

BERRY≡ALLOC®

**HIGH PRESSURE
LAMINATE**



***PEERLESS
FLOOR COVERINGS***

MADE IN NORWAY

Scandi-inspired quality
p.6

ORIGINAL COLLECTION

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

“ The feeling of space is defined not only by volume, but above all by the floor and the material that covers it. With BerryAlloc high pressure laminates, **aesthetics** combined with **high technology** have come of age.

The design of these **very durable floor coverings** 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 keep their immaculate good looks for a long time.

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 pages** to see what they can do for you. ”

BERRY≡ALLOC[®]
LAMINATE • PARQUET • WALLS • VINYL PLANKS

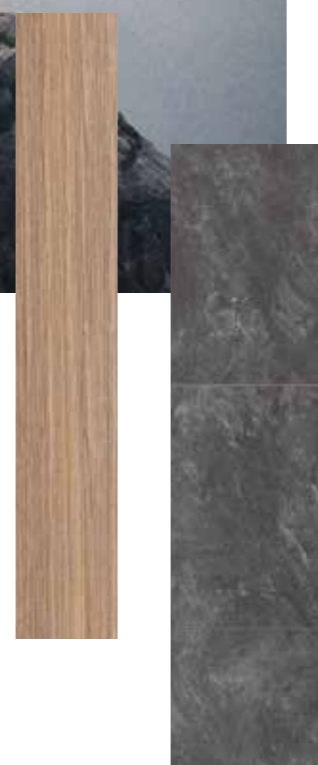
16
ORIGINAL
COLLECTION



GRAND
AVENUE
COLLECTION 46



STONE
COLLECTION
38



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BERRY≡ALLOC®



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

MADE IN **NORWAY**

Berry Alloc has been producing **high-quality flooring since 1992**. In 1996 we revolutionised the floor industry with the **first glue-free locking system in the world**. Our floors are inspired by Scandinavian **nature, design and lifestyle**. We place great emphasis on the floor's overall appearance and the combination of design and surface. Alloc 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? Alloc floors are beautiful to behold, but the secret to our unique quality lies deep within: Aluminium locking system - **the world's strongest locking system** - that ensures a perfect installation every time. With a sound-absorbent 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

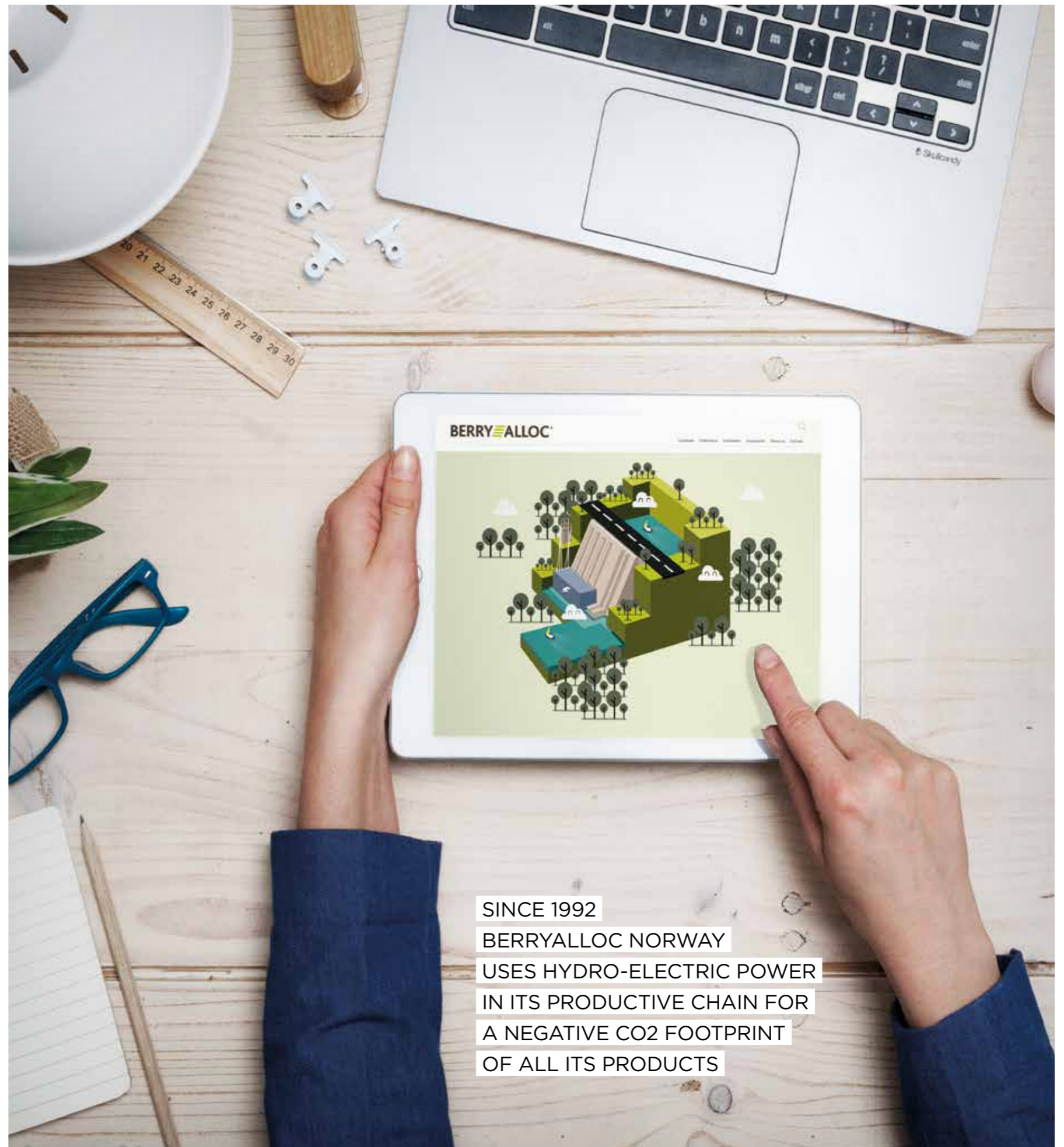


You are GM of BerryAlloc Norway, a company with a history of change. Tell us about the highlights of the company's development. I think the turning point was in the 1980s, when floor coverings really became popular. The Alloc floor was created in 1992, and in 1994 we began our environmental protection programme. 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 Belgian Beaulieu 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 combined. 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 aluminium loc system. Alloc introduced the world's strongest click system in 1996. 20 years later this aluminium lock system is still the most revolutionary and strongest click system for laminate floors. Heavy weights and very intensive use are no problem. Furthermore, these floors can be installed without expansion profiles over an area of 225 m² or across a maximum length of 15 metres. The AluminiumLOC has a tensile strength of 1200 kg per linear metre which is much greater than other standard lock systems.



SINCE 1992
BERRYALLOC NORWAY
USES HYDRO-ELECTRIC POWER
IN ITS PRODUCTIVE CHAIN FOR
A NEGATIVE CO2 FOOTPRINT
OF ALL ITS PRODUCTS

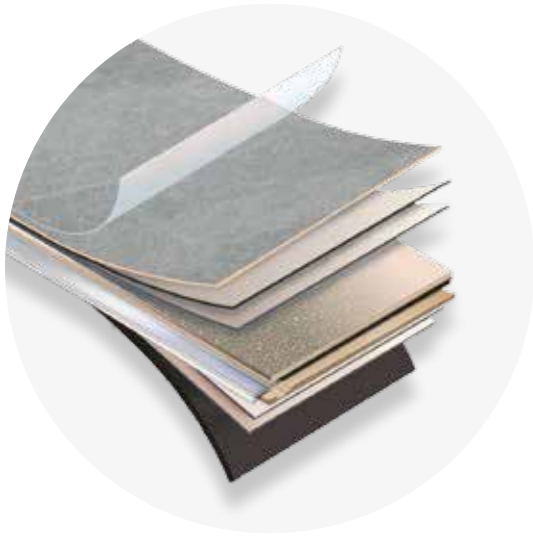


ALUMINIUM LOCKING SYSTEM **ULTRA-TOUGH**

The **aluminium 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 unique combination of the **aluminium click system** and the **high-pressure surface** makes our floors suitable for use in **public areas**, offices, hotels, restaurants and high-end residential projects.

Technology available for the **Original collection**



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 m² or across a maximum length of 15 metres.

Revolutionary locking system

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

Noise reduction process

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

Aquaresist

Aquaresist technology keeps moisture absorption to a strict minimum.

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 10-year warranty for commercial premises. Ideal for all commercial, business and residential uses.

Top quality products

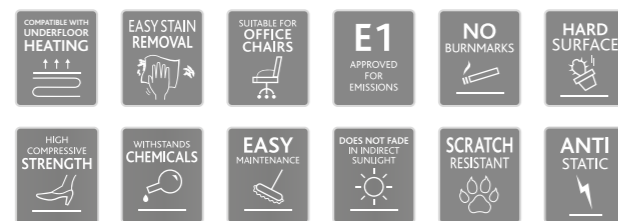
The solid, durable surface layers are separately compressed and glued onto the core of the sheet. This process gives a sheet that is significantly stronger than traditional laminate, and a durable, wear-resistant floor surface. With this kind of surface, these class 34/AC6 floors are extremely resistant to scratching and staining.

A wide selection of designs

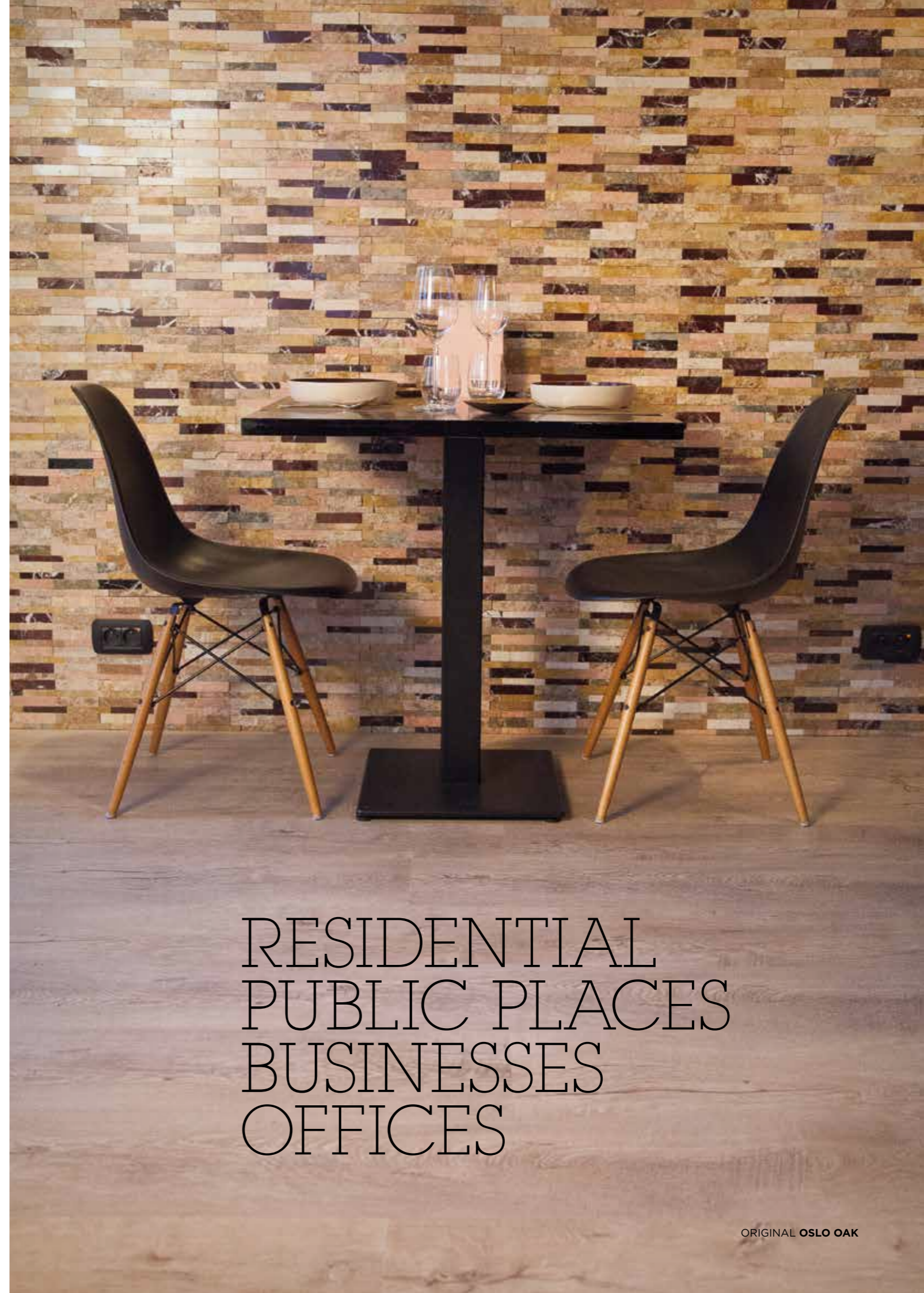
Original or Grand Avenue: 2 formats (normal and XXL) and 63 decors.
Stone: 6 designs, 2 tile sizes

Accessories suitable for all surfaces

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 with a black keyboard. In the foreground, a clear glass of water sits on the floor. The background is a wooden wall with horizontal planks.

ORIGINAL

A wide collection of 53 designs
to suit all styles



ORIGINAL COLLECTION



ANTI STATIC & PRO CONFORT

The air is charged with electricity. 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 plus point of our floor coverings is that they repel 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 in these Brazilian blue 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.



Les tatas flingueuses, Montrouil





**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 OILED CLASSIC OAK 3 STRIPS



ORIGINAL SMOKED OAK 2 STRIPS

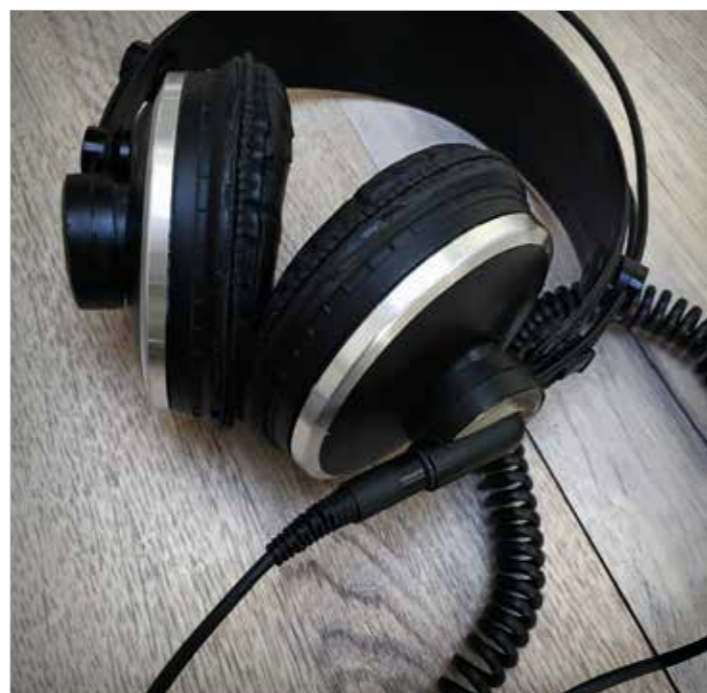
IN A SUNNY MOOD

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 sheet has a Silent System acoustic underlay. People walking about, 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 flat, is scarcely audible to the ears of the people present.



ORIGINAL COLLECTION

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

53 DESIGNS

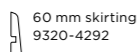
CLASS 34 - AC6



WHITE LIMED PINE
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WoodStructure 2 Bevels
EAN code: 7052870126307



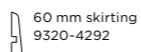
DELICATE PEAR
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Satin
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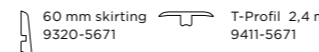
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WoodStructure Oiled 2 Bevels
EAN code: 7052876585313



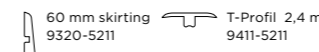
POLAR ASH 2 STRIPS
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WHITEPAINTED MAPLE
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WoodStructure Oiled 2 Bevels
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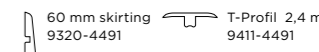
WHITE PINE
Ref: WD655211
WoodStructure Oiled 4 Bevels
EAN code: 7052876552117



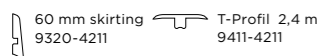
ELEGANT NATURAL OAK
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WoodStructure Oiled 2 Bevels
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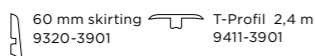
SPRING OAK
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WoodStructure Oiled 2 Bevels
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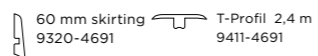
PINE SILVER
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Oiled 2 Bevels
EAN Code: 7052870126222



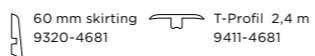
WHITE VINTAGE OAK
Ref: 1600-4481
WoodStructure Oiled 2 Bevels
EAN code: 7052870126178



GREY VINTAGE OAK
Ref: 1730-4691
WoodStructure Oiled 2 Bevels
EAN code: 7052870126161



LIGHT SAW OAK
Ref: 1730-4681
WoodStructure Oiled
EAN code: 7052870126352



WHITE OAK 2 STRIPS
Ref: WD644512
Oiled
EAN code: 7052876445129



RAVEL WALNUT 2 STRIPS
Ref: WD644812
Oiled
EAN code: 7052876448120



COPENHAGEN OAK
Ref: 1600-4401
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 = 1,86 m² 36 boxes = 67,1 m²

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

ORIGINAL COLLECTION

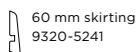
FORMAT: 1207 L x 193 W x 9 + 2 T mm

53 DESIGNS

CLASS 34 - AC6



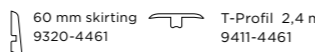
DRIFTWOOD ASH
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Satin 2 Bevels
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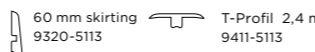
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WoodStructure Oiled 2 Bevels
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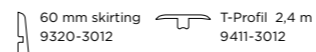
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Oiled 2 Bevels
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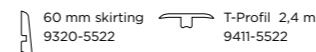
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Oiled
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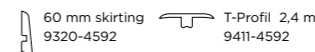
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Oiled
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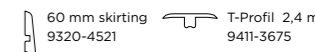
SMOKED OAK 2 STRIPS
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WoodStructure Oiled
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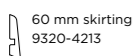
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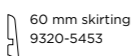
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Oiled
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SUMMER MAPLE 3 STRIPS
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WoodGrain
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ELEGANT BEECH 3 STRIPS
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WoodGrain
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CASTLE OAK 3 STRIPS
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WoodGrain
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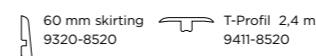
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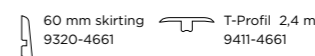
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WoodStructure Oiled 2 Bevels
EAN code: 7052870126321



CANYON LIGHT OAK
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WoodStructure Oiled 2 Bevels
EAN code: 7052870126369



NATURAL CRACKED OAK
Ref: 1600-4661
WoodStructure Oiled 2 Bevels
EAN code: 7052870126291



OSLO OAK
Ref: 1600-4411
WoodStructure Oiled 4 Bevels
EAN code: 7052870126031



1207 L x 193 W x 9 + 2 T mm 8 boards = 1,86 m² 36 boxes = 67,1 m²

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

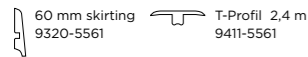
53 DESIGNS

CLASS 34 - AC6



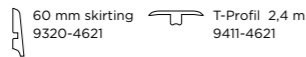
CAPPUCCINO OAK

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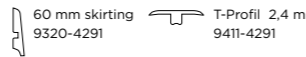
BROWN CRACKED OAK

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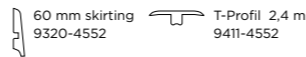
FALL OAK

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WoodStructure Oiled 2 Bevels
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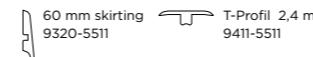
BROWN OAK 2 STRIPS

Ref: WD644552
Oiled



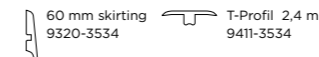
MOCHA OAK

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NaturalStructure Mat 4 Bevels
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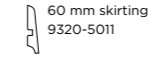
WALNUT SPLINT

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WoodGrain 2 Bevels
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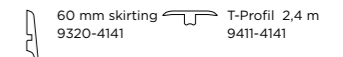
ANTIQUÉ WENGÉ

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AntiqueStructure
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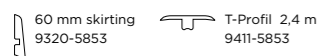
DARK SAW OAK

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WoodStructure Oiled 2 Bevels
 EAN code: 7052870126208



ELEGANT WALNUT 3 STRIPS

Ref: WD655853
WoodGrain
 EAN code: 7052876558539



ELEGANT MERBAU 2 STRIPS

Ref: WD655812
WoodGrain
 EAN code: 7052876558126



ANTIQUÉ OAK

Ref: WD644531
AntiqueStructure 4 Bevels
 EAN code: 7052876445310



AMERICAN CHERRY

Ref: WD644311
AntiqueStructure 4 Bevels
 EAN code: 7052876443118



STOCKHOLM OAK

Ref: 1730-4601
WoodStructure 2 Bevels
 EAN code: 7052870126154



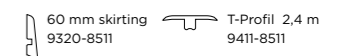
ROYAL OAK 2 STRIPS

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 = 1,86 m² 36 boxes = 67,1 m²

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

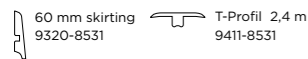
53 DESIGNS

CLASS 34 - AC6



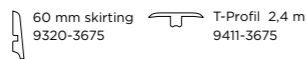
LIGHT OAK SHIPDECK

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WoodStructure Oiled Shipdeck
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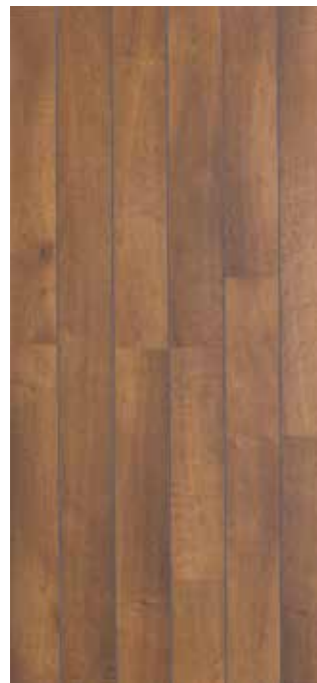
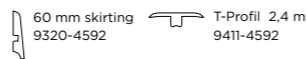
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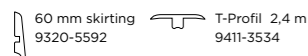
NATURAL OAK SHIPDECK

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



OILED WARBROWN 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 = 1,86 m² 36 boxes = 67,1 m²

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



ORIGINAL WHITE OILED OAK



STO

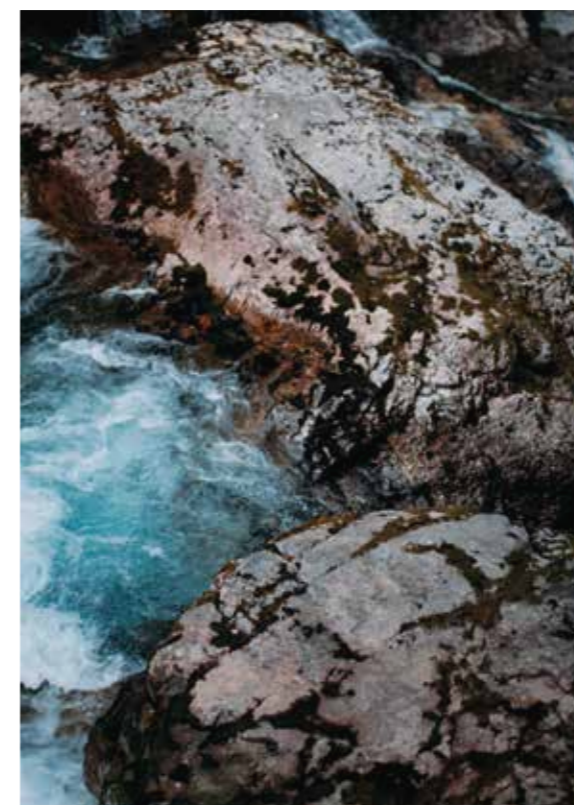
Mineral collection with a warm touch

NE



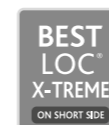
STONE NATURAL SLATE 60 x 30 cm

New STONE COLLECTION



Mineral spirit - Urban spirit

6 design references





STONE SLATE 60 x 30 cm



STONE BLACK SLATE 60 x 30 cm

STONE COLLECTION

FORMAT: 1195 L x 296 W x 10,3 + 2 T mm

New



STONE BLACK SLATE 60 x 30 cm

6 DESIGNS
CLASS 34 - AC6



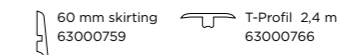
RUSTIC MARBLE 60x30 mm

Ref: 62000719
RusticStone
EAN code: 7052870165788



URBAN CONCRETE 120x30 mm

Ref: 62000717
Oiled
EAN code: 7052870165764



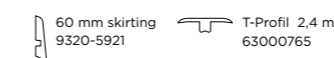
BLACK SLATE 60x30 mm

Ref: 62000718
RusticStone
EAN code: 7052870165771



NATURAL SLATE 60x30 mm

Ref: 62000714
RusticStone
EAN code: 7052870165733



CONCRETE 120x30 mm

Ref: 62000716
Oiled
EAN code: 7052870165757



SLATE 60x30 mm

Ref: 62000715
StoneStructure
EAN code: 7052870165740



1195 L x 296 W x 10,3 + 2 T mm **5 boards = 1,77 m²** **39 boxes = 68,98 m²**

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

GT

GRAND
AVENUE

On-trend collection for the high life

KING SIZE *SPIRIT*

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

BEST
LOC®
X-TREME
ON SHORT SIDE



236



2410 mm

193



1207 mm



New GRAND AVENUE COLLECTION



GRAND AVENUE RODEO DRIVE

Plenty of space for living
[10 design references](#)



GRAND AVENUE COLLECTION

New

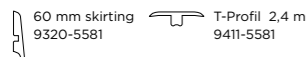
FORMAT: 2410 L x 236 W x 10,3 + 2 T mm

10 DESIGNS

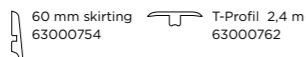
CLASS 34 - AC6



LA RAMBLA
Ref: 62000704
WoodStructure Oiled 4 Bevels
EAN code: 7052870165535



ROYAL MILE
Ref: 62000709
WoodStructure Brushed 4 Bevels
EAN code: 7052870165580



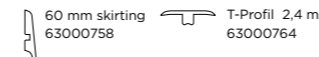
PENNY LANE
Ref: 62000710
WoodStructure Oiled 4 Bevels
EAN code: 7052870165597



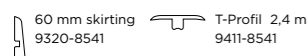
VIA VENETO
Ref: 62000712
WoodStructure Oiled 4 Bevels
EAN code: 7052870165610



MADISON AVENUE
Ref: 62000713
WoodStructure 4 Bevels
EAN code: 7052870165627



CHAMPS ELYSÉES
Ref: 62000706
WoodStructure Oiled 4 Bevels
EAN code: 7052870165559



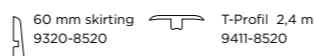
SUNSET BOULEVARD
Ref: 62000705
WoodStructure Oiled 4 Bevels
EAN CODE: 7052870165542



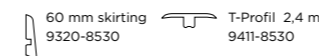
RODEO DRIVE
Ref: 62000711
WoodStructure Oiled 4 Bevels
EAN code: 7052870165603



KU'DAMM
Ref: 62000708
WoodStructure Oiled 4 Bevels
EAN code: 7052870165573



BROADWAY
Ref: 62000707
WoodStructure Oiled 4 Bevels
EAN code: 7052870165566



GRAND AVENUE MADISON AVENUE

2410 L x 236 W x 10,3 + 2 T mm 4 boards = 2,28 m² 39 boxes = 88,73 m²

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
Dimensions (mm)	<p>193 1207</p>	<p>296 1195</p>	<p>236 2410</p>
	9 + 2	10,3 + 2	10,3 + 2
Number of designs	53	6	10
Packaging Sheets/box	8 boards 1,86 m ² (16,3 kg)	5 boards 1,77 m ² (17,5 kg)	4 boards 2,32 m ² (22,0 kg)
Box/pallet	36 boxes 67,10 m ²	39 boxes 68,98 m ²	39 boxes 88,73 m ²
Ingenious locking system			
Built-in underlay			
Top layer			
Classification	34 / AC6		
Warranty Residential & Commercial			

BERRYALLOC ACCESSOIRES

A wide range of accessories, easy to install.

VAPOUR BARRIER



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

Dimensions : 260 x 1000 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**



High 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 extremely 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: **9421-3017**



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

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

Ref: WD180000



TAPPING BLOCK

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

A 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

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ORIGINAL SMOKED OAK 2 STRIPS



HIGH TECH LAMINATE

Tolerates everything
life can throw at it...

BERRYALLOC®

LAMINATE ■ PARQUET ■ WALLS ■ VINYL PLANKS

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