



FIRMFIT[®]
Fit for when life happens



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

B^M_K



There's no feeling like finally coming home!

A space you've carefully thought out and created that corresponds to your life and will allow you to grow and spend time with your family, friends and will withstand the daily demands of an active lifestyle. Simply put, where you can live.

FirmFit was developed with exactly that in mind.

Its limestone based core not only makes it incomparably sturdy, resistant, stable to heat and waterproof but also environment friendly and recyclable too.

It's unmatched performance combined with its carefully selected natural designs, truly makes it *fit for when life happens.*





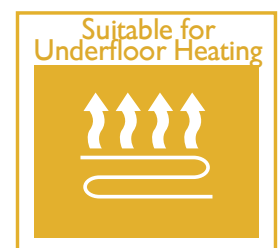
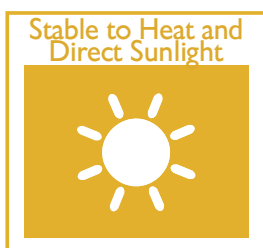
WHEN SUN HAPPENS

While most waterproof flooring solutions available are not warranted for installation in rooms with large windows and a lot of sunlight, FirmFit technology is!

Outstanding stability & strength!

Soak in the sun in any room of your home.

- Sunrooms
- 3-season rooms
- Bathrooms
- Kitchens
- Any other room of your home... *you name it!*



Fit for when life happens!



**WHEN
FUN
HAPPENS**

Fun is what it's all about!

And with fun comes mess and accidents...

Why would you have to worry about whether or not you're having too much fun just because of your floor?
Don't, FirmFit technology can take it!

- Extra durable and wear resistant
- Wet-moppable and steam-moppable for an easy maintenance
- No T-moldings required for areas of up to 400sqm - no trip hazards
- Up to 10X more indentation resistant vs standard WPC flooring



Easy-to-Maintain



Extra Impact
Resistant Surface



No Acclimation

~~48h~~

Fit for when life happens!



**WHEN
ACCIDENTS
HAPPEN**

Stop worrying so much!

FirmFit stands up to everyday challenges - whether it's your kids getting creative or your favourite pet messing around.

- Stain resistant
- Pets and kids friendly
- Can be wet-mopped and even steam-mopped!





WHEN DESIGN HAPPENS

Authentic designs with real wood feel!

FirmFit features authentic designs with deep embossing that creates the look & feel of real hardwood floor.

Designs are extremely versatile and available in a variety of unique colors, styles & finishes to compliment any interior.



WHEN GREEN HAPPENS

Sustainability is the No.1 concern for us.
We ensure that FirmFit is safe for both the indoor
and the outdoor environments.

**LIMESTONE
BASE**

Limestone-based core

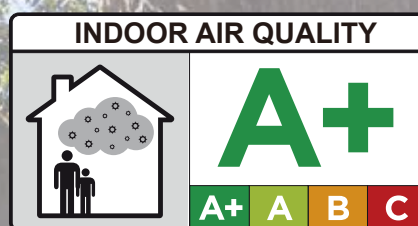
100%

Free of Ortho-Phthalates and
other harmful substances

100%

Recyclable



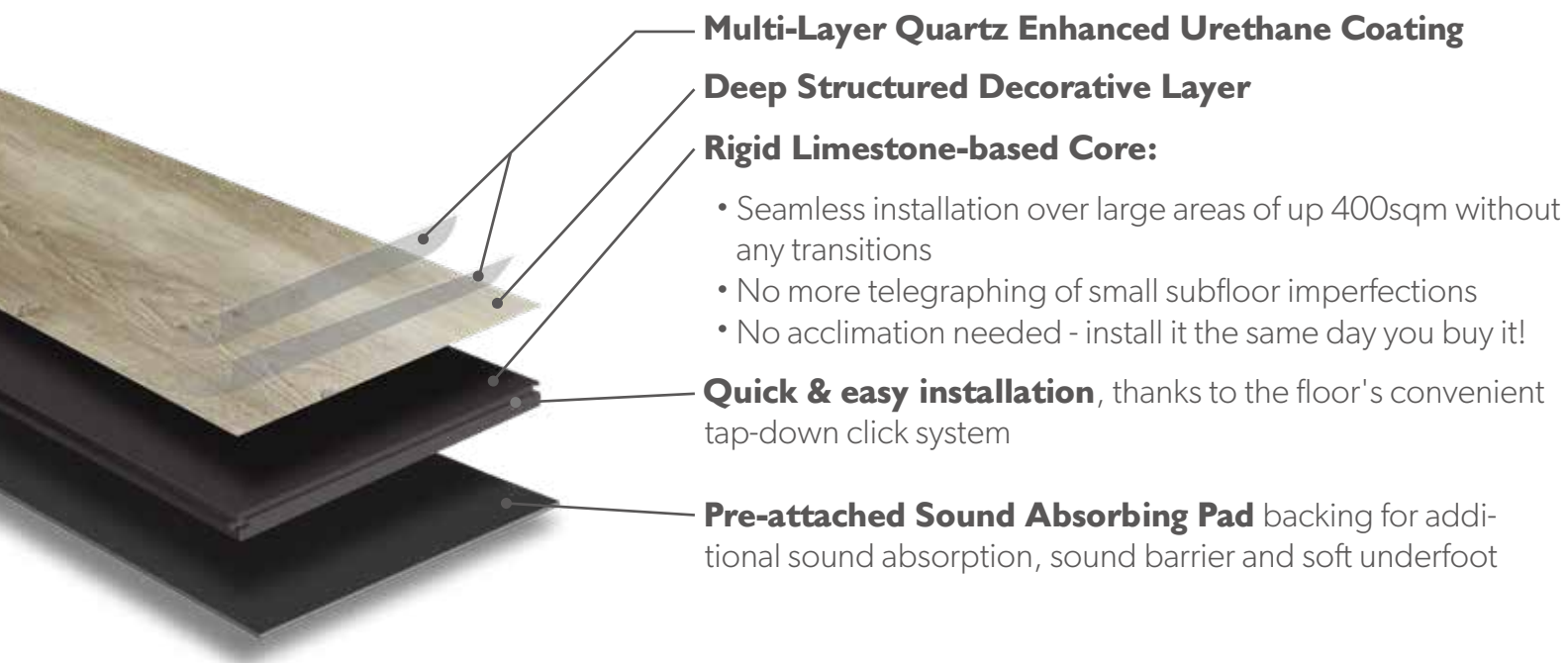


* Information on the level of volatile compounds emissions into indoor air, which presents a risk of toxicity from inhalation, on a scale from A+ (very low emissions) to C (high emissions)



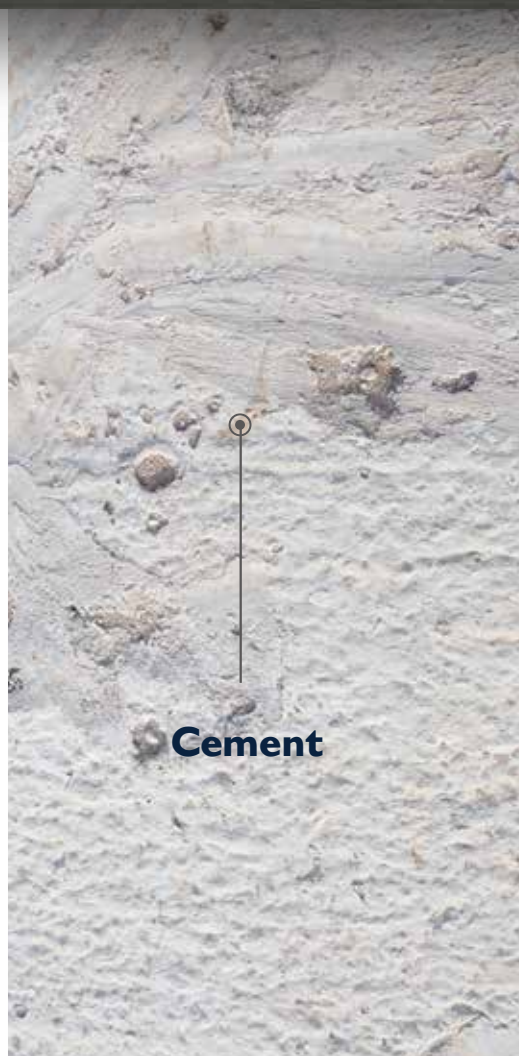
WHEN EASE HAPPENS

- ✓ **No unsightly transition profiles on big surfaces**
- ✓ **No complicated subfloor prep**
- ✓ **No acclimation required**
- ✓ **No telegraphing**





Wood



Cement



Tiles

Installs directly over most existing hard-surface floors!

FIRMFIT®
Silent





More Silent than Rigid Core & Laminate!

All the advantages
of Firmfit Floors... but **Silent**

Just as beautiful – comes in XL and Herringbone
format with registered synchronized embossing and
pronounced beveled edges

Just as rigid

Just as waterproof

Just as durable

Just as stable

Just as Safe & Sustainable

NaturTrend

Finish Vinyl never looked so real



NaturTrend

Standard Vinyl



ULTRA-MATTE

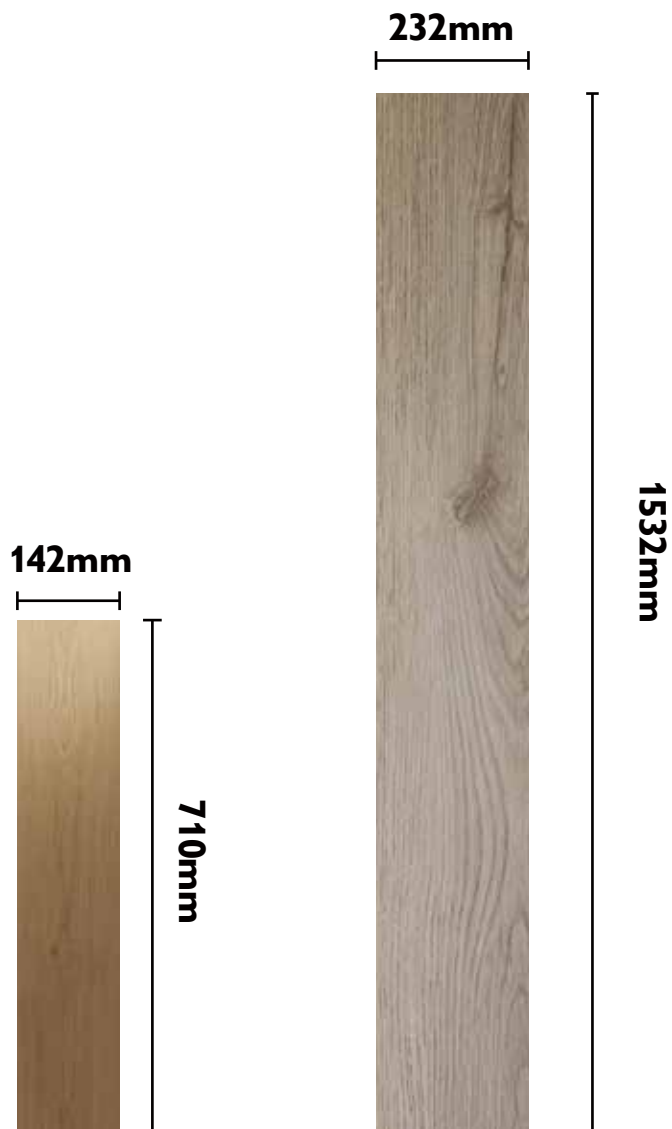
NO MATTER WHAT

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

- ✓ Consistent sheen at different angles
- ✓ No Difference in sheen between planks
- ✓ The perfect natural look for your home
- ✓ Easy to clean
- ✓ Embossed in Register for a realistic look and feel
- ✓ Improved gloss endurance even after wear and tear

FIRMFIT®

Silent



Fit for when noise happens!



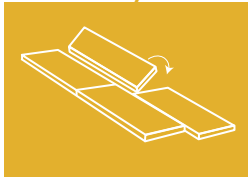
Silent Planks



Embossed-in-Register



Extra Tight
Click System



Enhanced Bevel
on 4 Sides



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 232x 1532mm

Overall Thickness: 7.5mm

Backing: 1mm Cork

Wear Layer: 0.55mm

Box Content: 6pcs / 2.13m²



EWH-7020



EWH-7031



EWH-7032



EWH-7131



EWH-7134



EWH-7110



EWH-7093



EWH-7135

Fit for when noise happens!

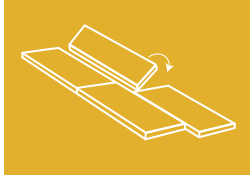
Silent Herringbone



Embossed-in-Register



Extra Tight
Click System



Enhanced Bevel
on 4 Sides



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 142x 710mm

Overall Thickness: 7.5mm

Backing: 1mm Cork

Wear Layer: 0.55mm

Box Content: 18pcs / 1.82m²



EWH-7032



EWH-7134



EWH-7093



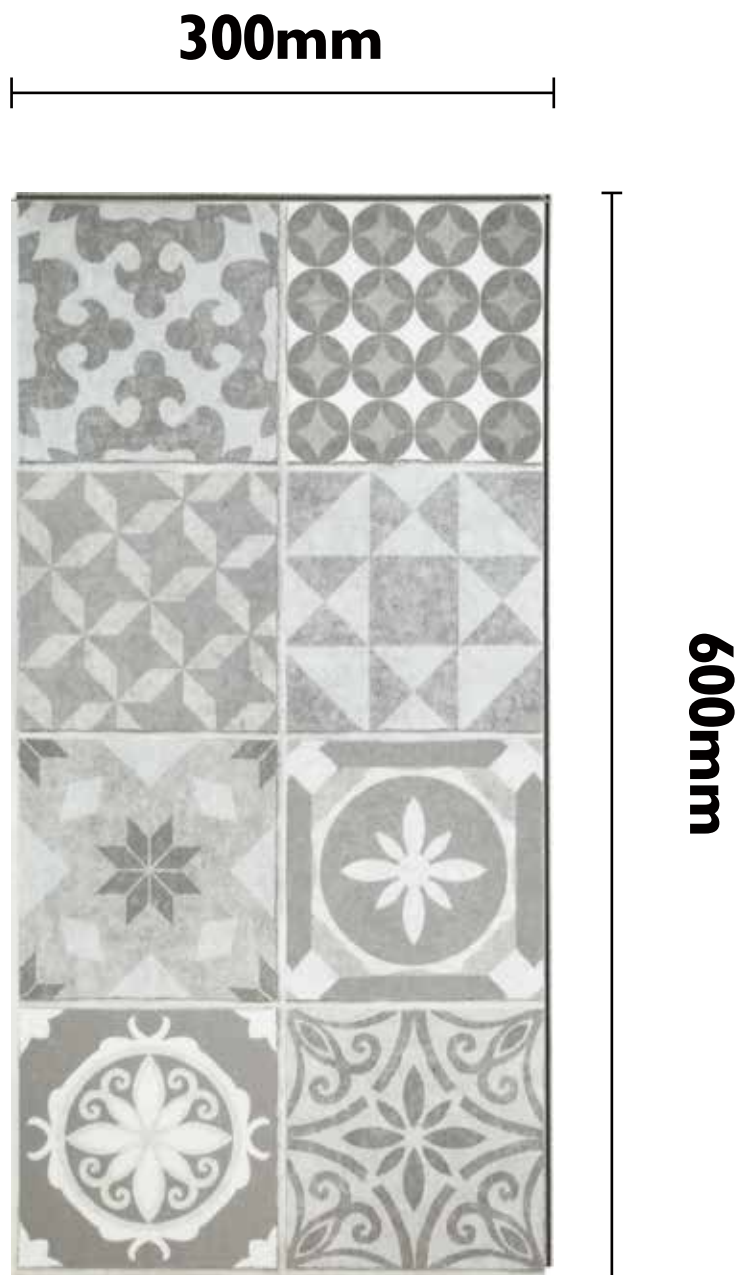
EWH-7135

Fit for when noise happens!

FirmFit Silent Standard Display

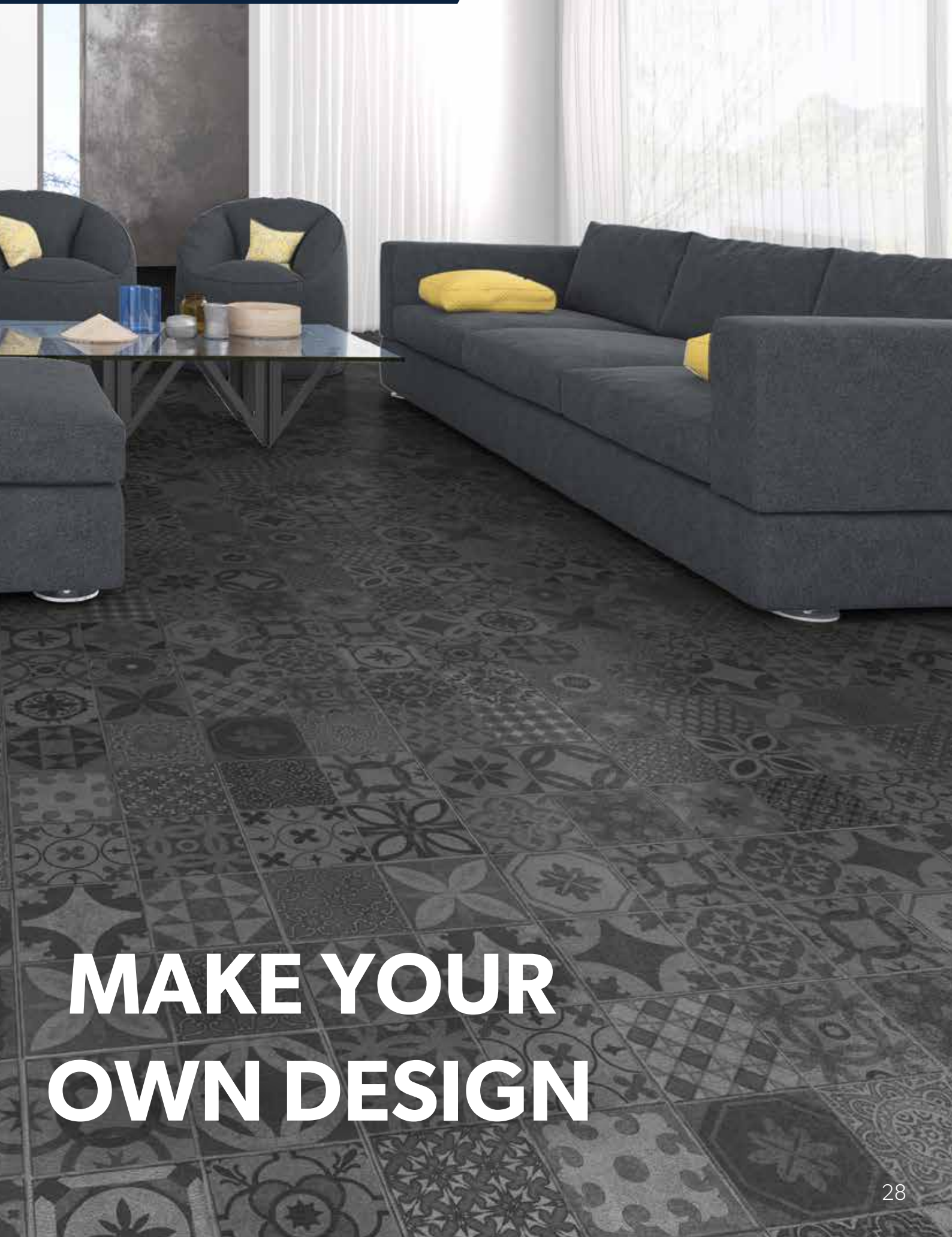


Encaustic Tiles



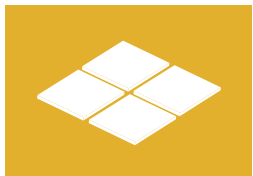


Encaustic Tiles

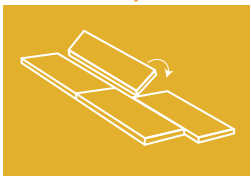


**MAKE YOUR
OWN DESIGN**

Marble embossed



Extra Tight
Click System



Bevel on 4 Sides



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 300x 600mm

Overall Thickness: 5mm

Backing: 1mm Sound Absorbing Pad

Wear Layer: 0.55mm

Box Content: 13pcs / 2.34m²

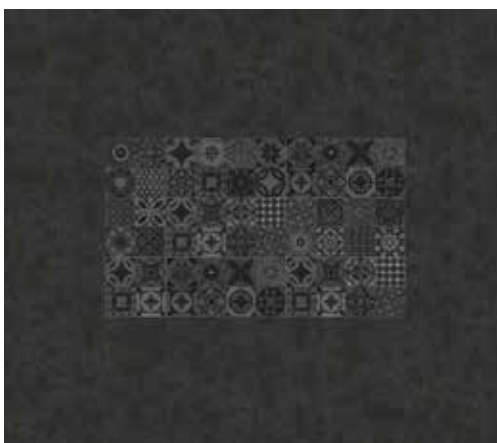
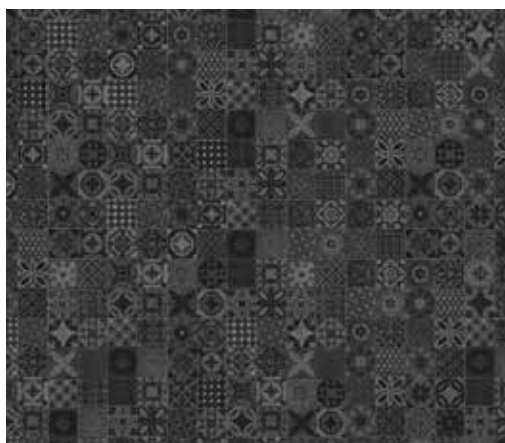


CWH-4077



LT-1750

CAH-4077 matches with LT-1750

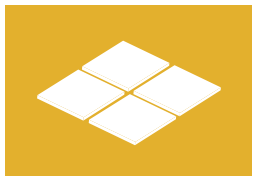


Encaustic Tiles

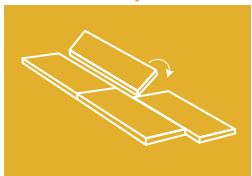


**MAKE YOUR
OWN DESIGN**

Marble embossed



Extra Tight
Click System



Bevel on 4 Sides



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 300x 600mm

Overall Thickness: 5mm

Backing: 1mm Sound Absorbing Pad

Wear Layer: 0.55mm

Box Content: 13pcs / 2.34m²

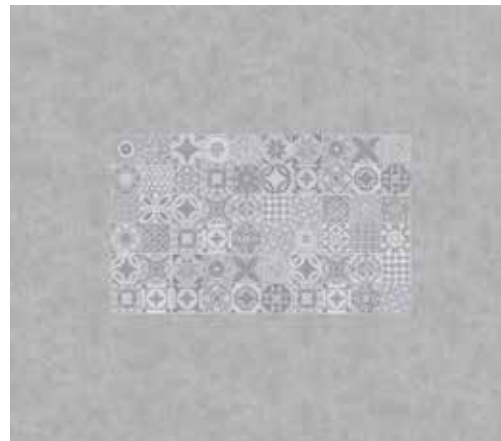
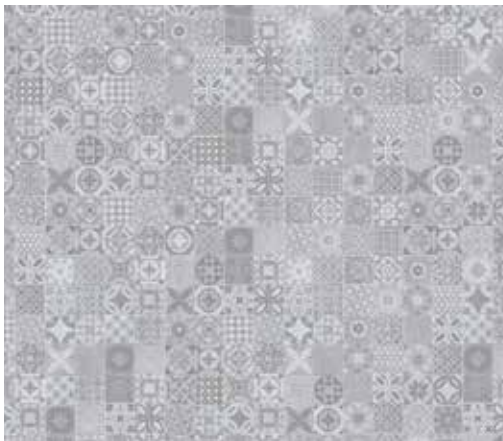


CAH-4078



LT-2461

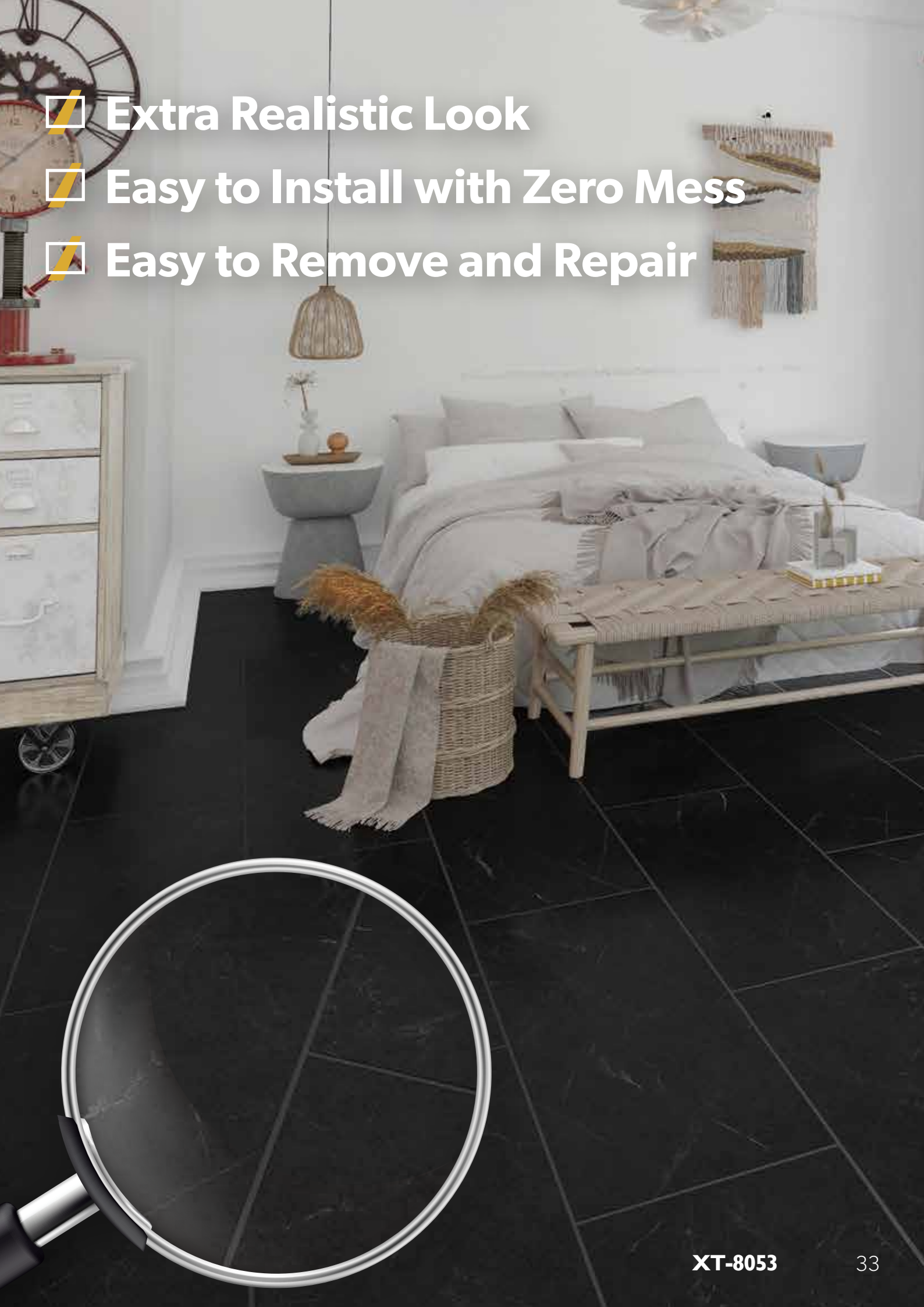
CAH-4078 matches with LT-2461



Pre-Grouted Tiles



- ✓ **Extra Realistic Look**
- ✓ **Easy to Install with Zero Mess**
- ✓ **Easy to Remove and Repair**



Pre-Grouted Tiles



Marble Embossed



Stone Embossed



Extra Tight
Click System



Pre-grouted Bevel



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 405x 810mm

Overall Thickness: 5.5mm

Backing: 1mm Sound Absorbing Pad

Wear Layer: 0.5mm

Box Content: 7pcs / 2.3m²

6pcs / 1.97m²



LT-2464



LT-2463



LT-4030



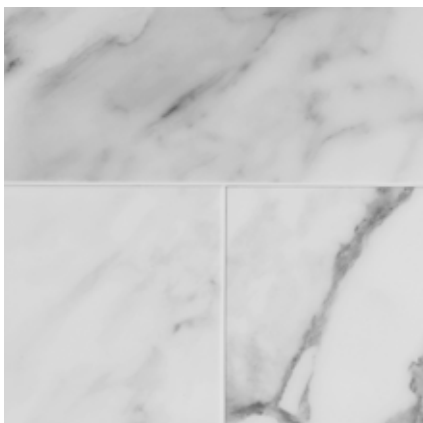
LT-1419



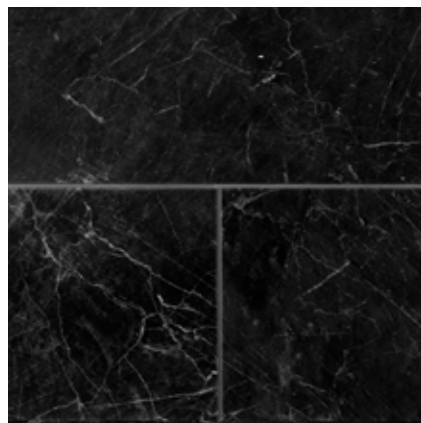
LT-4031



LT-2466



XT-4003



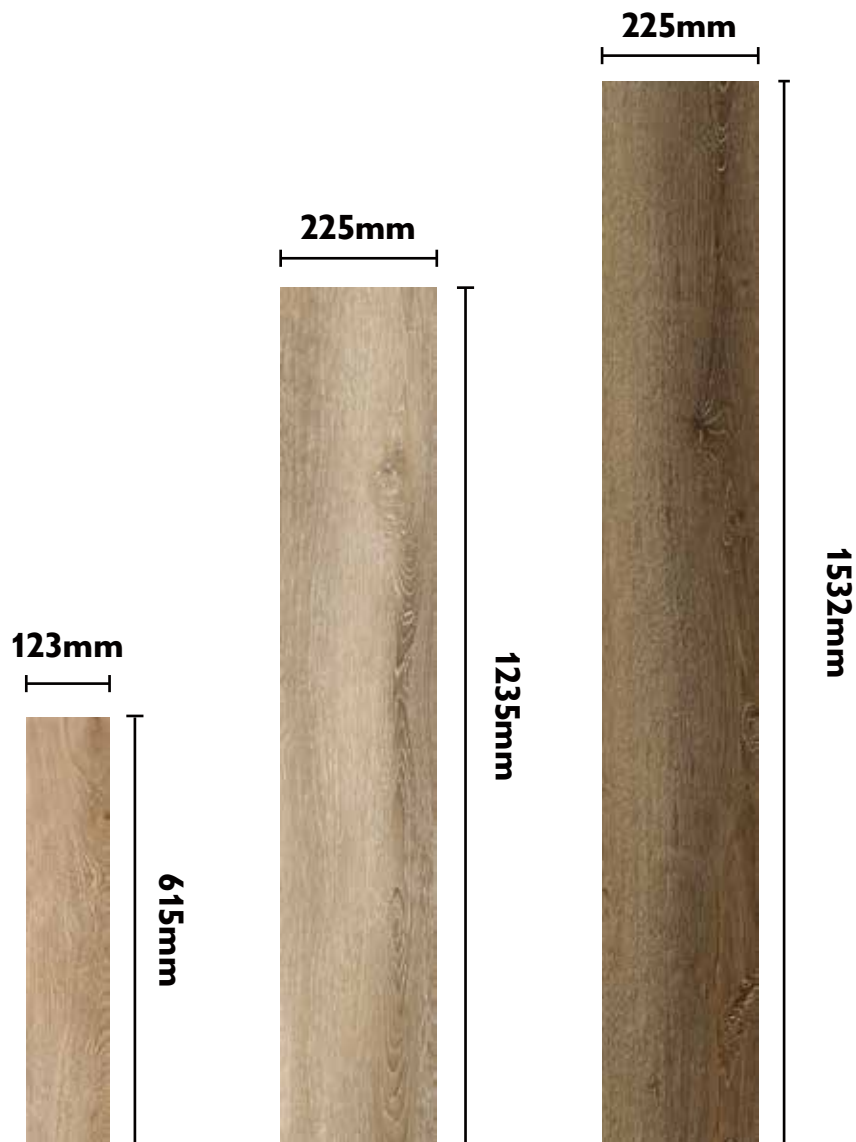
XT-8053

Fit for when life happens!

FirmFit Tiles Standard Display



Boutique





FIRMFIT FLOORING
JUST GOT LARGER
AND WIDER

RIGID CORE PLANKS





Dimensions: 225x 1235mm
 Overall Thickness: 5mm
 Backing: 1mm Cork
 Wear Layer: 0.5mm
 Box Content: 9pcs / 2.50m²



EW-2960



EW-2786



EW-2780



CW-1746



EW-2557

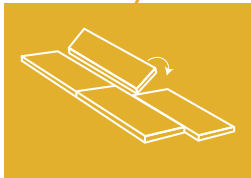
RIGID CORE XL PLANKS



Embossed-in-Register



Extra Tight
Click System



Enhanced Bevel
on 4 Sides



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 225 x 1532mm

Overall Thickness: 5mm

Backing: 1mm Cork

Wear Layer: 0.5mm

Box Content: 7pcs / 2.41m²



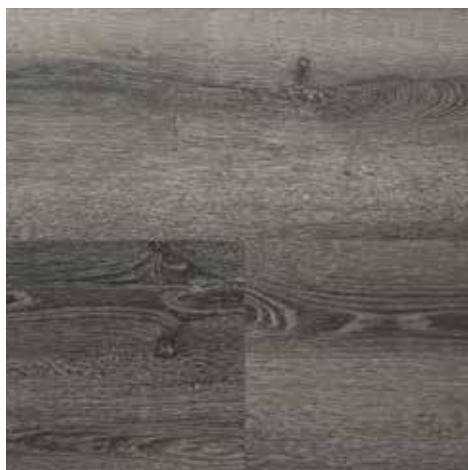
CW-2003



CW-2009



CW-1997



CW-1996

RIGID CORE HERRINGBONE





Dimensions: 123 x 615mm
 Overall Thickness: 5mm
 Backing: 1mm Cork
 Wear Layer: 0.5mm
 Box Content: 30pcs / 2.27m²



EW-2960

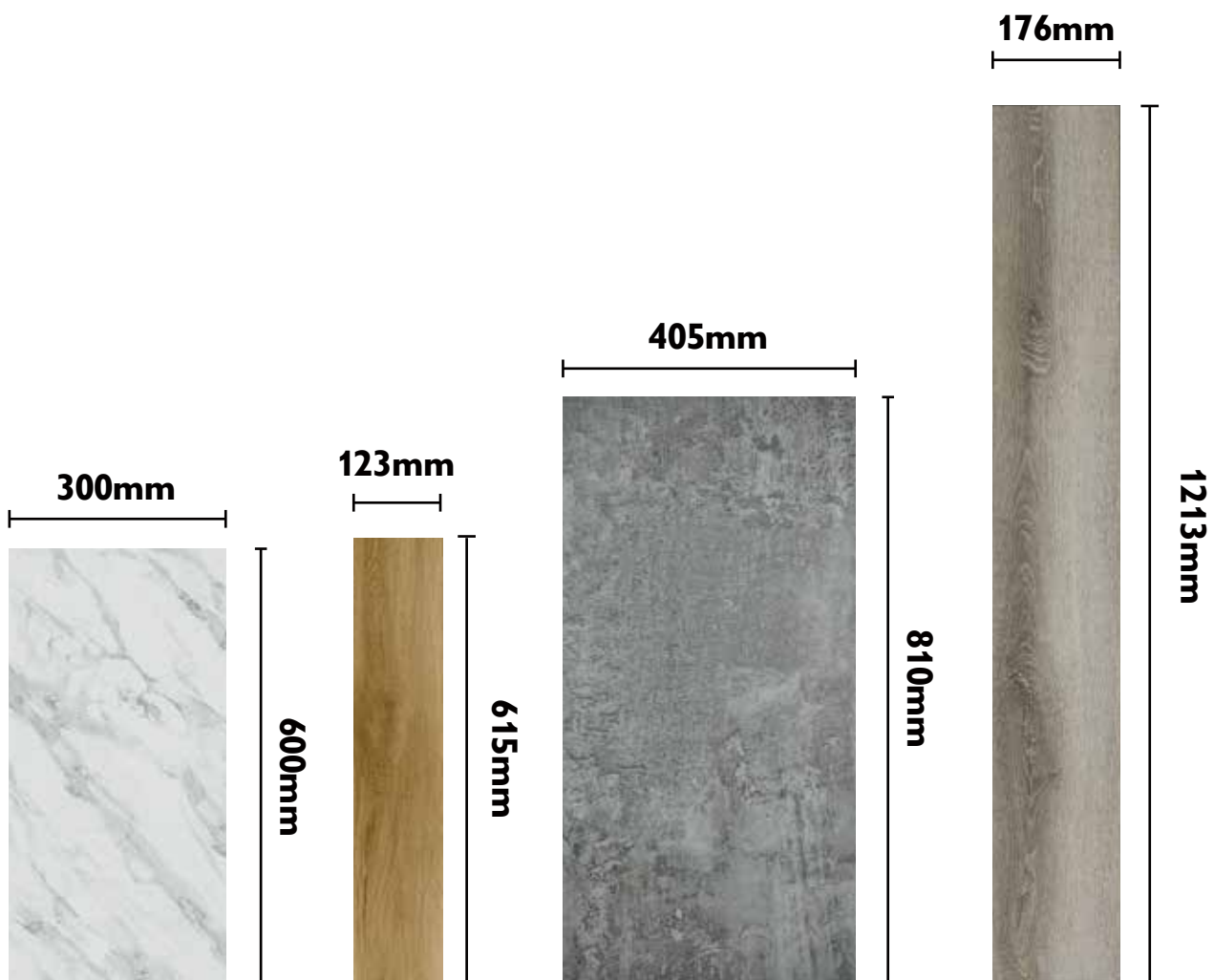


EW-2780



EW-2557

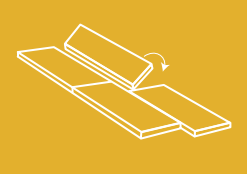
Chêne





RIGID CORE PLANKS



Natural Wood Grain 	Extra Tight Click System 	Bevel on 4 Sides 	Warranty LIFE TIME Residential	Warranty 15 YEAR Commercial
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Dimensions: 176 x 1213mm
 Overall Thickness: 5mm
 Backing: 1mm Cork
 Wear Layer: 0.5mm
 Box Content: 11pcs / 2.35m²



CW-1447



CW-1860



CW-1990



CW-1434



CW-1435



CW-155



CW-1683



CW-1317

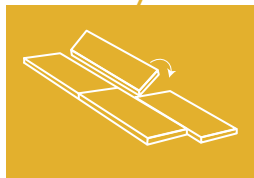
RIGID CORE TILES



Stone or Marble
Embossed



Extra Tight
Click System



Enhanced Bevel
on 4 Sides



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 300 x 600mm
405 x 810mm

Overall Thickness: 5mm

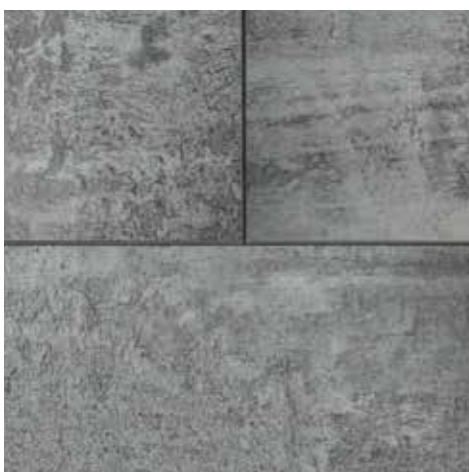
Backing: 1mm Cork

Wear Layer: 0.5mm

Box Content: 13pcs / 2.34m²
7pcs / 2.30m²



XT-4001



CW-1754



LT-1436

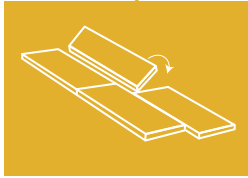
RIGID CORE HERRINGBONE



Natural Wood Grain



Extra Tight
Click System



Enhanced Bevel
on 4 Sides



Warranty

**LIFE
TIME**
Residential

Warranty

**15
YEAR**
Commercial

Dimensions: 123 x 615mm

Overall Thickness: 5mm

Backing: 1mm Cork

Wear Layer: 0.5mm

Box Content: 30pcs / 2.27m²



CW-1447



CW-1860



CW-1990



CW-1434



CW-1435



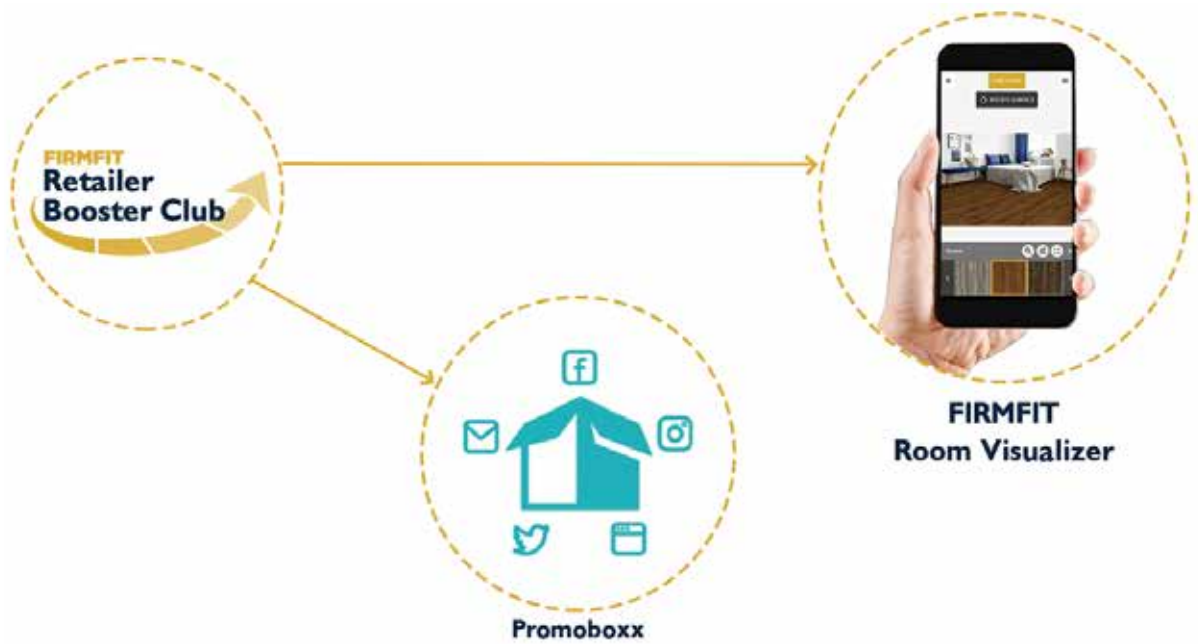
CW-1683



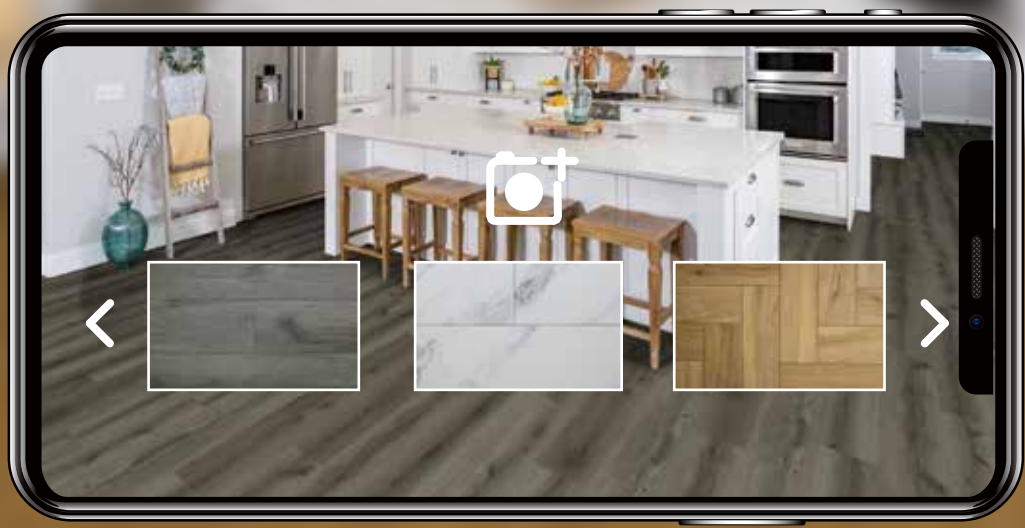
CW-1317

Fit for when life happens!

Join FIRMFIT® Retailer Booster Club and get free access to FIRMFIT® Room Visualizer and Promoboxx.



FIRMFIT® Room Visualizer



The most advanced
AR computer vision
tech used to change
the floor anywhere
in 3 clicks!



Try our quick and easy
**Firmfit® Room
Visualizer**

Install Firmfit®'s
leading room visualizer
on your website, letting
your customers see
what your products
look in their room
EASILY and for **FREE**.



Sign up now

Free access to customizable, brand-approved digital marketing content and easy-to-use tools to better connect with your local consumers online.

Promoboxx offers many features



Exclusive &
Customizable
marketing content



Saves time
and money



Drive sales leads



Reporting
features



Training &
Support team

Sign up and start
marketing like a pro!



FirmfitMkt.com



FIRMFIT[®]

Fit for when life happens



Fit for when life happens...

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