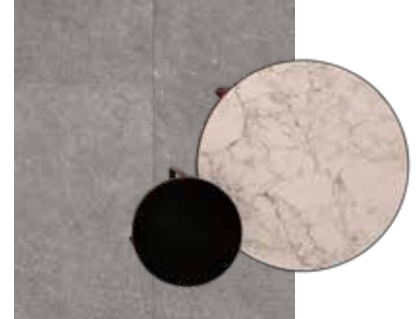




FUTURE CONCEPTS



LAYRED®
Engineered vinyl floors

FLOORS FOR EVERY CHALLENGE

Step into the world of LAYRED®
Engineered vinyl floors

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WE CHALLENGE. MOSTLY
OURSELVES. TO INNOVATE.
TO CREATE. UNIQUE DESIGN
FLOORS. STRONG. BEAUTIFUL.
SILENT. WITH A SOFT FEEL.
CLEVERLY ENGINEERED.
BECAUSE WE BELIEVE.
SOMETHING GREAT HAPPENS.
WHEN DESIGN AND INNOVATION
COME TOGETHER. A NEW FLOOR.
THAT IS UP FOR EVERY CHALLENGE.
MEETS EVERY EXPECTATION.
A FLOOR. SO EXCITING.
SUCH A PLEASURE TO OWN.

3.

THAT'S WHAT HAPPENED
WITH LAYRED®. THAT'S WHY
WE GAVE IT A TOUCH OF .

4.



LayRed® is the engineered vinyl floor collection : stronger than ever, with a soft feel and silent acoustics, designed to stand its ground in the most extreme circumstances. A premium floor with integrated underlay – the signature red back of LayRed® – that is up for every challenge at home.

Floors for every challenge.



5.

LAYRED[®]
Engineered vinyl floors

The Challenge.

6.

we always innovate with you in mind. Because we believe a flooring solution is only a smart solution when it matches your lifestyle and meets the desires and demands of today's homes.

.08



The Challenge

.14



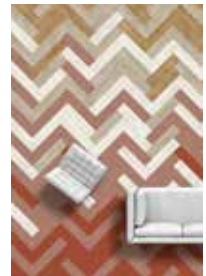
The Collection

.34



The Innovation

.44



The Completion

The Installation



.50

The Finishing



.52

The Maintenance



.54

THE WAY YOU LIVE ...

The world's population is growing fast. As cities grow, so does the demand for quality, comfortable living spaces. These and other demographic factors such as ageing and the increase of one-person households put a lot of pressure on the housing market these days.



As space and resources are often limited, especially in urban areas, the renovation and refurbishment of existing property is becoming more and more important.

8.



We're forced to live smaller and more densely, yet in the post-growth society we live in right now, people tend to embrace compact living as a lifestyle: we consciously choose better instead of bigger nowadays.

Wellness is very much alive in architecture. We're constantly looking for ways to make our homes more efficient, easier to maintain and better for our overall wellbeing.





Home is a thoughtfully designed place that feels good to be in and makes life easier: a healing space and an oasis of calm in a bustling city, where we can escape the stress of everyday life, away from noise pollution and surrounded by natural light and greenery.



Relaxed, calm, comfortable homes are the future. They are simple to use and fit the way we want to live. And they have open, flexible spaces that have a strong connection with the outdoors.

Cosiness is no longer a euphemism. Interiors get a more feminine touch. Enlightened design is all about getting rid of the interior elements that cause stress, and implementing some kind of softness and welcoming warmth inside.

... INSPIRES US TO INNOVATE

We're always challenging ourselves to come up with flooring solutions that live up to your expectations and tackle the different challenges of creating, building or renovating a home. With LayRed® – our first engineered floor – we take innovation in vinyl flooring to a whole new level.

10.

01

Engineered vinyl floor

LayRed® is a multi-layered vinyl floor that combines beautiful design with supreme comfort and unrivalled strength. The clickable vinyl is engineered for the extreme: strong as hardwood and tiles, yet perfectly stable in all conditions and capable of adapting to every space, setting and challenging situation at home.

With integrated underlay

LayRed® engineered vinyl floors come with an integrated underlay. It ensures easier installation, better sound dampening and better levelling of uneven surfaces.

02

Perfect for renovation



Uneven subfloors might be a challenge when renovating a home. Not for LayRed®. Thanks to its strong core and integrated underlay, LayRed® has the ability to bridge gaps or unevenness in existing floors, making it the perfect flooring solution for your renovation project.



04

Soft and silent



03

Strong and stable

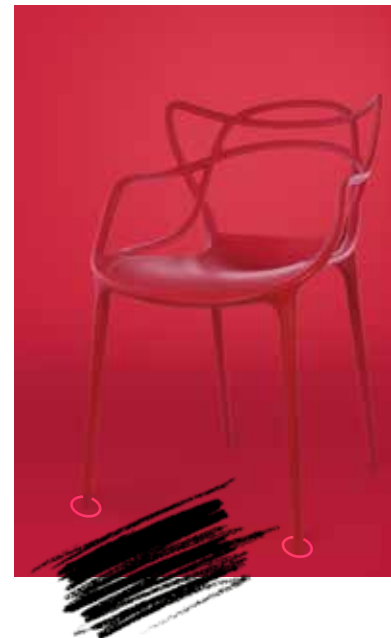


Large windows offer the beauty of abundant natural light. On the downside, the interior is subject to temperature fluctuations. LayRed® can handle this situation just fine. The floor remains dimensionally stable in all temperature conditions: no change in form due to warmth and cold.

You want the strong features of engineered vinyl but don't want to compromise on great comfort inside. No stress, with LayRed®, you don't have to. The floor has a soft and warm feel underfoot. The resilient layer and integrated underlay ensure silent acoustics: no creaking boards or annoying click-clack noises when walking. LayRed® also ensures a high transmission sound reduction. In terms of comfort, LayRed® outshines all competitors.

05

Scratch and stain resistant



Looking for a floor that can handle the hazards of everyday life? LayRed® is scratch and stain resistant thanks to a best in class TwinGuard protective layer, which protects the floor from scratches and dirt penetration, ensuring the design remains in perfect condition.

11.

12.

06

Water resistant



One great advantage of a vinyl floor is that it's water resistant. So you don't have to worry about spills and splashes. And it's ten times easier to maintain. Worry less, that's the idea with LayRed®: a floor for every space in your home, from living areas to kitchens, from bedrooms to bathrooms.

07

Beautiful designs



LayRed® looks and feels as real as nature itself. The LayRed® collection boasts 31 different colours, from oak woods to stones. All inspired by nature. And created to look extremely good: pin-sharp details, few repetitions and beautifully embossed textures.

With a touch of red

LayRed® is truly unique, a floor that boasts an array of fabulous features. But there's something else... The integrated underlay of the clickable boards comes in red, the signature of the brand. So LayRed® will inevitably be known as 'the floor with the red back'.

WITH SO MANY STRONG FEATURES, THE APPEAL OF LAYRED® IS OBVIOUS

- 08. Easily clickable with secure locking profile
- 09. Easy to maintain
- 10. Compatible with underfloor heating
- 11. Lifetime warranty

SO WHAT'S YOUR CHALLENGE?

- AN UNEVEN SUBFLOOR?
- A HUMID PLACE?
- A TEMPERATURE-SENSITIVE SPACE?
- PETS OR CHILDREN IN THE HOME?

LAYRED® IS DEFINITELY UP FOR IT.

LAYRED®
Engineered vinyl floors



The Collection.

14.

See LayRed® in all its glory and be impressed by its beauty. 31 different colours and seven designs inspired by nature, from wood to stone effects, suitable for every space in your home. Have a look...

WOODS

BRIO OAK P.16

COUNTRY OAK P.18

MIDLAND OAK P.20

CLASSIC OAK P.24



STONES

CANTERA P.26

JETSTONE P.28

VENETIAN STONE P.30



COLLECTION OVERVIEW P.32

16.

Brio Oak

LAYRED®



**Oak plucked from nature.
From light to grey.**

Luxury vinyl planks with a soft touch.
Yet wear, scratch and stain resistant.
The perfect flooring solution if you have
kids playing around the place. Apartment,
townhouse, mansion... LayRed® will ensure your
home remains a palace. It's your peace of mind.

PLANK
W 18.90 cm
L 131.70 cm





18.



Country Oak 24842



Country Oak

LAYRED®

19.

**The rough side of nature.
Lively grains.
Pronounced knots.**

Full of charm and character. A vinyl floor with a great story to tell. And a bright future in your interior. A touch Bohemian mixed with chic shades. But beautiful everywhere. For years and years to come. Country Oak is ready to stand the test of time.



PLANK
W 18.90 cm
L 131.70 cm





Midland Oak

LAYRED®

21.

**Elegant wood.
Natural colours.
From light to dark.**

Refreshing as spring. Warm and welcoming inside. The ideal flooring solution to lay over an old, tired floor, when renovating your home. Neat townhouse or impressive mansion, you'll be impressed with the results, wherever you call home.



PLANK
W 18.90 cm
L 131.70 cm





24.

Classic Oak

LAYRED®



**Pure wood.
Beautifully brushed.
Warm in look and feel.**

Classic Oak brings a natural sense of cosiness to your interior. Contrasting yet complimenting with other design elements and materials inside. A floor that even stands its ground in high traffic spaces where something may get spilled from time to time.

PLANK
W 18.90 cm
L 131.70 cm





LAYRED®



Cantera 46990



Cantera

LAYRED®

27.

**Pretty impressive.
Cloudy as
the universe.**

Subtle design. Mottled details. Stripped back but undeniably stylish. Perfect for contemporary homes. Lay it next to large windows where it will invite the outdoors in. Cantera is impervious to temperature changes. And easier to maintain than the real thing.



TILE
W 30.30 cm
L 61.00 cm

28.

Jetstone

LAYRED®



**Strong as steel.
Weathered.
Perfectly imperfect.**

The beauty lies in its imperfection. As if the floor tiles have been there forever. Raw, with an industrial touch. Matching the character of the building. Jetstone is ideal for lofty, airy spaces and a first-class floor covering for your renovation project.

TILE
W 30.30 cm
L 61.00 cm





30.

Venetian Stone

LAYRED®



**Stone-cold look.
With a natural finesse.**

Authentic Italian style vinyl tiles.
Beautifully mottled. As water resistant
as their ceramic counterparts. But softer
and warmer underfoot. Just what you
want when you step out of bed in the
morning, on your way to a nice bath.
Dive in. Don't mind the splash.

TILE
W 30.30 cm
L 61.00 cm



LAYRED®



Venetian Stone 46111

Front.

The Collection.

Pure and pronounced wood designs. Authentic stone effects. From light to dark. Find yours.

PLANKS 131.70 cm x 18.90 cm

thickness: 6 mm
with integrated underlay
wear layer: 0.4 mm
use classification: 23, 32

Brio Oak



Classic Oak



Midland Oak



Country Oak



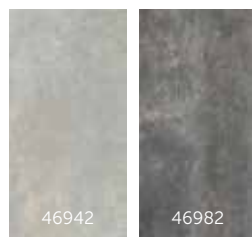
TILES 61.00 cm x 30.30 cm

thickness: 6 mm
with integrated underlay
wear layer: 0.4 mm
use classification: 23, 32

Cantera



Jetstone

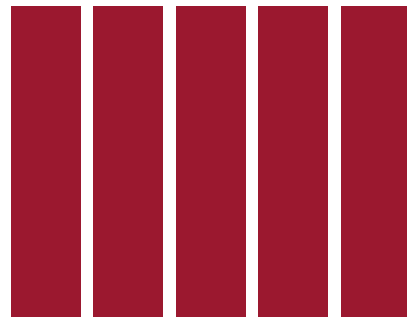


Venetian Stone



Signature red back.

Back.



33.



The Innovation.

34.

You've seen the outside.
Now it's time to explore what's
inside, examining the many
layers and features that make
LayRed® so innovative.
Welcome to the LayRed® Lab.



LAYRED®

LAB

35.

36.

UP FOR EVERY CHALLENGE

How do we develop a beautiful, renovation-friendly floor without losing the extraordinary levels of comfort vinyl floors are known for? That was the challenge. And this is a story of innovation, in which Kristof Van Vlassenrode, Moduleo®'s Head of Research & Development, plays a very important role.

The housing market is saturated and existing property needs to be renovated. This was the simple insight that started the LayRed® story. "We were challenged to come up with a vinyl flooring solution that has the ability to bridge unevenness in an existing floor, avoiding the need to level it first. So the first thing that comes to mind is that it has to be strong and rigid."

"A rigid vinyl floor with the strength of hardwood or ceramics, or a laminate covering for that matter, is not that hard to engineer. Making it strong without losing the silent acoustics and soft feel our design floors are known for, that's the real challenge." But what seemed like an impossible task at first, quickly turned into a mission 'let's make it possible'.

"We thought things through. And decided we needed more layers. A new product was born, on paper at least. To develop the multi-layered vinyl we had in mind, we needed a new production line." So seeing the huge potential in engineered vinyl, the company invested millions in a new factory facility.

"Our engineered vinyl floors live up to every expectation and tackle the challenges of renovating a home. They combine luxury design and great performance, such as wear and water resistance, with unrivalled strength and supreme comfort inside for the first time. No competitor has ever succeeded in bringing these benefits together in one product, as we are doing with LayRed®."

Needless to say, we're proud to introduce our engineered vinyl floors to the market today. "Our engineered collection really stands out. On the one hand, with its features: it's multi-layered vinyl, combining strength, comfort, design and performance. On the other – and there's the surprise – all boards come with a signature red backing: the integrated underlay." Hence the name LayRed®.

STRENGTH

.01

THE **LOWER LAYERS** GUARANTEE **THE RIGID STRENGTH** OF LAYRED®.

COMFORT

.02

THE **MIDDLE LAYER** ENSURES THE **SOFT FEEL AND SILENT ACOUSTICS**.

DESIGN & PERFORMANCE

.03

THE **UPPER LAYERS** CONNECT **TRUE-TO-NATURE DESIGN TO GREAT PERFORMANCE**.

**ONE PLANK,
TWELVE LAYERS,
THREE BENEFITS:**

DESIGN & PERFORMANCE

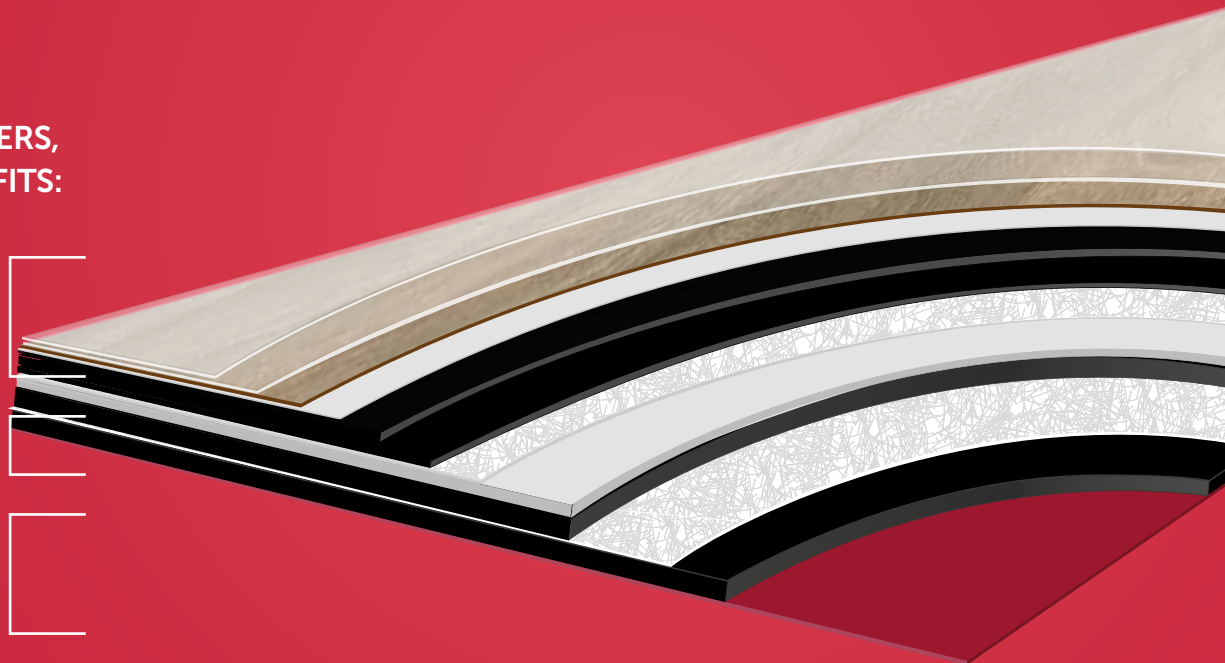
Scratch & stain resistance

COMFORT

Soft & silent

STRENGTH

Rigid vinyl with integrated underlay



LayRed® consists of 12 layers, representing strength, comfort, design and performance. Twelve layers that combine to create one superbly strong, exceptionally durable product.

STRONGER THAN EVER

RIGIDITY IS ITS STRENGTH

LayRed® is rigid – in contrast to flexible design floors.

The lower layers make it extremely strong and suitable for every space and setting. Yet even though it is a durable flooring solution for every home, LayRed® is above all a smart innovation for renovation projects – it is only 6 mm thick and has an integrated underlay, so you don't need to break up the old floor, just put LayRed® on top of it.

┌ 6 mm thickness (with integrated underlay)

PERFECT FOR UNEVEN SUBFLOORS

Thanks to its strong and non-telegraphing core, LayRed® has the ability to bridge gaps and slight unevenness in the subfloor (e.g. tile grouts). No levelling preparation is needed. The integrated underlay covers any imperfections, protrusions and undulations in the subfloor. And the compact layer prevents telegraphing, meaning high and low spots won't show through the surface.

levelling
uneven
subfloors

strong
core

not temperature
sensitive



STABLE IN ALL CONDITIONS

Hardwood and laminates are living floors. LayRed® guarantees no change in form due to variations in temperature (if an expansion gap is respected) or humidity. The product has no orientation thanks to the unique production process. In addition, the unique glass fibre reinforcement stabilises the core, ensuring a completely flat floor, even in a temperature-sensitive conservatory.

STRONG QUALITY, LONG WARRANTY

LayRed® is extremely durable when properly cared for. So gladly offers you a lifetime warranty.

STRENGTH
.01

39.

INDENTATION PROOF

Our engineered vinyl is indentation proof: the upper layer of the strong core is constructed to prevent dents from heels or furniture legs. This memory effect feature means the floor simply returns to its original state when weight or pressure is reduced.



SOOTHING THE SENSES

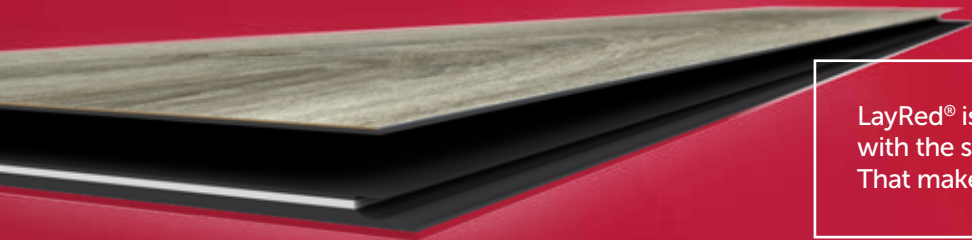
SENSIBLE COMFORT

One of the main benefits of a vinyl floor is comfort. But can engineered vinyl compare with more flexible alternatives? Absolutely. Your feeling of wellbeing increases considerably when walking over an engineered LayRed® floor: it feels naturally warm underfoot and reduces sound to the absolute minimum.

SOFT & WARM FEEL

The acoustic layer of LayRed® also gives you that soft and warm feel underfoot. It is resilient, so it anticipates your body weight, making LayRed® softer than all engineered alternatives.

Our material has better insulating qualities, keeping temperatures comfortable in all seasons. No cold feet for you, even on an engineered vinyl floor with a ceramic design.



LayRed® is the engineered vinyl floor with the softest touch underfoot. That makes LayRed® truly unique!



Not warm enough?
LayRed® is highly compatible
with underfloor heating.



SILENT ACOUSTICS

In a world where we're overwhelmed by noise pollution, silence is something we particularly value, especially at home. The acoustic layer in the middle softens reflective walking sound: no creaking between planks or annoying click-clack noises when walking over LayRed®. The integrated underlay also ensures a high transmission sound reduction. This is pleasant for both you and your neighbours.

The noise absorbing qualities of LayRed® are demonstrably better than hardwood, ceramic, laminate (even with a special underlay) and other engineered vinyl floor products.

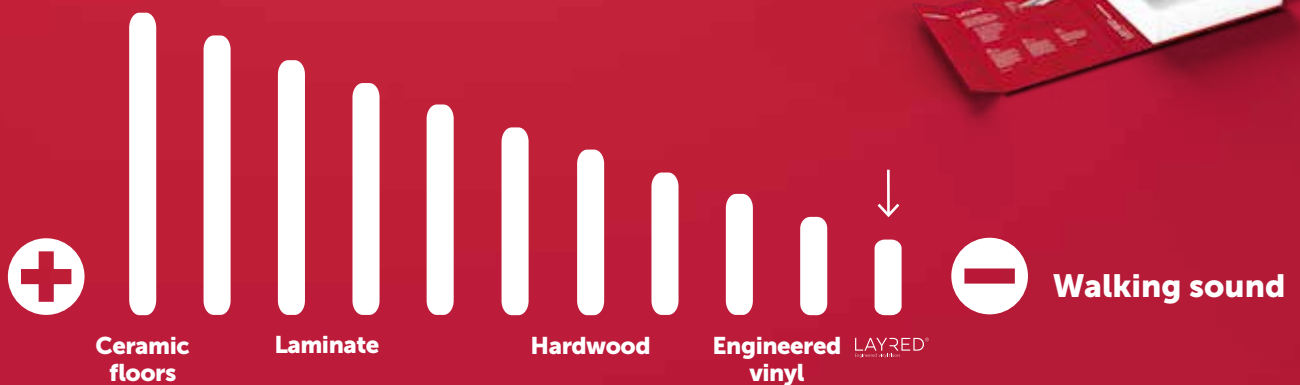
Let's put it to the test...

up to
-21 dB

COMFORT

.02

41.



LOOKS GREAT, PERFORMS EVEN BETTER

You want a floor that combines the natural beauty of a hardwood or stone floor with the practical advantages of wear resistant vinyl. LayRed® brings you the best of both worlds.

TRUE-TO-NATURE DESIGN

The LayRed® collection offers 31 in-house developed and printed designs, all inspired by wood and stone. Every design has pin-sharp details and few repetitions, making sure your floor looks as unique as nature. You'll definitely find a floor that fits your desires. The only difference is that LayRed® performs better than its natural counterparts.

NATURAL STRUCTURE

LayRed® design floors feel real. The embossing process adds a realistic texture and creates a truly authentic appearance and touch. Two lacquers are applied to give the complete surface a beautiful matt finish.

SCRATCH & STAIN RESISTANT

LayRed® beats all. With its 0.4 mm thick wear layer, the vinyl floor is truly top of the class. LayRed® is scratch and stain resistant thanks to the TwinGuard PU protective layer, which protects the floor from scratches and dirt penetration, ensuring the design remains in perfect condition.



WATER RESISTANT

Vinyl repels water and the TwinGuard PU protective layer increases that effect, making it much easier to maintain a LayRed® floor. Which means you can enjoy your LayRed® floor for a lifetime, without any worries.



REFINED 4-SIDED BEVEL

A refined tone-on-tone bevel strengthens the natural look and feel of a LayRed® floor. Every plank has its own unique bevel, adapted to the character of the wood. The tiles also have a bevel on all sides to define their contours.



DESIGN & PERFORMANCE

COMFORT

STRENGTH

L
A
B
I

DESIGN &
PERFORMANCE

.03

43.



the TwinGuard lacquer
and the embossing gives
the surface a beautiful
matt finish and authentic
appearance

The Installation.

50.

LayRed® is a flexible solution that's easy to install. The planks and tiles can be fitted using a simple, fast click system. What's more, LayRed® comes with an integrated underlay. No hassle for you.

Engineered vinyl floor with integrated underlay

The LayRed® integrated underlay is attached to the product. It ensures easier and quicker installation, better sound dampening and better levelling of uneven surfaces. Crunching sounds due to underlying dirt or sand grains are fully absorbed.



Integrated
underlay



Our angle-angle click system offers the best technical performance on the market: the click ensures a super strong and water tight joint connection and an easy, convenient installation.



For more detailed installation instructions:

Cleaning & maintenance

Good cleaning and maintenance help preserve the appearance and extend the life of your LayRed® floor.

Cleaning frequency depends on how intensely the floor is used, how many people walk on it, how dirty it is and what colour and what type it is.

LayRed® floors are given extra protection by a TwinGuard PU protective layer on top of the resistant wear layer. The lacquer protects against dirt and makes cleaning easier. Thanks to the patented Protectonite technology, your LayRed® floor does not need to be pre-treated with a protective agent.



55.

CLEAN REGULARLY

Remove everyday dirt with:

- Broom
- Duster
- Vacuum cleaner

Remove stains with:

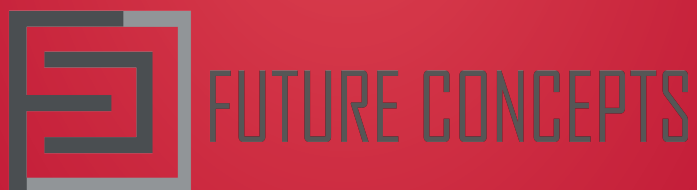
- Moist cloth
- Absorbent pad (not a scourer)

Mop with:

- Moist micro-fibre mop
- Regular mop (as dry as possible)
- A non-aggressive cleaner like Xtrafloor® (www.xtrafloor.com)



LAYRED®
Engineered vinyl floors



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