the genero collection

GENERO DESIGN
Design Featured: Light Elm

GENERO collection

Choices Flooring
The floor you’ve been searching for
choicesflooring.com.au
luxury vinyl choices

why choose luxury vinyl?

Luxury vinyl flooring has come a long way since it first made an impact on homes in the 1930’s. Due to a number of advances over the years, the latest evolution features stylish designs that are water and stain resistant, incredibly durable and affordable.

Luxury vinyl is one of the fewer flooring options that are really easy to care for, all it requires is a quick sweep followed by a damp mop. If you follow the correct care and maintenance routine, it is expected to last well over 20 years, making it extremely durable.

Luxury vinyl flooring is designed with a clear wear layer, which acts as a surface barrier, protecting your floor from stains and spills. It is also a great option for wet areas such as bathrooms, kitchens or laundries as it is water-resistant.

There is a large assortment of colours and styles, including some that replicate stone and timber, meaning it will give you a luxe look for less.
Before You Buy

HOW LIGHTING AFFECTS THE LOOK OF YOUR FLOOR

Flooring is one of the biggest surface areas in your home and a key design element to any interior. When selecting your hard flooring, colour plays just as much of an important role as price, style and quality.

It is important to take into consideration how your selected hard flooring may look once it is installed in your home as the lighting in the room will have a significant impact on the way the colour is perceived.

For example, hard flooring that is laid in a room that receives little to no natural light will appear drastically different to a room that has a lot of natural light coming in. It will also appear different as the light changes throughout the day and transitions from morning to night.

THE EFFECTS OF ARTIFICIAL LIGHTING

Natural sunlight is not the only lighting that has an impact on the colour of your hard flooring; the type of light fixtures you have in the room will also play a part in how the hard flooring will look in your room.

Indirect lighting, such as a wall bracket aims light toward ceilings or walls, whereas a lampshade or floor lamp has a wider spread of light, therefore the light displayed will rebound against walls and floor.

For the best representation, we recommend going into your local Choices Flooring store and request to take a sample of your desired colour home. In addition, take a sample that is a shade darker so you can compare the two shades in both natural and artificial light at various times throughout the day to ensure you are happy with the true colour of the product within your room.

For more information, visit choicesflooring.com.au or speak with your sales consultant at your local Choices Flooring store.

The actual swatch appears most like the mid to dark sections of the room image.

Depending on the sheen and texture of the product, under natural light your flooring can appear drastically lighter.

Wall colour and furniture can appear to change the tone of your flooring due to colour reflection.
Luxury vinyl flooring is not only popular because of how affordable and versatile it is, but it is also incredibly hard wearing and easy to take care of day-to-day. As with any flooring in the home it will need some care and maintenance.

This simple guide will assist you in maintaining the longevity of your luxury vinyl flooring.

**EVERYDAY CLEANING**
Sweep or vacuum as often as necessary to remove any loose dirt or grit before it can scratch the floor. When mopping, only use a slightly damp mop (warm or cold water) alongside a gentle approved cleaner from your local supermarket or Choices Flooring store. Ensure you don’t wet the luxury vinyl too much when mopping. Although it’s resistant to moisture and humidity, splashing too much water on it will do no good over time.

**HARSH SPILLS**
If a spill occurs, promptly soak up the bulk liquid. Liquids that are acidic such as soft drinks and other sugar-based substances can be harder to clean up the longer they’re left. You won’t need to use anything harsher than warm water and a gentle approved cleaner to wipe up spills.

**THE OCCASIONAL REFRESH**
After time you may want to treat your floor to some extra care. We recommend every 6 - 12 months (depending on the amount of foot traffic in your home) you strip and re-seal your floor to remove any stubborn scuffs and further enhance its looks and durability.

For more information regarding the care & maintenance of luxury vinyl, visit choicesflooring.com.au
Ideal for any home.

Influenced by the patterns and textures of timber, the inspirational luxury vinyl designs within the Genero Collection will provide the perfect flooring solution for your lifestyle.

The luxury vinyl flooring solutions within the Genero Collection also eliminate the noisy foot-falls that are often associated with real timber and stone flooring, to create a quieter and warmer environment in your space.
Europe’s favourite luxury vinyl flooring, Genero Euro, is now just a stick or tac away.

**CURRENT COLLECTION**

- Rimu Oak
- Rustic Oak
- Sepia Oak
- Stone Oak (woodmix+)
- Traditional Oak
- Arctic Oak
- Canyon Oak
- Maison Oak
- Monaco Oak
- Pepper Oak

*Please Note: Swatch colour and room image can differ due to light conditions. Please refer to page 4.*
**How It’s Made**

1. **Superguard® PU layer**
   The ultimate protective layer that provides stain and scratch resistance.

2. **Wear layer**

3. **Printed design layer**
   Sets a new benchmark for water resistance and unlike paper, luxury vinyl will not fade.

4. **Print layer**

5. **Fibreglass layers**
   Provides added dimensional stability and exceptional durability.

6. **Sound proofing and thermal layer**

7. **Backin layer**

**Stick or Tac?**

Genero Euro Deluxe luxury vinyl planks stick installation methods adhere to the surface below and are the ideal installation choices for wet areas such as bathrooms, kitchens, spaces exposed to prolonged sunlight and those with lots of foot traffic.

The thicker plank construction for tac installations provide increased comfort and sound absorption, so they are well suited for busy areas of the home.

**Specifications**

**Stick**

- Board dimensions: 1,320mm x 196mm
- Pieces per carton: 15
- Area per carton: 3.90m²
- Wear layer: 0.4mm
- Surface: PUR
- Slip resistance: R10
- Thickness: 2.35mm

**Tac**

- Board dimensions: 1,320mm x 196mm
- Pieces per carton: 7
- Area per carton: 1.81m²
- Wear layer: 0.4mm
- Surface: PUR
- Slip resistance: R10
- Thickness: 4.5mm

**GreenTagCert™ Certified Flooring**

With a GreenTag Level A Certification, it’s Genero Euro’s environmentally conscious manufacturing process, raw materials and recycled content that makes it a more eco-friendly and sustainable product for your home.
Featuring wide board widths and long planks, Genero Euro Deluxe luxury vinyl planks will bring a touch of Europe into your home and provide a sense of space in any room.
GREENGUARD Certified Flooring
You can breathe easy with Genero Euro Deluxe luxury vinyl planks which achieved GREENGUARD Gold Certification, making it suitable for sensitive individuals.

STICK OR TAC?
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SPECIFICATIONS

<table>
<thead>
<tr>
<th>STICK</th>
<th>TAC</th>
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<tbody>
<tr>
<td>Board dimensions: 1,498mm x 246mm</td>
<td>Board dimensions: 1,498mm x 246mm</td>
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<td>Wear layer: 0.55mm</td>
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<td>Surface: PUR</td>
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<td>Slip resistance: R10</td>
<td>Slip resistance: R10</td>
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<td>Thickness: 2.5mm</td>
<td>Thickness: 4.5mm</td>
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Giving your home a new look has never been so easy, thanks to Genero Multi-Lay luxury vinyl planks. The anti-microbial surface treatment within the planks provide a more hygienic foundation for your family to enjoy.
**How It’s Made**

1. Anti-microbial surface treatment
2. Transparent PU wear layer
3. High resolution print layer
4. Core layer 1
5. Fibreglass layer provides added dimensional stability
6. Core layer 2
7. Backing layer with anti-slip construction

**Specifications**

- Board dimensions: 1,219mm x 178mm
- Pieces per carton: 8
- Area per carton: 1.73m²
- Wear layer: 0.55mm
- Surface: PU (Polyurethane) Anti-microbial
- Slip resistance: R10
- Acoustic value: 9db
- Thickness: 4.5mm

**Greenguard Certified Flooring**

You can breathe easy with Genero Multi-Lay luxury vinyl planks which achieved Greenguard Gold Certification, making it suitable for sensitive individuals.
Designed specifically for the Australian lifestyle, Genero Multi-Lay Home luxury vinyl planks will provide the perfect foundation for any home.

**CURRENT COLLECTION**

- Aragon Oak
- Boleyn Oak
- Cromwell Oak
- Hastings Oak (woodmix+)
- Seymour Oak (woodmix+)
- Tudor Oak (woodmix+)

Please Note: Swatch colour and room image can differ due to light conditions. Please refer to page 4.
Genero Multi-Lay Home luxury vinyl planks have been tested and certified by independent scientists and comply with strict indoor air quality emission requirements, to give you and your family a cleaner, healthier home.

**SPECIFICATIONS**

- Board dimensions: 1,219mm x 229mm
- Pieces per carton: 8
- Area per carton: 2.23m²
- Wear layer: 0.3mm
- Surface: PU (Polyurethane)
- Slip resistance: R10
- Thickness: 5mm

**HOW IT’S MADE**

1. PU protective layer
2. Wear layer
3. High resolution print layer
4. Core layer
5. Backing layer with anti-slip construction
Bring the warmth and style of Australia’s finest species into your home with Genero Multi-Lay Native luxury vinyl planks.

CURRENT COLLECTION

NSW Blackbutt  NSW Spotted Gum  QLD Blackbutt  QLD Spotted Gum  Tablelands Spotted Gum

Please Note: Swatch colour and room image can differ due to light conditions. Please refer to page 4.
Genero Multi-Lay Native luxury vinyl planks have been tested and certified by independent scientists and comply with strict indoor air quality emission requirements, to give you and your family a cleaner, healthier home.

**HOW IT’S MADE**

1. PU protective layer
2. Wear layer
3. High resolution print layer
4. Core layer
5. Backing layer with anti-slip construction

**SPECIFICATIONS**

- Board dimensions: 1,855mm x 189mm
- Pieces per carton: 7
- Area per carton: 2.45m²
- Wear layer: 0.55mm
- Surface: PU (Polyurethane)
- Slip resistance: P2
- Thickness: 4mm
Genero Multi-Lay Wide Board designs will open up any space, and provide a seamless transition in open plan areas.

Genero Multi-Lay Wide Board Design Featured: Grey Oak

Please Note: Swatch colour and room image can differ due to light conditions. Please refer to page 4.
GREENGUARD Certified Flooring
You can breathe easy with Genero Multi-Lay Wide Board luxury vinyl planks which achieved GREENGUARD Gold Certification, making it suitable for sensitive individuals.

HOW IT’S MADE

1. Anti-microbial surface treatment
2. Transparent PU wear layer
3. High resolution print layer
4. Core layer 1
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Surface: PU (Polyurethane) Anti-microbial
- Slip resistance: R10
- Acoustic value: 9db
- Thickness: 4.5mm
**KEY FEATURES**

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<tr>
<th>Feature</th>
<th>Genero Euro</th>
<th>Genero Wide</th>
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IF YOUR GENERO COLLECTION LUXURY VINYL FAILS TO PERFORM

Your selected Genero Collection luxury vinyl will be covered by one or more of the below warranties:

- 20, 15 & 10 Year Residential Wear Guarantee
- 10 Year Light Commercial Wear Warranty

Please check with your Choices Flooring consultant in regards to which warranty or guarantee information is applicable to your selected Genero Collection luxury vinyl, or for more information visit choicesflooring.com.au
GENERO MULTI-LAY WIDE BOARD
Design Featured: Golden Oak

Warranties and guarantees are provided by the manufacturer and are in addition to other rights and remedies of the consumer under a law in relation to the goods. Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You’re also entitled to have the goods repaired or replaced if goods fail to be acceptable quality and the failure does not amount to a major failure. *Genero Euro – Stone Oak, Genero Multi-Lay Home – Hastings Oak, Seymour Oak and Tudor Oak come in woodmix meaning variations in timber tones, shades and colour. Actual colour samples shown in this brochure may vary due to the printing process. View a true representation of the range at your local Choices Flooring store. All information is correct at the time of printing (January 2019).