

# Primerro

LUXURY VINYL TILES





# Content

## TABLE

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

Matera Stone 46931



Colombia Pine 24115

# 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.



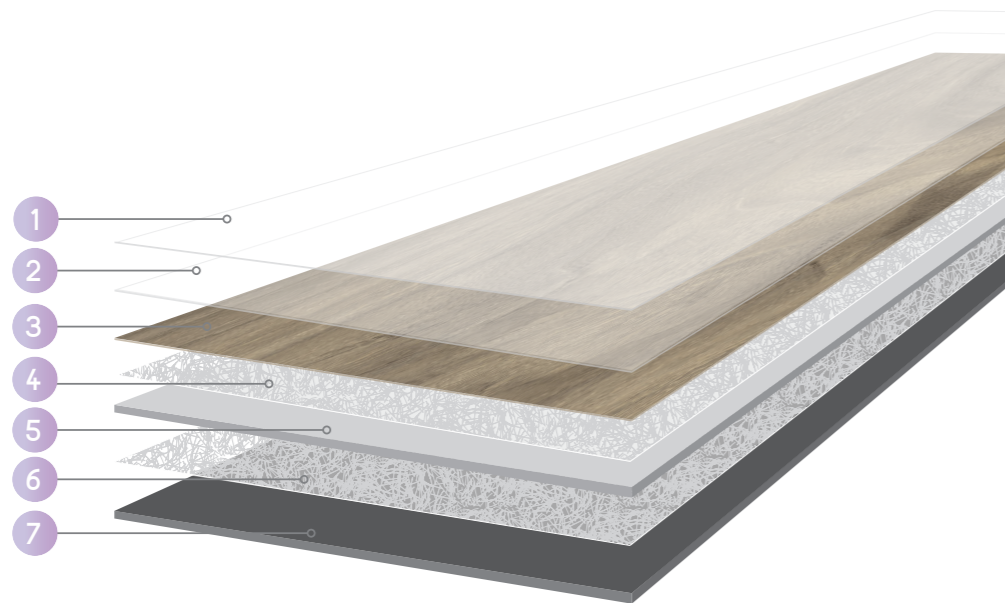
Sebastian Oak 22139

# 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

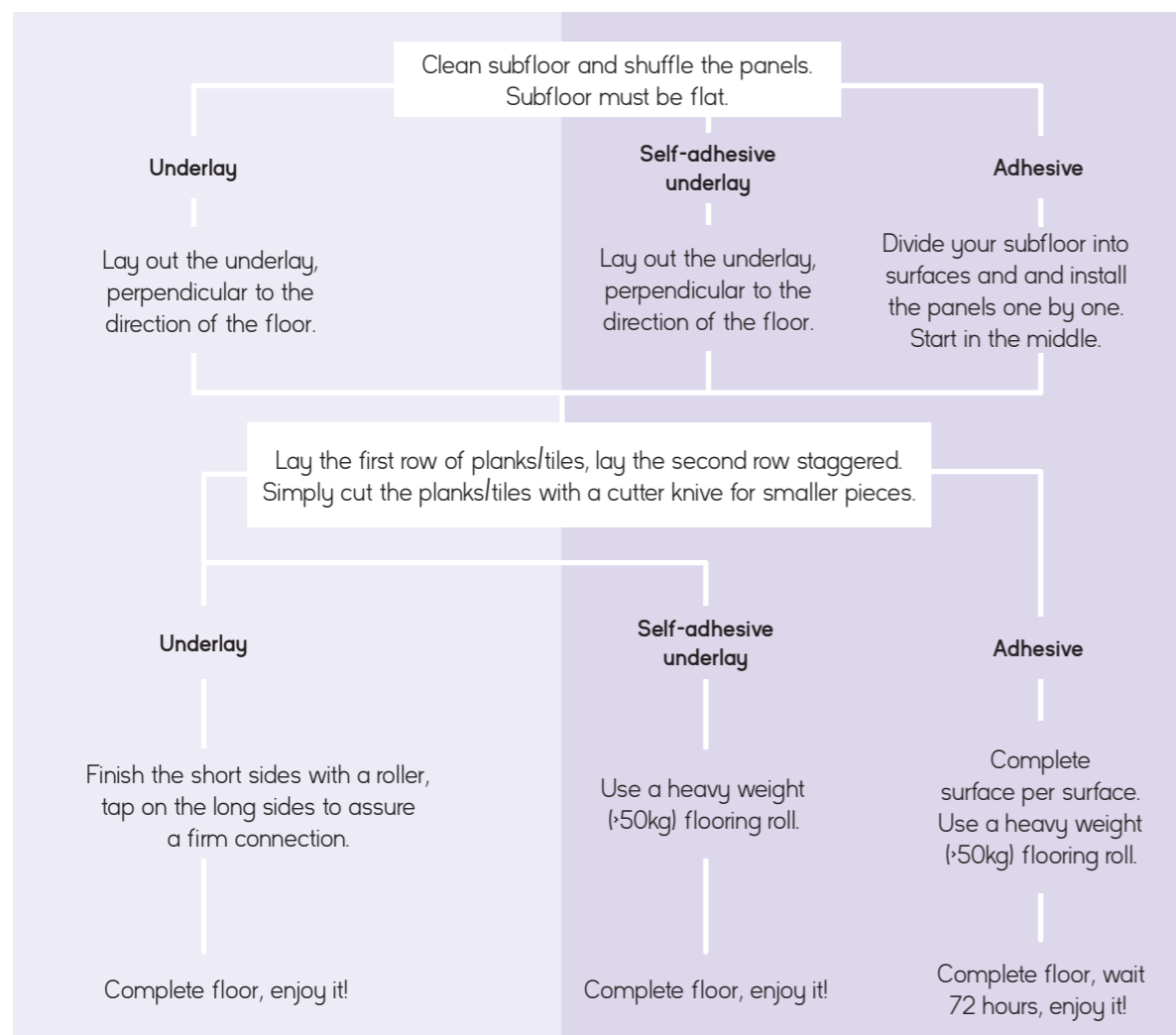
## VINYL CLICK & DRYBACK SYSTEM

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.

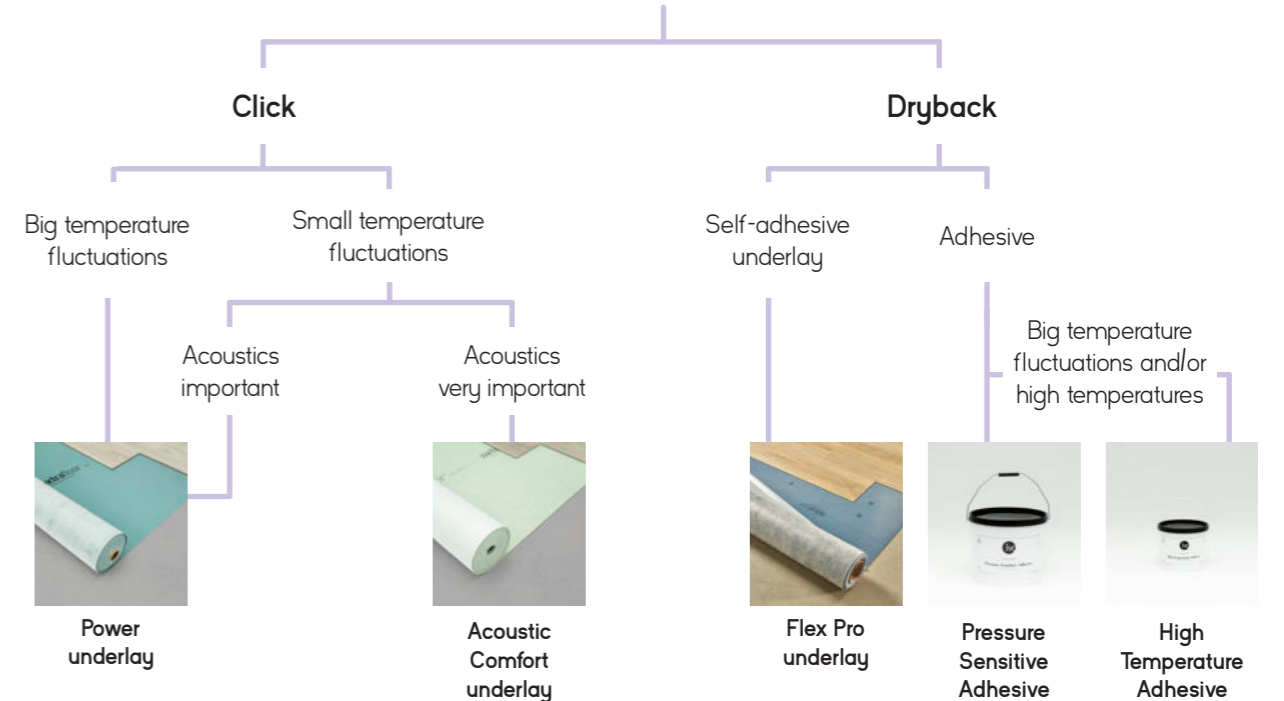


### CLICK

### DRYBACK



### Choose the correct underlay/adhesive



For detailed Click installation instructions, please check [www.installandclean.com/en/lvtclick](http://www.installandclean.com/en/lvtclick)



For detailed Dryback installation instructions, please check [www.installandclean.com/en/lvtdryback](http://www.installandclean.com/en/lvtdryback)



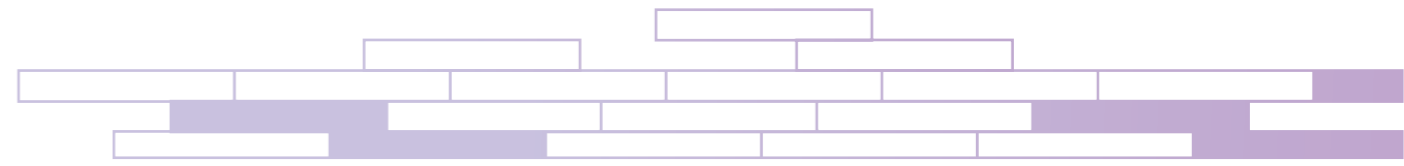
# The perfect finish

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](http://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

CLOSER TO NATURE

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.





Summer Oak 24929

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

#06

Sebastian Oak



22912



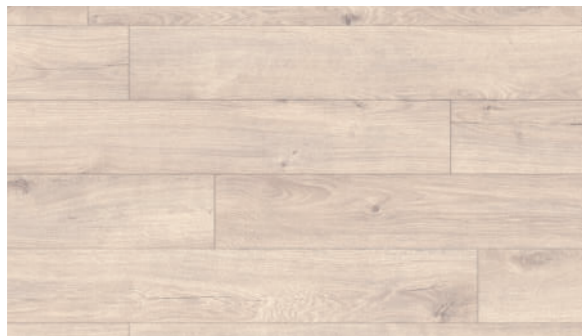
22931




22827



22273




22139


 **Dryback**  
Available in:  
163 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 22273



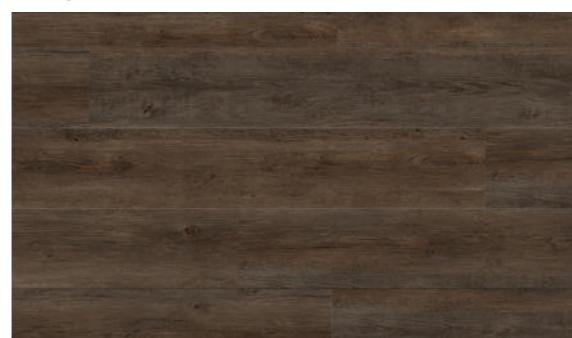
Colombia Pine



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



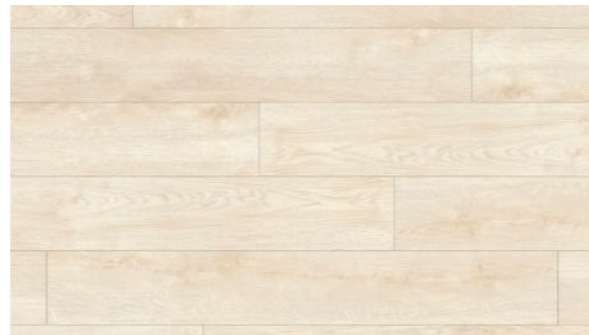
22858



22839




22225



22229




22220


 **Dryback**  
Available in:  
163 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

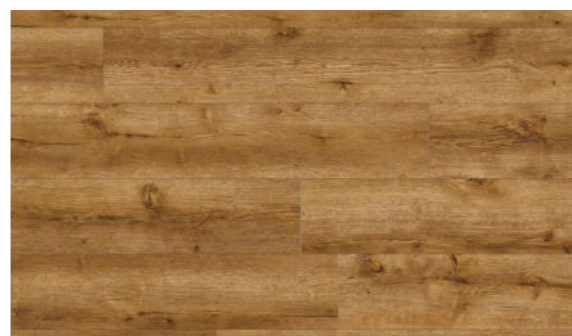


Chapel Oak 22220

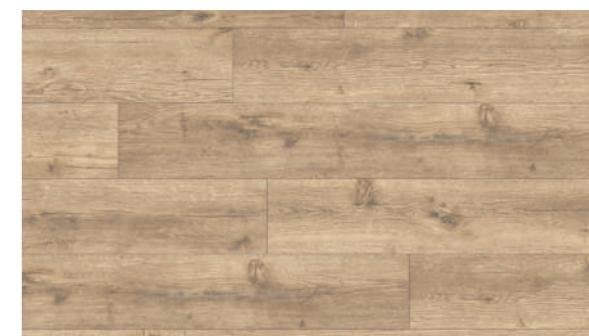


Major Oak 24847

Major Oak



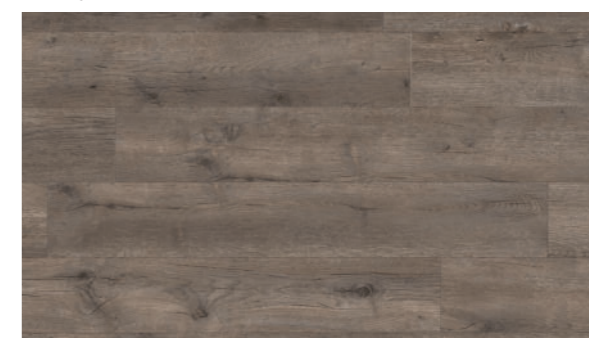
24847




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 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



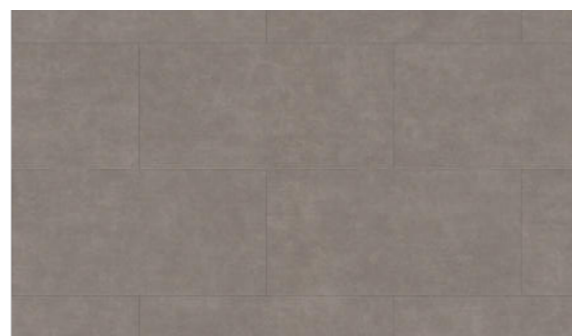
**Wear layer**  
0.3 mm



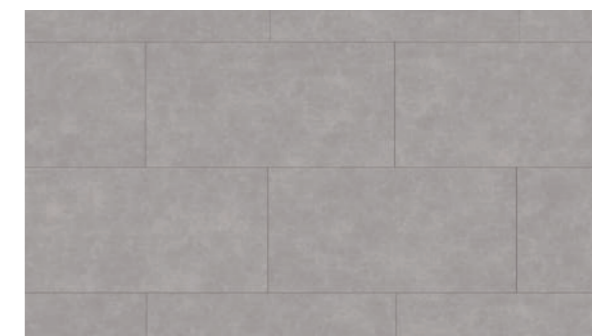


Cosmic 46945


Cosmic



46960




46945


 **Dryback**  
Available in:  
329 x 659cm


 **Click Unidrop®**  
Available in:  
324x 655cm


 **4 sided bevel**

 **4 sided bevel**

 **Thickness**  
2 mm

 **Thickness**  
4.5 mm

 **Wear layer**  
0.3 mm

 **Wear layer**  
0.3 mm

Navona Stone



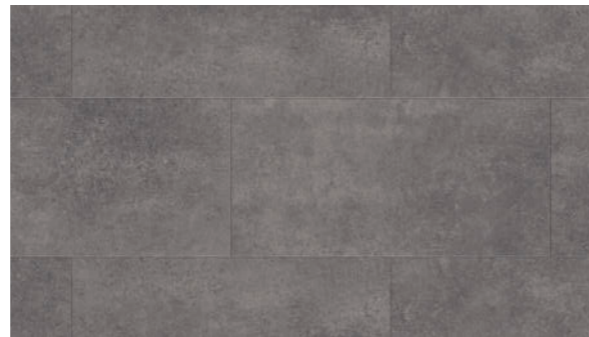
46126



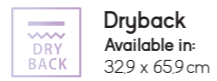
46920



46922



46952



**Dryback**  
Available in:  
329 x 659 cm



**Click Unidrop®**  
Available in:  
324 x 655 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 m<sup>2</sup> 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.



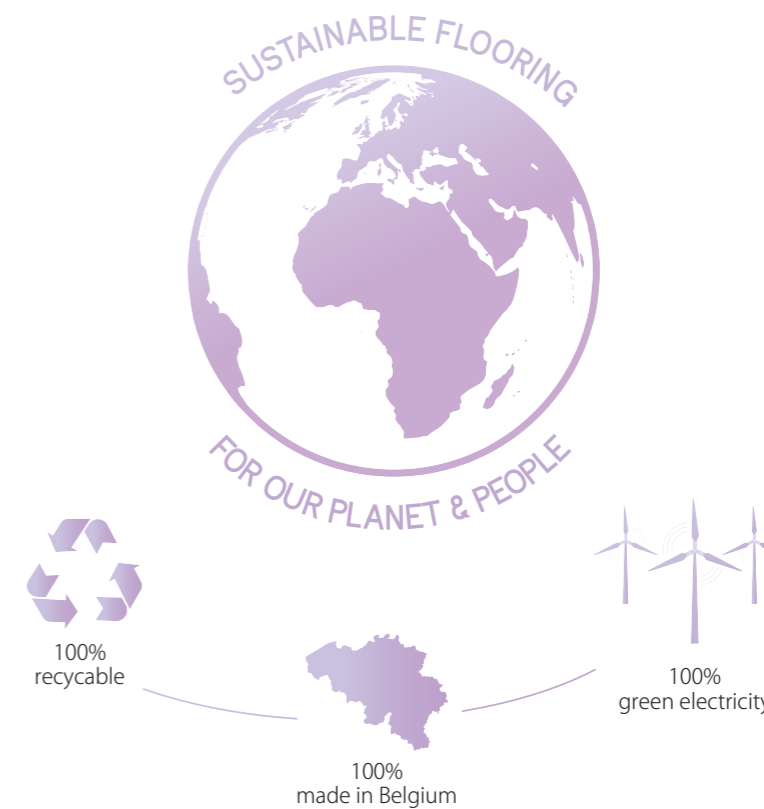
Flooring Development Centre in Waregem, Belgium



On site wind farm to produce our own clean electricity in 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](#)





DESIGN | FLOORS  
by  ivc group

Nijverheidslaan 29 | 8580 Avelgem | Belgium  
T +32 [0]56 653 211 | info@ivcgroup.com  
www.ivcgroup.com  
BTW BE 0866.682.231