

The **Original**  
**Rigid**  
**Core** Floor...



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



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



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# The Strongest Waterproof Floor...

FirmFit is your premier destination for flooring that combines durability with elegance, fit for when life happens. Our brand is synonymous with quality, innovation, and style, making us the preferred choice for homeowners and designers alike. With a focus on cutting-edge technology and premier materials designed to withstand the rigors of daily life while maintaining their beauty for years to come. We prioritize sustainability, our manufacturing processes adhere to strict environmental standards.

Whether you're renovating your home, upgrading your office, or designing a commercial space, FirmFit offers a wide range of designs, colors, and textures to suit your style and preferences. Experience FirmFit for flooring that's stylish, durable, and fit for every moment of life.

**RESISTANT  
TO HEAT AND  
SUNLIGHT**

**100%  
WATERPROOF**

**RIGID  
LIMESTONE  
BASED CORE**

**SEAMLESS  
LARGE AREA  
INSTALLATION**

*Fit for  
when life  
happens...*

**NATURTREND**  
THE LOOK OF  
NATURE  
WITH THE ULTIMATE  
PROTECTION

**CORK  
PRE-ATTACHED  
BACKING**

**EXTRA  
RESISTANT TO  
INDENTATIONS**

**FAST & EASY  
TO INSTALL**



# Plank Construction



## MULTI-LAYER QUARTZ ENHANCED URETHANE FINISH

Giving FirmFit its extra resistance to heavy foot traffic, scuffs and micro-scratches

## DEEP STRUCTURED DECORATIVE LAYER

Providing realistic hardwood / tile look & feel

## RIGID LIMESTONE-BASED COMPOSITE CORE

- 100% Waterproof
- Rigid and stable
- Indentation resistant

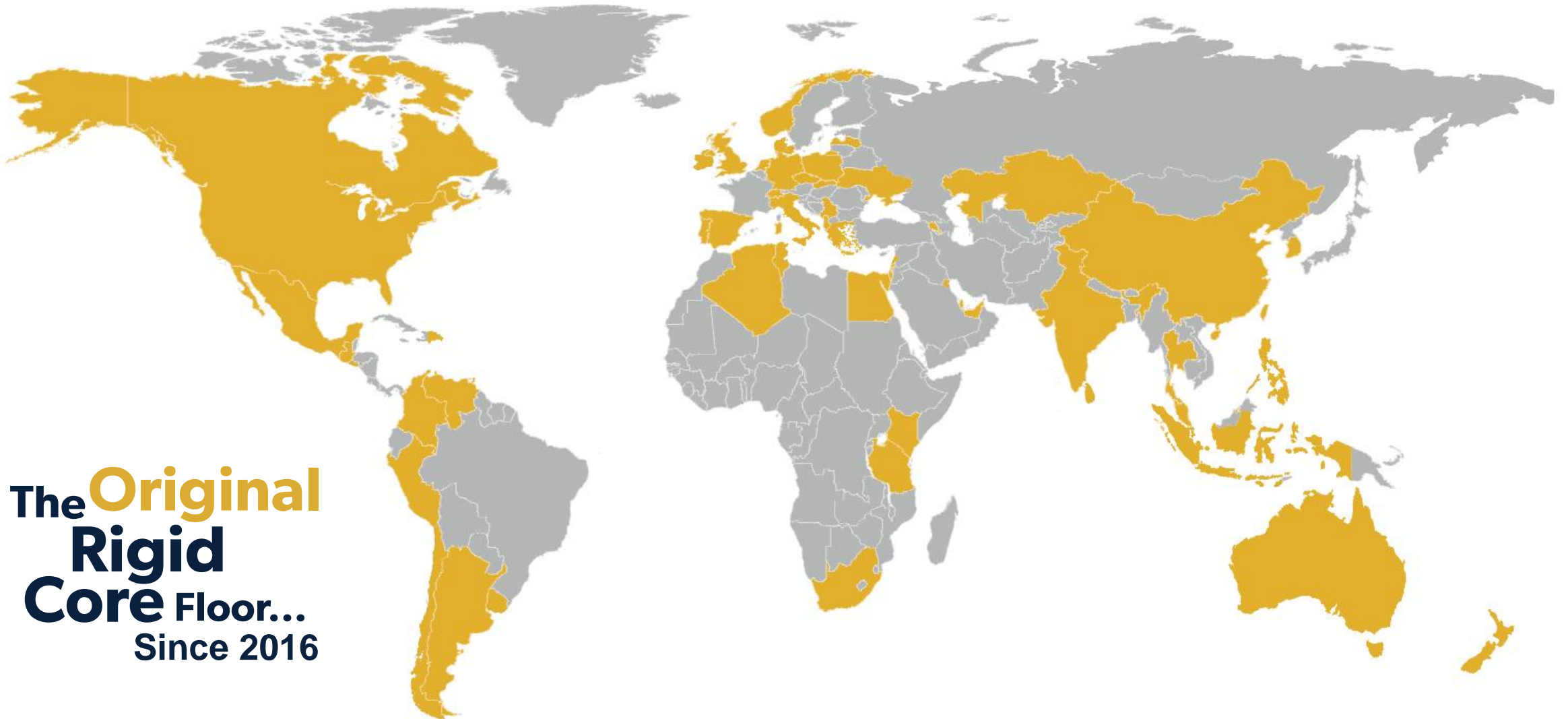
## PRE-ATTACHED BACKING

For additional comfort and sound barrier and sound absorption

The Original  
Rigid  
Core Floor...



# A Vast Network of FirmFit Presence



**The Original  
Rigid  
Core Floor...  
Since 2016**

# Specialties



The Look of Nature  
with the Ultimate  
Protection

Ultra  
Matte  
tech



Best lead time

Less Material  
Less Weight  
More Performance

Be-Lite<sup>®</sup>

Cork  
Backing

Allows to save up to  
15 kg of the plastic

Safety and  
Sustainability



Match  
Mate  
Program

Click  
Glue-Down



# Ultra Matte Tech Finish



The ultimate natural look under all conditions with no compromise on performance. Introducing our new Ultra Matte tech Finish!

- **Consistent sheen** at different angles
- A matte look **that lasts** even after wear and tear
- Ideal for **large commercial installations**
- Best-in-class **stain and traffic resistance**
- **Embossed in Register** for a realistic look and feel



CLICK ON THE PLAY  
BUTTON  
TO WATCH THE  
VIDEO



Ultra Matte tech Finish  
Vinyl never looked SO real

Standard Vinyl

Ultra  
Matte  
tech



# Ultra Matte: Consistency is Key



The result: Consistent sheen at different angles and no differences between planks & batches. The perfect natural look for your home!

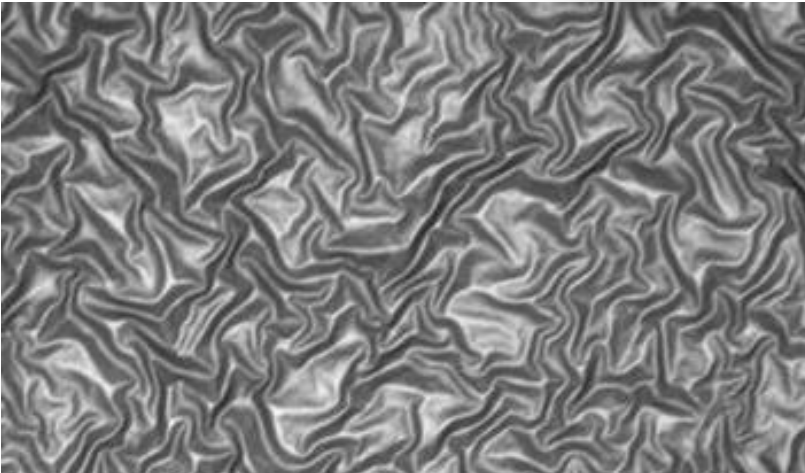
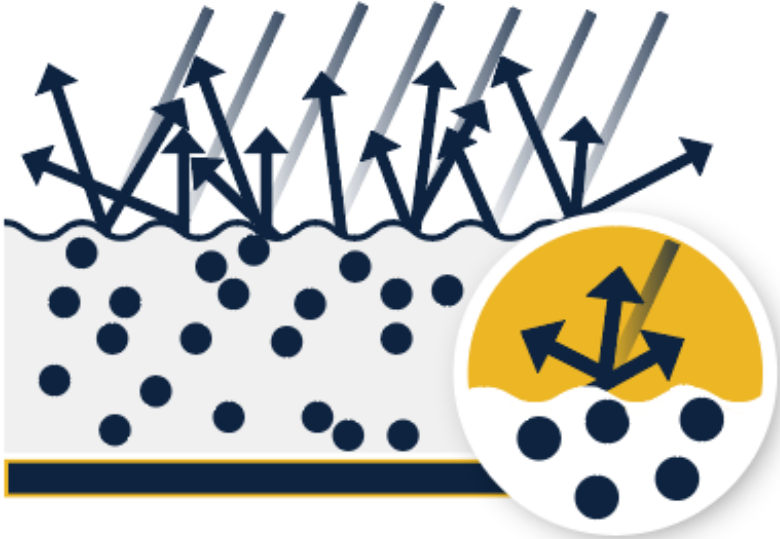
Not much of a difference?



Check again at different angles...



# Ultra Matte Finish



*Microscope view of Ultra Matte Finish*

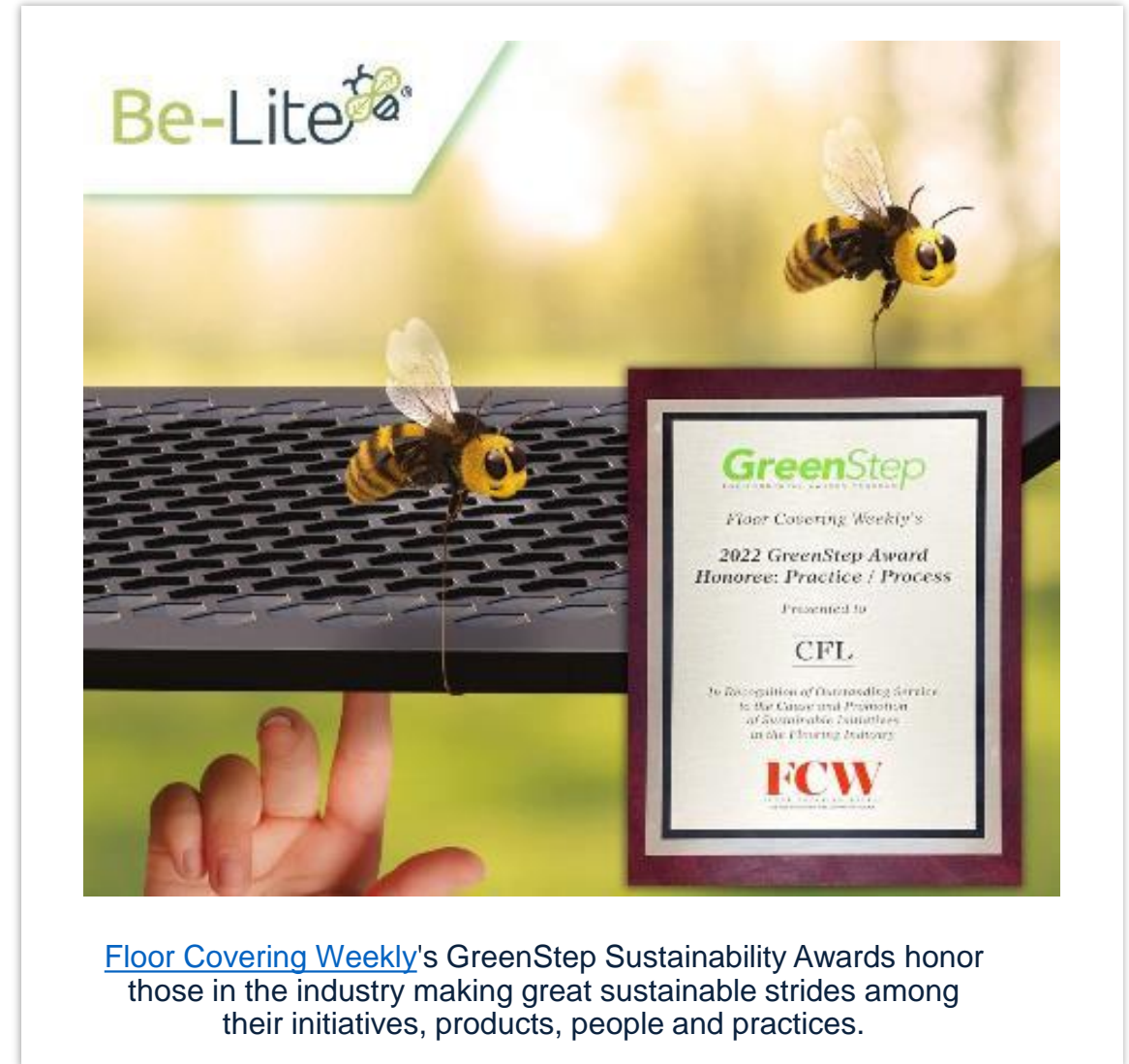
**Our new Ultra Matte Finish provides the ultimate natural look, under all conditions, with no compromise on performance**

Ultra Matte Finish is designed to reduce light reflection under any angle, creating a finish that remains consistent even after heavy wear and tear

# Be-Lite Takeaways



- Be-Lite is an award-winning thermoforming technology for SPC panels that, depending on the panel's thickness, uses up to 20% less raw materials during the panel core manufacturing process.
- The resulting lighter SPC panels maintain optimum performance reducing a panel's total manufacturing raw material costs as well as decreasing transport costs significantly.
- There are no extra offcuts with this process and the offcuts that exists are 100% re-used.
- So there is no waste with this new technology and up to 25% of the material is pre-consumer recycled content!



[Floor Covering Weekly's](#) GreenStep Sustainability Awards honor those in the industry making great sustainable strides among their initiatives, products, people and practices.



# When Green Happens



## GOOD FOR YOU AND THE ENVIRONMENT

We test our products at both our own and independent certified labs on a regular basis, making sure our products meet the requirements of the most rigorous tests and are good for both you and the environment.



## Extremely Low VOC ! Safe & Environmentally Friendly!

FirmFit is **GREENGUARD Gold** and **IAC Gold** (including AgBB, M1, French VOC A+, Belgian VOC label and Blue Angel) certified, insuring it complies with the criteria for indoor air emissions of VOCs and is safe to use in any indoor environment, including schools and healthcare facilities.



FirmFit has been awarded the **Assure certificate**, which means the floors are manufactured to the highest standards, feature low VOC emissions and are free of heavy metals, ortho-phthalates and other harmful content.



0% wood elements are used in the production process of the FirmFit.



# Cork Backing



Cork backings allows  
to save up to

**15** Kg  
of the plastic

your typical flooring underlay  
would use for a 100sqm  
install!



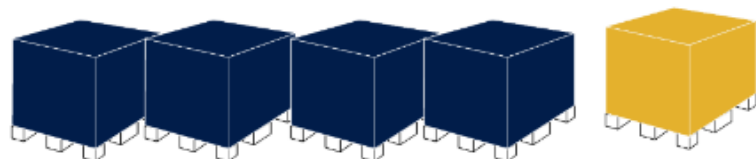
# Quickship Program



1

## BEST MOQ

1 pallet per SKU for 20ft ctn



3

## BEST PRODUCT

With synchronized embossed in register SPC



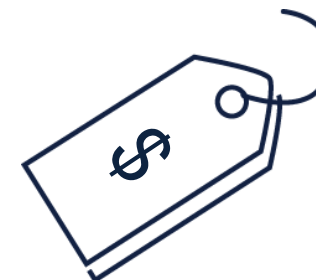
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## BEST LEAD TIME



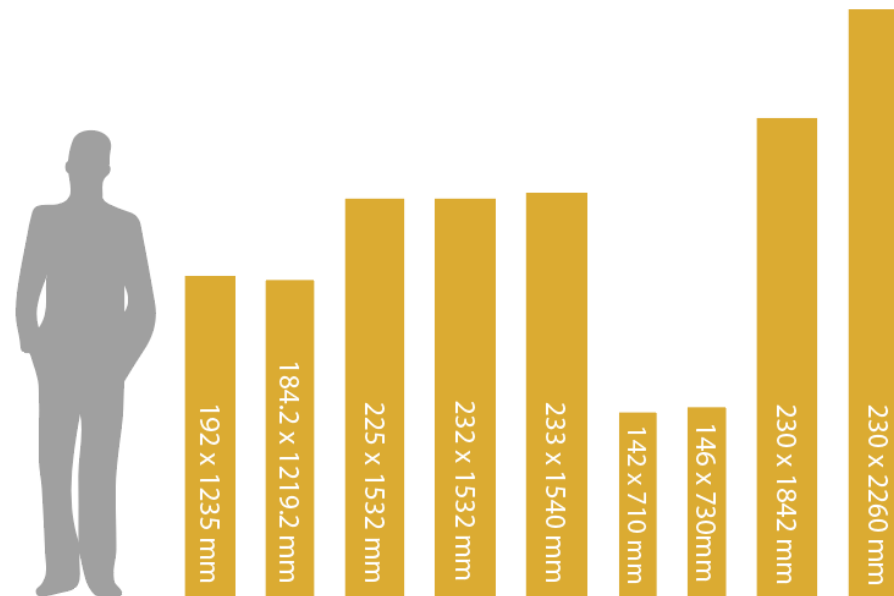
4



## BEST VALUE





# FirmFit Original NaturTrend Collections



Product	Click / Glue Down	Product size	Thickness	Surface	Gloss	Bevel	Lock	Wear layer	Finish	Be-Lite
Nature (12)	Click	192 x 1235 mm	5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	Cut Bevel	Angle-Tight	0.55mm	Ultra Matte Tech SE+	Solid
	Glue Down	184.2 x 1219.2 mm	2.5mm	Deep Embossed	3±1%		Glue-Down			
 Nature Classic (8)	Click	225 / 232 x 1532 mm	5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	Painted Bevel	Angle-Tight	0.55mm		Solid
	Glue Down	233 x 1540 mm	2.5mm	Hot Press EIR	3±1%	Cut Bevel	Glue-Down			
 Nature Herringbone (4)	Click	142 x710 mm	5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	Painted Bevel	Angle-Drop	0.55mm		Solid
	Glue Down	146 x730 mm	2.5mm	Hot Press EIR	3±1%	Cut Bevel	Glue-Down			
Nature Timeless One Piece Herringbone (4)	Click	142 x 710 mm	6.5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	EU Pressed Bevel	One Piece Herringbone	0.55mm		Solid
 Nature Timeless (9)	Click	232 x 1532 mm	6.5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	EU Pressed Bevel	Angle-Tight	0.55mm		
	Glue Down	233 x 1540 mm	2.5mm	Hot Press EIR	3±1%	Cut Bevel	Glue-Down			
 Nature XL (12)	Click	230 x 1842 mm	6.5 (incl. 1mm Cork)	EXT EIR / U Embossed	3.5±0.5%	Painted Bevel	Angle-Tight	0.55mm		Overall Waffle
MTL (6)	Click	192 x 1235 mm	5 (incl. 0.8mm High Density IXPE)	EXT EIR	3.5±0.5%	EU Pressed Bevel	Angle-Angle	0.55mm		Solid
	Glue Down	191 x 1235 mm					2.5mm			
Grand (7)	Click	230 x 2260 mm	7.5 (incl. 1mm IXPE-C)	EXT EIR	3.5±0.5%	Painted bevel	Angle-Tight	0.7 mm		Overall Waffle

# Nature Timeless

Collection



# Nature Timeless

## Collection







EWH-7261  
EWH-7261GD



EWH-7262  
EWH-7262GD



EWH-7263  
EWH-7263GD



EWH-7264  
EWH-7264GD



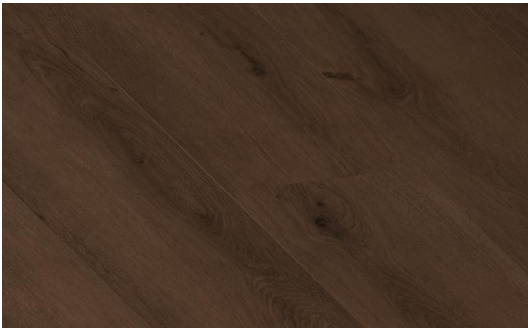
EWH-7265  
EWH-7265GD

Click / Glue Down	Product size	Thickness	Surface	Gloss	Bevel	Lock	Wear layer	Finish	Be-Lite
Click	232 x 1532 mm	6.5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	EU pressed bevel	Angle-Tight	0.55mm	Ultra Matte SE+	Overall Waffle
Glue Down	233 x 1540 mm	2.5mm	Hot Press EIR	3±1%	Cut Bevel	Glue-Down			Solid



EWH-7266

EWH-7266GD No Quickship



EWH-7268

EWH-7268GD



EWH-7023

EWH-7023GD



EWH-7588

No Quickship

Click / Glue Down	Product size	Thickness	Surface	Gloss	Bevel	Lock	Wear layer	Finish	Be-Lite
Click	232 x 1532 mm	6.5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	EU pressed bevel	Angle-Tight	0.55mm	Ultra Matte SE+	Overall Waffle
Glue Down	233 x 1540 mm	2.5mm	Hot Press EIR	3±1%	Cut Bevel	Glue-Down			Solid



# Nature Timeless

## Packing



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1532 x 232 x 6.5 mm (Incl. 1 mm Pre-attached Cork Backing)

Wear Layer: 0.55 mm, 6 pcs = 2.13 m<sup>2</sup>

Production Batch:

Production Date:







THANK YOU