

TRUE
TO

NATURE

allura magazine

creating better environments

forbo

FLOORING SYSTEMS



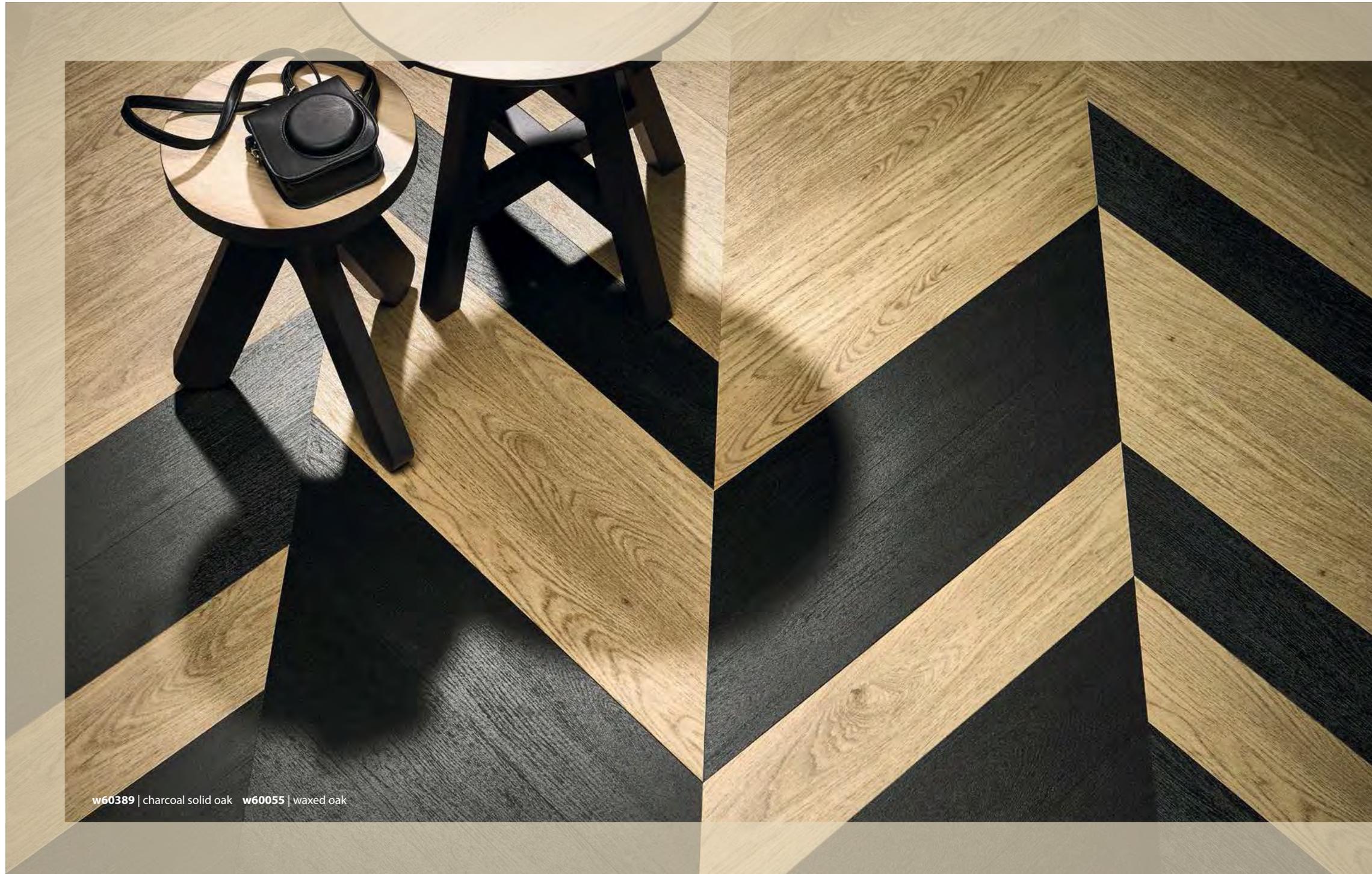
allura

 ...a new era in LVT...

The Allura Luxury Vinyl Tile design offer is an inspiring array of well over 100 individual designs in a wide variety of shapes and sizes that create the plank or tile in its natural context. The new Allura range includes Forbo's largest collection of wood designs to date. Complemented with stone and abstract designs the collection is suitable for all kinds of applications. Take a look for yourself and be inspired.

Welcome

TO OUR GRAND OPENING



ALLURA IS FORBO'S BRAND OF LUXURY VINYL TILES.

Over the past decade Allura has established itself as one of the most successful brands in the extensive Forbo portfolio. But also in the market place the presence of the brand has not gone unnoticed. Allura represents all what a premium LVT comprises, excellent unique designs, state of the art technology and performance and a sound environmental profile. No other LVT today matches Allura's performance in dimensional stability and appearance over time.

NO OTHER LUXURY VINYL TILE COLLECTION OFFERS MORE



a63431 | champagne satin

DESIGN INNOVATION

- Authentic and original designs in wood, metal, stone and abstract visuals offered in true to nature shapes and sizes
- 14 embossing structures make Allura come to life, with the exact match for each design
- Innovative and beautiful new formats and designs such as the Hungarian point and the XXL natural Oak planks

DURABILITY PERFORMANCE

- High performing lacquering systems and functional embossing techniques ensure lasting appearance retention over time
- Hard – yet flexible – top layer prevents scratching and staining
- Extreme dimensional stability performance avoids seams and gaps appearing over time

SUSTAINABLE EASY

- Manufactured in a greenfield zero waste environment using green electricity
- Low emitting and 100% phthalate free performance
- Over 20% recycled content in the backing layer of each product
- Easy to install, clean and maintain through fit-for-purpose layer technology

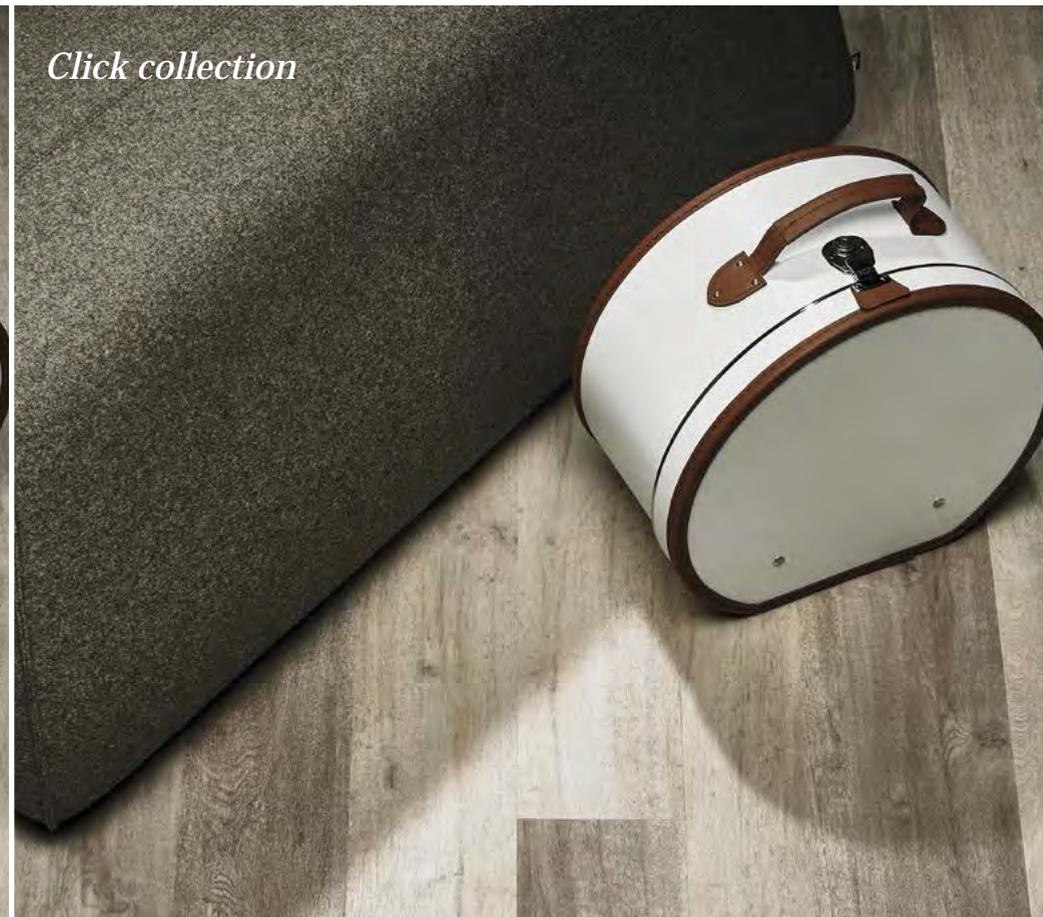
Dry back (adhered) collection



Flex loose lay collection



Click collection



ALL THE SAME, YET DIFFERENT...

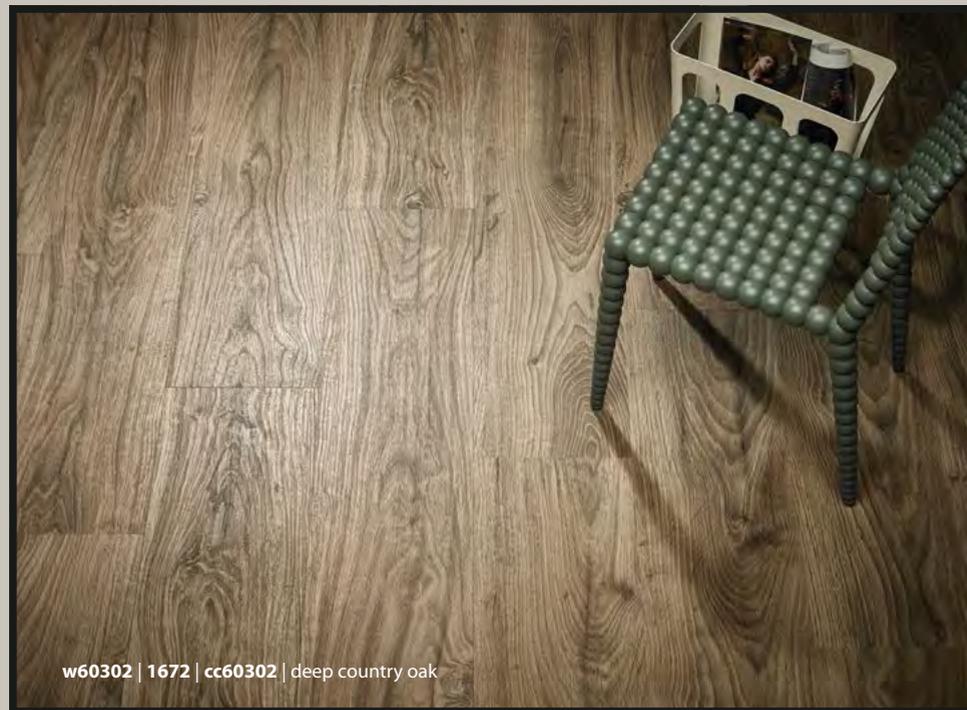
There are three individual Allura collections: Dry back (to be adhered), Loose Lay (Tackified) and Click. A total of 34 of the same most popular designs can be found in each of the three collections.

w60350 | white autumn oak

9050 | 9051 | white autumn oak

cc60350 | white autumn oak

...THE CHOICE IS YOURS



w60302 | 1672 | cc60302 | deep country oak



cc63776 | silver stream



Dryback

Dry back, fully adhered system

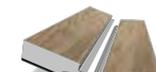
Still the most popular version of the luxury vinyl tile, where all the functional layers are well balanced around a strong glass fleece core, all taking care of a very good performance and easy installation, also for more complex patterns. Fully adhered, glued down on a well prepared subfloor the Allura dry back variety will give you optimal performance and long lasting appearance retention over time.



Flex

Loose lay system

Allura Flex is widely regarded as the single best loose lay tile in the market today. Well balanced around a double glass fleece core, the individual layers create a lay-flat, stay-flat tile or plank that has excellent dimensional stability characteristics. The product, often installed by using a tackifier allows for post use removal. The product has a 1mm transparent wear layer for optimal performance.



Click

Click system

Allura click is as beautiful as it is practical: the highly precise and strong click system, that can be angled down, creates a quick to install and well performing flooring solution. Proper subfloor preparation and the use of a non slip Forbo Underlay (advised) ensures that the product can be installed without any requirement for flooring adhesives, resulting in a very practical and easy to use floor.

ONE OF A KIND, ALLURA WHITE AUTUMN OAK



w60351 | white autumn oak w60354 | classic autumn oak

Dry back adhered collection



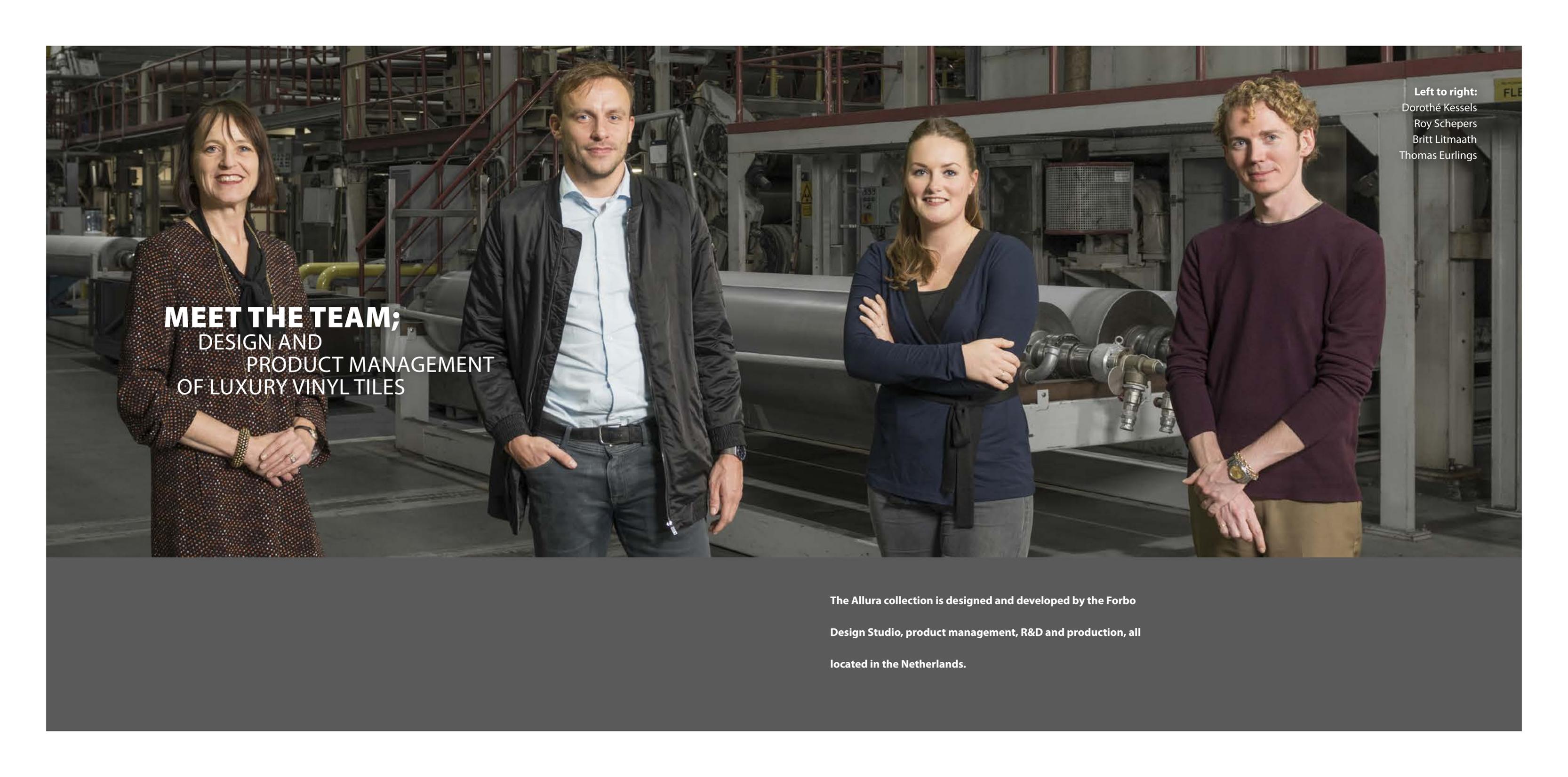
9050 | white autumn oak

Flex loose lay collection



cc62488 | white sand cc60350 | white autumn oak

Click collection

A photograph of four people standing in a factory or industrial setting. From left to right: a woman in a brown patterned dress, a man in a black jacket over a light blue shirt, a woman in a dark blue top with her arms crossed, and a man in a maroon sweater. The background shows industrial machinery and metal structures.

MEET THE TEAM;
DESIGN AND
PRODUCT MANAGEMENT
OF LUXURY VINYL TILES

Left to right:
Dorothe Kessels
Roy Schepers
Britt Litmaath
Thomas Eurlings

The Allura collection is designed and developed by the Forbo
Design Studio, product management, R&D and production, all
located in the Netherlands.

NEW & TRENDING



THE ALLURA COLLECTION is designed from a global perspective with an eye for the latest flooring trends. These trends will be visible in tomorrow's indoor environments. Print and embossing techniques as well as a specially developed satin mat finish create the most realistic images, whilst advanced printing techniques allow for maximum design freedom.





w60353 | w60354 | classic autumn oak



DOROTHÉ KESSELS

Dorothe is Head of Design Vinyl at Forbo Flooring Systems, responsible for the overall vinyl portfolio. Her expertise lies in creating the unique natural character of the 'materials' collection.

MY FAVOURITE: **HUNGARIAN POINT,** A PARQUETRY DESIGN FLOOR WITH A DIFFERENCE

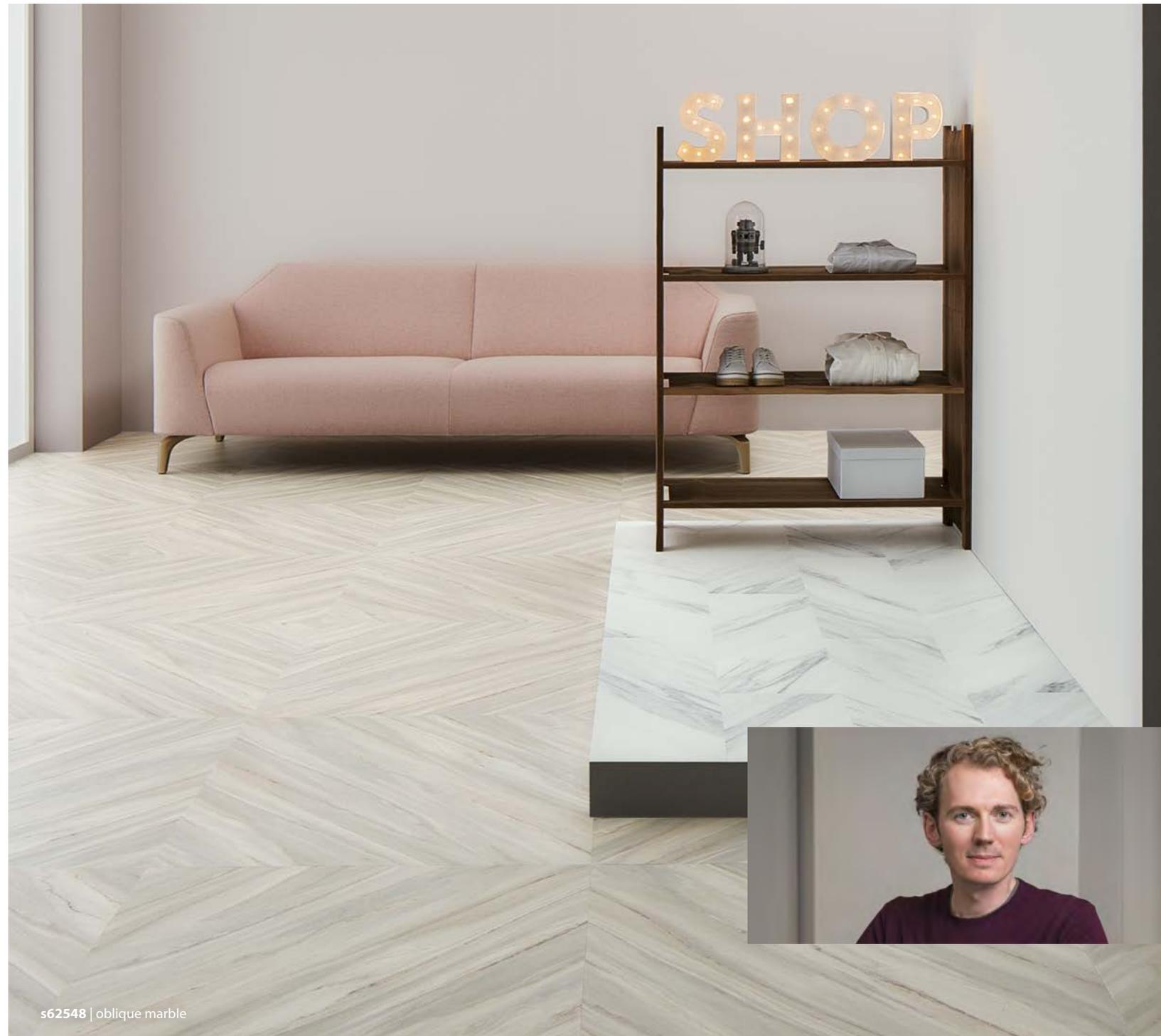
This classical shape of a herringbone parquet, called Hungarian Point is usually seen in a traditional waxed oak colour. By combining the different shapes of the plank size with the Hungarian point we create a floor with a modern, individual style. The end result is a classical floor pattern in a contemporary make over.



s62582 | carrara marble



s62584 | oblique marble



s62548 | oblique marble

MY FAVOURITE: COOL MARBLES AND SPECIAL EFFECTS

A marble floor with a twist

Marbled floors stand for quality and luxury. Most marbled floors have a light appearance combined with a high Light Reflection Value. This gives a clean and clear appearance.

The carrara marble design is printed at an angle on each of the rectangular tiles, in this way new combinations and line plays can be created. As such it creates floors that are classic, yet distinctly different.

THOMAS EURLINGS

Thomas is Senior designer at Forbo and has various design and consulting jobs in the interior finishes industry. Thomas' focus is on disclosing near future trends in en vogue designs that occur in other materials outside floor covering.

MY FAVOURITE: VINTAGE OAK REALISTIC AUTHENTIC WOOD

The Allura collection contains a large range of wood designs including classic, contemporary and modern. The varieties offer excellent realism as they reflect the style and format of their natural inspiration, including the size and shape of the grain and plank.

Allura has up to 14 different embossing structures, which all strengthen the visual of wood or stone underneath. Four of these embossing structures are designed in-register, they have a synchronous effect of structure on top and visual underneath. A knot becomes tangible and grains look natural and feel realistic.

BRITT LITMAATH

Britt is Project Coordinator Design and Product Management for all Vinyl products made in the Netherlands. She takes care of all linking pins between the various disciplines and visualizes collections by creating the best possible option to present the product.





w60343 | dark silver rough oak

ROY SCHEPERS

Roy is product manager at Forbo, responsible for the Luxury Vinyl Tile portfolio which is produced and stored in the Netherlands for world wide distribution. Next to the standard collection Roy is responsible for tailor made product and bespoke designs.



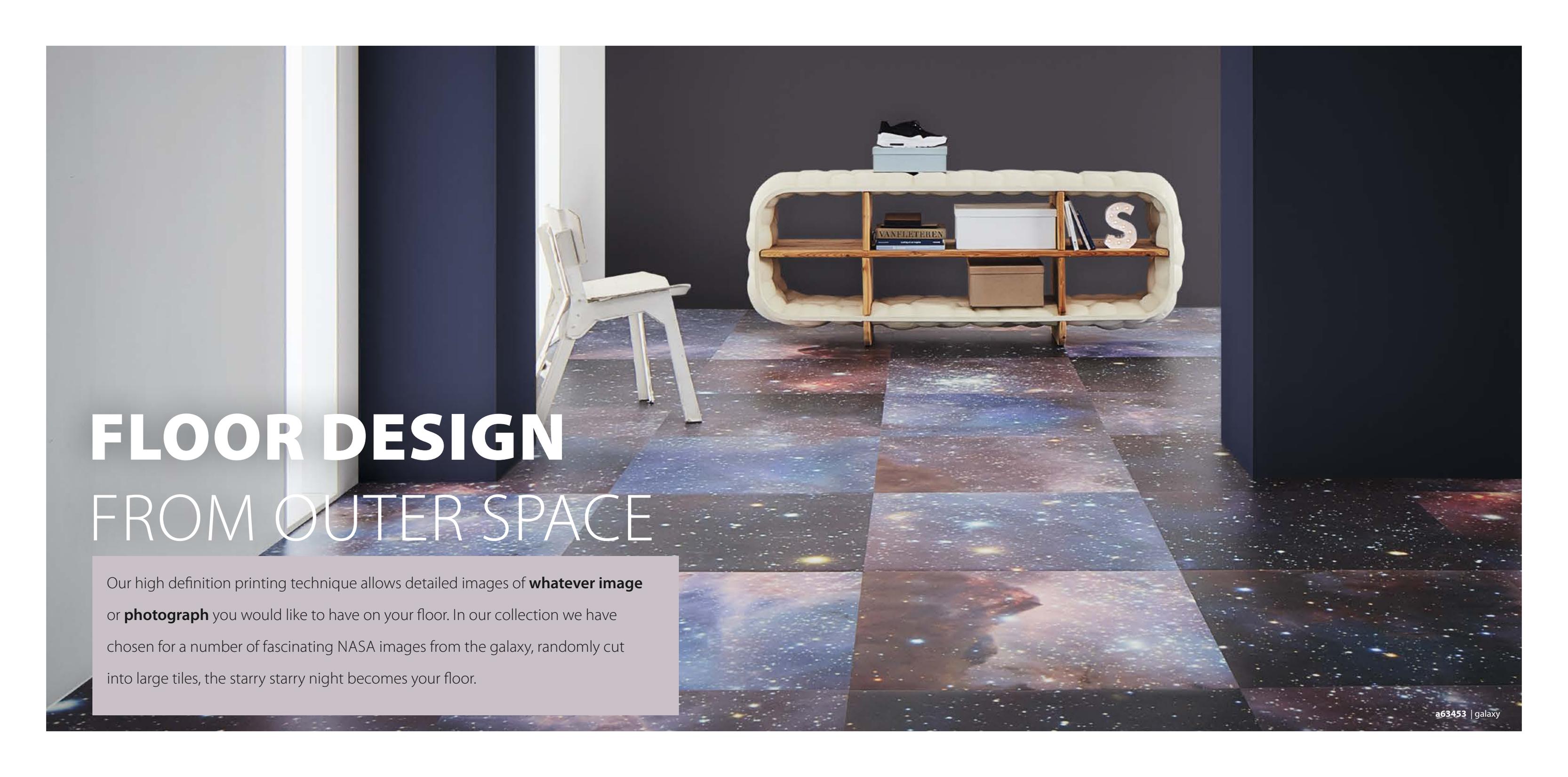
MY FAVOURITE: XXL FLOORING BECAUSE IT JUST MAKES A FANTASTIC FLOOR

A technical achievement and all round performer

The technique to make XXL plank formats exists already for some time. At Forbo we have waited until we had the best of both worlds. A unique design proposition over the entire length of the plank and a dimensionable stable product that was not prone to any disformation of seams opening up in the floor after installation.

The XXL plank is a bold, almost industrial looking dark silver oak with a subtle woodgrain in-registered embossing, which makes each plank unique. Each plank is beveled on four sides.

w60343 | dark silver rough oak



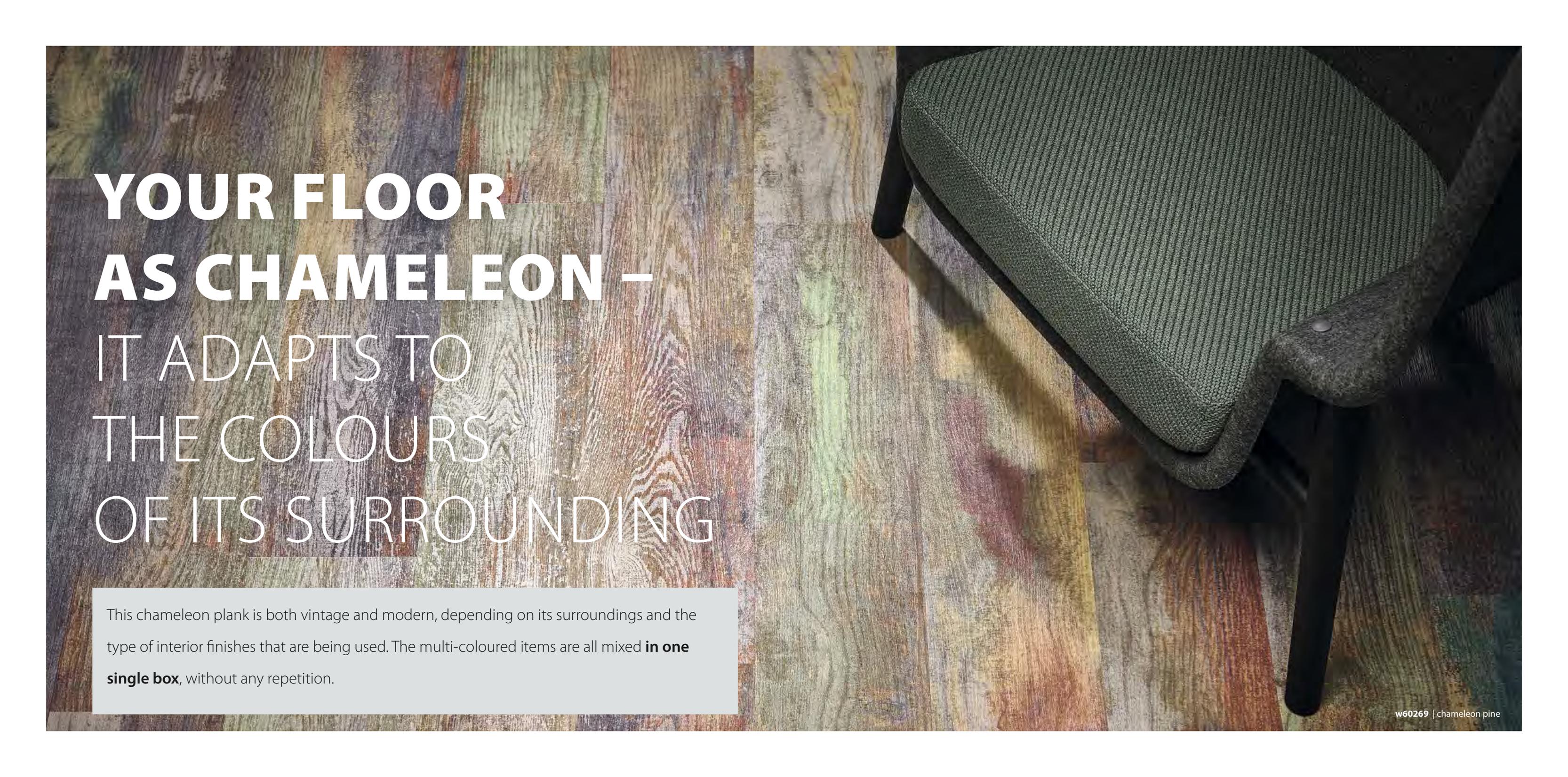
FLOOR DESIGN FROM OUTER SPACE

Our high definition printing technique allows detailed images of **whatever image** or **photograph** you would like to have on your floor. In our collection we have chosen for a number of fascinating NASA images from the galaxy, randomly cut into large tiles, the starry starry night becomes your floor.



“WANT TO MAKE A STATEMENT?;
CREATE ULTIMATE AND STUNNING FLOORS
BY USING OUR HIGHLIGHT ITEMS”

The Allura dry back collection allows you to **mix and match** from the various designs and images that are present in the range. All items are produced at the same gauge and all have the same surface treatment and visual satin-matness that characterise the Allura collections.

The image shows a close-up of a multi-colored wood plank floor. The planks are stained in various colors including purple, blue, green, yellow, and red, creating a vibrant, multi-toned effect. A green corduroy chair leg is visible on the right side of the frame, resting on the floor. The text is overlaid on the left side of the image.

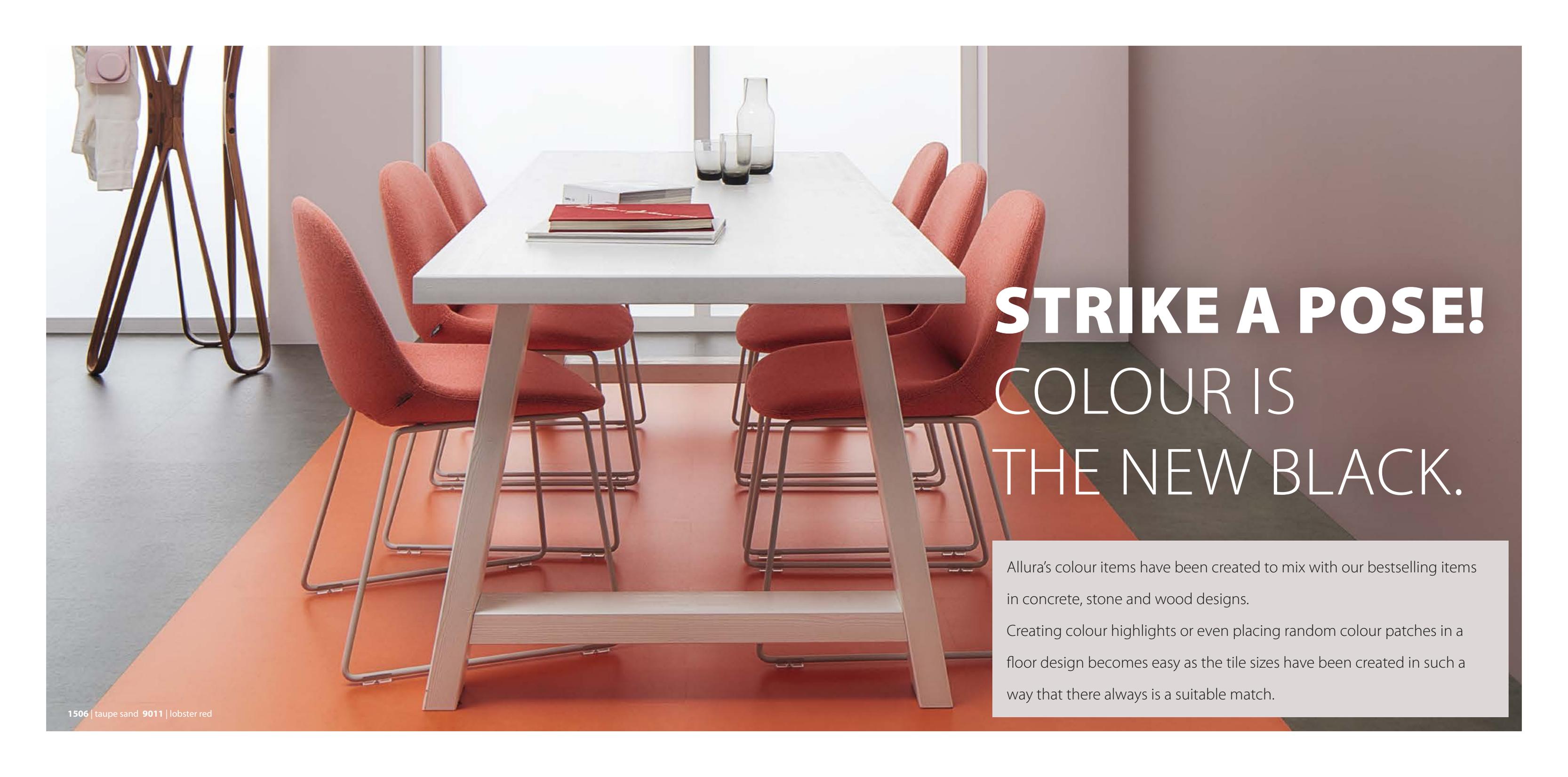
YOUR FLOOR AS CHAMELEON – IT ADAPTS TO THE COLOURS OF ITS SURROUNDING

This chameleon plank is both vintage and modern, depending on its surroundings and the type of interior finishes that are being used. The multi-coloured items are all mixed **in one single box**, without any repetition.

The image is a full-page advertisement for a floor design. The background is a dark, textured stone floor with various shades of brown, grey, and black. On the right side, there is a white, geometric, multi-faceted object that resembles a stylized rock or a piece of modern furniture. The object has sharp edges and flat surfaces, creating a strong contrast with the dark, textured floor. The lighting is dramatic, highlighting the object's form and the floor's texture.

**“PEOPLE WILL TOUCH THIS FLOOR
TO FIGURE OUT WHAT MATERIAL IT IS. MAKE YOUR FLOOR
STAND OUT FROM THE REST”**

This Canyon Hybrid design shows that stone-image floor can be warm and comfortable, just like any warm wood floor can do. The random structure, delicate tone in tone colours and the subtle embossed surface make this floor come to life.



STRIKE A POSE!
COLOUR IS
THE NEW BLACK.

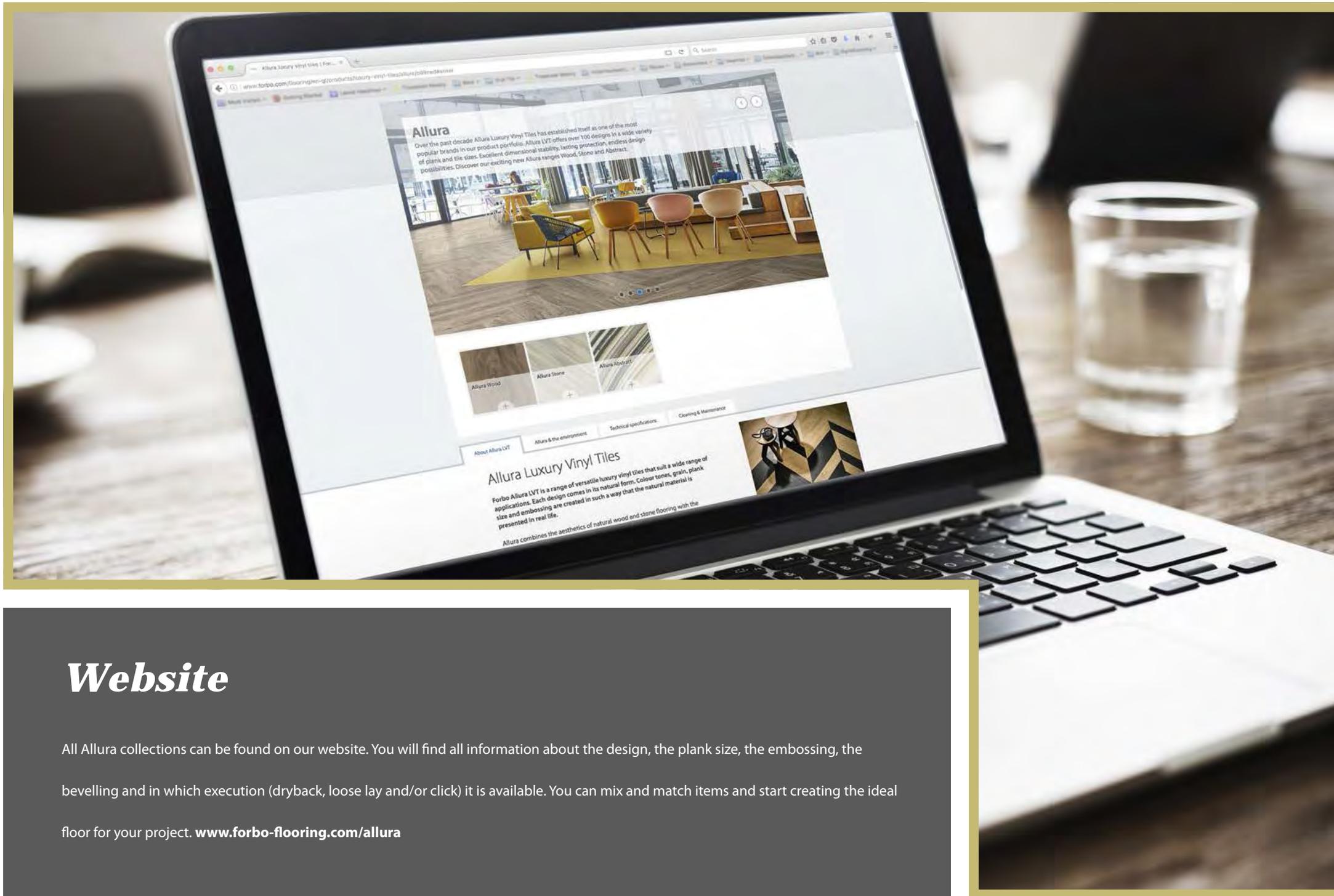
Allura's colour items have been created to mix with our bestselling items in concrete, stone and wood designs.

Creating colour highlights or even placing random colour patches in a floor design becomes easy as the tile sizes have been created in such a way that there always is a suitable match.



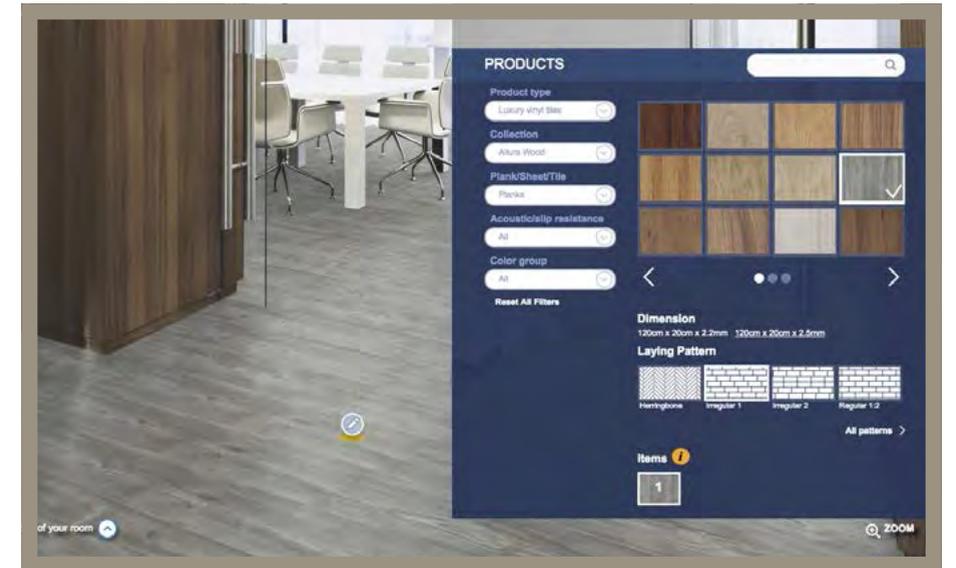
A VERY DARK WOOD
PUTS THE FURNITURE
IN THE SPOTLIGHTS!





Website

All Allura collections can be found on our website. You will find all information about the design, the plank size, the embossing, the bevelling and in which execution (dryback, loose lay and/or click) it is available. You can mix and match items and start creating the ideal floor for your project. www.forbo-flooring.com/allura



Floorplanner

Do you want to visualize your floor, make use of our floorplanner. All collections are integrated and you can see how the design looks on a large full size scale.

www.forbo-flooring.com/floorplanner

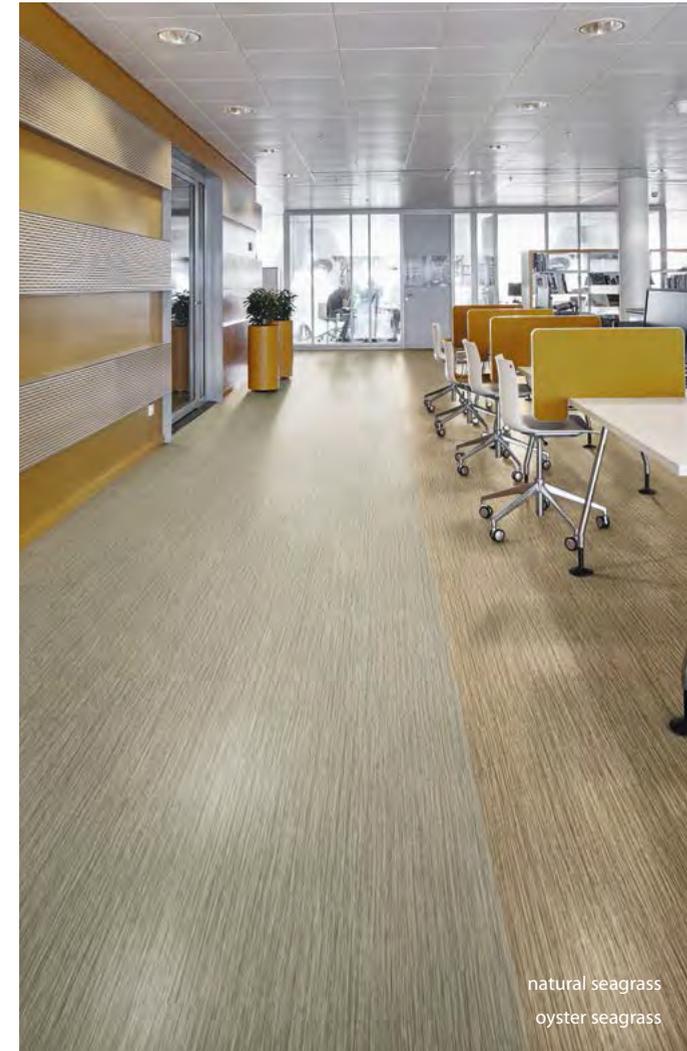
ALLURA LVT FOR EVERY PROJECT



natural concrete
charcoal concrete

ELDERLY CARE

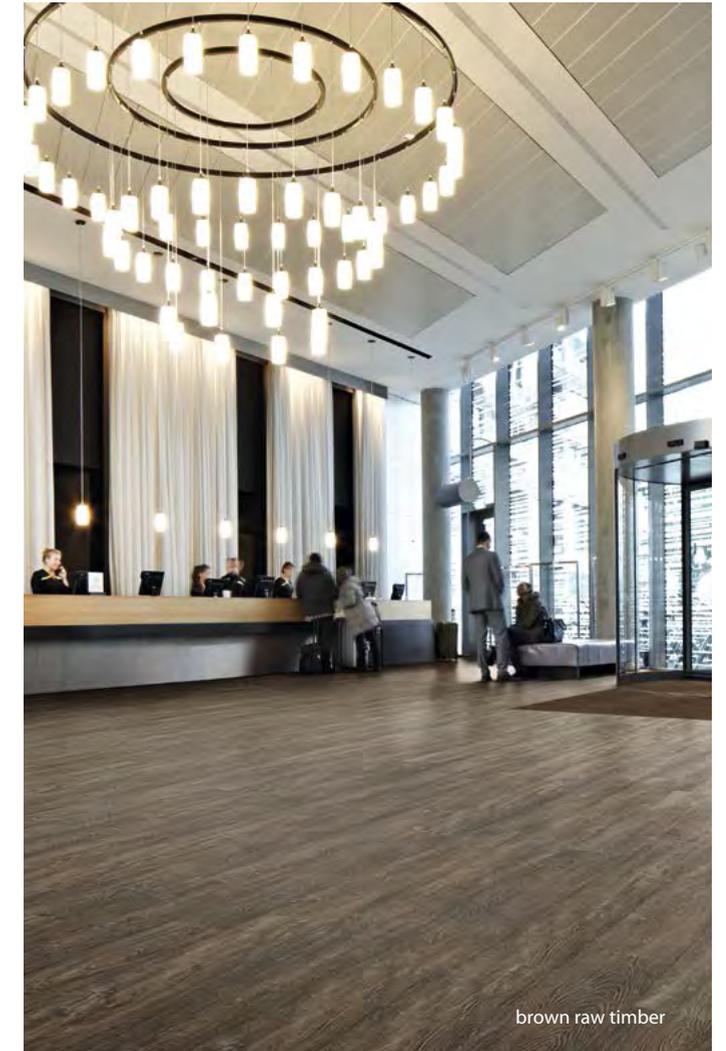
For a cosy and “feel at home” atmosphere you can use our Allura wood items. A nice living room where everybody gets together will look stunning and inviting.



natural seagrass
oyster seagrass

OFFICE

Allura Flex in an office is the ideal solution for a quick turn around. It can be installed directly on a raised access floor. You will have a new look in your office in no time.



brown raw timber

HOSPITALITY & LEISURE

Stunning woods, but also our new marble or one of the galaxy items will give your guest a warm welcome. For every area we will have a matching floor.



natural rustic pine
bleached rustic pine
weathered rustic pine

RETAIL

The retail environment is changing rapidly and you want to quickly change with it. The modularity of LVT floors, whether it is click, flex or the regular LVT will help you to change the floor overnight. Your customers will be stunned and your merchandise will shine on our floors.



chocolate collage oak

PUBLIC BUILDINGS

Meeting, receiving people, showing collections - you will not immediately think of your floor. But when the floor is right, the rest will follow. Whether it is a modest design or whether it stands out from the rest - it will do what it has to do and withstand traffic of many people day in, day out.



taupe sand
halcyon blue

EDUCATION

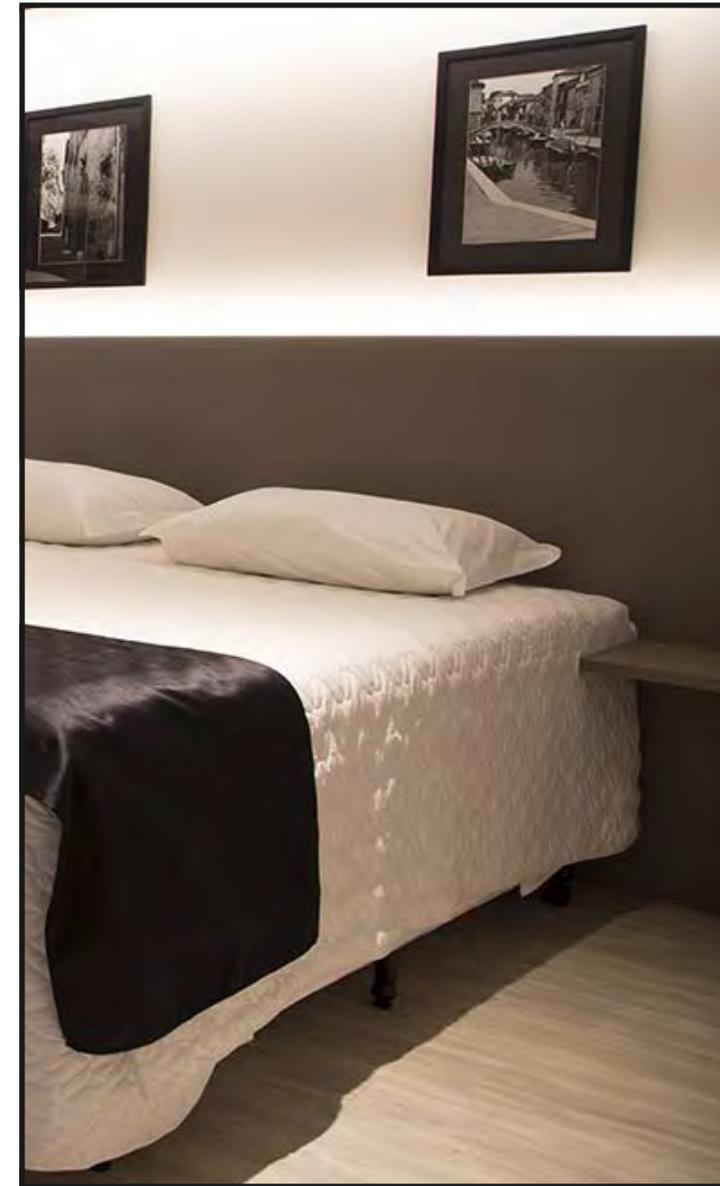
Education buildings should make students feel well and must be the base to make a day at school as comfortable as possible. Recognizable colours and looks can be matched with some nice colour tones to create zoning and wayfinding.

FORBO ALLURA REFERENCES



CANDY CASTLE – SINT JOSEPHKERK, AMSTERDAM

Candy castle is the biggest, highest and one of the most beautiful playgrounds of the Benelux. Every day of the week children can play, climb and relax in this unique location set up in an old church in Amsterdam. Allura was chosen in the restaurant and play areas around the big castle.



ZARZUELA HOTEL – LIMEIRA, SÃO PAULO

Creating an atmosphere and easy to clean. Two things that go perfectly together when using Allura for a hotel room.



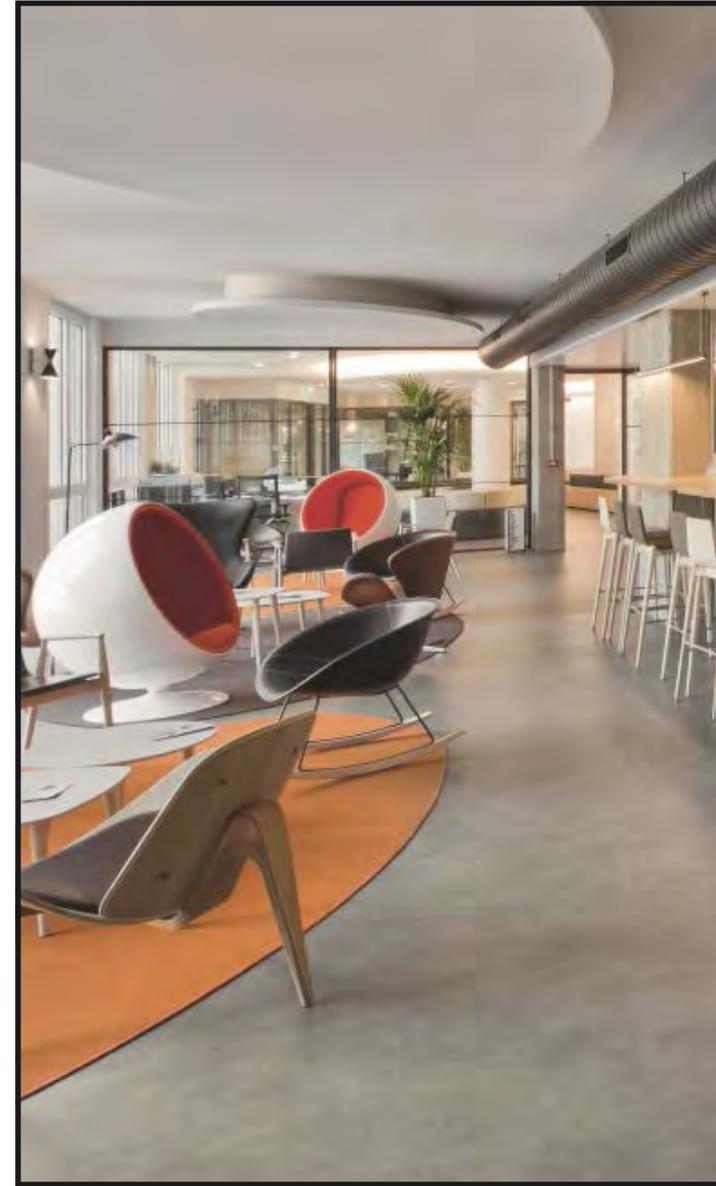
MBANK OFFICE – WARSAW, POLAND

mBank launched a project to establish ultra-modern banking outlets in shopping centres throughout Poland. Clients are attracted by the ultra-modern, Kinect-enabled interactive screens and video walls – and of course by the attractive Allura Wood flooring!



CARTRAWLER – DUBLIN, IRELAND

CarTrawler, one of the world's largest providers of online car rental services designed a new canteen for their staff. A selection of Allura vinyl tile products were chosen to designate different seating and circulation areas. A mixture of wood effect and block colours provided the necessary contrasting finishes.



BUSINESS CENTER COPERNICO – MILAN, ITALY

Copernico developed a new concept of working dimension and combines work spaces with social areas: a philosophy of cross-pollination that rethinks spaces depending on uses and residents. The floor fits with every purpose of the building.



BCM WOONZORG MAARSHEERD – STADSKANAAL, NL

In this elderly home in the North of the Netherlands the clients feel well at home because of the cosy atmosphere. They like to be in the general areas where they can meet, follow courses and play games.



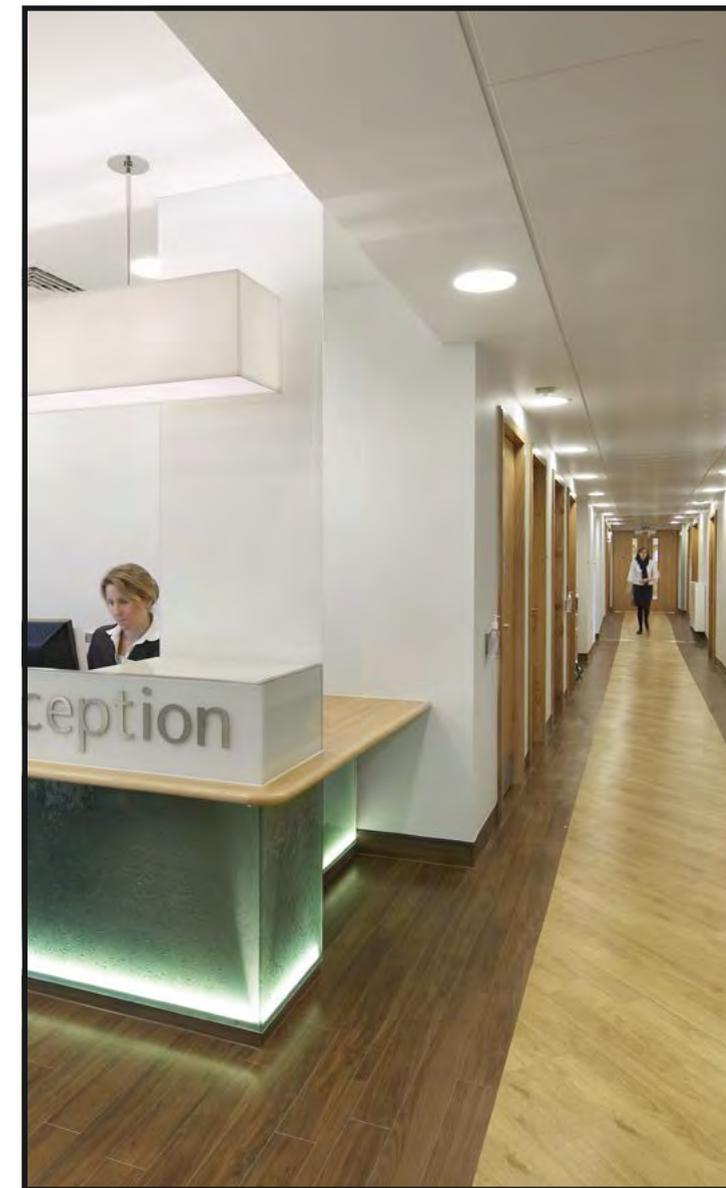
WMF – KÖLN, DEUTSCHLAND

The WMF Group offers dinner service and flatware. They also sell pots and pans, electrical equipment for the kitchen, equipment for baking and many more article for the kitchen. In this shop in Köln was Allura Wood installed.



RICS SCOTLAND – EDINBURGH, SCOTLAND, UK

The architect of this renovation project created a floor space that was practical, impactful and complementary to the overall character of both the building and the RICS brand. With this design they won the 2015 Fly Forbo competition in the UK.



THE LONDON CLINIC – LONDON, UK

The ability to create a complete flooring design solution from one manufacturer was a key reason for the specification of a range of products from Forbo Flooring Systems, including Allura Wood.



CREATED WITH PASSION

Made in Europe

All Allura products are produced towards the same high Forbo standards in our factory in The Netherlands. All men and women working on this product day and night are fully dedicated to make the best product possible using the latest techniques and machines.

The R&D and production team together with product management and design have created a product that is like no other. The base for all products and the core element for the best possible dimensional stability performance is the used glass fleece.

Our production method ensures a great variety of planks per box. You will not find the same plank in one box which makes true to nature.

The PUR lacquering system will protect every item and ensures a hassle free cleaning and maintenance.

ENVIRONMENTALLY SOUND

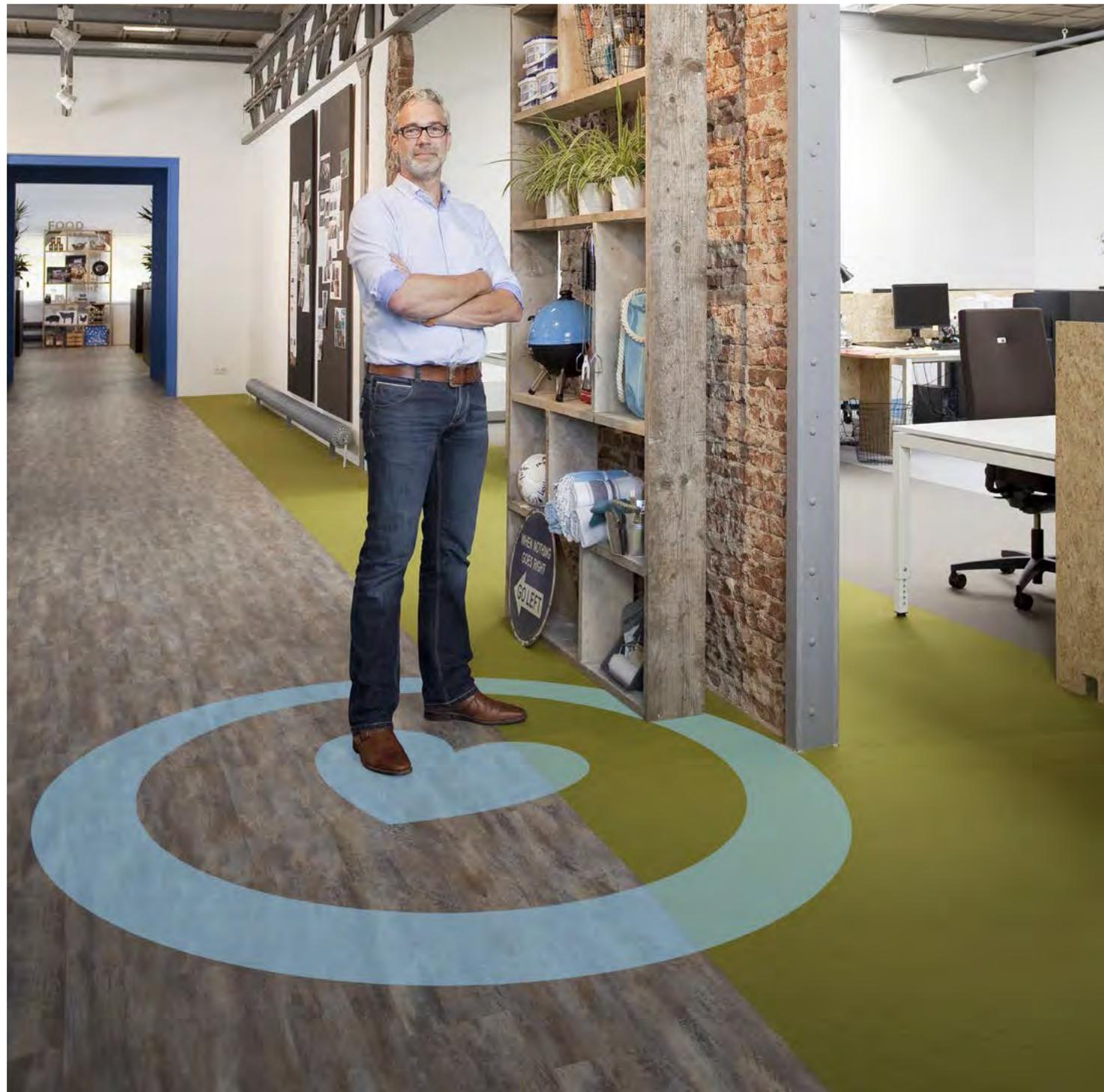
ALLURA -
A CONSCIOUS CHOICE



Allura is produced in a modern state of the art greenfield environment. The factory runs on green electricity.

Allura waste streams are limited as the base material is cut into planks and tiles using ultrasonic cutting technique, which is very precise and ensures minimal cut off waste for all products. Edges, start and end sections of a production run are being recycled back into the backing of the product. Allura is low emitting and 100% phthalate free





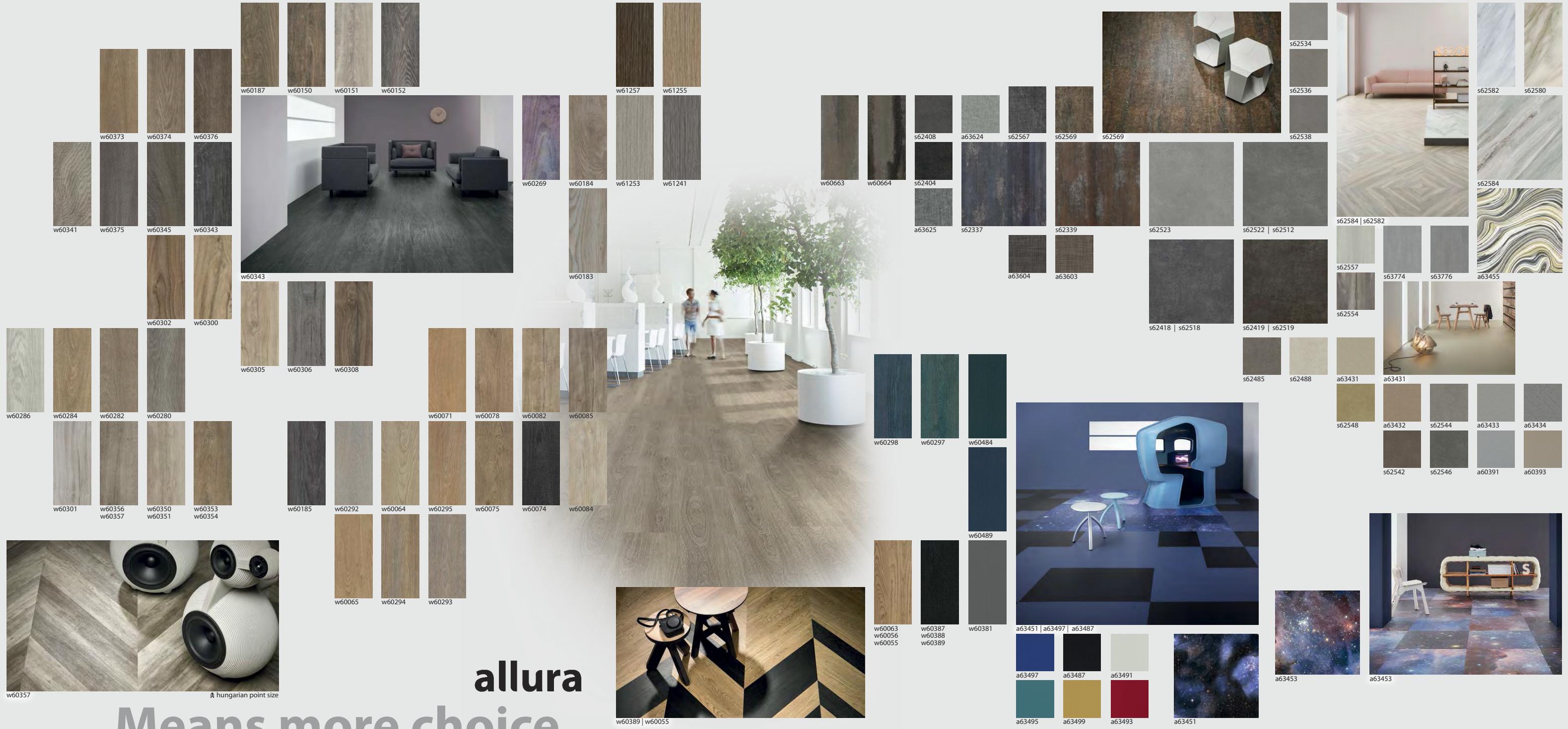
ALLURA, COMMITTED TO THE HEALTH OF ONE

With our portfolio of floor covering we have the ambition to make a positive contribution to the quality of the indoor environment. We do this by offering environmentally responsible products and by paying special attention to safety, hygiene and well being.



The Allura collections are phthalate free and REACH* compliant. The surface layers of the floor provide for both safety and comfort, at the same time the floors are hygienic and easy to clean and maintain. The many close-to-nature design of the collection provide for calm, comfortable and relaxing environments that stimulate the sense of well being of the individual. As most of us spend some 85% to 90% of our time indoors, making the right choice is well worth the effort.

*Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) address the production and use of chemical substances and their potential impacts on both human health and the environment.



w60357 ø hungarian point size



w60389 | w60055

allura

Means more choice



a63453



a63453

allura flex

True to nature



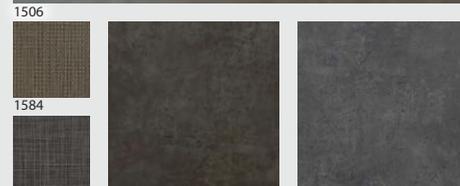
9073



1674 1672 1670 1671



1641 1651 1644 1651



1506 1584 1664 1634 | 1639 1628 | 1624 1632 | 1626 1633 | 1623



1623



9075 9073 9074 9076



9050 9051 9053 9054 9056 9057



9051



9084 9080



9084



1684 1682 1604 1605 1535 1532

↑ hungarian point size

allura click

Easy to install



cc60306



cc60306 cc60302 cc60300 cc60305



cc61255 cc61241 cc60664 cc61241



cc62404 cc62419 cc62418



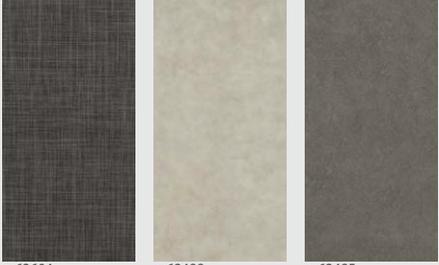
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cc63776



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cc60064



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cc60293



cc60078 cc60082 cc60084