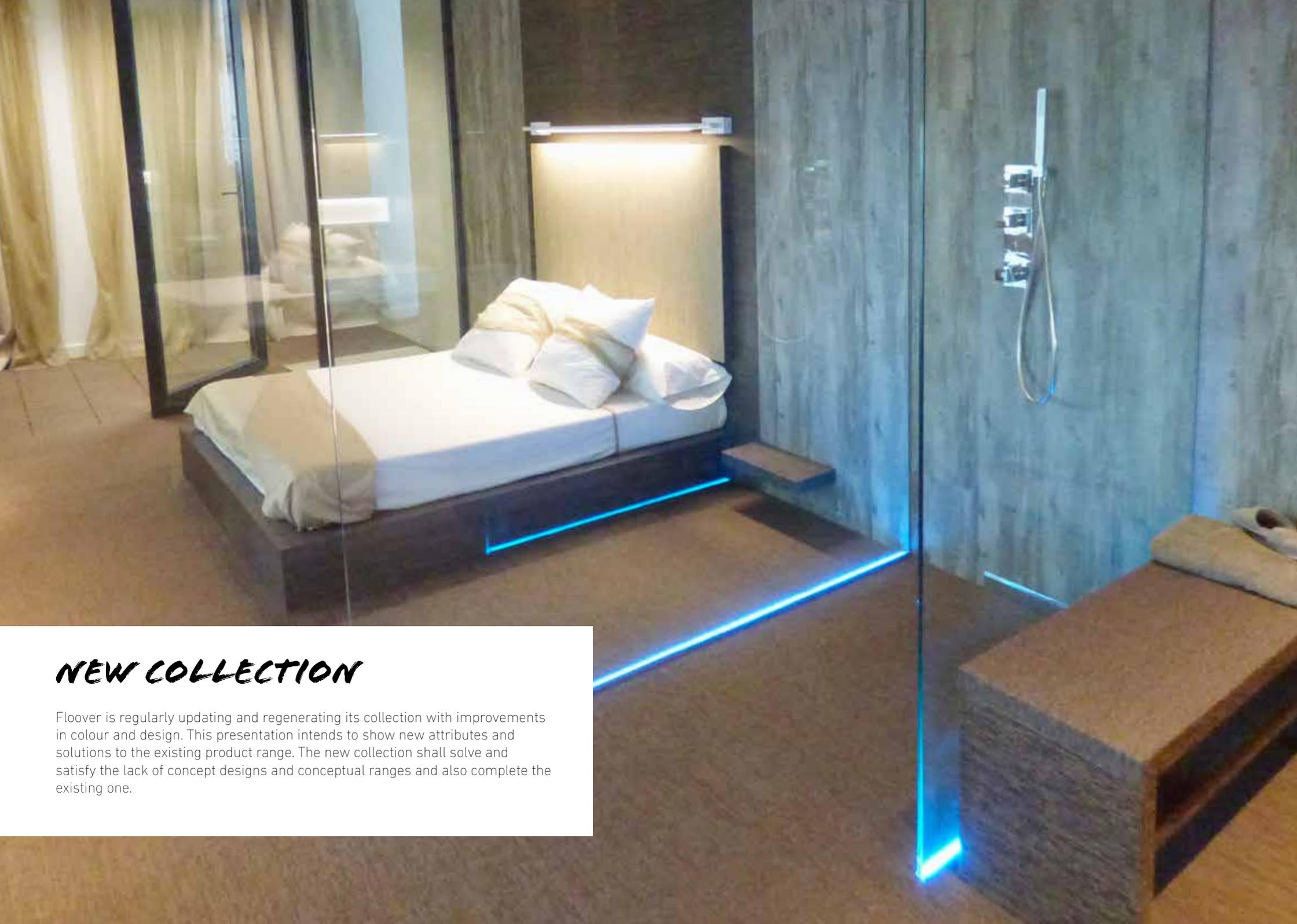


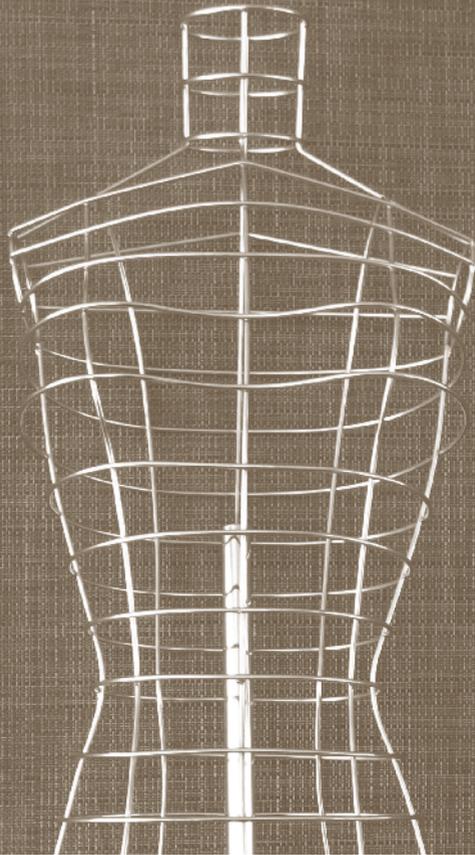


# THE EVOLUTION OF ELEGANCE



## ***NEW COLLECTION***

Floover is regularly updating and regenerating its collection with improvements in colour and design. This presentation intends to show new attributes and solutions to the existing product range. The new collection shall solve and satisfy the lack of concept designs and conceptual ranges and also complete the existing one.



## TRENDS & FASHION

Based on the demand and previous studies, the new collection incorporates the following lines:

- URBAN: a clean and neat design without knots.
- LUXURY: an exclusive line with precious wood designs.
- NATURAL: beautiful designed natural textures.
- LONGBOARD: a new format with bigger plank size.
- WOVEN DECKING: a revolutionary woven product for outdoor areas.

The new collection gives a range of new colors to convey the current fashion and trends.



## LOGISTIC IMPROVEMENTS

The new collection shall incorporate as much as new colours as possible and, whenever possible, new formats.

Designing our own range lead us to direct film control avoiding dependence of exclusive LVT suppliers. Floover shall have more variety within the same range having less repetition. A range with a 1.8m long plank, an exclusive collection of 1,5 mm (0,3) instead of 1,8 (0,3), and a supercoating feature, which is all meant to have an improvement on the product and an impact on the price conditions.



## **GOALS**

The new designs and lines for the new material will be available from December 2015. The new collection has been decided for orders to be confirmed by the end September 2015. Marketing tools and solutions will also be presented in our showroom in Barcelona, available by the end of November.

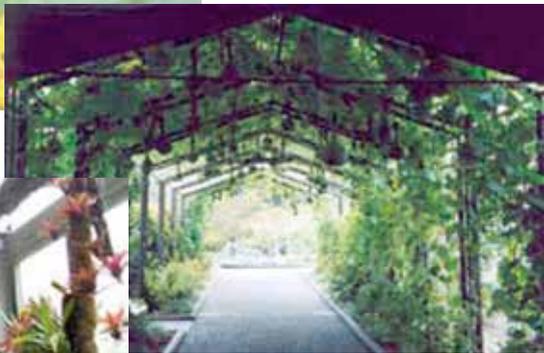
## **PRODUCT IMPROVEMENT**

Increasing the number of different patterns and lines based on different concepts: Floover follows the trend to longer and narrower planks for wood designs (1235x230mm), keeping rectangular size for the tiles in non-wooden lines. Supercoating, as previously mentioned, is a key feature and so are the different embossings with the improvements; texturized and handscraped surfaces.

The image shows the interior of a large, ornate greenhouse. The structure is made of dark metal frames and glass panes, with a high, vaulted ceiling. The floor is filled with a variety of lush green plants, including tall stalks, leafy herbs, and hanging pots. The lighting is bright and natural, coming from the large windows. The word "Natural" is written in a white, elegant cursive font across the upper portion of the image.

# Natural

Natural is a collection based and created from the respect for nature. This is why the installation is intended to recreate a space emulating a botanical garden or greenhouse - with the main inspiration taken from Schmetterlinghaus and the Hofburg Palace in Vienna. It is all about creating a green and natural environment that emphasizes noble materials on which this new collection is based. It also evokes the "green" nature of Floover brand and its commitment and respect for nature. Inspired also from Raul del Sol art, the whole idea of having this piece of nature here helps us to strengthen this dialogue between the Earth and us. Our planet, our source of inspiration.



NATURAL

# Raul Del Sol

Coldness, distance and metamorphosis are characteristics that captivate me from insects. Thoroughness, sense of observation and worship to the tiniest detail belong to entomologists. What I look for with my work is to merge both.



NEW  
COLLECTION  
2016

original  
**NATURAL**



NT1201  
White Washed



NT1202  
Grey Oak



NT1203  
Volcano



NT1204  
White Oak



NT1205  
Natural Oak

Measurements: 1235 x 230 mm  
Wear Layer Thickness: 0,3 mm



Urban is born as a response to a need from the inhabitants in our cosmopolitan cities and its hotels and apartments. Focused in London as the clear example of this - the bustling city, one of the three most visited in Europe together with Rome and Barcelona, is the largest and in the group of the most visited in the world. The items of this Urban range then take their reference names from four of the most emblematic and elegant neighborhoods. That is why the elongated layout has been used for our exhibition space. Iconic buildings and typical housing arise to recreate a Street of London. Signs and silhouettes that depict the city's atmosphere enable us to feel in the middle of London's urban center.



# Urban

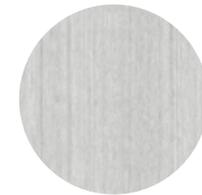


URBAN



NEW  
COLLECTION  
2016

original  
**URBAN**



UB1206  
Kensington



UB1207  
Chelsea



UB1208  
Knightsbridge



UB1209  
Belgravia

Measurements: 1235 x 230 mm  
Wear Layer Thickness: 0,3 mm

# Luxury

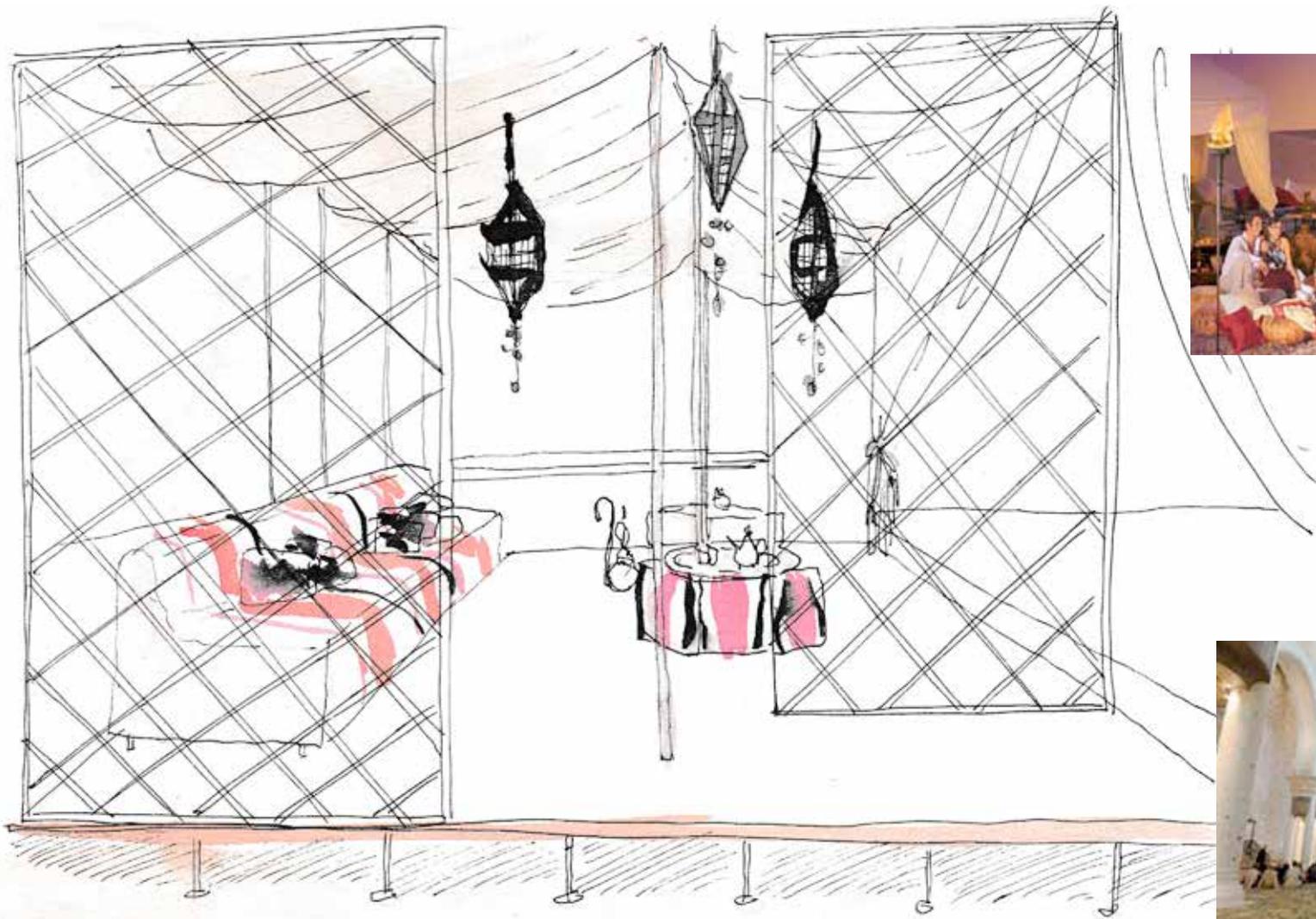
As its name suggests, it is a Luxury range conceived from a more and more demanded perspective. Currently the luxury market is undeniably linked to the middle eastern countries. These regions and their prominent cities are clear references of what luxury is and have inspired us as to develop this new range for the collection 2016.

An installation concept based on a traditional Arab wedding considered one of the most intimate and opulent moments.

In the Arab world, a marriage is intended to introduce the lovely couple in marriage to society in the same way we present this new range to the world.

Minimal and representative elements such as the fabrics to close the whole area, coffee or tea tables with trays, teapots, and hookahs covered with fabric, sofas and cushions that invite the visitor to sit and talk.

Warm colours, glossy, gold, candles and lightning provide a warm and inviting atmosphere.



LUXURY



NEW  
COLLECTION  
2016

original  
**LUXURY**



LX1210  
Chesnut



LX1211  
Walnut Grey



LX1212  
Walnut



LX1213  
Maple

Measurements: 1235 x 230 mm  
Wear Layer Thickness: 0,3 mm

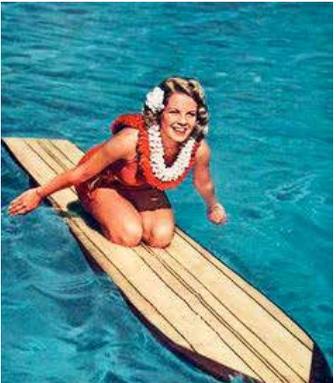
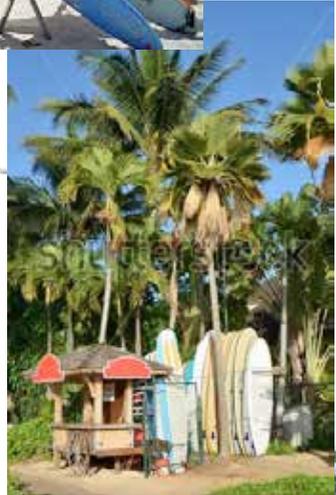
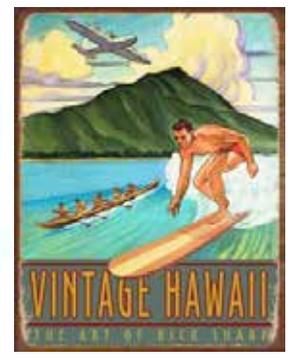




# LONGBOARD

This new range is inspired by Duke Paoa Kahinu Mokoe Hulikohola Kahanamoku (August 24, 1890 – January 22, 1968), a native Hawaiian competition swimmer, who is widely credited for popularizing the ancient Hawaiian sport of surfing.

And the longboard or a surfboard used at the time. The elongated platforms were used in the sport of surfing. Surfboards are relatively light, but are strong enough to support an individual standing on them while riding a breaking wave; they were usually made of wood from local trees, such as koa, and were often over 5m in length. With numerous improvements in material and shape Floover has achieved a 1.80m plank with all the advantages that design offers.



NEW  
COLLECTION  
2016

long  
**LONGBOARD**



LB9001  
Motokai



LB9002  
Gardner



LB9003  
Necker



LB9004  
Laysan

Measurements: 1800 x 230 mm  
Wear Layer Thickness: 0,3 / 0.5 mm

The strength and durability of the range is the best feature it offers. Inspiration comes from the genuine rocks from the core of the mountains in Switzerland, evoking the pureness and the essence of the materials as a PLUS-product. The main concept is to get the diamond out of the charcoal.

# PLUS





group  
**PLUS**

Measurements: 620 x 450 mm  
Wear Layer Thickness: 0.55 mm



IRT2005  
Iron



IRT2006  
Iron Gold



CMT2008  
Cement White



CMT2007  
Cement Silver



WDT2001  
Wood Wenge



WDT2002  
Wood White



WDT2004  
Industrial Brown



WDT2003  
Industrial Grey



CRT2104  
Black Slate

Woven is the perfect choice for outdoor environments: creativity, originality and innovation arising from the exclusive project, Woven allow to design outdoor areas with expertise, professionalism and strong creative identity. Thanks to modern and innovative components, Woven sets a new reference model that revolutionizes the charming world of outdoor floorings. Woven Decking is an outdoor flooring which, combining exclusive colors with wide planks, gives color and originality even to the most simple location.

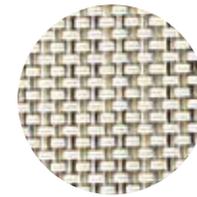
Woven Decking is able to perfectly combine the inimitable elegance of textile stripes with the safety of an installation with screws on autoclave-treated pine support beam.

decking

**WOVEN**



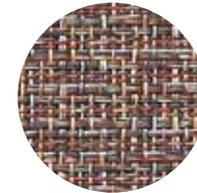
Measurements: 2000 x 95 mm  
Wear Layer Thickness: 2.2 mm



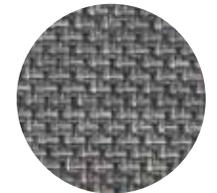
WV4008  
Bold Beige



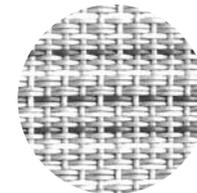
WV4006  
Tranquility



WV4007  
Spice



WV4010  
Reflection



WV4017  
White Stitch



WV4018  
Ecru Hem



WV4019  
Grey Stitch

original

# SEQUOIA



## THE NATURAL CHOICE



SQ1801  
Ancient Oak



SQ1805  
Oak Limewashed



SQ1806  
Aspen Oak



SQ1807  
Ash



SQ1808  
Barrel Grey



SQ1809  
Excelsior Grey

Measurements: 1230 x 225 mm  
Wear Layer Thickness: 0,3 mm



Measurements: 915 x 305 mm  
Wear Layer Thickness: 0,3 mm

original

# COUNTRY



CT1702  
Tradition Classic



CT1703  
Tradition Lime Washed



CT1704  
Tradition Authentic



CT1706  
Rustic Old



CT1707  
Rustic Natur



CT1708  
Rustic Light

**THE POWER OF TRADITION**

original  
**WOOD**



WD1003  
Wenge



WD1004  
White Grey



WD1005  
Jatoba



WD1006  
Maple



WD1007  
Oak Grey



WD1009  
Oak White

Measurements: 915 x 305 mm  
Wear Layer Thickness: 0,3 mm

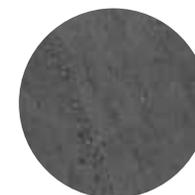




original  
**STONE**



CR1102  
Ceramic Perla



CR1103  
Ceramic Antracita



CM1304  
Cement Dark



CM1305  
Cement Grey



CM1306  
Concrete Dark



CM1307  
Concrete Light

Measurements: 620 x 450 mm  
Wear Layer Thickness: 0,3 mm

Measurements: 620 x 450 mm  
Wear Layer Thickness: 0,3 mm



original  
**LEATHER**



LE1601  
Leather Black



LE1602N  
Leather Brown

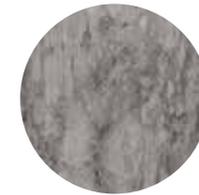


LE1603  
Leather Crocodile

original  
**METALLIC**



Measurements: 620 x 450 mm  
Wear Layer Thickness: 0,3 mm



MT1401  
Metallic Silver



MT1404  
Metallic Swing

synchro  
**ENDLESS**



SC3013  
Endless Old



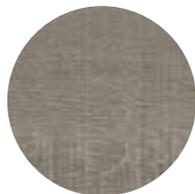
SC3014  
Endless Antique



SC3015  
Endless Real



SC3016  
Endless Ice



SC3017  
Endless Modern



SC3018  
Endless Warm

Measurements: 1230 (x2) x 305 mm x 2  
Wear Layer Thickness: 0,55 mm





synchro  
**RUSTIC**



SC3001  
Rustic Oak Moscow



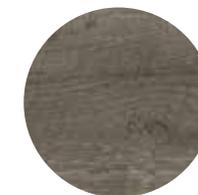
SC3002  
Rustic Oak Stockholm



SC3003  
Rustic Oak Zurich



SC3004  
Rustic Oak Amsterdam



SC3005  
Rustic Oak Berlin



SC3006  
Rustic Oak Dublin

Measurements: 1230 x 225mm  
Wear Layer Thickness: 0,55 mm

synchro  
**PLANK**



SC3007  
Plank Harmony Dark



SC3008  
Plank Harmony Accent



SC3009  
Plank Harmony White



SC3010  
Plank Harmony Light



SC3011  
Plank Harmony Grey



SC3012  
Plank Harmony  
Classic



Measurements: 1230 x 305 mm  
Wear Layer Thickness: 0,55 mm

NEW  
COLLECTION  
2016  
AVAILABLE  
NOVEMBER 2016

original

# NATURAL



NT1201  
White Washed



NT1202  
Grey Oak



NT1203  
Volcano



NT1204  
White Oak



NT1205  
Natural Oak

---

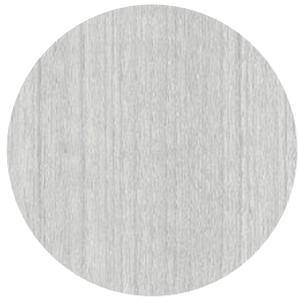
Plank size: 1235 x 230 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.6 mm

Different pattern: 8x2 designs  
Coating: Supercoating  
Embossing: Texturized  
Loose Lay solution: 5mm

NEW  
COLLECTION  
2016  
AVAILABLE  
NOVEMBER 2016

original

# URBAN



UB1206  
Kensington



UB1207  
Chelsea



UB1208  
Knightsbridge



UB1209  
Belgravia

---

Plank size: 1235 x 230 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.6 mm

Different pattern: 4x2 designs  
Coating: Supercoating  
Embossing: Handscrapped  
Loose Lay solution: 5mm

NEW  
COLLECTION  
2016  
AVAILABLE  
NOVEMBER 2016

original

# LUXURY



LX1210  
Chesnut



LX1211  
Walnut Grey



LX1212  
Walnut



LX1213  
Maple

---

Plank size: 1235 x 230 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.6 mm

Different pattern: 4x2 designs  
Coating: Supercoating  
Embossing: Handscraped  
Loose Lay solution: 5mm

NEW  
COLLECTION  
2016  
AVAILABLE  
NOVEMBER 2016

long

# LONGBOARD



LB9001  
Molokai



LB9002  
Gardner



LB9003  
Necker



LB9004  
Laysan

---

Plank size: 1800 x 230 mm  
Wear Layer Thickness: 0.3 / 0.55 mm  
Total Thickness: 1.6 mm

Different pattern: 4x2 designs  
Coating: Supercoating  
Embossing: Handscraped

group

# PLUS



IRT2005  
Iron



IRT2006  
Iron Gold



CMT2008  
Cement White



CMT2007  
Cement Silver



CRT2104  
Black Slate



WDT2001  
Wood Wenge



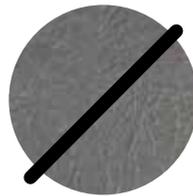
WDT2002  
Wood White



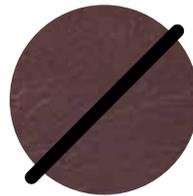
WDT2003  
Industrial Grey



WDT2004  
Industrial Brown



LET2402  
Leather Grey



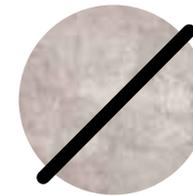
LET2403  
Leather Red



CRT2101  
Ceramic Grey



CRT2102  
Ceramic Beige



CRT2103  
Grey Marble

original

## LEATHER

original

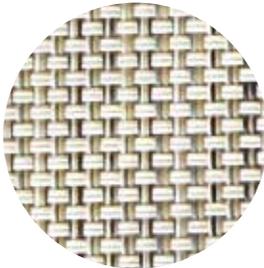
## CERAMIC

Plank size: 620 X 450 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.5 mm

Different pattern: 2x2 designs  
Coating: Coating  
Embossing: Cement / Iron / Wood

decking

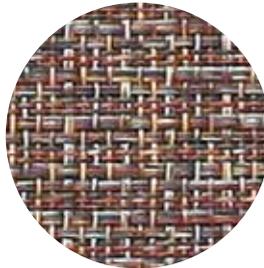
# WOVEN



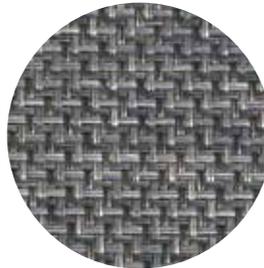
WV4002  
Bold Beige



WV4006  
Tranquility



WV4007  
Spice



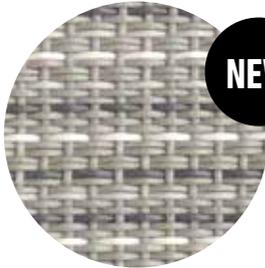
WV4010  
Reflection



WV4017  
White Stitch



WV4018  
Ecru Hem



WV4019  
Grey Stitch

---

Plank size: 2000 x 95 mm  
Wear Layer Thickness: 2.2 mm  
Total Thickness: 2.2 mm

Embossing: Vinyl textile

original

# SEQUOIA



SQ1801  
Ancient Oak



SQ1805  
Oak Limewashed



SQ1806  
Aspen Oak



SQ1807  
Ash



SQ1808  
Barrel Grey



SQ1809  
Excelsior Grey



SQ1802  
Pastel Oak



SQ1804  
Smoked Oak



SQ1803  
Red Oak

---

Plank size: 1230 x 225 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.8 mm

Different pattern: 4x2 designs  
Coating: Coating  
Embossing: Wood

original

# COUNTRY



CT1702  
Tradition Classic



CT1703  
Tradition Lime  
Washed



CT1704  
Tradition  
Authentic



CT1706  
Rustic Old



CT1707  
Rustic Natur



CT1708  
Rustic Light



CT1701  
Tradition  
Smoked



CT1705  
Rustic Dark



CT1709  
Vintage

---

Plank size: 915 x 305 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.8 mm

Different pattern: 2x2 designs  
Coating: Coating  
Embossing: Wood

original  
**WOOD**



WD1003  
Wenge



WD1004  
White Grey



WD1005  
Jatoba



WD1006  
Maple



WD1007  
Oak Grey



WD1009  
Oak White



WD1002  
Green Grey



WD1001  
Antic



WD1008  
Oak Black

---

Plank size: 915 x 305 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.8 mm

Different pattern: 2x2 designs  
Coating: Coating  
Embossing: Wood

original  
**STONE**



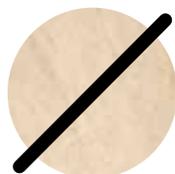
CR1102  
Ceramic Perla



CR1103  
Ceramic Antracita



CR1101  
Ceramic Grey



CR1104  
Ceramic Beige



CM1304  
Cement Dark



CM1305  
Cement Grey



CM1301  
Cement Brown



CM1302  
Cement White



CM1306  
Concrete Dark



CM1307  
Concrete Light

original  
**CERAMIC**

original  
**CEMENT**

Plank size: 620 X 450 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.5 mm

Different pattern: 2x2 designs  
Coating: Coating  
Embossing: Concrete / Cement / Ceramic

original

# LEATHER



LE1601  
Leather Black



LE1602N  
Leather Brown



LE1603  
Leather Crocodile

original

# METALLIC



MT1401  
Metallic Silver



MT1404  
Metallic Swing



MT1402  
Metallic Cooper



MT1403  
Metallic Black

---

Plank size: 620 x 420 mm  
Wear Layer Thickness: 0.3 mm  
Total Thickness: 1.5 mm

Different pattern: 2x2 designs  
Coating: Coating  
Embossing: Coating

synchro

# ENDLESS



SC3013  
Endless Old



SC3014  
Endless Antique



SC3015  
Endless Real



SC3016  
Endless Ice



SC3017  
Endless Modern



SC3018  
Endless Warm

---

Plank size: 1230 (x2) x 305 mm  
Wear Layer Thickness: 0.55 mm  
Total Thickness: 2.05 mm

Different pattern: 6x2 designs  
Coating: PU Coating  
Embossing: Wood synchronized

synchro

# RUSTIC



SC3001

Rustic Oak Moscow



SC3002

Rustic Oak Stockholm



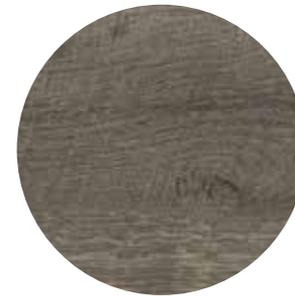
SC3003

Rustic Oak Zurich



SC3004

Rustic Oak Amsterdam



SC3005

Rustic Oak Berlin



SC3006

Rustic Oak Dublin

---

Plank size: 1230 x 225 mm  
Wear Layer Thickness: 0.55 mm  
Total Thickness: 2.05 mm

Different pattern: 4x2 designs  
Coating: PU Coating  
Embossing: Wood synchronized

synchro

# PLANK



SC3007

Plank Harmony Dark



SC3008

Plank Harmony Accent



SC3009

Plank Harmony White



SC3010

Plank Harmony Light



SC3011

Plank Harmony Grey



SC3012

Plank Harmony  
Classic

---

Plank size: 1230 x 305 mm  
Wear Layer Thickness: 0.55 mm  
Total Thickness: 2.05 mm

Different pattern: 3x2 designs  
Coating: PU Coating  
Embossing: Wood synchronized

# goals & advantages

- Film development and design control
- New roller for the natural collection exclusive for floover
- Mix of two films; for each design twice to increase diversity of planks
- Supercoating features
- Maine IMO formulation standard
- Product thickness from 1.6 - 1.8 - 2 cm

# marketing

3 new marketing tools

1



## Collection 2016 box:

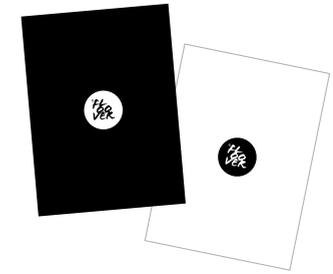
- Flexible quantity of decors to present the new collection
- In future selected unlimited collection for the distributor

2

## New whole collection book.



3



## New catalogues set:

Set of new catalogues LVT and Woven (Yin-Yang concept)

# price & conditions

## NATURAL, URBAN LUXURY RANGES

Existing Price List for the  
Original Country, Wood, etc.

## LONG BOARD RANGE

Existing Price List  
as for Sequoia (0.3)  
and plus (0.55)



Catalogues set 3€



Box 40€



Book 50€

DELIVERY  
TIME:  
DECEMBER  
2015

# launching offer

Conditions for orders confirmed before the end of the year.

**-15%**

**For full Truck/Container**

(1 pallet per colour  
minumum order)

**-10%**

**10-pallet order**

(1 pallet per colour  
minumum order)

**-5%**

**<10-pallet order**

**Marketing tools free of charge for every pallet ordered:**



**10 set of catalogues**

Delivery time: December 2015



**1 Collection 2016 Box**

Delivery time: December 2015



**1 Whole Collection Book**

Delivery time: January 2016

# special thanks



**LOLO ATECA**  
[www.loloateca.com](http://www.loloateca.com)



**RAUL DEL SOL**  
[www.rauldelsol.es](http://www.rauldelsol.es)



**TÅÅNDEM**  
[www.taandem.com](http://www.taandem.com)



**ANA LOPEZ  
DE LA CASA**  
[www.analopezdelacasa.com](http://www.analopezdelacasa.com)



**CREATIUS**  
[www.creatius.cat](http://www.creatius.cat)

# THANK YOU

*FOR YOUR ATTENTION!*

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**FLOOVER WORLD SL.**

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