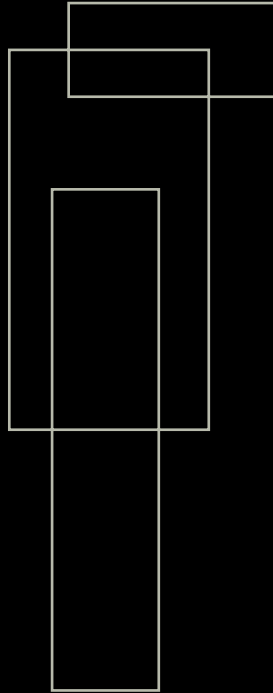


vinyl planks.

BERRY  ALLOC



/ pure.

It's true: you definitely won't find a quieter floor. Pure has a unique soft top layer that is not only incredibly comfortable to walk on. It also absorbs the noise in every room.

Over the past years, we have developed our unique Rigid Composite Board, or RCB. The RCB technology guarantees that there is little or no preparation needed. It goes over almost any existing floor. This patented formula also guarantees floor stability when temperature changes.

DreamClick® locking system allows a quick and easy installation. Click the planks and tiles any way you want. You won't need any heavy equipment, just take a simple Stanley knife and you're good to go. No sawing, no dust.



/ pure.	6
collection	
pure planks	10
pure tiles	16
colour guide	18
installation guide	24
accessories	26
marketing tools	30
technical guide	37
notes	38



/ pure.



**diamond
backing**



**compatible with
floorheating**



**water
resistant**



**slip
resistant**



**lifetime
warranty**



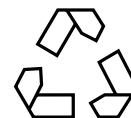
**easy
maintenance**



**100%
phtalate free**



**made in Belgium,
100% quality**



**100%
recycable.**

Pure is light for you, and for the environment. Our floors save up to 30% material in comparison to other products on the market, and our RCB board contains 80% of recycled and mineral materials. Moreover, they can be 100% recycled at the end of their lives.



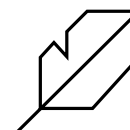
**quick and easy
installation.**

Thanks to our unique locking system you can install 12 m² in 30 minutes flat. The 360° interlocking system allows you to use your creativity to the fullest and put together a floor that suits your space and your personality. You won't need any heavy equipment, just take a simple Stanley knife and you're good to go.



**the most
silent floor.**

The unique foamed top layer absorbs the walking sound, making it up to 50% more silent than other LVT floors. Combine it with Dreamtec+, an underlayment that reduces noise by 20 dB.



**light &
rigid floors.**

Over the past years, we have developed our unique Rigid Composite Board, this patented formula also guarantees floor stability when temperature changes. You can easily install Pure in front of large windows. With its strong lock, Pure flooring can easily withstand the frequent traffic of real, everyday lives.

collection guide

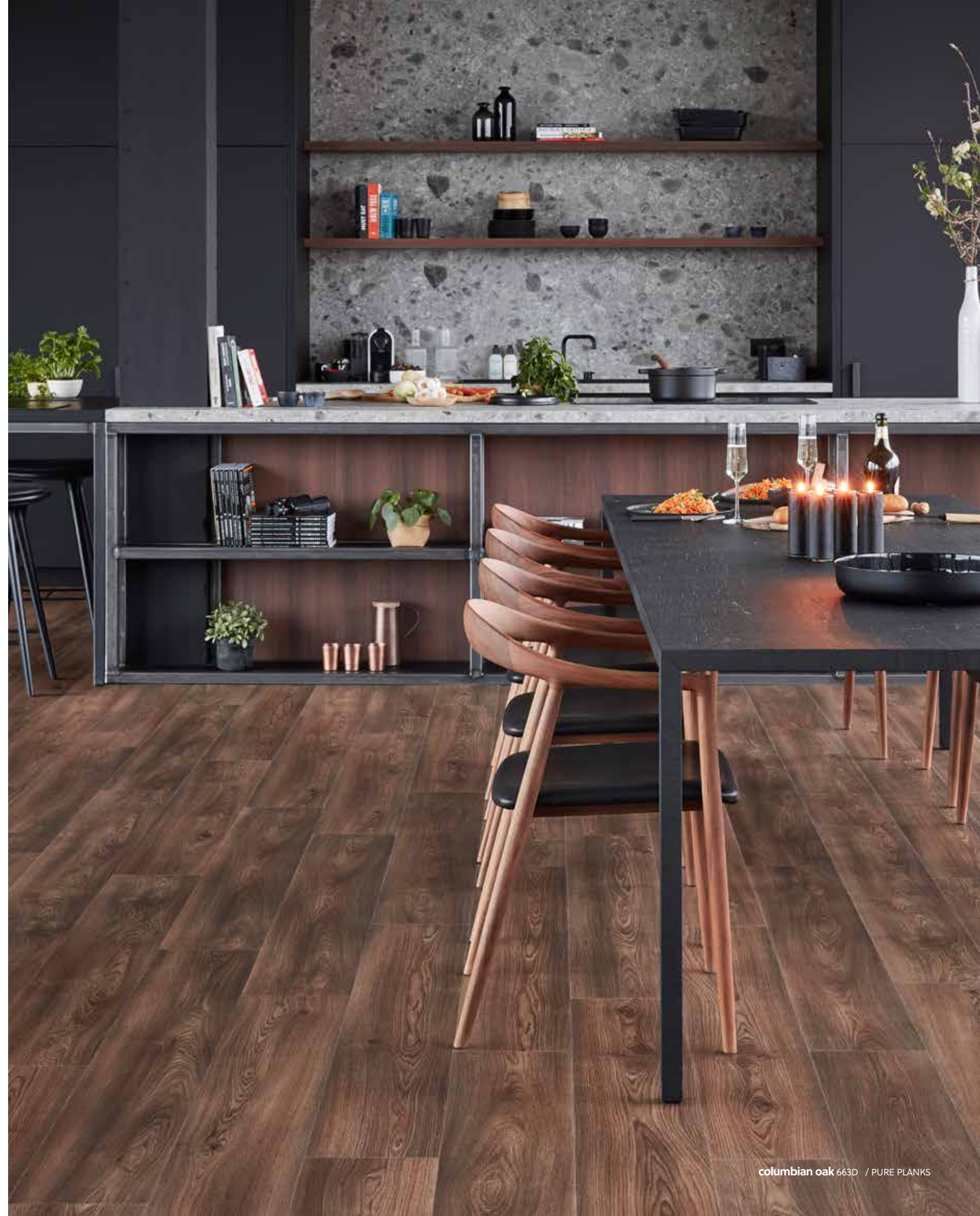


35 planks

1326 x 204 x 5 mm
DreamClick®

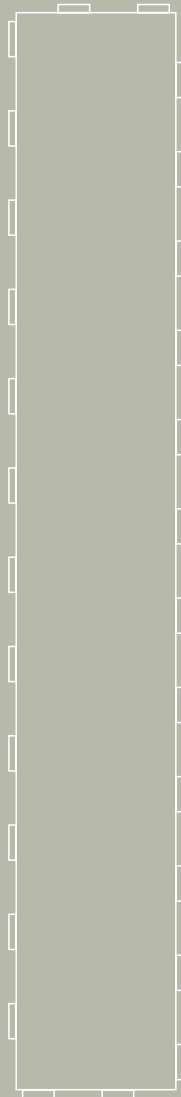
13 tiles

612 x 612 x 5 mm
DreamClick®



/ pure.

collection
planks



Wearlayer **0,55** mm
Thickness **5** mm
1326 x 204 x 5 mm
DreamClick®
4 microbevels

classic.



classic oak natural | 60001583



classic oak light greige | 60001599



classic oak light natural | 60001600



classic oak brown | 60001601



classic oak grey | 60001602

authentic.



authentic oak natural | 60001603



authentic oak honey | 60001604



authentic oak brown | 60001605



authentic oak grey | 60001606



authentic oak light grey | 60001607

intense.



intense oak light grey | 60001595



intense oak grey | 60001596



intense oak brown | 60001597



intense oak dark grey | 60001598

columbian.



columbian oak 226M | 60000197



columbian oak 236L | 60000211



columbian oak 261L | 60000099



columbian oak 636M | 60000101



columbian oak 663D | 60000198



columbian oak 946M | 60000103



columbian oak 693M | 60000104

toulon.



toulon oak 109S | 60000108



toulon oak 619L | 60000110



toulon oak 936L | 60000111



toulon oak 976M | 60000112



toulon oak 236L | 60000113



toulon oak 293M | 60000114



toulon oak 999D | 60000116

lime.



lime oak 139S | 60000117



lime oak 939S | 60000118



lime oak 963M | 60000119



lime oak 693M | 60000122



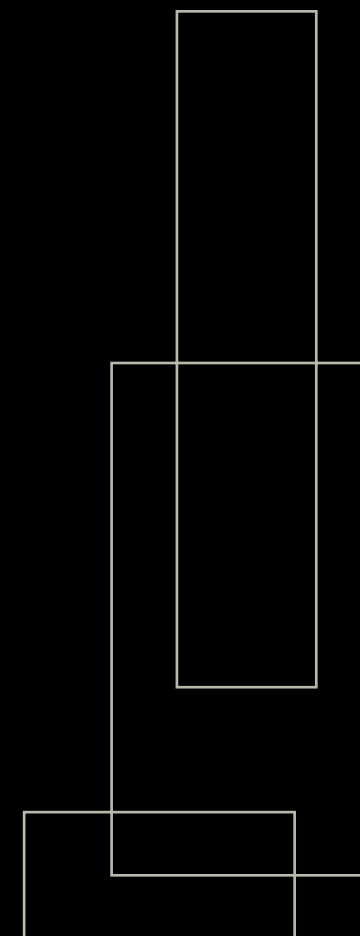
lime oak 979M | 60000123



lime oak 966D | 60000125

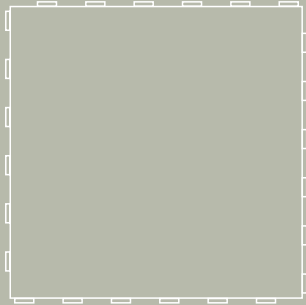


lime oak 623M | 60000212



/ pure.

collection
tiles



Wearlayer **0,55** mm
Thickness **5** mm
612 x 612 x 5 mm
DreamClick®
4 microbevels

urban stone.



urban stone light grey | 60001584



urban stone light greige | 60001585



urban stone greige | 60001586



urban stone grey | 60001587

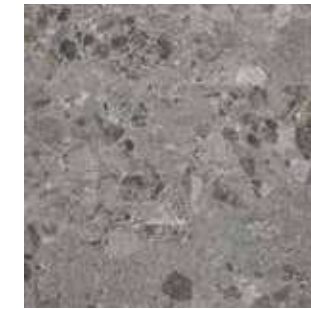


urban stone dark grey | 60001588

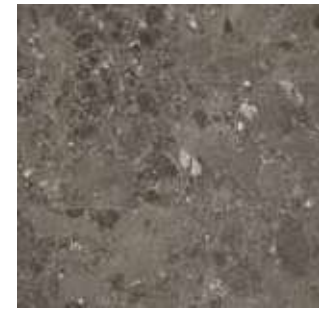
terrazzo.



terrazzo light grey | 60001589



terrazzo grey | 60001590



terrazzo dark grey | 60001591

zinc.



zinc 616M | 60000069



zinc 679M | 60000070



zinc 907D | 60000072

bluestone.



bluestone natural | 60001592



bluestone dark | 60001593

colour guide

planks.



classic oak light greige | 60001599



classic oak light natural | 60001600



lime oak 139S | 60000117



columbian oak 261L | 60000099



classic oak natural | 60001583



toulon oak 619L | 60000110



toulon oak 236L | 60000113



lime oak 963M | 60000119



authentic oak natural | 60001603



columbian oak 693M | 60000104



columbian oak 636M | 60000101



lime oak 693M | 60000122



columbian oak 946M | 60000103



toulon oak 293M | 60000114



authentic oak honey | 60001604



columbian oak 226M | 60000197



columbian oak 236L | 60000211



columbian oak 663D | 60000198



classic oak brown | 60001601



lime oak 623M | 60000212



authentic oak brown | 60001605



lime oak 979M | 60000123



lime oak 966D | 60000125



intense oak brown | 60001597



toulon oak 999D | 60000116



intense oak dark grey | 60001598



intense oak grey | 60001596



intense oak light grey | 60001595



toulon oak 936L | 60000111



classic oak grey | 60001602



authentic oak grey | 60001606



authentic oak light grey | 60001607



toulon oak 976M | 60000112



lime oak 939S | 60000118



toulon oak 109S | 60000108

tiles.



urban stone light greige | 60001585



urban stone greige | 60001586



urban stone light grey | 60001584



terrazzo light grey | 60001589



urban stone grey | 60001587



zinc 616M | 60000069



terrazzo grey | 60001590



urban stone dark grey | 60001588



zinc 679M | 60000070



terrazzo dark grey | 60001591



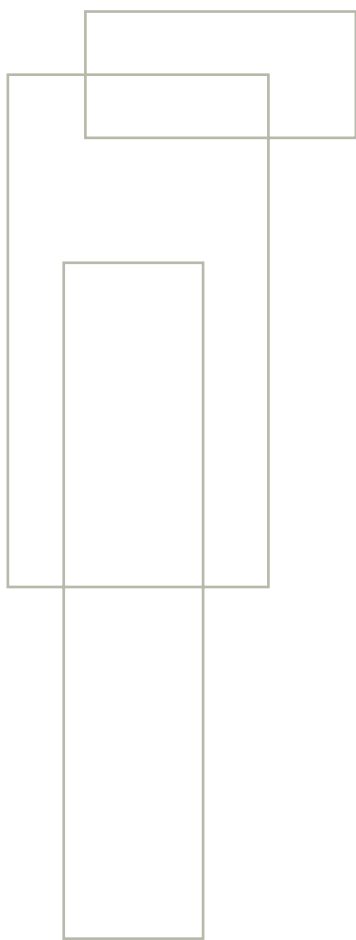
zinc 907D | 60000072



bluestone natural | 60001592



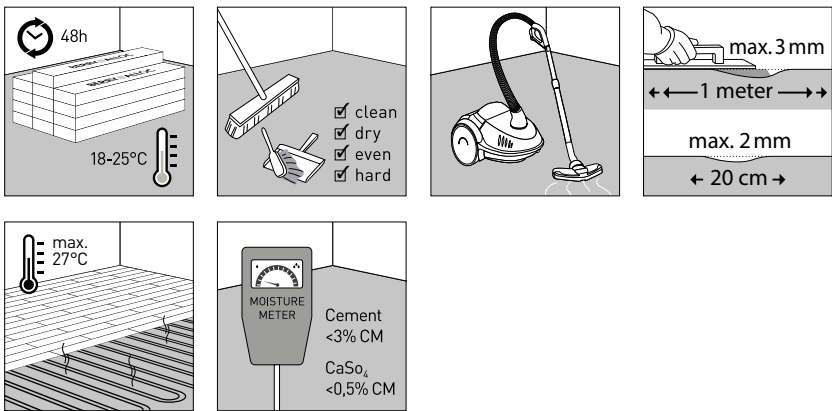
bluestone dark | 60001593



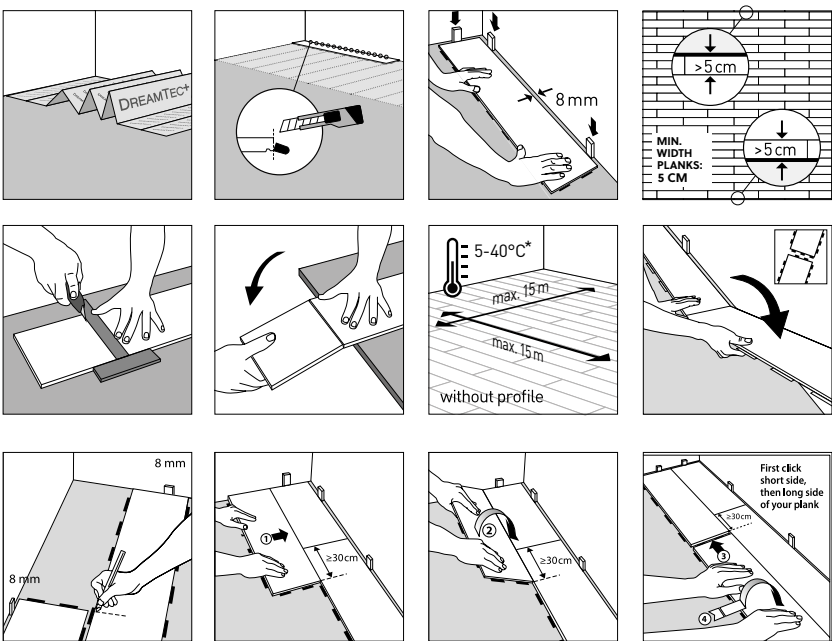


installation manual

preparation

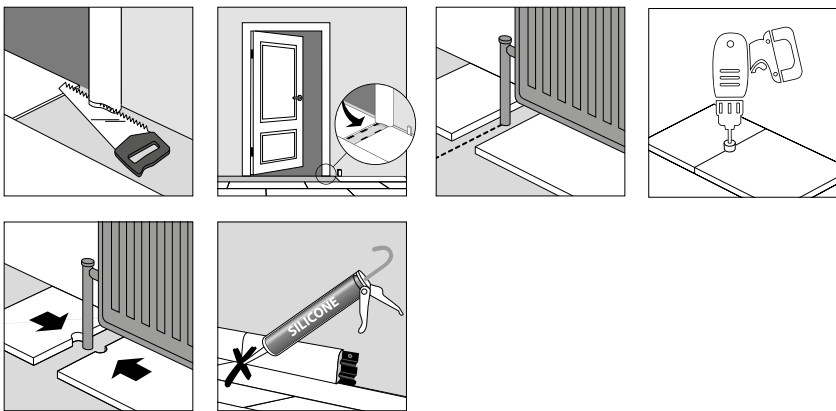


installation

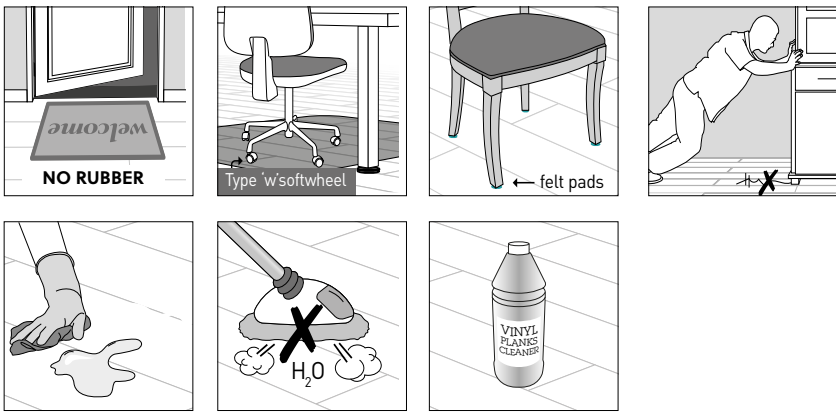


*For other room temperatures, the installation manual must be consulted.

finishing



maintenance



accessories

underlay

DREAMTEC+ UNDERLAY



63000027

maintenance

VINYL PLANKS CLEANER



1000 ml
63000772

VINYL PLANKS PU PROTECT



1000 ml
63000773

clips

CLIPS FOR SKIRTINGS



30 clips per bag
9310-0017

skirtings



MATCHING SKIRTING 60 MM



paintable cover skirting 110 MM
63001781



paintable english skirting 110 MM
9370-3045



paintable modern skirting 60 MM
63001756

paintable modern skirting 80 MM
63001776

paintable modern skirting 100 MM
9372-3045



paintable quarter round skirting 14,2 MM
63001736

profiles



matching 3 in 1 profile END PROFILE



matching 3 in 1 profile T-PROFILE



matching 3 in 1 profile REDUCER PROFILE



end profile SILVER / BRONZE / CHAMPAGNE
63000579 / 63000581 / 63000580



t-profile SILVER / BRONZE / CHAMPAGNE
63000576 / 63000578 / 63000577



reducer profile SILVER / BRONZE / CHAMPAGNE
63000573 / 63000575 / 63000574

matching accessories

	MATCHING SKIRTINGS	3-IN-1 PROFILE
AUTHENTIC BROWN	63002709	63002460
AUTHENTIC GREY	63002710	63002461
AUTHENTIC HONEY	63002708	63002459
AUTHENTIC LIGHT GREY	63002711	63002462
AUTHENTIC NATURAL	63002707	63002458
BLUESTONE DARK	63002721	63002472
BLUESTONE NATURAL	63002720	63002471
CLASSIC BROWN	63002705	63002456
CLASSIC GREY	63002706	63002457
CLASSIC LIGHT GREIGE	63002702	63002453
CLASSIC LIGHT NATURAL	63002703	63002454
CLASSIC NATURAL	63002704	63002455
COLUMBIAN 226M	63002674	63000550
COLUMBIAN 236L	63002675	63000567
COLUMBIAN 261L	63002676	63000437
COLUMBIAN 636M	63002677	63000439
COLUMBIAN 663D	63002678	63000551
COLUMBIAN 693M	63002679	63000442
COLUMBIAN 946M	63002680	63000441
INTENSE BROWN	63002700	63002451
INTENSE DARK GREY	63002701	63002452
INTENSE GREY	63002699	63002450
INTENSE LIGHT GREY	63002698	63002401
LIME 139S	63002681	63000455

	MATCHING SKIRTINGS	3-IN-1 PROFILE
LIME 623M	63002682	63000568
LIME 693M	63002683	63000460
LIME 939S	63002684	63000456
LIME 963M	63002685	63000457
LIME 966D	63002686	63000463
LIME 979M	63002687	63000461
TERRAZZO DARK GREY	63002719	63002470
TERRAZZO GREY	63002718	63002469
TERRAZZO LIGHT GREY	63002717	63002468
TOULON 109S	63002688	63000446
TOULON 236L	63002689	63000451
TOULON 293M	63002690	63000452
TOULON 619L	63002691	63000448
TOULON 936L	63002692	63000449
TOULON 976M	63002693	63000450
TOULON 999D	63002694	63000454
URBAN STONE DARK GREY	63002716	63002467
URBAN STONE GREIGE	63002713	63002464
URBAN STONE GREY	63002715	63002466
URBAN STONE LIGHT GREIGE	63002712	63002463
URBAN STONE LIGHT GREY	63002714	63002465
ZINC 616M	63002695	63000422
ZINC 679M	63002696	63000423
ZINC 907D	63002697	63000425



marketing material



strapset pure

STRAPSET LVT PURE TILES	11007259	€30,00
STRAPSET LVT PURE PLANKS	11007403	€60,00

mixed packs

MIXED PACK LVT PURE PLANKS	35 COLOURS	11007408	€ 82,50
MIXED PACK LVT PURE TILES	13 COLOURS	11007409	€ 52,50



pure sample box

ALL SAMPLES, B2C BROCHURE, B2B BROCHURE, USP TOOL INCLUDED

11007434	ENG	€ 85,00
11007435	FR	€ 85,00
11007436	DE	€ 85,00



brochure pure

B2C BROCHURE PURE 2020-2021
H 277 X W 210 MM
54 PAGES
PER BROCHURE: € 1,75
25 BROCHURES PER BOX

11007417	ENG	11007422	IT
11007418	FR	11007423	NO
11007419	DE	11007424	SWE
11007420	NL	11007425	DA
11007421	ES		

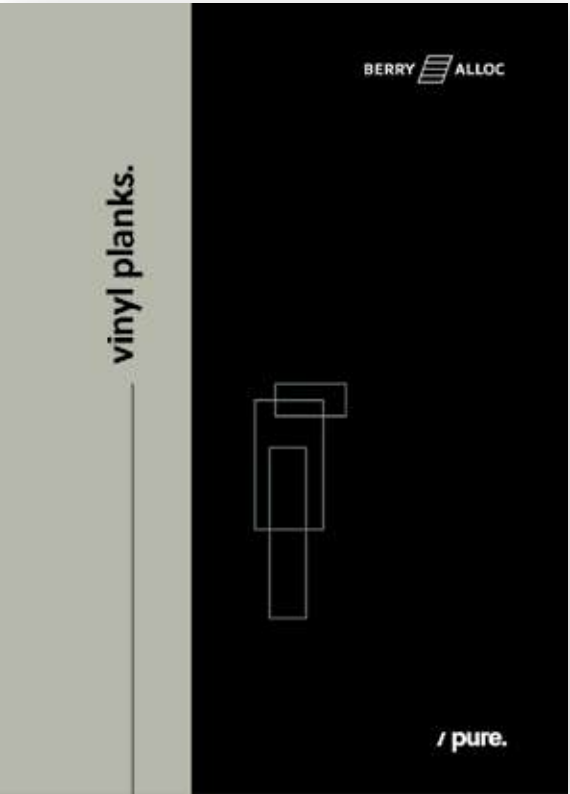
leaflet pure

B2C LEAFLET PURE 2020-2021
H 277 X W 210 MM
4 PAGES
PER LEAFLET: € 0,50
25 LEAFLETS PER PACK

11007464	ENG	11007469	IT
11007465	FR	11007470	NO
11007466	DE	11007471	SWE
11007467	NL	11007472	DA
11007468	ES		

USP tool pure

SOUND & CLICK TOOL
11007451 € 15,00



B2B BROCHURE PURE 2020-2021

H 297 X W 210 MM		
39 PAGES	11007758	ENG
PER BROCHURE: € 2,50	11007759	FR
25 BROCHURES PER BOX	11007760	DE



sample DreamTec+ underlay

11000275 € 0,50

marketing material



universal display

24 POSITIONS
H 1700 X W 1325 X D 740 MM
11002575 € 600,00

RECTO-VERSO TOPCARD DIBOND
H 700 X W 1282 X T 3 MM

TOPCARD UNI PURE/VINYL PLANKS

11007742	ENG	€ 38,00
11007743	FR	€ 38,00
11007744	NL	€ 38,00
11007745	DE	€ 38,00



modular display

14 POSITIONS
H 1800 X W 680 X D 640 MM
11002132 € 435,00

RECTO-VERSO TOPCARD DIBOND
H 495 x W 668 x T 3 MM

TOPCARD MOD PURE/STYLE

11007738	ENG	€15,00
11007739	FR	€15,00
11007740	NL	€15,00
11007741	DE	€15,00

SAMPLE BOARD 60X60 MM SET PURE

11007412	SBS LVT PURE TILES 1 TREND	€ 85,00
11007413	SBS LVT PURE TILES 2 MODERN	€ 85,00
11007414	SBS LVT PURE PLANKS 1 TREND	€ 221,00
11007415	SBS LVT PURE PLANKS 2 TRADITIONAL	€ 221,00
11007416	SBS LVT PURE PLANKS 3 MODERN	€ 221,00

PICKING SEPERATE 60X60 MM SAMPLE BOARDS PURE

11007144	SB LVT MOD/UNI 600X600 PURE AUTHENTIC BROWN	€ 19,00
11007145	SB LVT MOD/UNI 600X600 PURE AUTHENTIC GREY	€ 19,00
11007146	SB LVT MOD/UNI 600X600 PURE AUTHENTIC HONEY	€ 19,00
11007147	SB LVT MOD/UNI 600X600 PURE AUTHENTIC LIGHT GREY	€ 19,00
11007148	SB LVT MOD/UNI 600X600 PURE AUTHENTIC NATURAL	€ 19,00
11007151	SB LVT MOD/UNI 600X600 PURE CLASSIC BROWN	€ 19,00
11007152	SB LVT MOD/UNI 600X600 PURE CLASSIC GREY	€ 19,00
11007153	SB LVT MOD/UNI 600X600 PURE CLASSIC LIGHT GREY	€ 19,00
11007154	SB LVT MOD/UNI 600X600 PURE CLASSIC LIGHT NATURAL	€ 19,00
11007155	SB LVT MOD/UNI 600X600 PURE CLASSIC NATURAL	€ 19,00
11007156	SB LVT MOD/UNI 600X600 PURE INTENSE BROWN	€ 19,00
11007157	SB LVT MOD/UNI 600X600 PURE INTENSE DARK GREY	€ 19,00
11007158	SB LVT MOD/UNI 600X600 PURE INTENSE GREY	€ 19,00
11007159	SB LVT MOD/UNI 600X600 PURE INTENSE LIGHT GREY	€ 19,00
11007168	SB LVT MOD/UNI 600X600 PURE COLUMBIAN OAK 226M	€ 19,00
11007169	SB LVT MOD/UNI 600X600 PURE COLUMBIAN OAK 236L	€ 19,00
11007170	SB LVT MOD/UNI 600X600 PURE COLUMBIAN OAK 261L	€ 19,00
11007171	SB LVT MOD/UNI 600X600 PURE COLUMBIAN OAK 636M	€ 19,00
11007172	SB LVT MOD/UNI 600X600 PURE COLUMBIAN OAK 663D	€ 19,00
11007173	SB LVT MOD/UNI 600X600 PURE COLUMBIAN OAK 693M	€ 19,00
11007174	SB LVT MOD/UNI 600X600 PURE COLUMBIAN OAK 946M	€ 19,00
11007175	SB LVT MOD/UNI 600X600 PURE LIME OAK 139S	€ 19,00
11007176	SB LVT MOD/UNI 600X600 PURE LIME OAK 623M	€ 19,00
11007177	SB LVT MOD/UNI 600X600 PURE LIME OAK 693M	€ 19,00
11007178	SB LVT MOD/UNI 600X600 PURE LIME OAK 939S	€ 19,00
11007179	SB LVT MOD/UNI 600X600 PURE LIME OAK 963M	€ 19,00
11007180	SB LVT MOD/UNI 600X600 PURE LIME OAK 966D	€ 19,00
11007181	SB LVT MOD/UNI 600X600 PURE LIME OAK 979M	€ 19,00
11007182	SB LVT MOD/UNI 600X600 PURE TOULON OAK 109S	€ 19,00
11007183	SB LVT MOD/UNI 600X600 PURE TOULON OAK 236L	€ 19,00
11007184	SB LVT MOD/UNI 600X600 PURE TOULON OAK 293M	€ 19,00
11007185	SB LVT MOD/UNI 600X600 PURE TOULON OAK 619L	€ 19,00
11007186	SB LVT MOD/UNI 600X600 PURE TOULON OAK 936L	€ 19,00
11007187	SB LVT MOD/UNI 600X600 PURE TOULON OAK 976M	€ 19,00
11007188	SB LVT MOD/UNI 600X600 PURE TOULON OAK 999D	€ 19,00
11007189	SB LVT MOD/UNI 600X600 PURE ZINC 616M	€ 14,00
11007190	SB LVT MOD/UNI 600X600 PURE ZINC 679M	€ 14,00
11007191	SB LVT MOD/UNI 600X600 PURE ZINC 907D	€ 14,00
11007149	SB LVT MOD/UNI 600X600 PURE BLUESTONE DARK	€ 14,00
11007150	SB LVT MOD/UNI 600X600 PURE BLUESTONE NATURAL	€ 14,00
11007160	SB LVT MOD/UNI 600X600 PURE TERRAZZO DARK GREY	€ 14,00
11007161	SB LVT MOD/UNI 600X600 PURE TERRAZZO GREY	€ 14,00
11007162	SB LVT MOD/UNI 600X600 PURE TERRAZZO LIGHT GREY	€ 14,00
11007163	SB LVT MOD/UNI 600X600 PURE URBAN STONE DARK GREY	€ 14,00
11007164	SB LVT MOD/UNI 600X600 PURE URBAN STONE GREIGE	€ 14,00
11007165	SB LVT MOD/UNI 600X600 PURE URBAN STONE GREY	€ 14,00
11007166	SB LVT MOD/UNI 600X600 PURE URBAN STONE LIGHT GREIGE	€ 14,00
11007167	SB LVT MOD/UNI 600x600 PURE URBAN STONE LIGHT GREY	€ 14,00

marketing material



RECTO-VERSO TOPCARD SMALL DIBOND
H 850 X W 580 X T 3 MM

TOPCARD TOASTER S PURE/STYLE
PRICE ON DEMAND



toaster display (MTO)

10 POSITIONS
H 1635,5 X W 580 X D 987 MM
11002717 € 75,00

SAMPLE SET VIA SAMPLE
INVESTMENT REQUEST FORM

RECTO-VERSO TOPCARD BIG DIBOND
H 2100 X W 980 X T 3MM

TOPCARD TOASTER BIG PURE/STYLE
PRICE ON DEMAND

SAMPLE BOARDS **COMBI DISPLAY** € 4,00

11007193	SSMP LVT COMBI PURE AUTHENTIC OAK BROWN
11007194	SSMP LVT COMBI PURE AUTHENTIC OAK GREY
11007195	SSMP LVT COMBI PURE AUTHENTIC OAK HONEY
11007196	SSMP LVT COMBI PURE AUTHENTIC OAK LIGHT GREY
11007197	SSMP LVT COMBI PURE AUTHENTIC OAK NATURAL
11007198	SSMP LVT COMBI PURE CLASSIC OAK BROWN
11007199	SSMP LVT COMBI PURE CLASSIC OAK GREY
11007200	SSMP LVT COMBI PURE CLASSIC OAK LIGHT GREIGE
11007201	SSMP LVT COMBI PURE CLASSIC OAK LIGHT NATURAL
11007202	SSMP LVT COMBI PURE CLASSIC OAK NATURAL
11007203	SSMP LVT COMBI PURE INTENSE OAK BROWN
11007204	SSMP LVT COMBI PURE INTENSE OAK DARK GREY
11007205	SSMP LVT COMBI PURE INTENSE OAK GREY
11007206	SSMP LVT COMBI PURE INTENSE OAK LIGHT GREY
11007207	SSMP LVT COMBI PURE COLUMBIAN OAK 226M
11007208	SSMP LVT COMBI PURE COLUMBIAN OAK 236L
11007209	SSMP LVT COMBI PURE COLUMBIAN OAK 261L
11007210	SSMP LVT COMBI PURE COLUMBIAN OAK 636M
11007211	SSMP LVT COMBI PURE COLUMBIAN OAK 663D
11007212	SSMP LVT COMBI PURE COLUMBIAN OAK 693M
11007213	SSMP LVT COMBI PURE COLUMBIAN OAK 946M
11007214	SSMP LVT COMBI PURE LIME OAK 139S
11007215	SSMP LVT COMBI PURE LIME OAK 623M
11007216	SSMP LVT COMBI PURE LIME OAK 693M
11007217	SSMP LVT COMBI PURE LIME OAK 939S
11007218	SSMP LVT COMBI PURE LIME OAK 963M
11007219	SSMP LVT COMBI PURE LIME OAK 966D
11007220	SSMP LVT COMBI PURE LIME OAK 979M
11007221	SSMP LVT COMBI PURE TOULON OAK 109S
11007222	SSMP LVT COMBI PURE TOULON OAK 236L
11007223	SSMP LVT COMBI PURE TOULON OAK 293M
11007224	SSMP LVT COMBI PURE TOULON OAK 619L
11007225	SSMP LVT COMBI PURE TOULON OAK 936L
11007226	SSMP LVT COMBI PURE TOULON OAK 976M
11007227	SSMP LVT COMBI PURE TOULON OAK 999D



combi display

20 POSITIONS
H 1670 X W 995 X D 380 MM
11002239 € 182,00

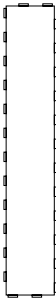
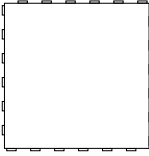
RECTO-VERSO TOPCARD FOREX
H 480 X W 975 X T 3 MM

TOPCARD COMBI PURE/STYLE

11007754	ENG	€ 11,00
11007755	FR	€ 11,00
11007757	NL	€ 11,00
11007756	DE	€ 11,00



technical guide

pure plank	pure tile
	

Total thickness	EN ISO 24346	5 mm	
Dimensions	-	1326 x 204 mm	612 x 612 mm
Thickness of the wear layer	EN ISO 24340	0,55 mm	
Click system	-	DreamClick®	
Total weight	EN ISO 23997	5,61 kg/m²	
Usage classification	EN ISO 10874	23/33/42	

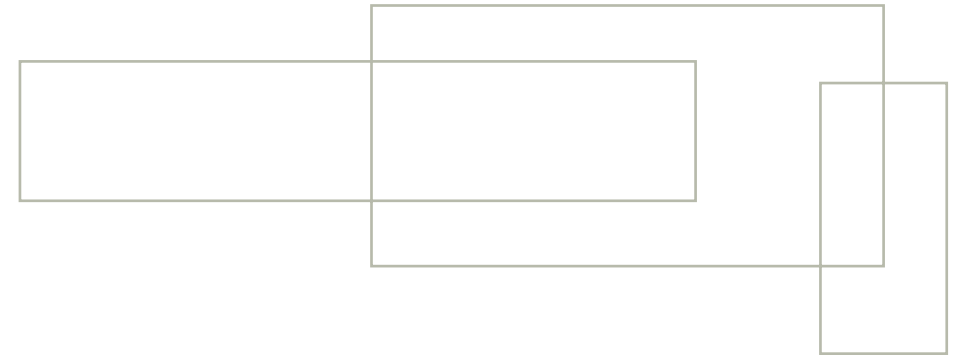
Test results

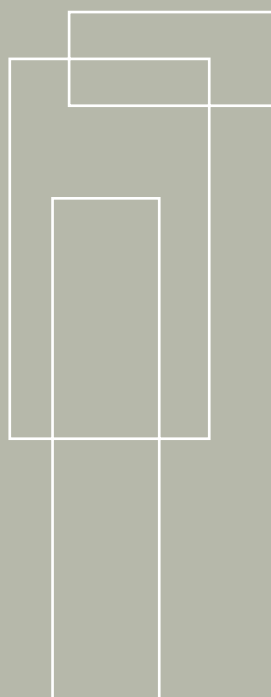
Underfloor heating	EN ISO 12524	Suitable max 27°C (80°F) electrical floorheating systems max 60 W/m²
Castor chair	EN ISO 4918	Pass
Fire resistance	EN ISO 13501-1	Bfl-s1
Chemical resistance	EN ISO 26987	OK
Residual indentation	EN ISO 24343-1	< 0,10 mm
Slip resistance	DIN 51130	R11
	EN ISO 13893	Class DS
RRL pendulum test: dry	CEN/TS 15676	53
RRL pendulum test: wet	CEN/TS 15676	34.4
Sound reduction: impact sound	EN ISO 717-2	10 dB
Reflected walking sound	EPLF 021029- F1	*** 9,2 sone
Light fastness	EN ISO 105- B02	>6
Dimensional stability	EN ISO 23999	≤ 0,15 %
Residential warranty	-	Lifetime
Commercial warranty	-	10 years
Formaldehyde	EN ISO 717-1	E1



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notes

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