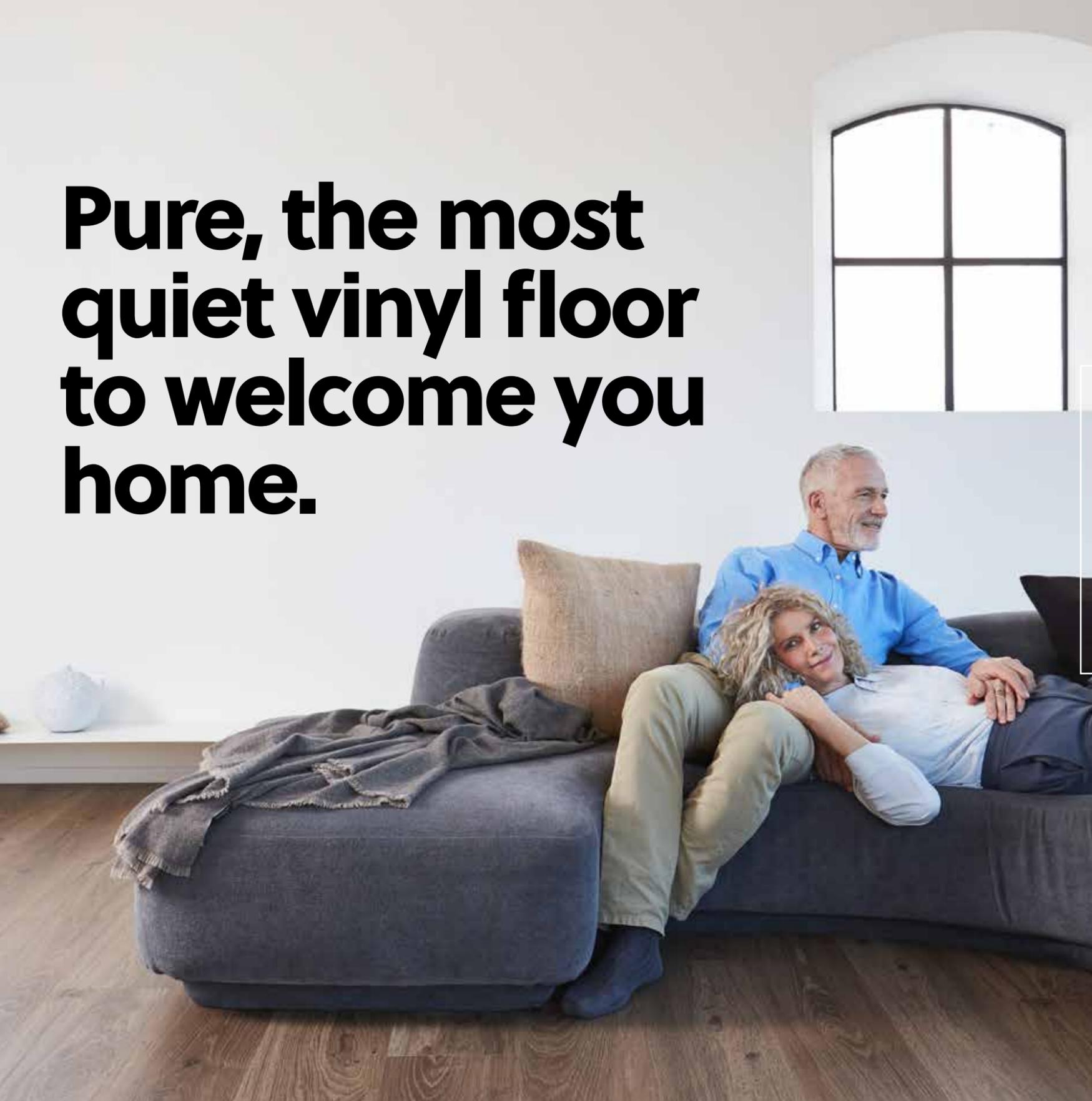


**pure.**

# The floor of silence



# Pure, the most quiet vinyl floor to welcome you home.



## The floor is yours.

A floor that doesn't wake the little ones while you're sneaking in.

A worry-free foundation that survives your parties, family dinners and children chasing dogs (or the other way around?).

A floor that is unbelievably easy to install. For everyone. Whether it's your first time or your daily occupation.

It doesn't matter if you love traditional, elegant, cozy or creative designs. There is a Pure vinyl floor just for you.

A floor that is loved by everyone, even by our planet. Because the planks are 100% recyclable.

A floor for your home, your life.

relax, it's BerryAlloc



— planks.  
**32**



— tiles.  
**38**

# / pure.

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# There is a Pure floor for everyone



Pure fits your interior,  
your habits, your home.

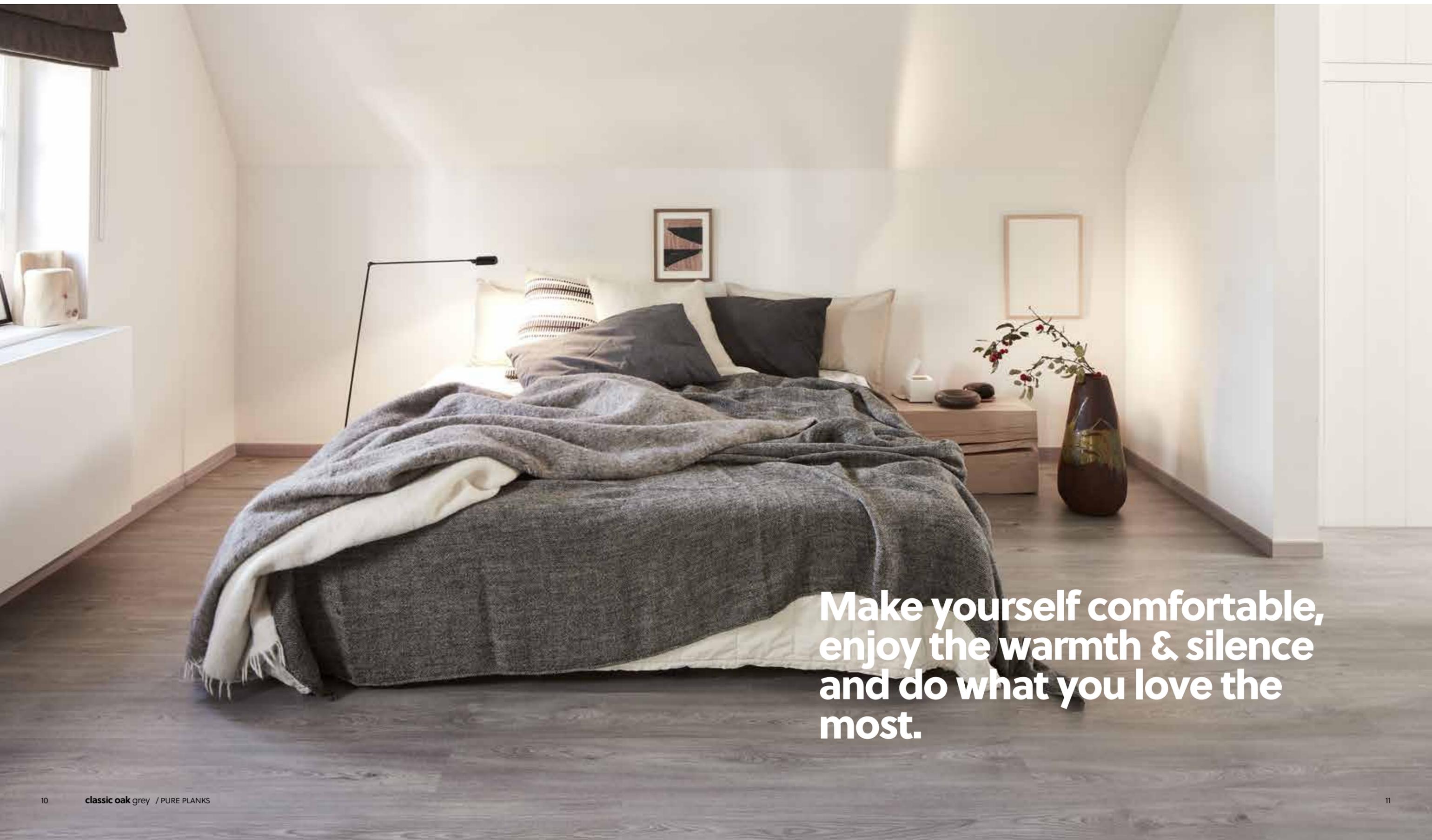


**Feel free to take off your  
socks. Or leave your  
boots on. We don't mind.**

# Nothing beats the feeling of home



Pure is made for all ages. The kids running around your house won't hurt themselves on this soft floor. The parents will love that it reduces the noise in every room. The friends won't believe how beautiful it is. Pure makes the moments you spend with the most important people in the world even more enjoyable.



**Make yourself comfortable,  
enjoy the warmth & silence  
and do what you love the  
most.**

why choose / pure.



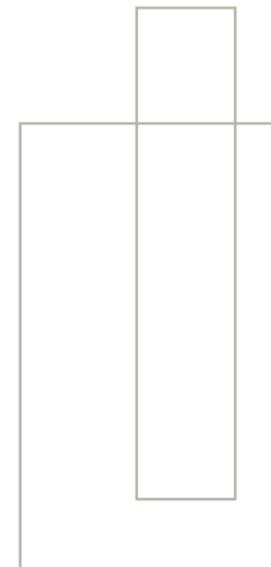
sssh floor

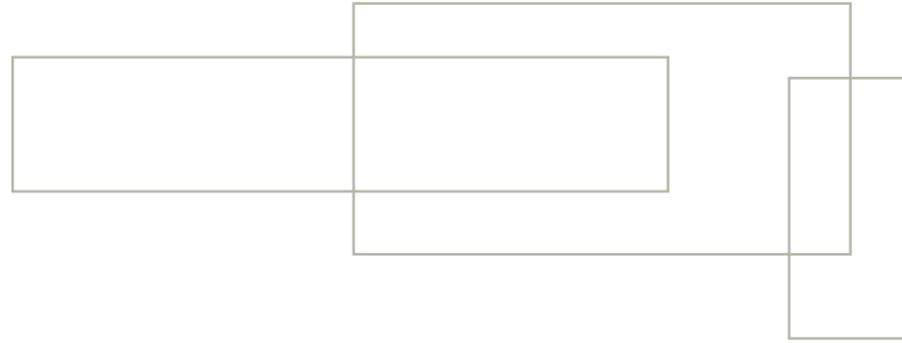
## The most **ssshhh** floor on the market

It's true: you definitely won't find a quieter floor. Pure has a unique soft top layer that is not only incredibly comfortable to walk on. It also absorbs the noise in every room. Comes in handy when you want to sneak in while your family is asleep.

The unique foamed top layer absorbs the walking sound, making it up to 50% more silent than other LVT floors.

Do you want to make your floor even quieter? Combine it with **Dreamtec+**, an underlayment that **reduces noise by 20 dB**. You will definitely fall in love with this cozy floor. And your downstairs neighbors will be crazy about it too, because your footsteps will sound softer than ever. The top always feels warm to the touch, but if you like it real warm you can of course combine it with **floor heating**.





## Light & rigid floors

Did we mention that these floors take care of your back? Thanks to their foam structure, the planks and tiles are lightweight, which is great for transportation and extremely easy for you to install.

Over the past years, we have developed our unique **Rigid Composite Board**, or RCB. The RCB technology guarantees that there is **little or no preparation needed**. It goes over almost any existing floor. This patented formula also guarantees **floor stability** when temperature changes. Sudden changes from warm to cold or the other way around won't affect your floor, so you can **easily install Pure in front of large windows**.

With its strong lock, Pure flooring can easily withstand the frequent traffic of real, everyday lives. There is really no need to limit your guests going crazy on the New Year's Eve living room dancefloor.

Pure  
is  
light  
for  
you,  
and  
for  
the



**environment.** Our floors save up to 30% material in comparison to other products on the market. Moreover, they can be **100% recycled** at the end of their lives.

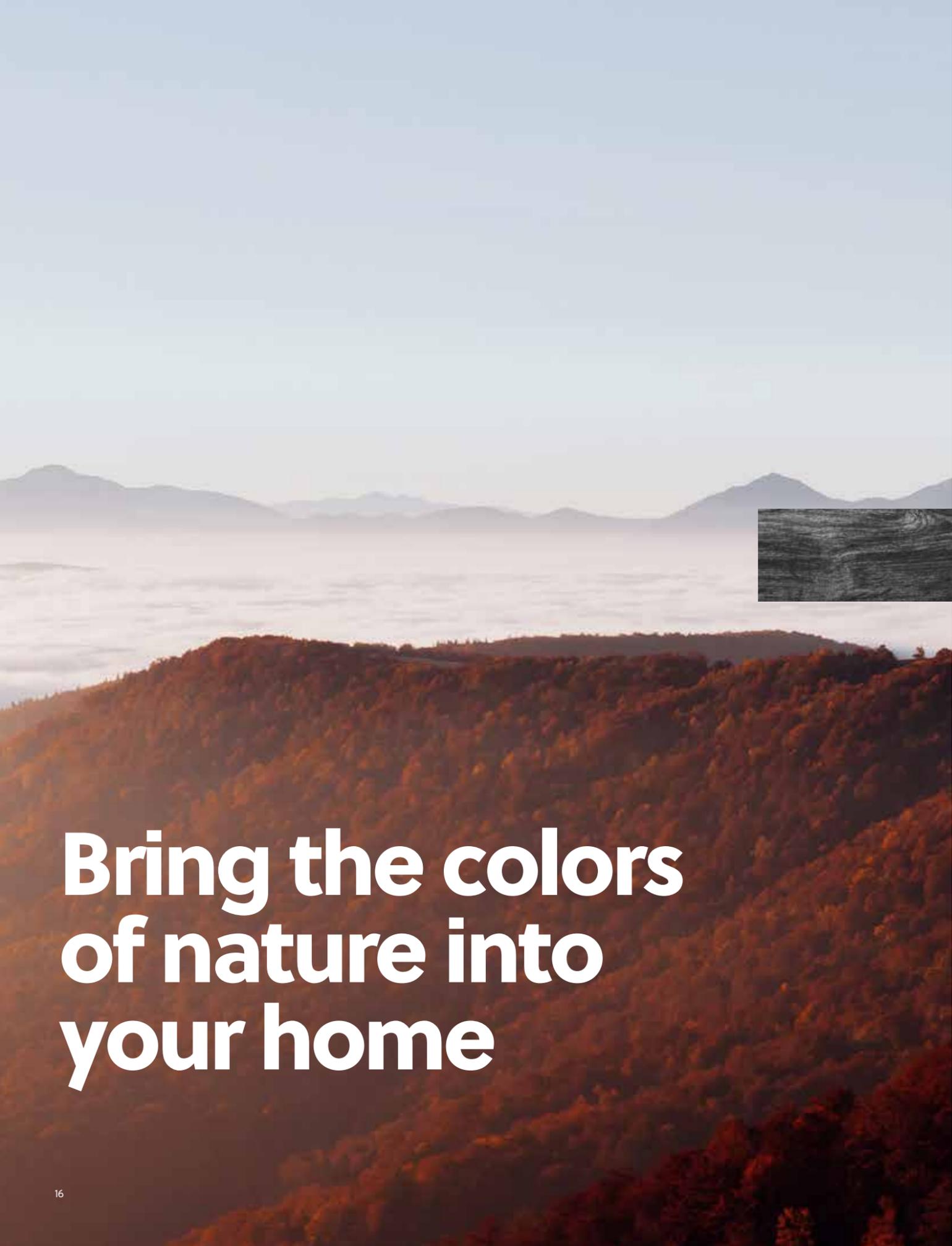
## Quick and easy installation

**DreamClick® locking system** allows you to click the planks and tiles any way you want. So feel free to turn them around until you find the pattern of your dreams. You won't need any heavy equipment, just take a simple Stanley knife and you're good to go. **No sawing, no dust. Get someone to help you, start in the middle and install at double speed. It is called DreamClick® for a reason.**

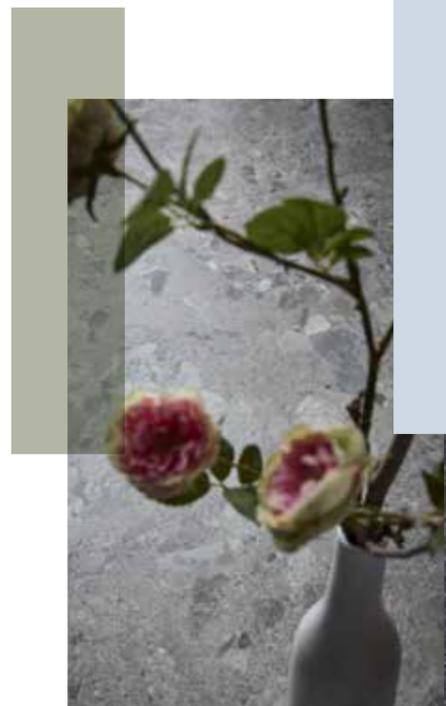
Sounds quick and easy? That's right. Thanks to our **unique locking system** you can **install 12 m<sup>2</sup> in 30 minutes flat**.

Whether you're a DIY'er or a professional, everyone loves our DreamClick®. The **360° interlocking system** allows you to use your creativity to the fullest and put together a floor that suits your space and your personality. Why not install it as a herringbone, a rectangular pattern or invent a whole new pattern of your own?





**Bring the colors  
of nature into  
your home**



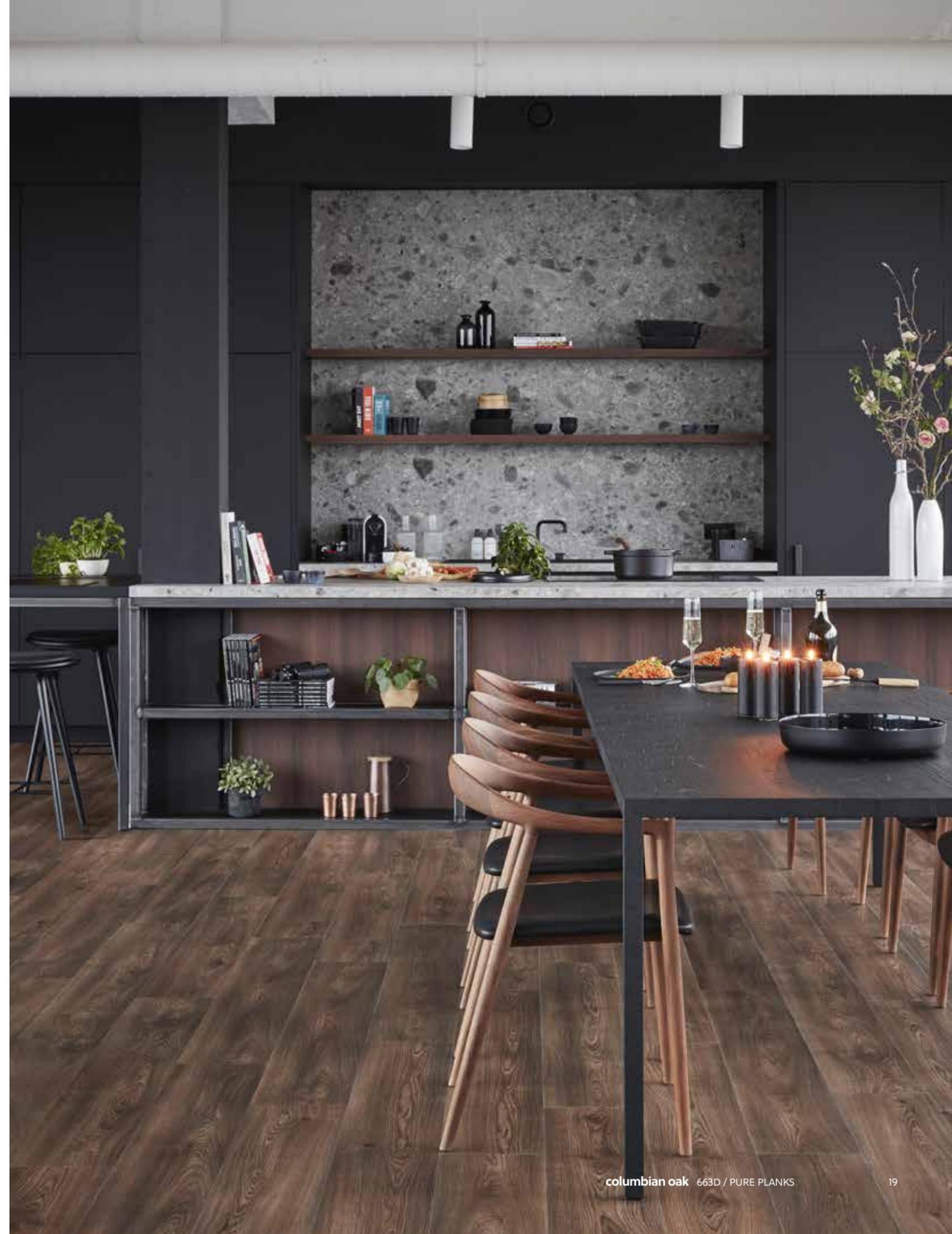
Our designs are inspired by nature. To bring some beauty from outside into your homes. Every single day.



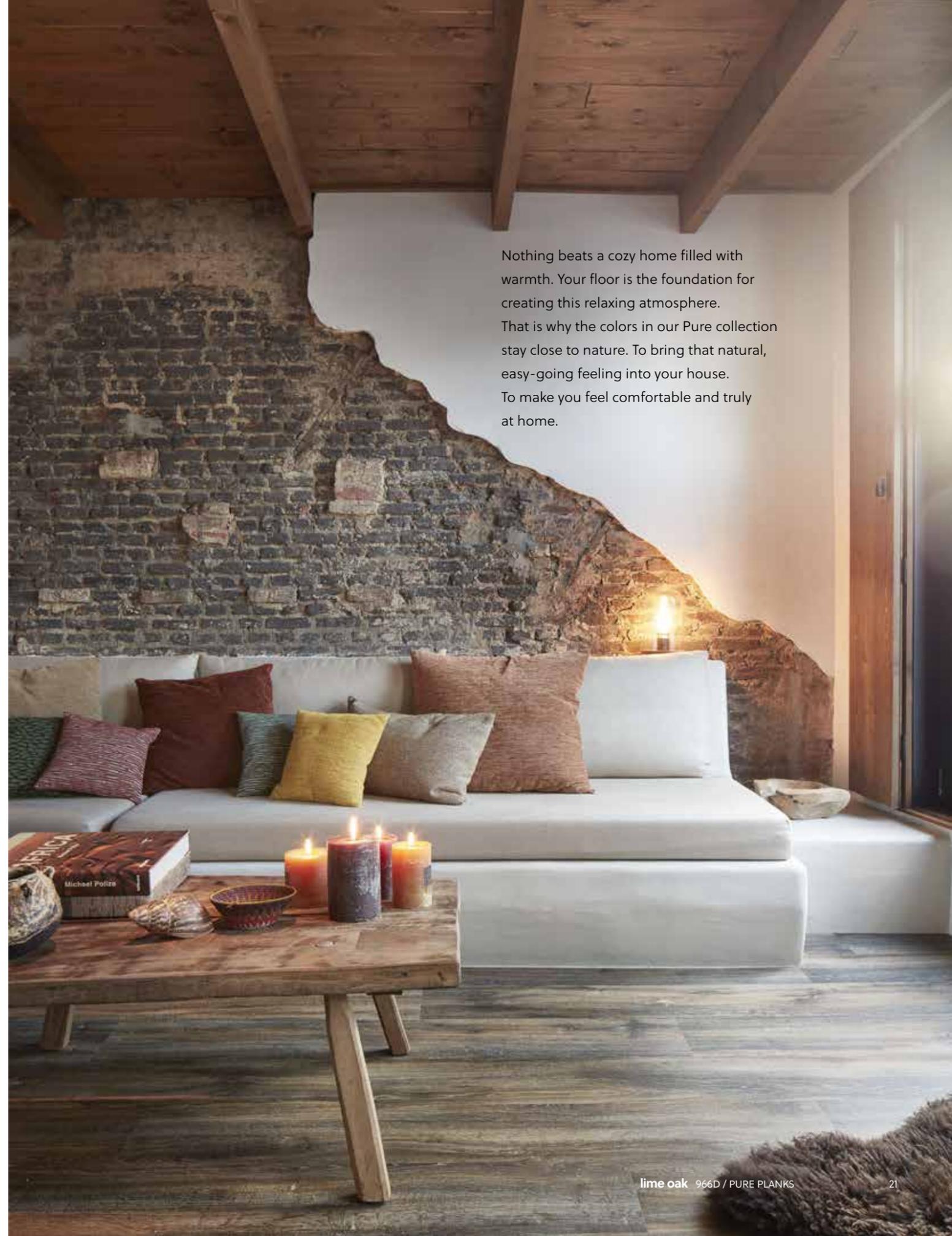
**From time to time,  
just stop and look  
around.**



**Wondering whether this Pure floor will fit your interior? Of course it will, because there's a floor for every home. A cozy cottage, a modern city apartment or a lively family place: Pure will fit in just perfectly.**



# The foundation for every kind of lifestyle



Nothing beats a cozy home filled with warmth. Your floor is the foundation for creating this relaxing atmosphere. That is why the colors in our Pure collection stay close to nature. To bring that natural, easy-going feeling into your house. To make you feel comfortable and truly at home.

# pick your color.

## planks.



**classic oak** light greige | 60001599



**classic oak** light natural | 60001600



**lime oak** 139S | 60000117



**columbian oak** 261L | 60000099



**classic oak** natural | 60001583



**toulon oak** 619L | 60000110



**toulon oak** 236L | 60000113



**lime oak** 963M | 60000119



**authentic oak** natural | 60001603



**columbian oak** 693M | 60000104



**columbian oak** 636M | 60000101



**lime oak** 693M | 60000122



**columbian oak** 946M | 60000103



**toulon oak** 293M | 60000114



**authentic oak** honey | 60001604



**columbian oak** 226M | 60000197



**columbian oak** 236L | 60000211



**columbian oak** 663D | 60000198



**classic oak** brown | 60001601



**lime oak** 623M | 60000212



**authentic oak** brown | 60001605



**lime oak** 979M | 60000123



**lime oak** 966D | 60000125



**intense oak** brown | 60001597



**toulon oak** 999D | 60000116



**intense oak** dark grey | 60001598



**intense oak** grey | 60001596



**intense oak** light grey | 60001595



**toulon oak** 936L | 60000111



**classic oak** grey | 60001602



**authentic oak** grey | 60001606



**authentic oak** light grey | 60001607



**toulon oak** 976M | 60000112



**lime oak** 939S | 60000118



**toulon oak** 109S | 60000108

# tiles.



**urban stone** light greige | 60001585



**urban stone** greige | 60001586



**urban stone** light grey | 60001584



**terrazzo** light grey | 60001589



**urban stone** grey | 60001587



**zinc** 616M | 60000069



**terrazzo** grey | 60001590



**urban stone** dark grey | 60001588



**zinc** 679M | 60000070



**terrazzo** dark grey | 60001591



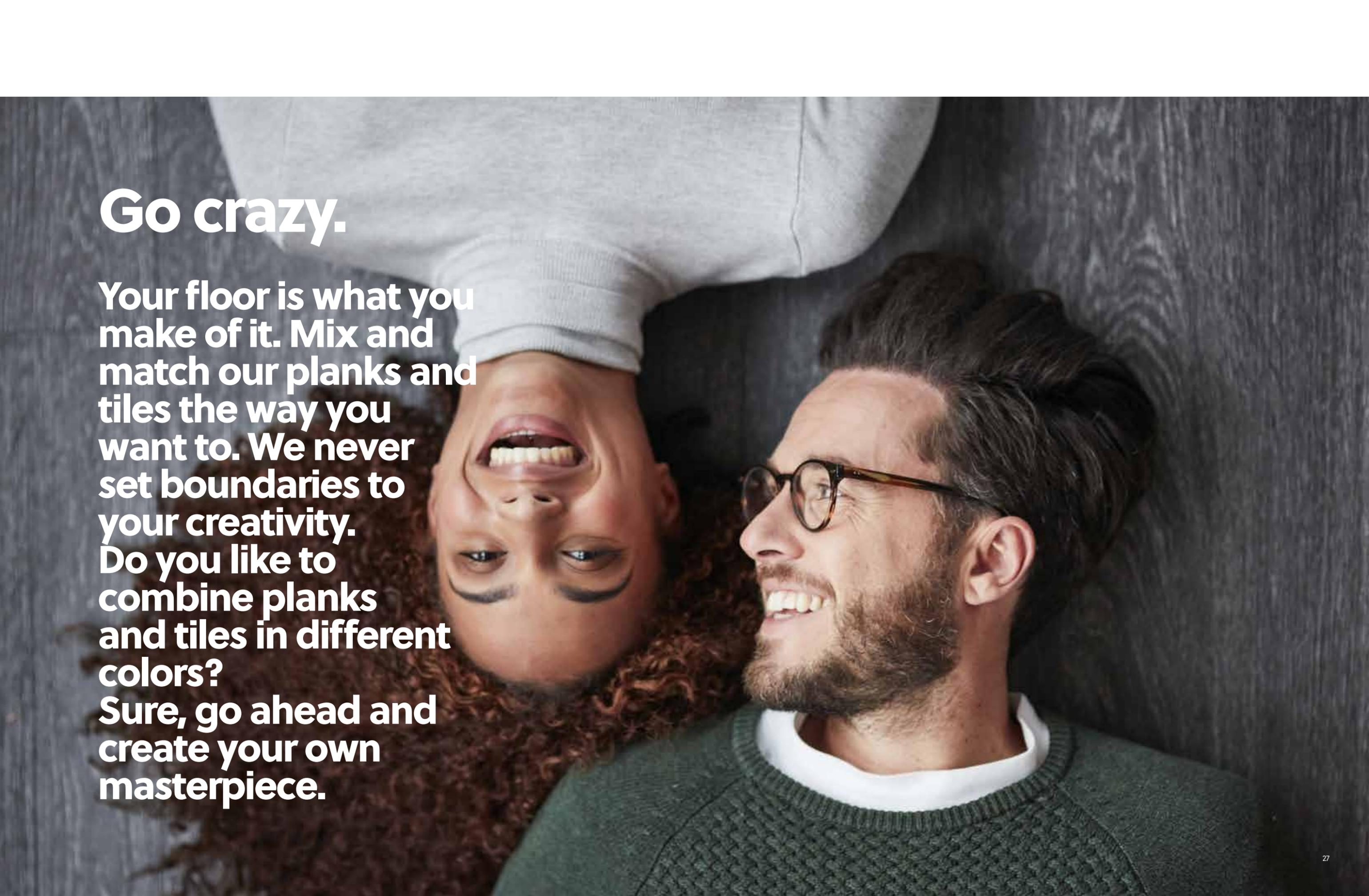
**zinc** 907D | 60000072



**bluestone** natural | 60001592



**bluestone** dark | 60001593



**Go crazy.**

**Your floor is what you make of it. Mix and match our planks and tiles the way you want to. We never set boundaries to your creativity.**

**Do you like to combine planks and tiles in different colors?**

**Sure, go ahead and create your own masterpiece.**

# Why worry about your floor?

## Go for Pure and enjoy ...

### Lifetime warranty

Just relax, because we promise you a lifetime warranty for every Pure floor in your home. So go on and dance on it, spill on it, race on it ... and enjoy it every single day.

### Easy maintenance

You'll never have to worry about your floor, because Pure is water resistant and very easy to maintain. Just take a mop or a vacuum cleaner and you're good to go.

### Phthalate free

Breathe easily, our products are 100% phthalate free. Our indoor air A+ certificate speaks for itself.

### Made in Belgium

Pure is developed and produced in Belgium . That's why we are perfectly able to control and guarantee its quality from start to finish.



lifetime warranty



easy maintenance



Phthalate Free



made in Belgium  
100% quality



# collection guide



## 35 planks

1326 x 204 x 5 mm  
DreamClick®

## 13 tiles

612 x 612 x 5 mm  
DreamClick®



# planks

## collection guide



classic oak light greige | 60001599



classic oak light natural | 60001600



classic oak natural | 60001583



classic oak brown | 60001601



classic oak grey | 60001602



authentic oak natural | 60001603



authentic oak honey | 60001604



authentic oak brown | 60001605



authentic oak grey | 60001606



**authentic oak** light grey | 60001607



**intense oak** light grey | 60001595



**intense oak** grey | 60001596



**intense oak** brown | 60001597



**intense oak** dark grey | 60001598



**columbian oak** 226M | 60000197



**columbian oak** 236L | 60000211



**columbian oak** 261L | 60000099



**columbian oak** 636M | 60000101



**columbian oak** 663D | 60000198



**columbian oak** 693M | 60000104



**columbian oak** 946M | 60000103



**lime oak** 139S | 60000117



**lime oak** 623M | 60000212



**lime oak** 693M | 60000122



**lime oak** 939S | 60000118



**lime oak** 963M | 60000119



**lime oak** 966D | 60000125



lime oak 979M | 60000123



toulon oak 109S | 60000108



toulon oak 236L | 60000113



toulon oak 293M | 60000114



toulon oak 619L | 60000110



toulon oak 936L | 60000111



toulon oak 976M | 60000112



toulon oak 999D | 60000116

Our 35 planks give you 35 different possibilities to decorate your home. Each reference has its own character and gives a different look & feel to your interior. They are all inspired by long walks in the woods. Pure combines nature with a sense of warmth. This combination is the perfect match for a cozy and homey feeling.

The options are just endless



intense oak brown / PURE PLANKS



classic oak grey / PURE PLANKS

# tiles

## collection guide



urban stone light greige | 60001585



urban stone greige | 60001586



urban stone light grey | 60001584



urban stone grey | 60001587



urban stone dark grey | 60001588



zinc 616M | 60000069



zinc 679M | 60000070



zinc 907D | 60000072



bluestone natural | 60001592



**bluestone dark** | 60001593



**terrazzo light grey** | 60001589

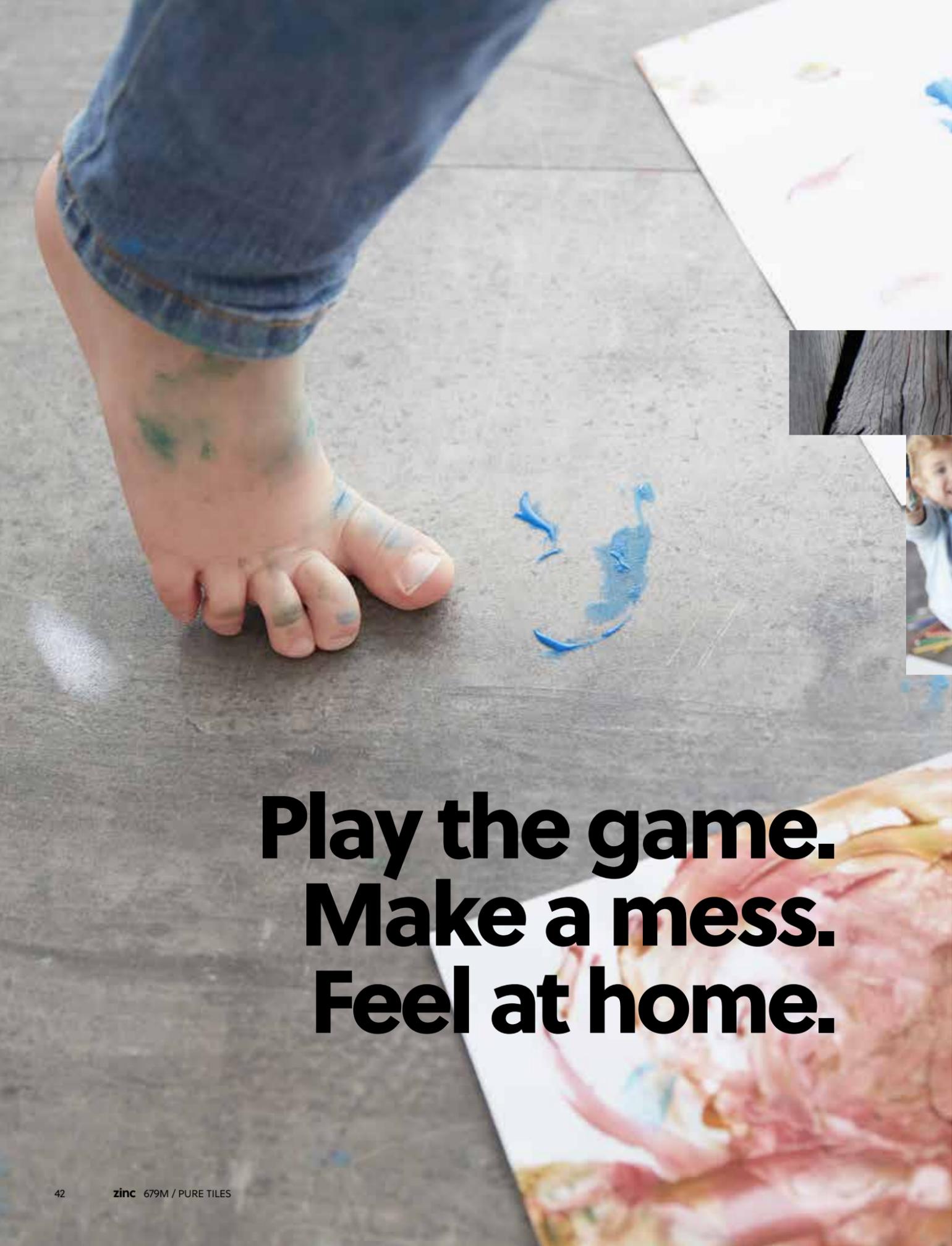


**terrazzo grey** | 60001590



**terrazzo dark grey** | 60001591



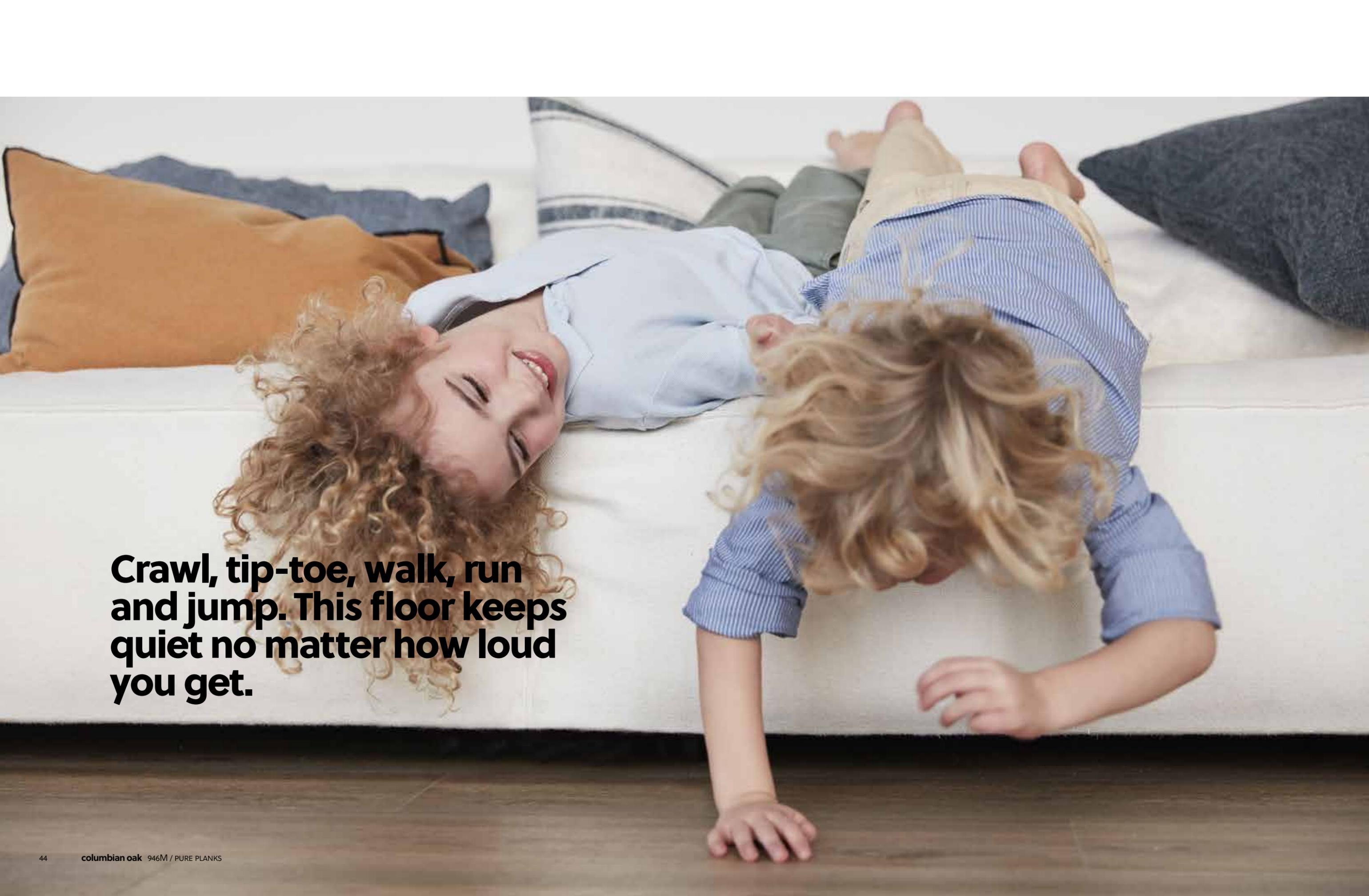


**Play the game.  
Make a mess.  
Feel at home.**

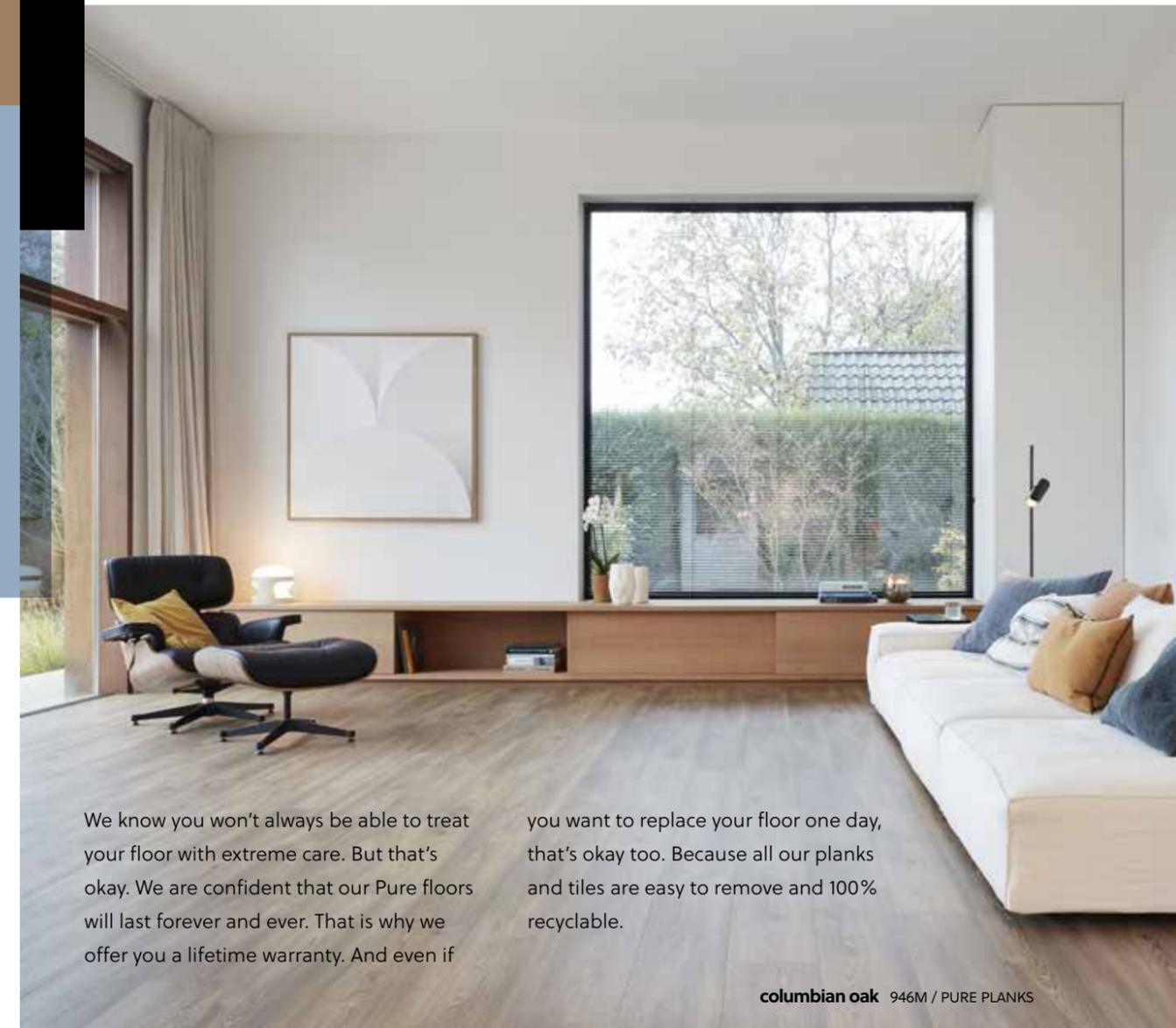
The Pure floor doesn't stop you from living. Just give it a sweep now and then and it will look as good as new.



**Life isn't perfect,  
but this floor can  
handle it.**

A woman with curly blonde hair, wearing a light blue button-down shirt, is lying on her back on a white sofa, smiling. A young child with blonde hair, wearing a blue and white striped shirt and tan pants, is crawling on the floor in front of the sofa. The floor is dark wood. The sofa has several pillows: a large orange one, a blue one, and a grey one. The scene is brightly lit, suggesting an indoor setting.

**Crawl, tip-toe, walk, run  
and jump. This floor keeps  
quiet no matter how loud  
you get.**



# Floors for a lifetime of fun.

We know you won't always be able to treat your floor with extreme care. But that's okay. We are confident that our Pure floors will last forever and ever. That is why we offer you a lifetime warranty. And even if

you want to replace your floor one day, that's okay too. Because all our planks and tiles are easy to remove and 100% recyclable.

columbian oak 946M / PURE PLANKS

# Easy from start to finish

## Underlay Dreamtec+

Our unique Dreamtec+ underlay reduces noise and flattens out little defects in your subfloor. Properly installed it functions as a moisture barrier too. On top of that its smooth surface allows the floating floor to move freely over the underlay, an important factor during its lifetime.

## Skirtings

The Pure collection provides skirtings that match your floor. Same color, same print. Do you prefer paintable skirtings that match the wall instead? That's possible as well. The perfect way to finish your room and cover up expansion gaps.

## Profiles

To provide a smooth transition with another floor, you can use our profiles. Choose for a print that matches your floor or go for a modern aluminum look.



**Dreamtec+ underlay**  
63000027



**matching mdf skirting** 60 mm



**paintable cover skirting** 110 mm  
63001781



**paintable english skirting** 110 mm  
9370-3045



**paintable modern skirting** 60 mm  
63001756

**paintable modern skirting** 80 mm  
63001776

**paintable modern skirting** 100 mm  
9372-3045



**paintable quarter round skirting** 14,2 mm  
63001736



**matching 3 in 1 profile** END PROFILE



**matching 3 in 1 profile** T-PROFILE



**matching 3 in 1 profile** REDUCER PROFILE



**end profile** SILVER / BRONZE / CHAMPAIGN  
63000579 / 63000581 / 63000580



**t-profile** SILVER / BRONZE / CHAMPAIGN  
63000576 / 63000578 / 63000577



**reducer profile** SILVER / BRONZE / CHAMPAIGN  
63000573 / 63000575 / 63000574



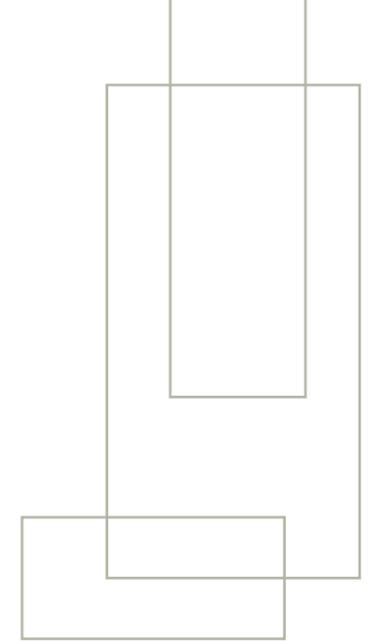
dreamclick®



click any way you want



fast & easy installation



# Installing your Pure click floor will give you **instant satisfaction**

**Instant satisfaction, thanks to the fast and easy installation with our DreamClick®. It takes no more than 4 steps:**

1. Allow the planks or tiles to adjust to the environment for **48 hours**
2. Clean the floor, install the appropriate **underlayment** as necessary.
3. **Install the floor** using minimal tools.
4. Finish your floor with **skirtings and profiles** for an optimal result.

**Let's make life even more easy:**

- As the **perfect renovation floor**, our Pure needs little preparation of the subfloor, certainly if you use our Dreamtec+ underlayment.
- Pure is suitable for floor **heating and cooling**

- Using only knives and no saws, Pure has a **dust free** installation
- As a **thermally stable** product, Pure can be installed in front of large windows

More detailed installation instructions can be found on our website or youtube channel: [berryalloc.com](http://berryalloc.com) & [youtube.com/berryalloc](https://youtube.com/berryalloc)

**Inspiration, tutorials, installation instruction videos and much more here:**





easy maintenance



lifetime warranty

# Spill, party and get as many **pets** as you want.

**Our stain and scratch resistant coating provides a worry-free use and easy maintenance.**

Our floors are water resistant. So any mop, sweeper or vacuum cleaner will do the job. To enjoy your floor for many many years, we have products that provide that extra boost of treatment.

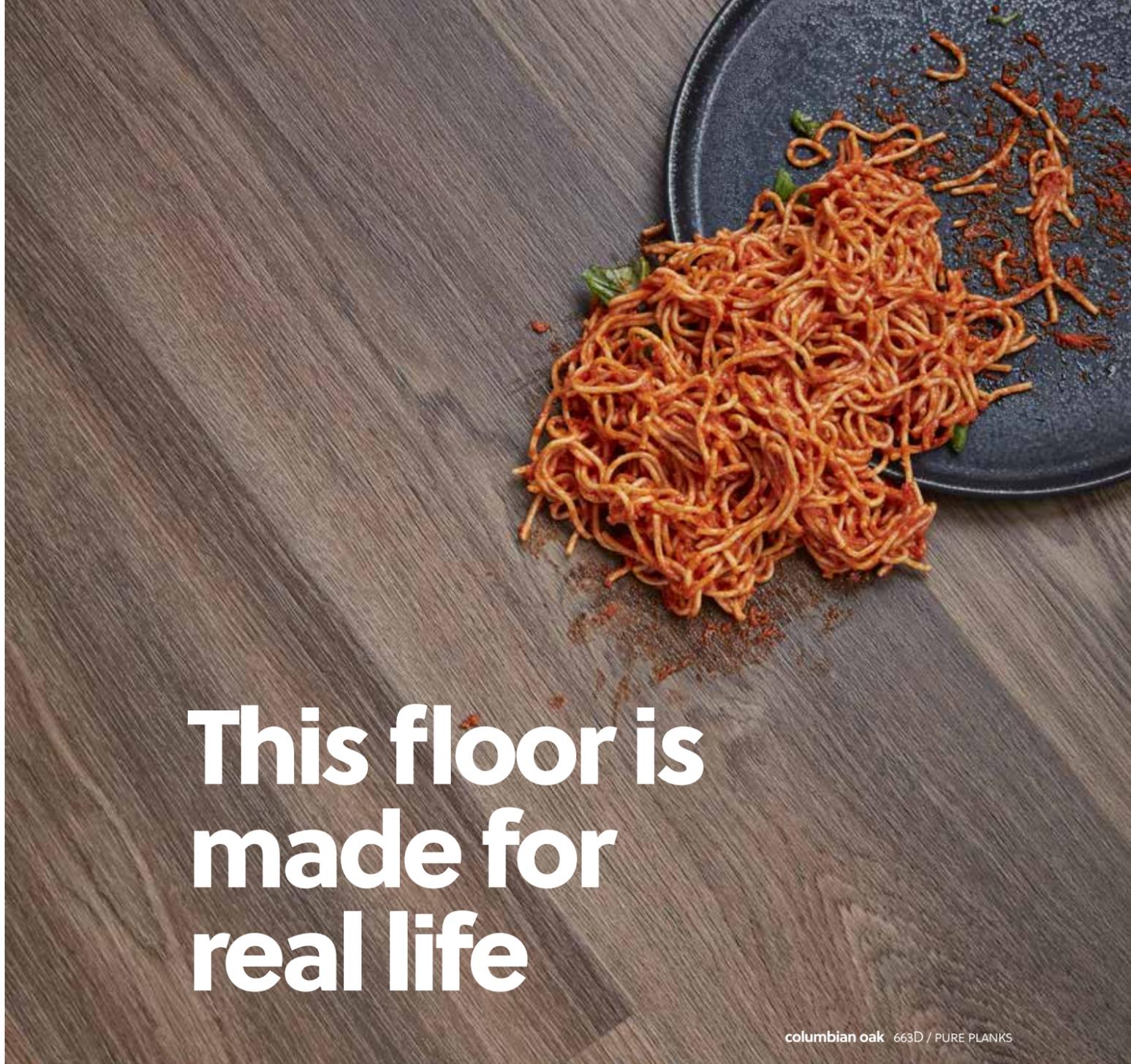
Our PU protector adds extra protection to the finish, while the cleaner keeps your floor impeccable and hygienic at all times.



**Vinyl Planks PU Protect**  
63000773



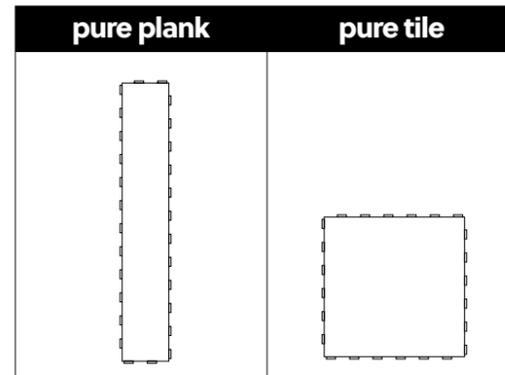
**Vinyl Planks Cleaner**  
63000772



# This floor is made for real life

columbian oak 663D / PURE PLANKS

# technical guide



Total thickness	EN ISO 24346	5 mm	
Dimensions	-	1326 x 204 mm	612 x 612 mm
Thickness of the wear layer	EN ISO 24340	0,55 mm	
Click system	-	DreamClick®	
Total weight	EN ISO 23997	5,61 kg/m <sup>2</sup>	
Usage classification	EN ISO 10582	23/33	
Integrated underlay	-	-	
Underfloor heating	EN ISO 12524	Suitable max 27°C (80°F) electrical floorheating systems max 60 W/m <sup>2</sup>	
Castor chair	EN ISO 4918	Pass	
Fire resistance	EN ISO 13501-1	Bfl-s1	
Chemical resistance	EN ISO 26987	OK	
Thermal resistance	EN ISO 8302	0,0315 m <sup>2</sup> K/W	
Residual indentation	EN ISO 24343-1	< 0,10	
Slip resistance	DIN 51130	R10	
	EN ISO 13893	Class DS	
RRL pendulum test: dry	CEN/TS 15676	76	
RRL pendulum test: wet	CEN/TS 15676	50	
Sound reduction: impact sound	EN ISO 717-2	10 dB	
Reflected walking sound	EN ISO 16205	80 dB	
Light fastness	EN ISO 105-B02	> 6	
Dimensional stability	EN ISO 23999	≤ 0,15 %	
Antistatic	EN ISO 1815	yes	
Residential warranty	-	Lifetime	
Commercial warranty	-	10 year	
Formaldehyde	EN ISO 717-1	E1	
VOC emission		Indoor air comfort GOLD	



	contains	m <sup>2</sup>	ft <sup>2</sup>	weight
1 pack Pure planks	8 planks	2.16 m <sup>2</sup>	23.24 ft <sup>2</sup>	12.5 kg
1 pallet Pure planks	56 packs	120.96 m <sup>2</sup>	1301.53 ft <sup>2</sup>	700 kg
1 pack Pure tiles	6 tiles	2.25 m <sup>2</sup>	24.21 ft <sup>2</sup>	12.97 kg
1 pallet Pure tiles	28 packs	63 m <sup>2</sup>	677.88 ft <sup>2</sup>	363 kg

