

Primer

LUXURY VINYL TILES





Matera Stone 46931

Content

TABLE

#01	Introducing Primero	#05	The perfect finish
	p. 5		p. 12
#02	Why choose Primero?	#06	Looks
	p. 7		p. 14
#03	Primero, a quality multi-layered floor	#07	Meet IVC Group
	p. 8		p. 32
#04	Installation	#08	Technical specifications
	p. 10		p. 34

Introducing

PRIMERO

Luxury Vinyl Tiles (LVT) floors are a popular choice in homes because of the numerous benefits they offer. The durable vinyl planks and tiles consist of different layers, each one offering a specific characteristic. Developed and made in Belgium, Primero comes with the well-known benefits of LVT flooring: comfort, softness and warmth, while providing a seven-layer floor that can withstand everyday family use.

Our design team went the extra distance to create an accessible collection: a wide range of natural wood and stone effects in appealing shades ensures that Primero can be enjoyed in every style of home.

“

Made in Belgium, this quality floor is comfortable, durable, and a delight to the eye.

”



Why choose Primero?

BENEFITS OF PRIMERO

Soft, warm and quiet, Primero is a floor that makes everyone feel comfortable. What's more, its long-lasting finish is beautifully simple to look after.

Affordable quality

Made in Belgium, Primero's seven-layer construction is strong, stable and resistant to temperature changes. This means a floor that's ready for modern life.

Natural beauty

Primero finds inspiration in the beauty of wood and stone. Its minimal pattern repeat means every room enjoys a natural look.

Easy-going comfort

Choosing Primero means choosing a floor that's quickly installed and easy to maintain. Its soft underfoot feel, warmth and noise absorption make sure you enjoy a comfortable home.

For a better planet

Because it lasts, Primero is a great sustainable choice. With recycled content and low impact manufacturing in Belgium, this is a floor that takes its responsibility to the planet seriously.



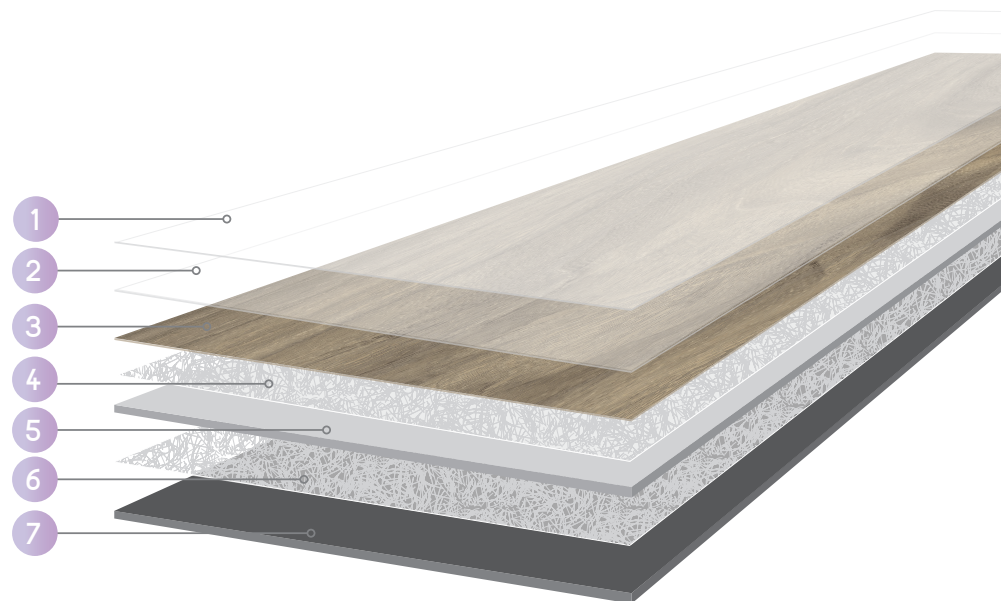
Sebastian Oak 22139

Primero, a quality multi-layered floor

HOW IS PRIMERO MADE?

Our R&D and production teams in Belgium are constantly innovating and always looking for ways to make better floors. Primero is a result of this collective effort: developed and manufactured in-house using the best technology available to us today. Primero showcases the innovation of IVC Group with a compact multi-layer construction that delivers everyday performance. Scratch-resistant, stainproof and with excellent dimensional stability, this is a floor that's made to stick around.

Let's look at Primero's multi-layer construction in a little more detail:



1 Protective Superguard® for resistance and easy maintenance



A protective PU lacquer gives Primero its scratch-resistance and an ability to fight off stains. Standing up to family life, pet-proof and easy to maintain, this protective layer enhances usability.

2 A reliable wear layer



The 0.3 mm thick wear layer makes sure that Primero's planks and tiles are tough enough for family homes. In fact, Primero achieves the highest class possible for residential use thanks to a wear layer that's made in-house for reliability and quality. That's why we back Primero with a long 12-year residential warranty.

3 A design layer for a unique natural look



With Primero we aim to create beautiful nature-inspired designs printed with eco-friendly inks. The process is completely in-house, from inspiration to creation and production, so Primero comes with exclusive designs that you can't find anywhere else. What's more, we use a large pattern and cut out planks and tiles cleverly to avoid obvious repeats. This gives Primero a more natural look.

4 Double glass-fibre layer for a stable floor



Primero's patented dual glass-fibre construction is the reason for its class-leading dimensional stability. It makes sure that Primero stays locked to the ground, regardless of temperature. Keeping movement to the bare minimum, the dual layers mean Primero can be used throughout the home. So, whether a steamy bathroom, summery garden room or an open plan living space with underfloor heating, Primero is up for the challenge.

5 A durable compact core



While you may never see it, the compact core is crucial to Primero's durability. It provides the floor's indentation resistance to furniture and high heels. No matter how many times you rearrange your room, Primero stays in great shape. Even better, we make this strong and durable compact core with up to 50% recycled content. Underlining just how important this layer is, Primero Click has a thicker compact core for a strong and secure click joint.

7 A sustainable backing layer with extra grip



Connecting Primero to the prepared subfloor beneath, the backing layer has an important part to play. We've added an embossed 'grip' texture to give the adhesive extra hold. There's also a direction arrow, so you know exactly which way to lay your plank and tile to create an authentic looking floor. This layer features up to 70% recycled content, another way we're reducing Primero's impact on the planet.



GLOSSARY



Design



Strength



Green, eco-friendly, durable



Dimensional stability



Scratch & stain



Moisture protection

Installation

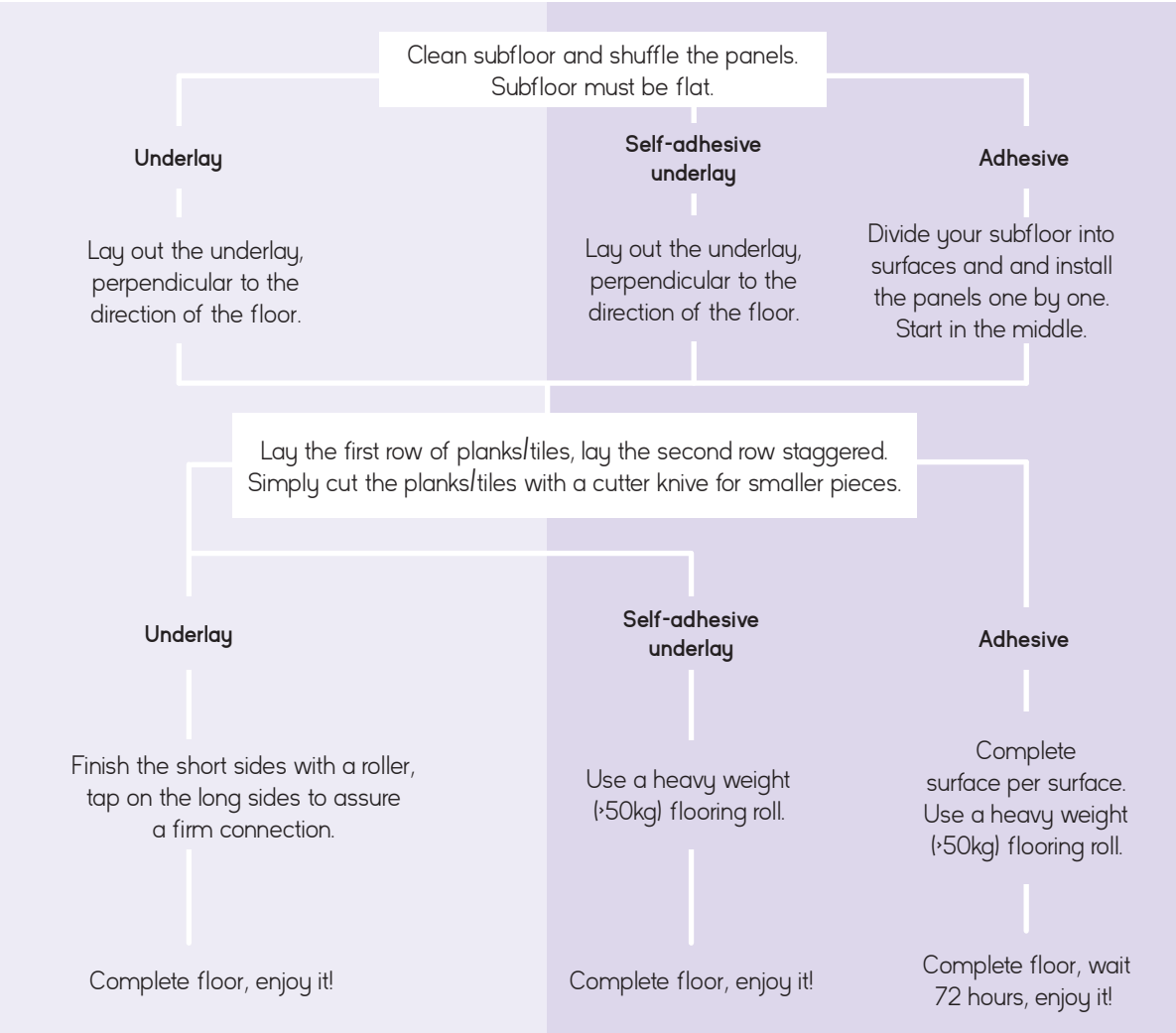
VINYL CLICK & DRYBACK SYSTEM

Primero is remarkably easy to install. Available in either glue or click flavours, you can choose the method that's best for you. Stick down or lock together, Primero's world-class dimensional stability and high-strength compact layer deliver a lasting result.

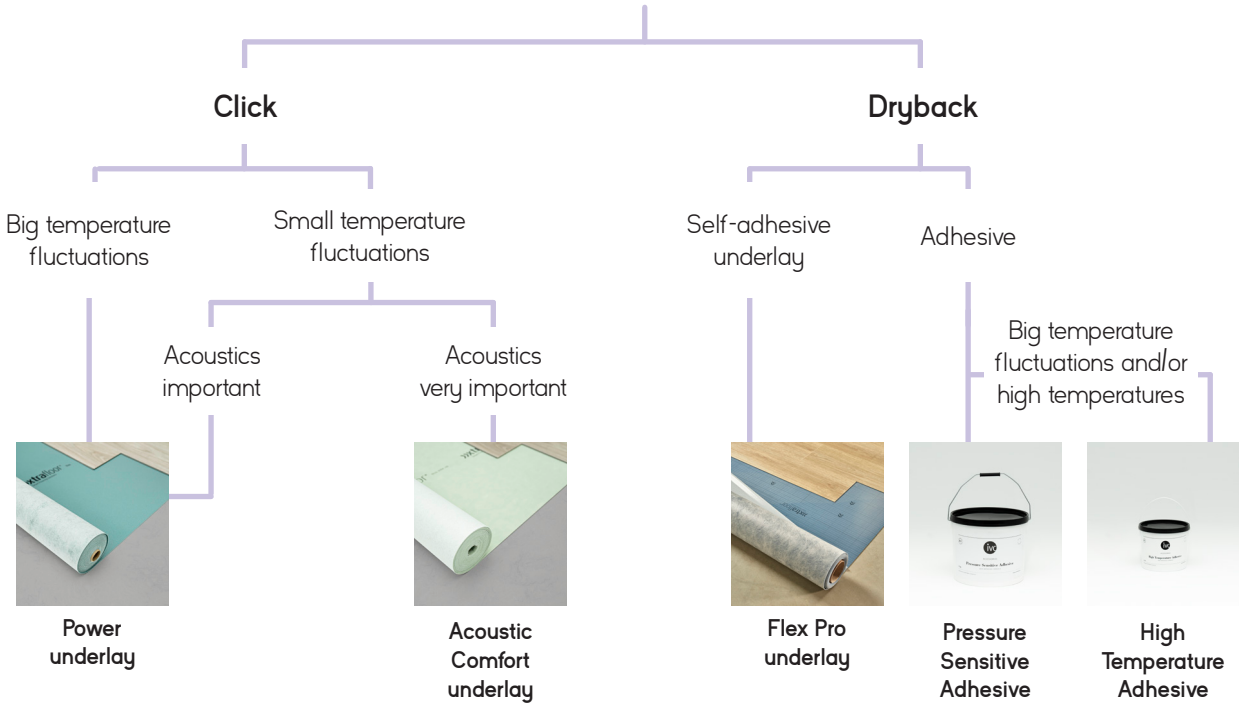


CLICK

DRYBACK



Choose the correct underlay/adhesive



For detailed **Click** installation instructions, please check
www.installandclean.com/en/lvtclick



For detailed **Dryback** installation instructions, please check
www.installandclean.com/en/lvtdryback



The perfect finish

ACCESSORIES TO EASE YOUR MIND

For the perfect finish, you need the perfect range of accessories. From skirtings and profiles to cleaning and maintenance, we have everything you need, made to the same exacting standards as your Primero floor.



For more info, please check www.xtrafloor.com



1. Stair profiles



2. End profile



3. Expansion profile



4. Radiator cap



5. Paintable skirting



6. Underlay



7. Joint strips



8. Joint filler

Looks

C L O S E R T O N A T U R E

Designed in Belgium from exacting studies of original materials, Primero captures the nuance and variety of nature, presenting a range of decors varying from light and subtle to dark and rustic. A detailed and sharp emboss and refined bevel make it even more realistic. Our design team went the extra distance to create an accessible collection: a wide range of natural wood looks in vivid colours and realistic stone looks in broadly appealing shades. Primero ensures there is a floor for every home.



Sebastian Oak 22827





Summer Oak



24210



24935



24913



24235



24929



24243



Dryback
Available in:
16.3 x 98.8 cm



Click Unidrop®
Available in:
19.1 x 131.6 cm



4 sided bevel



4 sided bevel



Thickness
2 mm



Thickness
4.5 mm



Wear layer
0.3 mm



Wear layer
0.3 mm

Sebastian Oak



22912



22931




22827



22273




22139



Dryback
Available in:
16.3 x 98.8 cm



4 sided bevel



Thickness
2 mm




Wear layer
0.3 mm



Click Unidrop®
Available in:
19.1 x 131.6 cm



4 sided bevel



Thickness
4.5 mm



Wear layer
0.3 mm



Sebastian Oak 22273



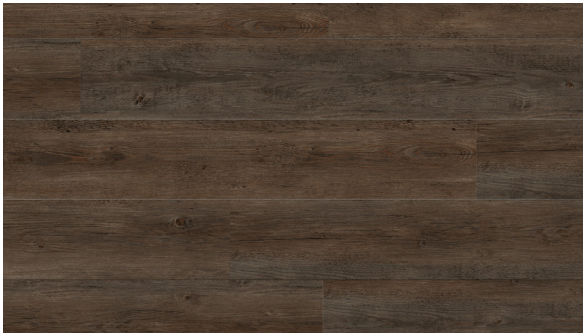
Colombia Pine



24115



24242



24966

Colombia Pine 24242



Dryback
Available in:
16.3 x 98.8 cm



Click Unidrop®
Available in:
19.1 x 131.6 cm



4 sided bevel



4 sided bevel



Thickness
2 mm



Thickness
4.5 mm



Wear layer
0.3 mm



Wear layer
0.3 mm

Chapel Oak



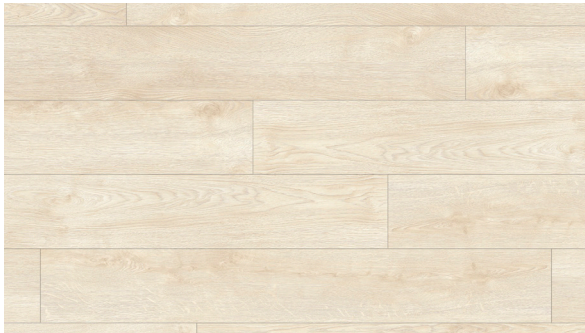
22858



22839




22225



22229




22220



Dryback
Available in:
16.3 x 98.8 cm



4 sided bevel



Thickness
2 mm




Wear layer
0.3 mm




Click Unidrop®
Available in:
19.1 x 131.6 cm



4 sided bevel



Thickness
4.5 mm



Wear layer
0.3 mm



Chapel Oak 22220



Major Oak 24847

Major Oak



24847



24279



24241



24856



Dryback
Available in:
16.3 x 98.8 cm



Click Unidrop®
Available in:
19.1 x 131.6 cm



4 sided bevel



4 sided bevel



Thickness
2 mm



Thickness
4.5 mm



Wear layer
0.3 mm



Wear layer
0.3 mm

Matera Stone



46913



46931



Dryback
Available in:
329 x 65,9 cm



4 sided bevel



Thickness
2 mm



Wear layer
0,3 mm



Click Unidrop®
Available in:
32,4 x 65,5 cm



4 sided bevel



Thickness
4,5 mm



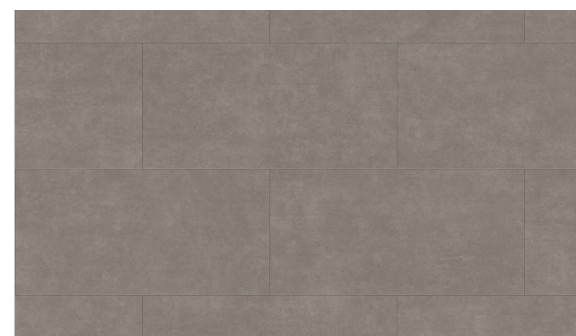
Wear layer
0,3 mm



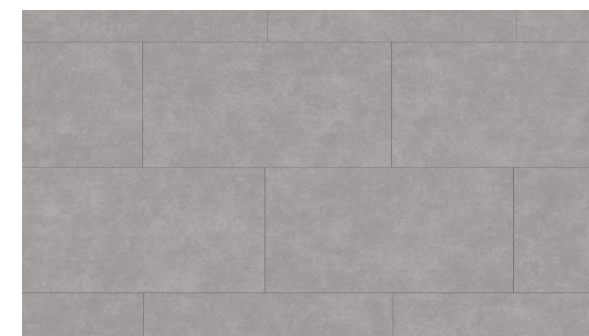


Cosmic 46945

Cosmic



46960



46945



Dryback
Available in:
329 x 659 cm



4 sided bevel



Thickness
2 mm



Wear layer
0,3 mm



Click Unidrop®
Available in:
324 x 655 cm



4 sided bevel



Thickness
4,5 mm



Wear layer
0,3 mm

Navona Stone



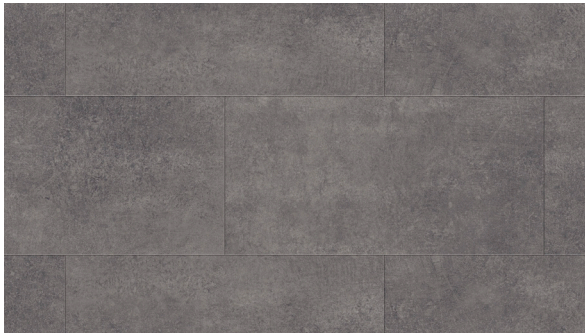
46126



46920



46922



46952



Dryback
Available in:
32,9 x 65,9 cm



Click Unidrop®
Available in:
32,4 x 65,5 cm



4 sided bevel



4 sided bevel



Thickness
2 mm



Thickness
4.5 mm



Wear layer
0.3 mm



Wear layer
0.3 mm



Meet IVC Group

IVC Group is a global player in the design and manufacturing of flooring solutions including Carpet Tiles, Luxury Vinyl Tiles (LVT), Heterogeneous Vinyl for use in business, public and private environments. Accountable for our actions, we design and make floors responsibly in Belgium, developing a circular approach to the future of flooring.

IVC Group is part of Mohawk Industries Inc., the world's largest flooring company. With 1,500 employees and 7 production sites in Europe and Russia, IVC Group produces over 130,000,000 m² of flooring every year.

Did you know...

that IVC Group employs over 30 different nationalities worldwide? That's the many cultures and inspirations which go into our eclectic floor designs, explaining their global appeal.

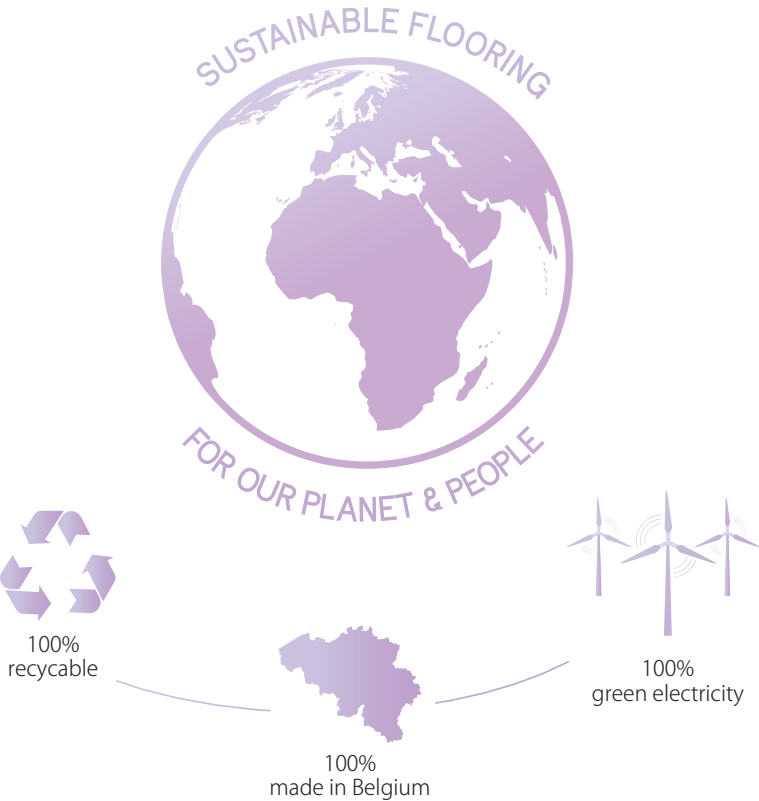


Flooring Development Centre
in Waregem, Belgium



How we make our floors better for the environment?

At IVC Group, we truly believe in products that are developed with the future in mind. That's why we take the time to pause and reflect on the impacts of our entire strategy and operation, and we aim to contribute to the welfare of our planet and our people.



Read all about it in our [sustainability whitepaper](#)

Technical specifications

TECHNICAL INFO OF PRIMER0

		Dryback	Click
PRODUCT INFORMATION			
Level of use	EN ISO 10874	23 - 31	23 - 31
Total thickness	EN ISO 24346	2 mm	4.5 mm
Wear layer	EN ISO 24340	0.3 mm	0.3 mm
Wear Layer PUR treatment		Superguard®	Superguard®
Total weight g/m²	EN ISO 23997	3328	7953
SIZE & PACKING			
Planks	EN ISO 24342	16.3 x 98.8 cm	19.1 x 131.6 cm
Tiles	EN ISO 24342	32.9 x 65.9 cm	32.4 x 65.5 cm
Box planks		3.87 m² 24 pcs/box	176 m² 7 pcs/box
Box tiles		3.90 m² 18 pcs/box	149 m² 7 pcs/box
TEST RESULTS			
Inflammability	EN 13501	Bfl-S1	
Abrasion group	EN ISO 660-2	Class T	
Scratch resistance	EN 16094	≤MSR-A2, ≤MSR-B2	
Squareness	EN ISO 24342	± 0.20 mm	
Straightness	EN ISO 24342a	± 0.35 mm	
Slip resistance	EN 13893	DS	
Slip restraint	DIN 51130	R10	
Residual indentation	EN ISO 24343-1	± 0.10 mm	
Furniture leg resistance	EN ISO 16581	No cracks, no damage	
Curling	EN ISO 23999	± 1.2 mm	± 1.1 mm
Dimensional stability	EN ISO 20326	Norm: ± 1.0/2.5 % Average result: ± 0.10%	Norm: ± 1.0/1.5 % Average result: ± 0.10%
Thermal resistance R	EN 12667	0.04 m² K/W	0.04 m² K/W
Acoustic insulation	EN ISO 717-2	4 dB	
Acoustic insulation + Xtrafloor Acoustic Comfort		19 dB	
Castor chair resistance	EN ISO 4918	No damage to wearlayer, no delamination	
Stain resistance	EN ISO 26987	Very good	
Light fastness	EN ISO 105-B02	≥ 6	
Underfloor heating and cooling	EN 12524	Suitable, max 27°C	
Warranty (year)		12 Residential - 5 Commercial	



The warranty covers manufacturing defects and premature wear in the event of normal use.





DESIGN | FLOORS
by **ivc** group

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