

# Chêne

With



**FIRMFIT**<sup>®</sup>  
Fit for when life happens



The Strongest Waterproof Flooring... *Fit for when life happens!*

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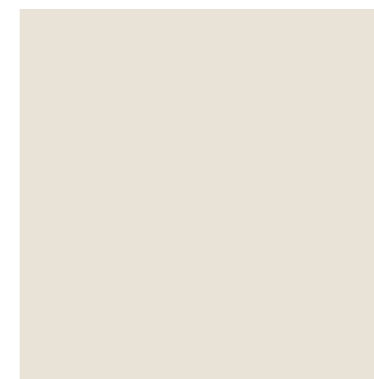
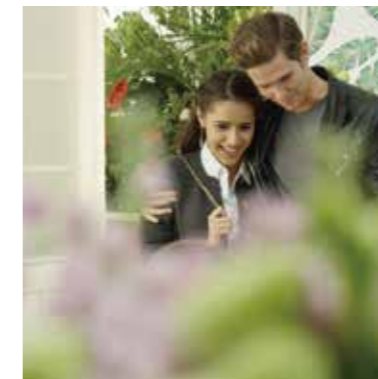
**There's no feeling like finally coming home!**

A space you've carefully thought out and created that corresponds to your life and will allow you to grow and spend time with your family, friends and will withstand the daily demands of an active lifestyle. Simply put, where you can live.

FIRMFIT was developed with exactly that in mind.

Its limestone based core not only makes it incomparably sturdy, resistant, stable to heat and waterproof but also environment friendly and recyclable too. It's unmatched performance combined with its carefully selected natural designs, truly makes it *fit for when life happens.*

**CW-1434**





# WHEN SUN HAPPENS

While most waterproof flooring solutions available are not warranted for installation in rooms with large windows and a lot of sunlight, Chene with FirmFit® technology is!

CW-1860

*Outstanding stability & strength!*

**Soak in the sun in any room of your home.**

- Sunrooms
- 3-season rooms
- Bathrooms
- Kitchens
- Any other room of your home... *you name it!*



Stable to Heat and Direct Sunlight



Perfect for Every Room



100% Waterproof



Suitable for Underfloor Heating



*Fit for when life happens!*



# WHEN FUN HAPPENS

*Fun is what it's all about!*

**And with fun comes mess and accidents...**

Why would you have to worry about whether or not you're having too much fun just because of your floor? Don't, Chene with FirmFit technology can take it!

- Extra durable and wear resistant
- Wet-moppable and steam-moppable for an easy maintenance
- No T-moldings required for areas of up to 400sqm - no trip hazards
- Up to 10X more indentation resistant vs standard WPC flooring



Easy-to-Maintain



Extra Impact Resistant Surface



Pet Friendly



*Fit for when life happens!*



# WHEN ACCIDENTS HAPPEN

*Stop worrying so much!*

**Chene with FirmFit® stands up to everyday challenges - whether it's your kids getting creative or your favourite pet messing around.**

- Stain resistant
- Pets and kids friendly
- Can be wet-mopped and even steam-mopped!



*Fit for when life happens!*

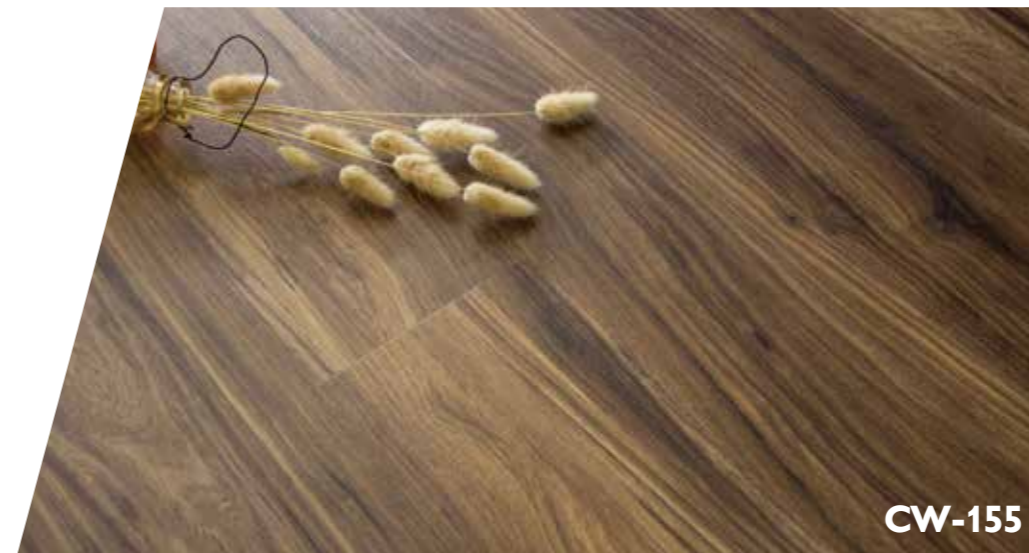


# WHEN DESIGN HAPPENS

CW-1683

*Authentic designs with  
real wood feel!*

Chene with FirmFit® features authentic designs with deep embossing that creates the look & feel of real hardwood floor. Designs are extremely versatile and available in a variety of unique colors, styles & finishes to compliment any interior.



CW-155

*Fit for when life happens!*

# WHEN GREEN HAPPENS

Sustainability is the No.1 concern for us. We ensure that Chene with FirmFit® is safe for both the indoor and the outdoor environments.

**LIMESTONE  
BASE**

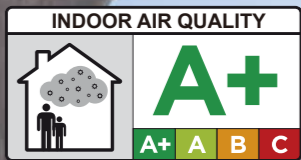
Limestone-based core

**CORK**

Pre-attached naturally hypoallergenic cork backing

**100%**

Free of Ortho-Phthalates and other harmful substances



\* Information on the level of volatile compounds emissions into indoor air, which presents a risk of toxicity from inhalation, on a scale from A+ (very low emissions) to C (high emissions)



Fit for when *life* happens!

# WHEN EASE HAPPENS

- ✔ No unsightly transition profiles on big surfaces
- ✔ No complicated subfloor prep
- ✔ No acclimation required
- ✔ No telegraphing



**Multi-Layer Quartz Enhanced Urethane Coating**

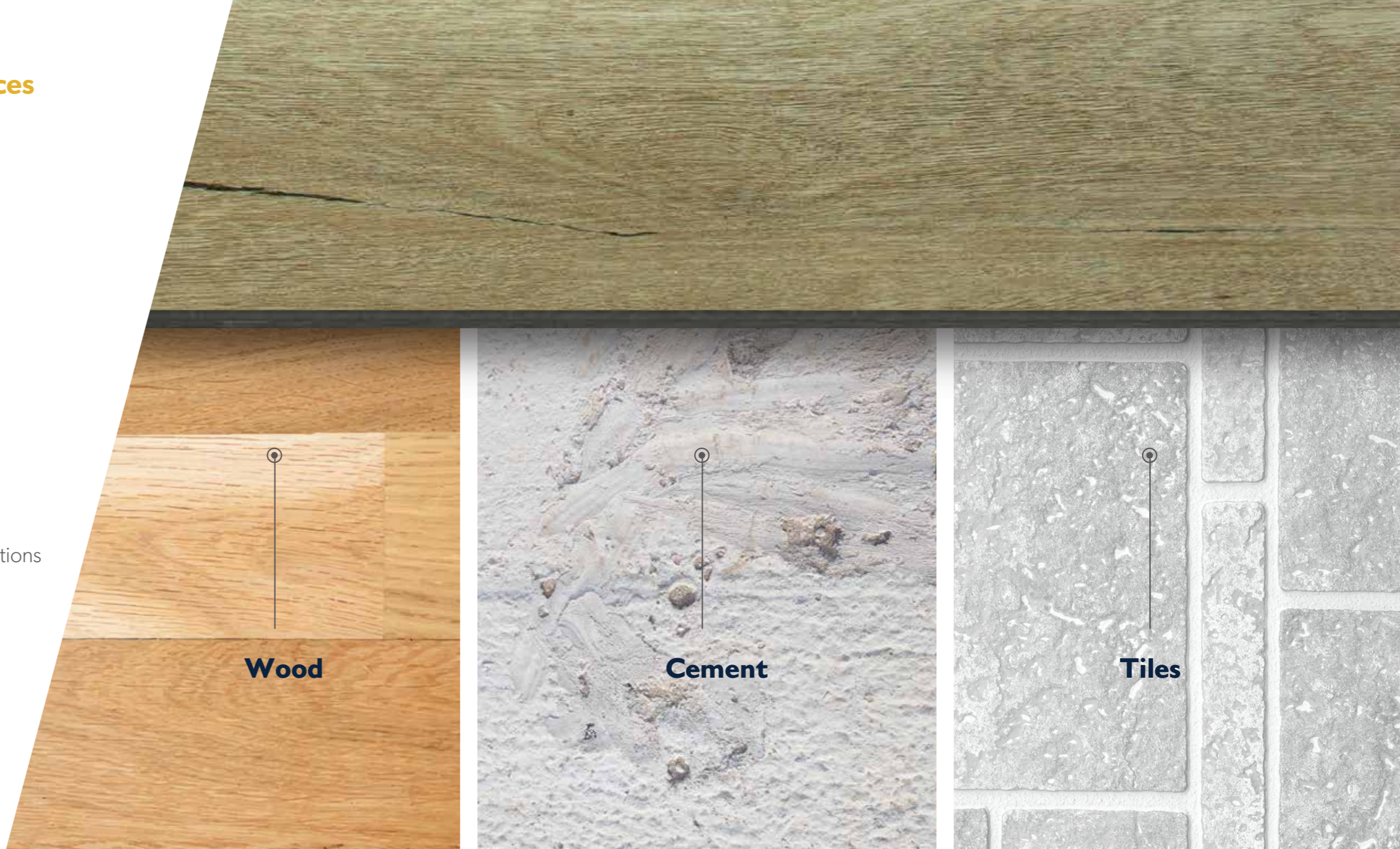
**Deep Structured Decorative Layer**

**Rigid Limestone-based Core:**

- Seamless installation over large areas of up 400sqm without any transitions
- No more telegraphing of small subfloor imperfections
- No acclimation needed - install it the same day you buy it!
- Installs below, on, above grade, and over most hard surface subfloors

**Quick & easy installation**, thanks to the floor's convenient tap-down click system

**Pre-attached hypoallergenic cork** backing for additional sound absorption, sound barrier and soft underfoot



**Wood**

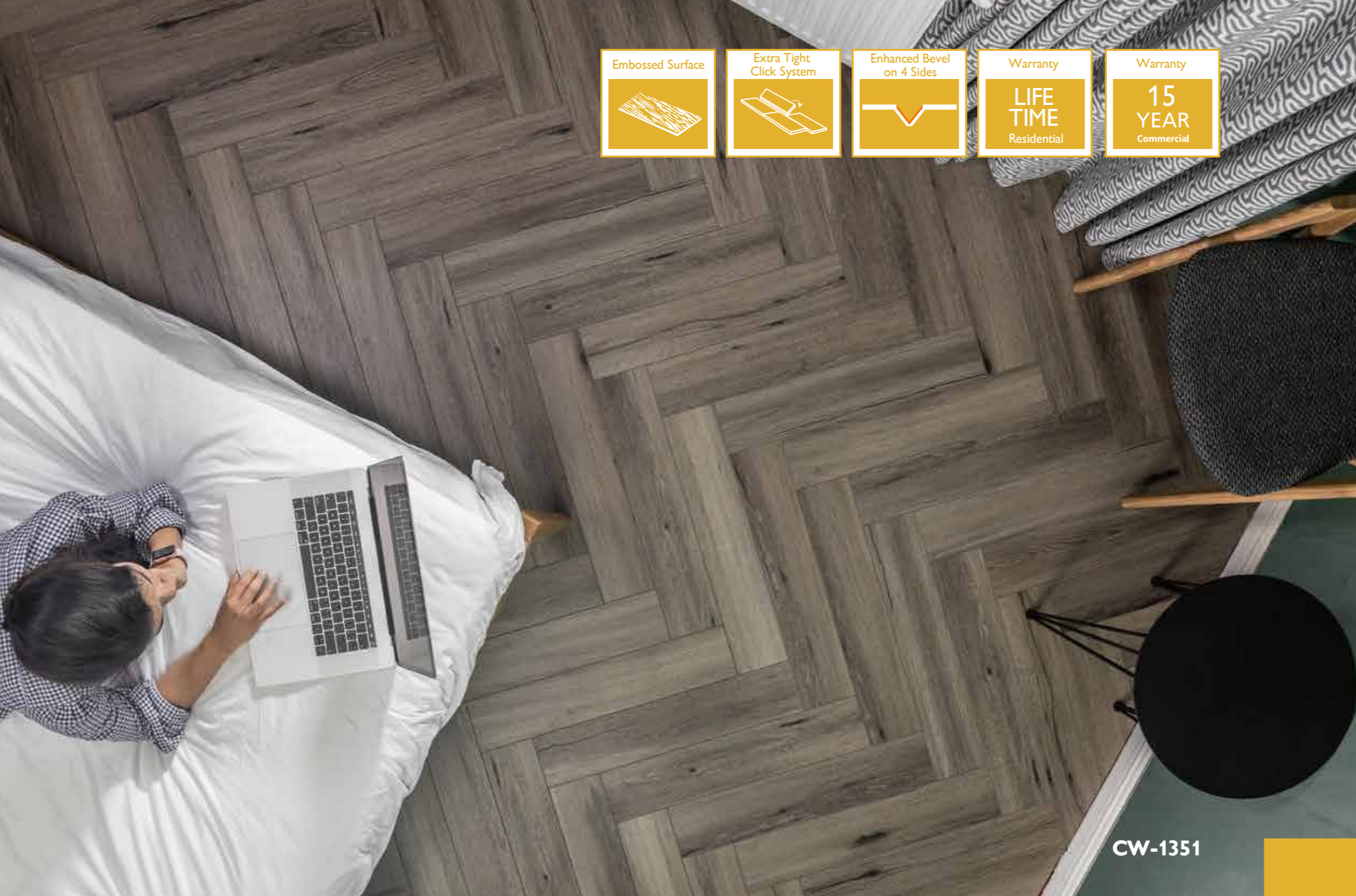
**Cement**

**Tiles**

Fit for when *life* happens!

Installs directly over most existing hard-surface floors!





Embossed Surface



Extra Tight Click System



Enhanced Bevel on 4 Sides



Warranty

LIFE TIME

Residential



Warranty

15 YEAR

Commercial

# RIGID CORE HERRINGBONE

Dimensions: 615 x 123mm  
 Overall Thickness: 5mm  
 Backing: 1mm Hypoallergenic Cork  
 Wear Layer: 0.5mm  
 Box Content: 30pcs / 2.27m<sup>2</sup>



CW-1447



CW-1860



CW-1434



CW-1683



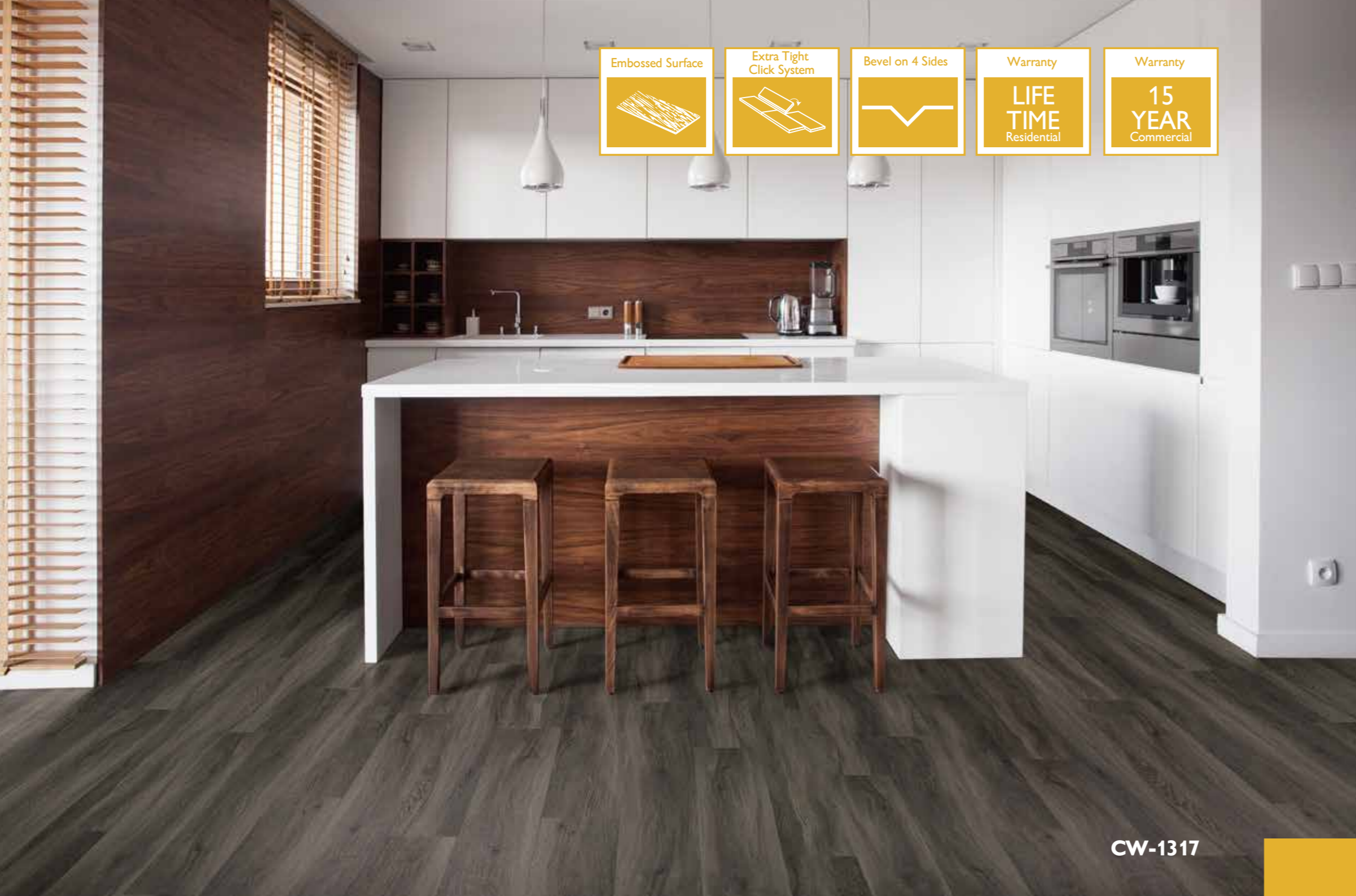
CW-1351



CW-1317

CW-1351

Fit for when life happens!



Embossed Surface

Extra Tight Click System

Bevel on 4 Sides

Warranty

**LIFE TIME**

Residential

Warranty

**15 YEAR**

Commercial

**CW-1317**

# RIGID CORE PLANKS

Dimensions: 1213 x 176mm  
 Overall Thickness: 5mm  
 Backing: 1mm Hypoallergenic Cork  
 Wear Layer: 0.5mm  
 Box Content: 11pcs / 2.35m<sup>2</sup>



CW-1447



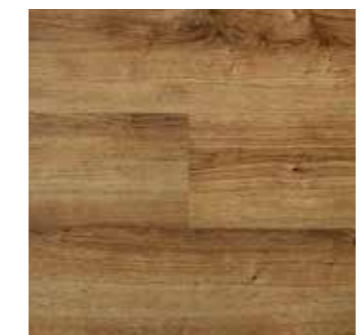
CW-1990



CW-1860



CW-1434



CW-1435



CW-1683



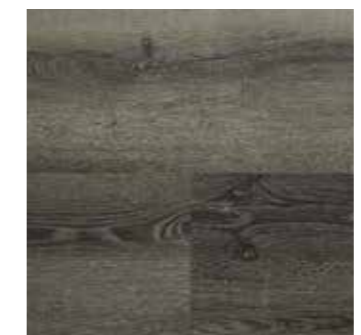
CW-155



CW-1317



CW-1351



CW-1996

*Fit for when life happens!*



Stone Embossed Surface

Extra Tight Click System

Bevel on 4 Sides

Warranty  
**LIFE TIME**  
Residential

Warranty  
**15 YEAR**  
Commercial

# RIGID CORE TILES

Dimensions: 600 x 300mm  
Overall Thickness: 5mm  
Backing: 1mm Hypoallergenic Cork  
Wear Layer: 0.5mm  
Box Content: 13pcs / 2.34m<sup>2</sup>



CW-1754



LT-1436

**LT-1436**

*Fit for when life happens!*



CW-1447

# Chêne

With



Fit for when life happens...

Fit for  
when life  
happens...