

high pressure floors.

BERRY  ALLOC



The world's
strongest floors.



made in
Norway



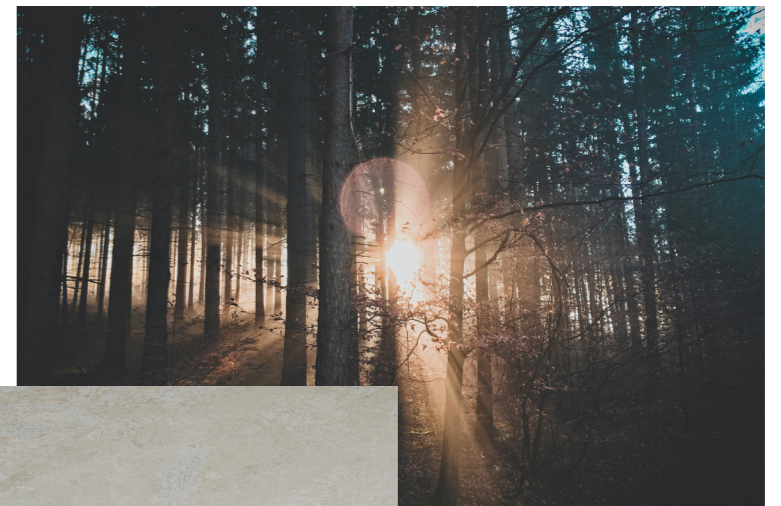
Bring in the
'Scandi-style'
cabin charm.

decor: Normannia Oak (front) - Botticini Terrazzo (back)
collection: Original

Discover the relaxed sophistication of Scandinavian interiors.

The Scandinavian lifestyle is characterised by simplicity, functionality, and a strong connection with nature. These core principles are reflected in our high pressure floors, which are designed and manufactured in our factory in Lyngdal, Norway.

These **premium quality, extra tough floors** can withstand all of life's daily challenges, whether at home with kids and pets or in high-traffic commercial space. Their commercial usage class of 34 and abrasion class 6 ensure exceptional durability for a lifetime of joy.



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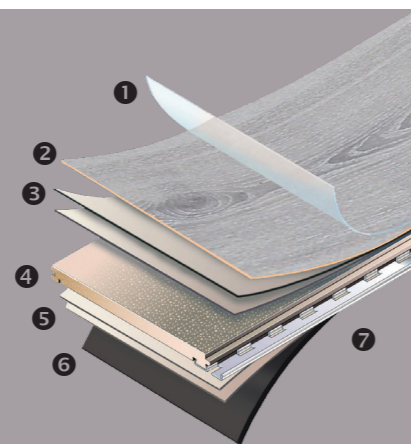
A carefree floor for life!

That's right! Choosing a high pressure floor means choosing a **durable, carefree solution** for life. While there are many quality flooring options available, high pressure floors stand out from the rest. Their **unique construction** makes them significantly stronger, more scratch- and impact-resistant than other alternatives. A bold claim, we know — but one we're confident to make. Let us share more details with you!

The power of the top layer.

The biggest strength can be found in the top layer. The top layer of high pressure floors consists of **4 layers**, including additional protective kraft papers. The extensive manufacturing process of high pressure floors uses **high pressure and high temperatures**, resulting in a harder surface that's highly impact and scratch resistant. Paired with AluLoc Prime, our strongest locking system, and you've got yourself the world's strongest floor.

- 1 Overlay
- 2 Decor paper
- 3 Two Kraft papers
- 4 Water-resistant HDF board
- 5 Counterbalance paper
- 6 SilentSystem
- 7 AluLoc Prime locking system



decor: Botticini Terrazzo collection: Original

Your flooring comparison guide.

We've compared various popular flooring types with our high pressure floors across **ten key features** to consider when choosing your floor, each rated on a scale of 5. Depending on which features matter most to you, you'll find the results in the below table.

key features to consider when choosing your floor. ↓	High pressure floors	Ceramic tiles	Vinyl	Laminate	Parquet	Carpet
Positive impact on the planet (CO ₂ score)	●●●●●	●○○○○	●●○○○	●●●●●	●●●●●	●●○○○
Impact resistance	●●●●●	●●●●○	●●●●○	●●●●○	●●●○○	●●●●●
Scratch resistance	●●●●●	●●●●●	●●●○○	●●●●●	●●●●○	●●●●●
Water resistance	●●●●○	●●●●●	●●●●○	●●●●○	●●●○○	●●○○○
Stain resistance	●●●●●	●●●●●	●●●○○	●●●●○	●●●●○	●●○○○
Sound absorption	●●●○○	●●○○○	●●●●○	●●●○○	●●●○○	●●●●●
Soft underfoot	●●●●○	●●○○○	●●●●○	●●●●○	●●●●○	●●●●●
Ease of installation	●●●●●	●●○○○	●●●●●	●●●●●	●●●●●	●●●○○
Ease of repairing or removing a damaged plank or tile	●●●●○	●●○○○	●●●●○	●●●●○	●●●●○	●●●○○
Total cost of installation	●●●●○	●●●●○	●●●●○	●●●○○	●●●●●	●●●○○

Overall, high pressure floors comes out as **the best possible alternative**, compared to the other five flooring types. Still unsure? Keep reading — on the following pages, you'll discover many more reasons to choose high pressure floors.

Original.

With its 31 decors in a **standard plank size** (198 x 1207 mm), Original will take you on a global adventure in style. Find your favourite colour amongst various wood and stone designs. Looking for a shipdeck pattern? Or a sleek, concrete look? The Original collection has it all, bringing a unique look and authentic feel to busy homes and businesses.



Features fit for your project.

Original comes in 2 sub-collections to suit any project:

- **core:** without SilentSystem attached to the plank, available with standard 0, 2 or 4 bevels.
- **comfort:** with SilentSystem attached to the plank, available with standard 0, 2 or 4 bevels.



decor: Rodeo Drive
collection: Original



decor: Elegant Natural Oak
collection: Original

- | | |
|-------------------------------|---|
| 1. Normannia Oak | comfort 62002853
Skirting 63003610
T-profile 63003637
CC* ● yellow/orange |
| 2. Santorini Oak | comfort 62002850
Skirting 63003607
T-profile 63003634
CC* ● orange |
| 3. Ibiza Oak | comfort 62002848
Skirting 63003605
T-profile 63003632
CC* ● blue/red |
| 4. Elegant Natural Oak | core 62002836
comfort 62001238
Skirting 9320-4471
T-profile 9411-4471
CC* ● red |

- | | |
|----------------------------|--|
| 5. Dune Oak | comfort 62002121
Skirting 63002936
T-profile 63002967
CC* ● yellow |
| 6. Champs Elysees | core 62002840
comfort 62002738
Skirting 9320-8541
T-profile 9411-8541
CC* ● red |
| 7. Sunset Boulevard | comfort 62001354
Skirting 63002296
T-profile 63002298
CC* ● red |
| 8. Butterscotch Oak | core 62002838
comfort 62002122
Skirting 63002937
T-profile 63002968
CC* ● orange |

- | | |
|-------------------------|--|
| 9. Rodeo Drive | core 62002841
comfort 62002737
Skirting 63000756
T-profile 63000769
CC* ● yellow |
| 10. Midland Oak | comfort 62002852
Skirting 63003609
T-profile 63003636
CC* ● orange |
| 11. Marbella Oak | comfort 62002849
Skirting 63003606
T-profile 63003633
CC* ● orange/red |
| 12. KuDamm | core 62002839
comfort 62001358
Skirting 9320-8520
T-profile 9411-8520
CC* ● yellow |

- | | |
|-----------------------------|---|
| 13. Bond Oak | comfort 62001380
Skirting 63001978
T-profile 63001996
CC* ● orange |
| 14. Harmony | comfort 62002856
Skirting 63003612
T-profile 63003639
CC* ● orange/red |
| 15. York Oak | comfort 62002851
Skirting 63003608
T-profile 63003635
CC* ● yellow/red |
| 16. Magnificent Mile | comfort 62001361
Skirting 63001658
T-profile 63001659
CC* ● blue |

- | | |
|---------------------------|---|
| 17. Copenhagen Oak | comfort 62002005
Skirting 9320-4401
T-profile 9411-4401
CC* ● purple |
|---------------------------|---|



18. White Oiled Ash 3 strip
 comfort 62001394
 Skirting 9320-5113
 T-profile 9411-5113
 CC* orange

19. White Oak 2 strip
 comfort 62001384
 Skirting 9320-5113
 T-profile 9411-5113
 CC* red

20. Bianco Oak 3 strip
 core 62002844
 comfort 62002847
 Skirting 63003604
 T-profile 63003631
 CC* yellow/orange

21. Klint Oak 3 strip
 core 62002843
 comfort 62002846
 Skirting 63003603
 T-profile 63003630
 CC* orange

22. Smoked Oak 2 strip
 comfort 62001390
 Skirting 9320-5522
 T-profile 9411-5522
 CC* orange

23. Natural Oak 2 strip
 core 62002742
 comfort 62001391
 Skirting 9320-4592
 T-profile 9411-4592
 CC* orange

24. Hasta La Vista
 core 62002842
 comfort 62001404
 Skirting 9320-4411
 T-profile 9411-5522
 CC* orange

25. Light Oak Shipdeck
 comfort 62001356
 Skirting 9320-8531
 T-profile 9411-8531
 CC* green

26. White Oiled Oak Shipdeck 2 strip
 comfort 62001396
 Skirting 9320-3675
 T-profile 9411-3675
 CC* red

27. Bergen Oak Shipdeck 2 strip
 comfort 62002845
 Skirting 63001976
 T-profile 63001994
 CC* yellow

28. Oiled Teak Shipdeck 2 strip
 comfort 62001393
 Skirting 9320-4862
 T-profile 9411-4862
 CC* orange

29. Kjerag
 comfort 62002854
 Skirting 63003611
 T-profile 63003638
 CC* blue/yellow

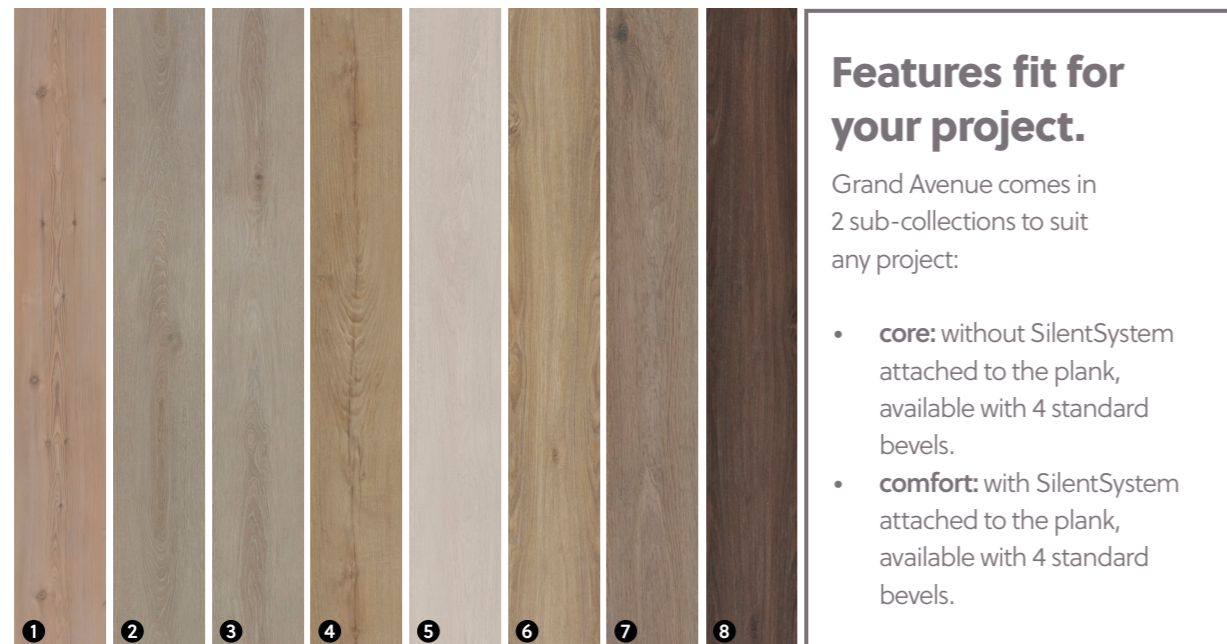
30. Botticini Terrazzo
 comfort 62002855
 Skirting 63003658
 T-profile 63003665
 CC* blue

31. Blackstone 20x40
 core 62002837
 comfort 62002130
 Skirting 63002942
 T-profile 63002973
 CC* blue



Grand Avenue.

The **spectacular extra-long planks** (241 x 2410 mm) of Grand Avenue evoke a wonderful feeling of space in any room. A world of 10 wood decors awaits you. Echoing the iconic boulevards of global city destinations, Grand Avenue sets the tone for a refined ambience.



1. Sunset Boulevard
 core 62002857
 comfort 62002587
 Skirting 63002296
 T-profile 63002298
 CC* ● red

4. Rodeo Drive
 core 62002695
 comfort 62002560
 Skirting 63000756
 T-profile 63000769
 CC* ● yellow

7. Ventura Boulevard
 core 62002859
 comfort 62002605
 Skirting 63002957
 T-profile 63002988
 CC* ● yellow

2. Champs Elysees
 core 62002694
 comfort 62002559
 Skirting 9320-8541
 T-profile 9411-8541
 CC* ● red

5. Via Monte
 core 62002697
 comfort 62002601
 Skirting 63002955
 T-profile 63002986
 CC* ● orange

8. Broadway
 core 62002862
 comfort 62002588
 Skirting 9320-8530
 T-profile 9411-8530
 CC* ● red

3. Champs Elysees PRO
 core 62002861
 comfort 62002593
 Skirting 9320-8541
 T-profile 9411-8541
 CC* ● red

6. KuDamm
 core 62002696
 comfort 62002579
 Skirting 9320-8520
 T-profile 9411-8520
 CC* ● yellow



9. La Rambla
 core 62002860
 comfort 62002592
 Skirting 9320-5581
 T-profile 9411-5581
 CC* ● purple

10. Magnificent Mile
 core 62002858
 comfort 62002595
 Skirting 63001658
 T-profile 63001659
 CC* ● blue



decor: La Rambla
 collection: Grand Avenue

The **ecological advantages** of our high pressure floors are undeniable. Made with the full lifecycle in mind, they use natural materials and are produced with significantly less energy than some other flooring options on the market. So what are you waiting for?

Get yourself a CO₂ negative floor.

Choose with earth in mind!

Did you know that a tree absorbs approximately 25 kilograms of CO₂ each year?

Our high pressure floors are made with recycled kraft paper and a premium HDF core sourced from sustainably managed European forests. Since these materials are wood-based, they also **capture CO₂** — on average 4 kilograms per square meter. By choosing a high pressure floor, **you are choosing a flooring solution that positively contributes to reducing greenhouse gas emissions.**

Let's make a simple comparison.

The average living area of a house in Flanders (Belgium) is roughly 160 m². When comparing **the environmental impact** of producing ceramic tiles versus high pressure floors, here's what you can expect:

ceramic tiles
1 760 kg
of CO₂ **released**
into the atmosphere.

high pressure floors
640 kg
of CO₂ **captured**
into the planks.



This means **2400 kg less CO₂** is released into the atmosphere. Having trouble picturing what that means? Let us help!

You can compare this to ...



driving
22 000 km
with your car.



printing
24 000 000
sheets of paper.



watching
130 000 000
'half-hour' series on Netflix.

We truly care.

Scandinavian design is deeply rooted in a respect for nature and a commitment to environmental responsibility. That is why, at BerryAlloc, we take extra care to respect nature in producing our high pressure floors and strive to create as little waste as possible. Products are strategically **manufactured in Europe** which helps us to reduce our carbon footprint.

But that's not all. Building upon the environmental and safety guidelines, we brought innovation and quality into the mix. After all, **ensuring a healthy indoor air quality is one of our biggest priorities.** Our commitment is backed by certifications like the Finnish M1 classification and the French A+ indoor air quality certification.



*Information sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).



Innovation & quality for a healthier home.

Recycled kraft paper

The top layer contains 2 kraft papers impregnated with certain resins. These layers are primarily **made from recycled paper** and are produced locally in Norway.

A strong lock with a smaller footprint

AluLoc Prime, featuring on the short side of Grand Avenue and Grand Majestic, is made from 100% recycled polymer and has **four times lower emissions** than the aluminium used for the entire click system. Additionally, we use less material which decreases weight and enhances transport and logistics efficiency.

PEFC-certified

Our high pressure floors are PEFC-certified (Programme for the Endorsement of Forest Certification), supporting the promotion of **Sustainable Forest Management.**



Made with love, in Norway

Every high pressure floor is made in Norway – a label we're proud to wear. The entire creation process, **from concept and design to manufacturing and packaging**, takes place in our plant in Lyngdal, Norway, under the careful eye of our dedicated experts.



Head over to <https://floors.berryalloc.com/en/sources-sustainability> to explore the sources of the information above.

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