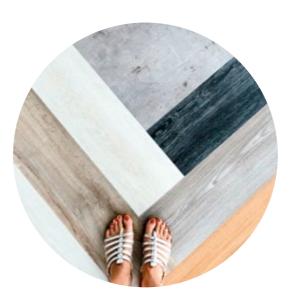
to make a customized pattern.





SUPER SILENT FLOOR

Whether you are walking around in your high-heels or feel like having a lazy day in your slippers, PURE floors absorbs noise so well that it is up to 50% more silent than comparable floors!



EXTREME DURABILITY

PURE floors are protected by a very hard wearing surface. The resistance of vinyl to staining and general household use is one of the key benefits of vinyl planks and makes them one of the most durable types of flooring on the market.







24



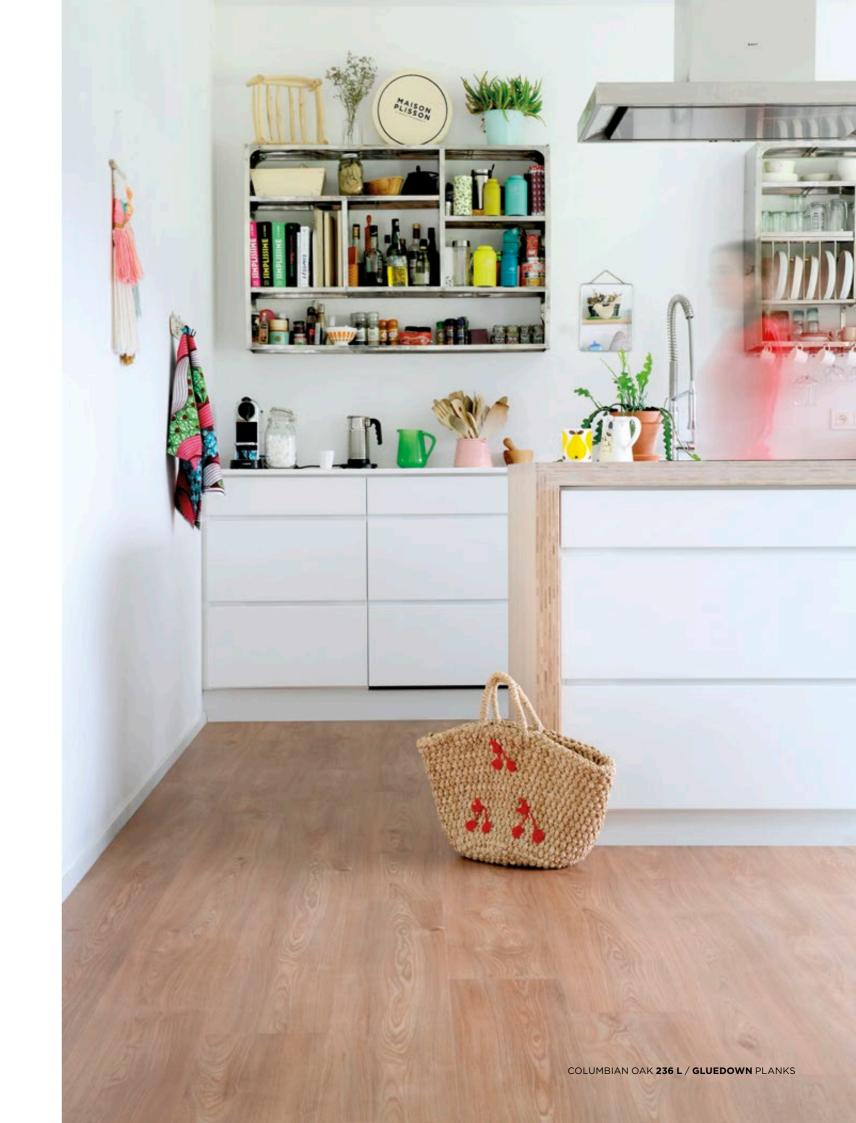
Pure Planks – You've got the floor











TOULON OAK 109 S

Pure PLANKS











TOULON OAK **236 L**

TOULON OAK 936 L







TOULON OAK **619 L**

TOULON OAK 293 M

TOULON OAK 976 M







TOULON OAK 999 D

LIME OAK 954 D

LIME OAK 966 D







LIME OAK 996 D

LIME OAK 974 D

LIME OAK 939 S

LIME OAK 139 S

LIME OAK 939 S

COLUMBIAN OAK 693 M

COLUMBIAN OAK **296 L**

Pure PLANKS



LIME OAK 963 M



LIME OAK 693 M



LIME OAK 623 M



LIME OAK 669 M



COLUMBIAN OAK 236 L



COLUMBIAN OAK 226 M



COLUMBIAN OAK **261 L**



COLUMBIAN OAK 636 M



COLUMBIAN OAK 946 M



COLUMBIAN OAK 663 D



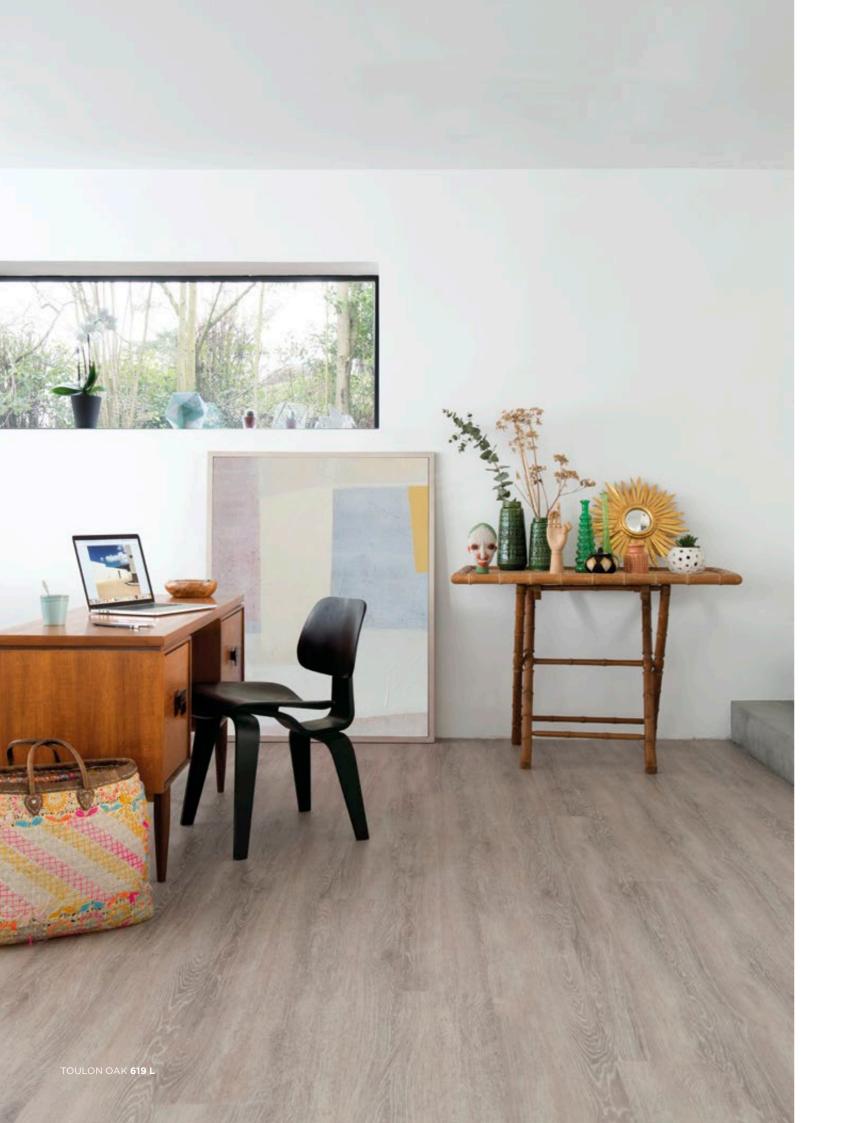
COLUMBIAN OAK 939 M



COLUMBIAN OAK 996 E







Pure Planks XXL - Think Big







LIME OAK 979 M

Pure Planks XXL













TOULON OAK 619 L

LIME OAK 963 M



TOULON OAK 936 L







LIME OAK 979 M







COLUMBIAN OAK 946 M

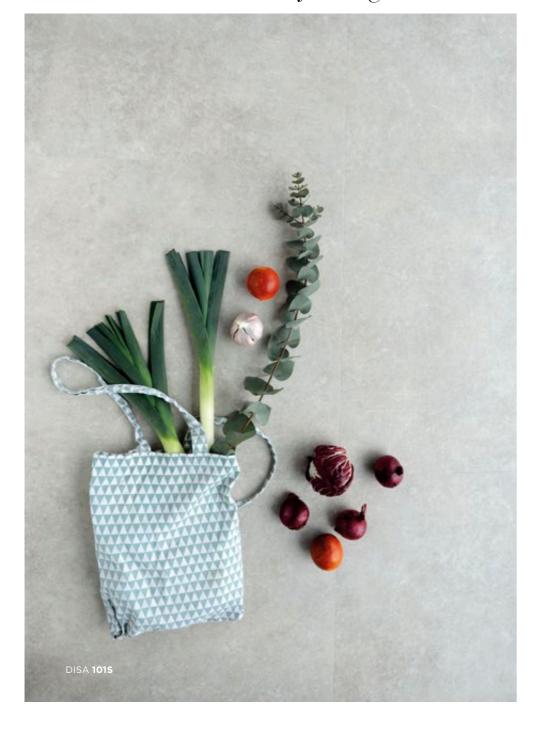
COLUMBIAN OAK **636 M**

COLUMBIAN OAK **693 M**

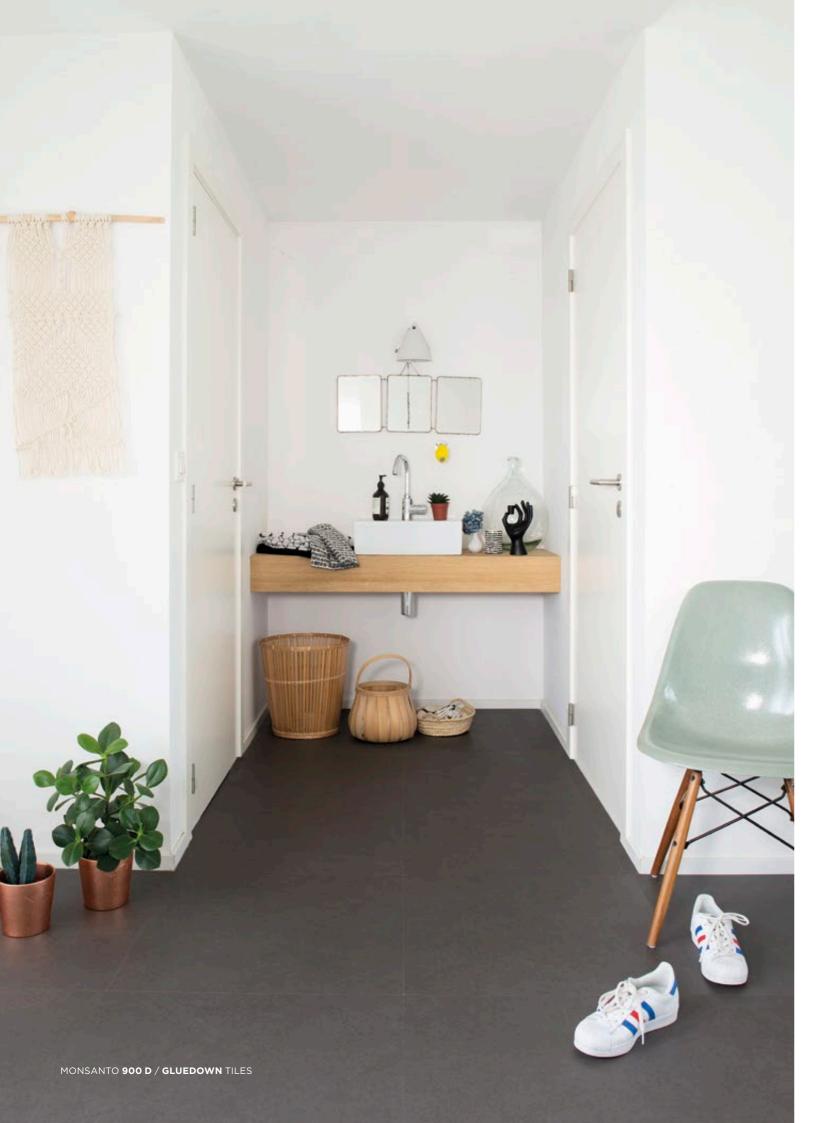




Pure TILES - Love at first sight



















DISA **996 D**

ZINC **907 D**

612x612 Dream Click



Pure TILES





DISA **797 M**

DISA **644 M**



DISA **101 S**



612x612 Dream Click

Pure Collections

System Wear layer Dimensions (mm)	PLANKS		XXL PLANKS			TILES				
	• DreamClick®		GlueDown	DreamClick®		GlueDown	DreamClick [®]		GlueDown	
	40	55	55	40	55	55	55	55	55	55
	204	204	178		1836		612	306	650	1 1000
Dackaging	<u></u>	5		□ 5	<u></u> 5		5	<u></u> 5	□	□ ↑ 2
Planks /box	8 planks 2.164 m ²	8 planks 2.164 m ²	15 planks 3.338 m ²	6 planks 2.247 m ²	6 planks 2.247 m ²	9 planks 3.791 m²	6 tiles 2.247 m ²	8 tiles 1.498 m²	9 tiles 3.803 m ²	18 tile 3.803
Boxes / pallet	56 boxes 121.186 m ²	56 boxes 121.186 m ²	56 boxes 186.928 m ²	56 boxes 125.847 m ²	56 boxes 125.847 m ²	48 boxes 181.968 m ²	28 boxes 62.923 m ²	56 boxes 83.898 m ²	44 boxes 167.332 m ²	44 bo x 167.332
Classification	23/32	23/33/42	23/33/42	23/32	23/33/42	23/33/42	23/33/42	23/33/42	23/33/42	23/33
Loc System	DreamClick®	DreamClick®	No	Dream Click®	Dream Click®	No	Dream Click®	Dream Click®	No	No

54





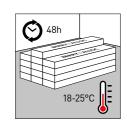
Pure DREAMCLICK® LAYING





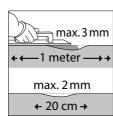
This is a quick guide. Please read the detailed installation instructions, recommended use of underlayment, cleaning and maintenance info carefully before the installation of the flooring on www.berryalloc.com

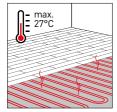
PREPARATION

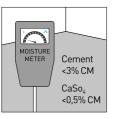




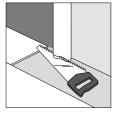




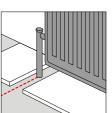


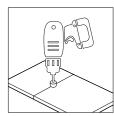


FINISHING







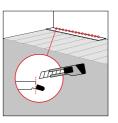




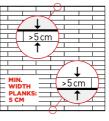


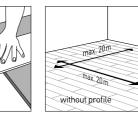
INSTALLATION



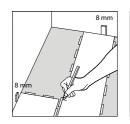


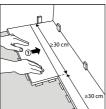


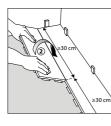














MAINTENANCE









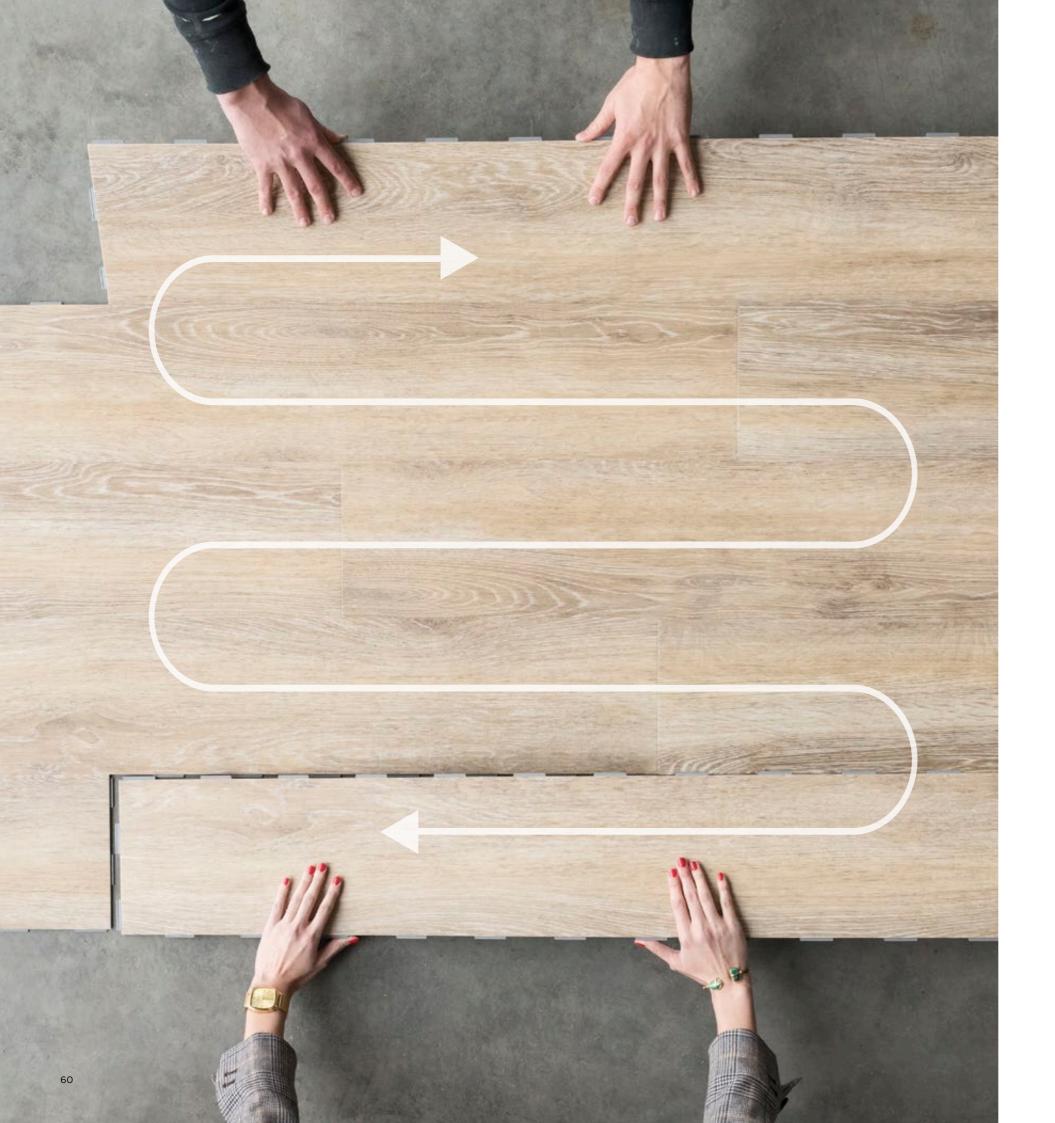


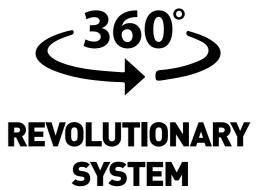




Beyond simple to install.

58



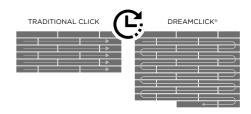


There are as many ways to lay your floor than you can imagine.

PATTERNS AND DESIGNS EXAMPLES

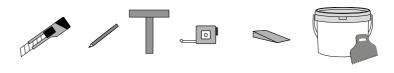


FAST AND SIMPLE INSTALLATION





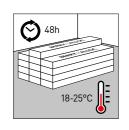
Pure **GLUEDOWN** LAYING





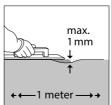
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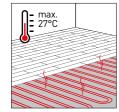
PREPARATION

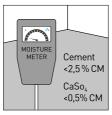




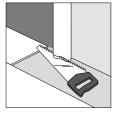




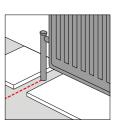


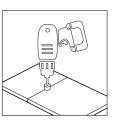


FINISHING





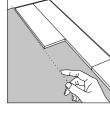


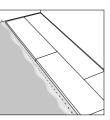


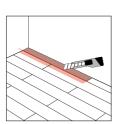


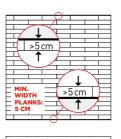


INSTALLATION















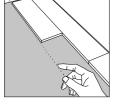




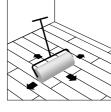
















Made to be water-resistant. And made for professionals.

PURE ACCESSORIES

SKIRTINGS

60 MM MDF SKIRTING



2400 x 12 x 60 mm (I x w x h) Sold in packs of 4



Reducer profile



End profile

PROFILES

3IN1 MULTIPROFILE MDF



T-profile 2000 x 10 x 49 (l x w x h) Sold individually



Reducer profile



End profile

ALU PROFILES

PROFILE ALU SILVER*



2000 x 34 x 3,5-6,5 mm (l x w x h) Sold individually * also available in bronze and champaign color

REDUCER PROFILE ALU SILVER*

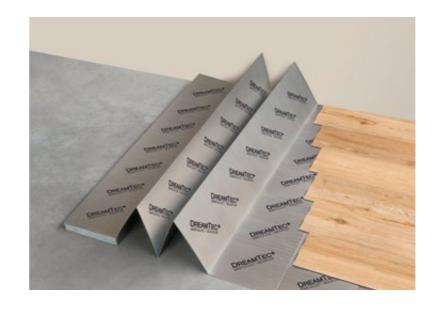


2000 x 38 x 3,5-6,5 mm (l x w x h) Sold individually

END PROFILE ALU SILVER*

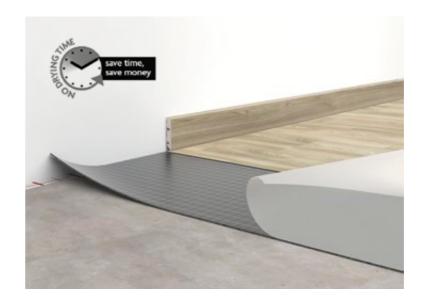


 $2000 \times 24 \times 3,5-6,5 \text{ mm (I x w x h)}$ Sold individually



UNDERLAY DREAMTEC+

- improves transition sound (to the room below) (-20 dB)
- improves the walking sound ***
- highly suitable for use with underfloor heating
- very high compressive strength
- corrects irregularities in the floor
- integrated moisture barrier
- easy to install: folds out flat straight away
- available in boxes of 10 m²



FASTTEC UNDERLAY

SELF ADHESIVE UNDERLAY

Fast installation No additional adhesive needed!

- No odour or waiting for the adhesive to dry
- floor immediately ready to use after installation
- walking sound reduction: -68% ISL 701
- transit sound insulation -12 dB
- ideal for floorheating

MAINTENANCE

VINYL PLANKS CLEANER



1000 ml - Sold individually

VINYL PLANKS PU PROTECT



1000 ml - Sold individually

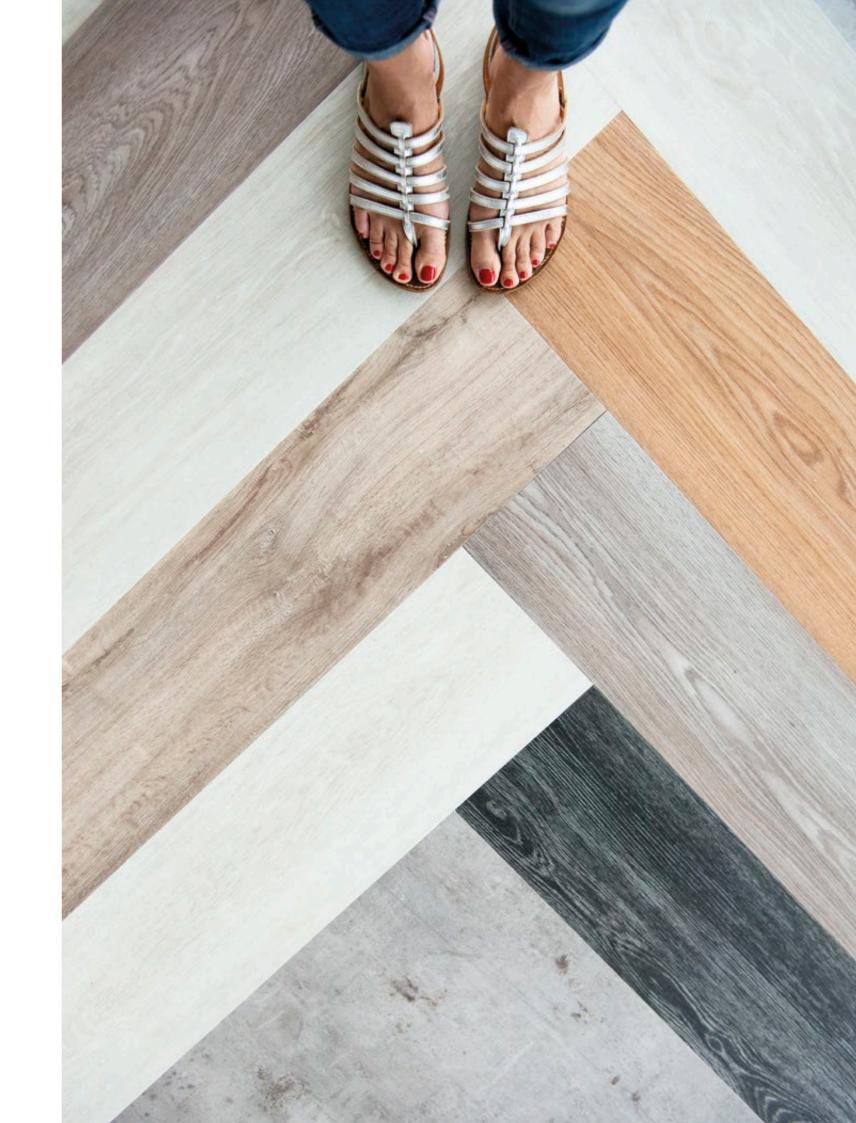
BerryAlloc has the right flooring for all domestic and public spaces. Berry Alloc offers a very wide choice of features and designs. Discover the full range at:

www.berryalloc.com

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Creation: www.lignedouze.com









LAMINATE = PARQUET = WALLS = VINYL PLANKS

BIG FLOORCOVERINGS NV RIJKSWEG 442 8710 WIELSBEKE, BELGIUM Tel. +32 (0)56 67 66 11

info@berryalloc.com









