



FIRMFITTM
Fit for when life happens



The strongest waterproof floor...*fit for when life happens*

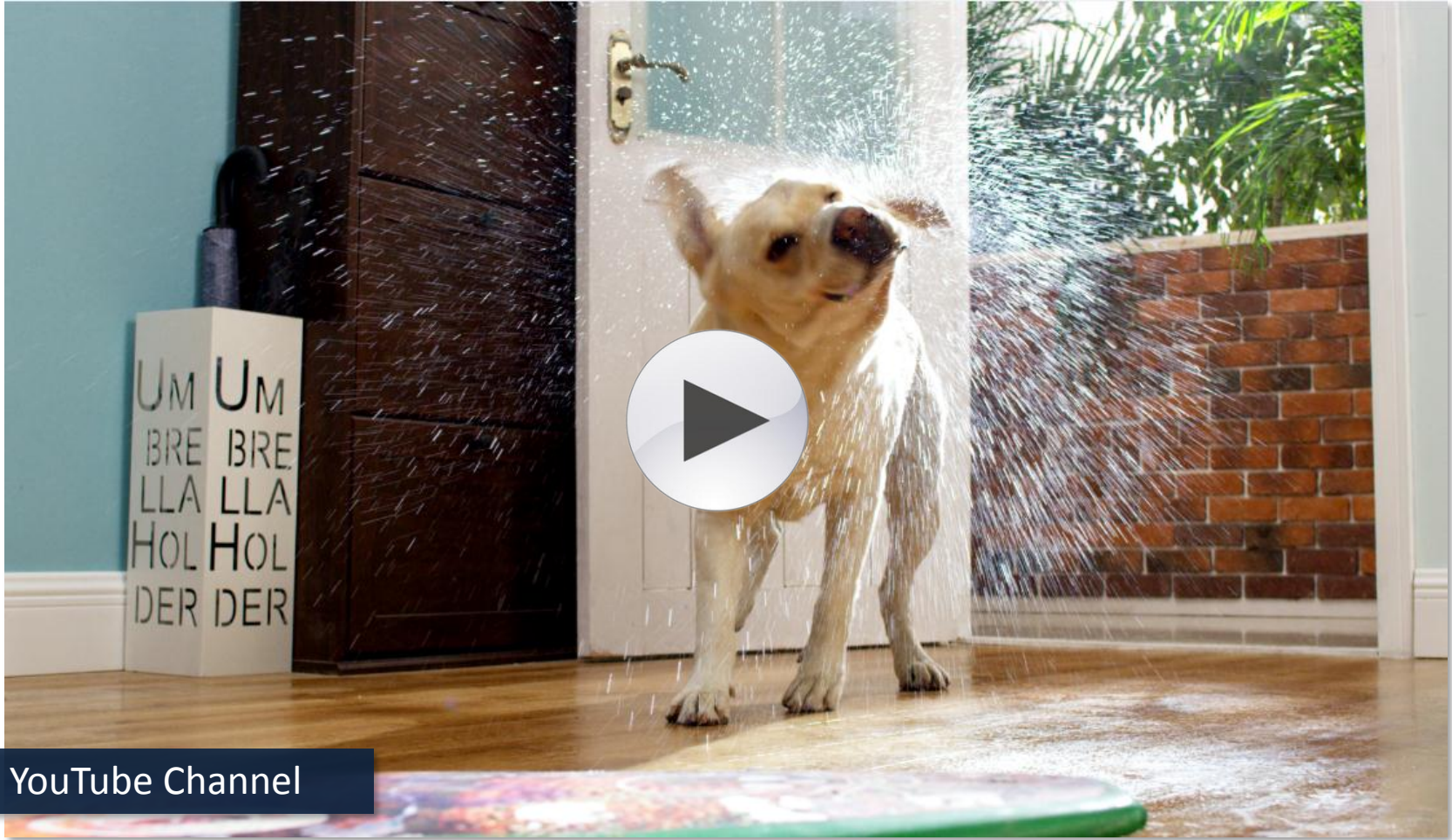


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WHEN LIFE HAPPENS



YouTube Channel



FIRMFITTM
Fit for when life happens

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WHEN SMART HAPPENS

Quartz Enhanced Urethane Coating

Giving FIRMFIT its extra resistance to heavy foot traffic, scuffs and scratches

Deep Structured Decorative Layer

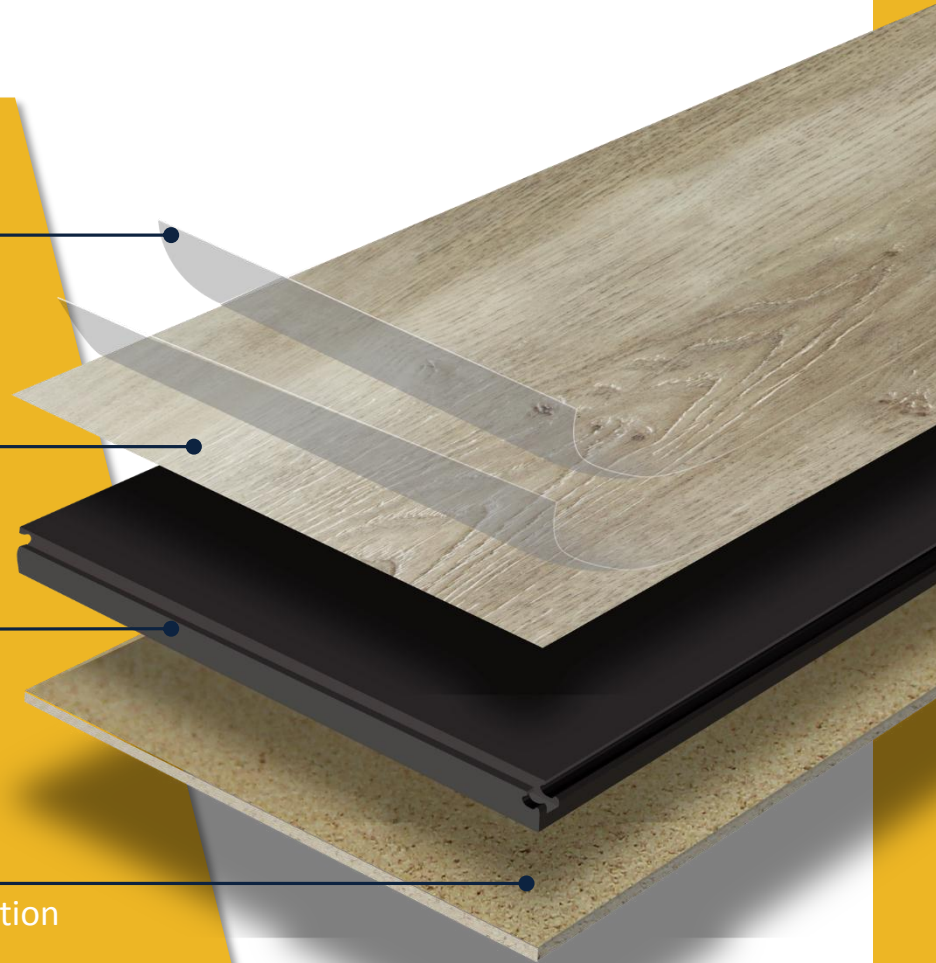
Providing the look & feel of a premium hardwood flooring

Extra Rigid Limestone-based Core

- Extra stable & rigid
- 100% waterproof
- Free of Plasticizers and Ortho-Phthalates

Optional Pre-attached Backing

For additional comfort and sound barrier and sound absorption



WHEN SUN HAPPENS

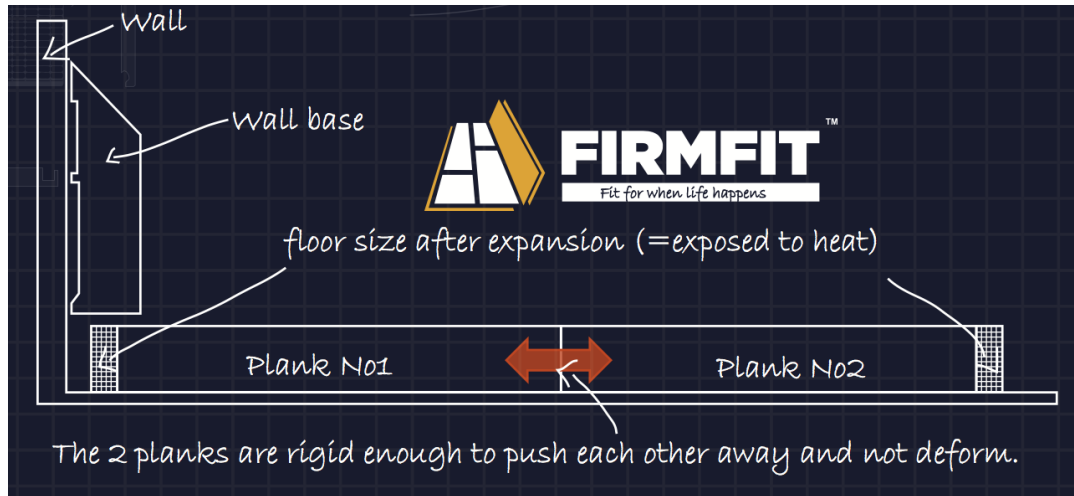
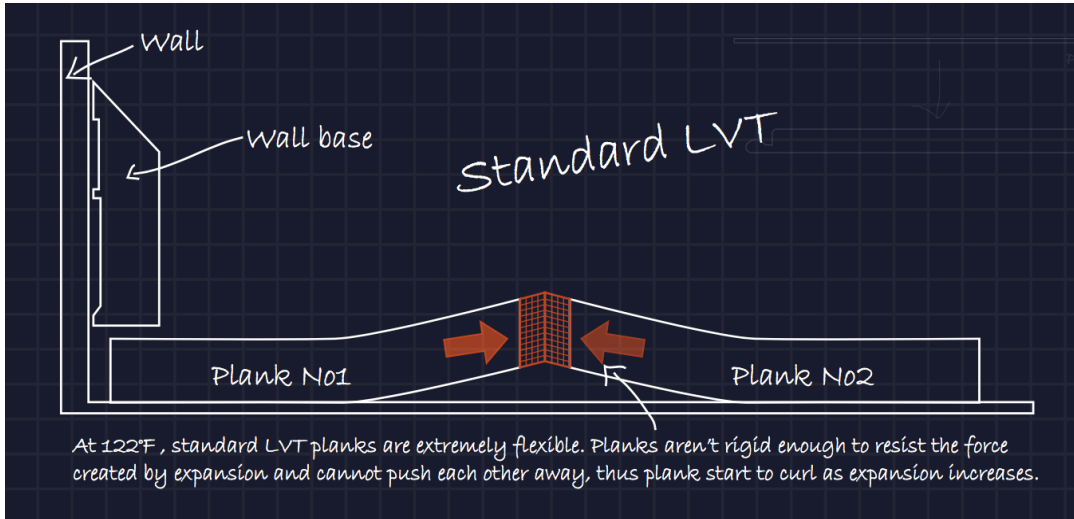
While most waterproof flooring available are not warranted for installation in rooms with large windows & a lot of sunlight, FIRMFIT is! Floor features outstanding stability & strength.

FIRMFIT is perfect for every room of your home, including:

- 3-Season rooms
- Sunrooms
- You name it!



WHEN SUN HAPPENS

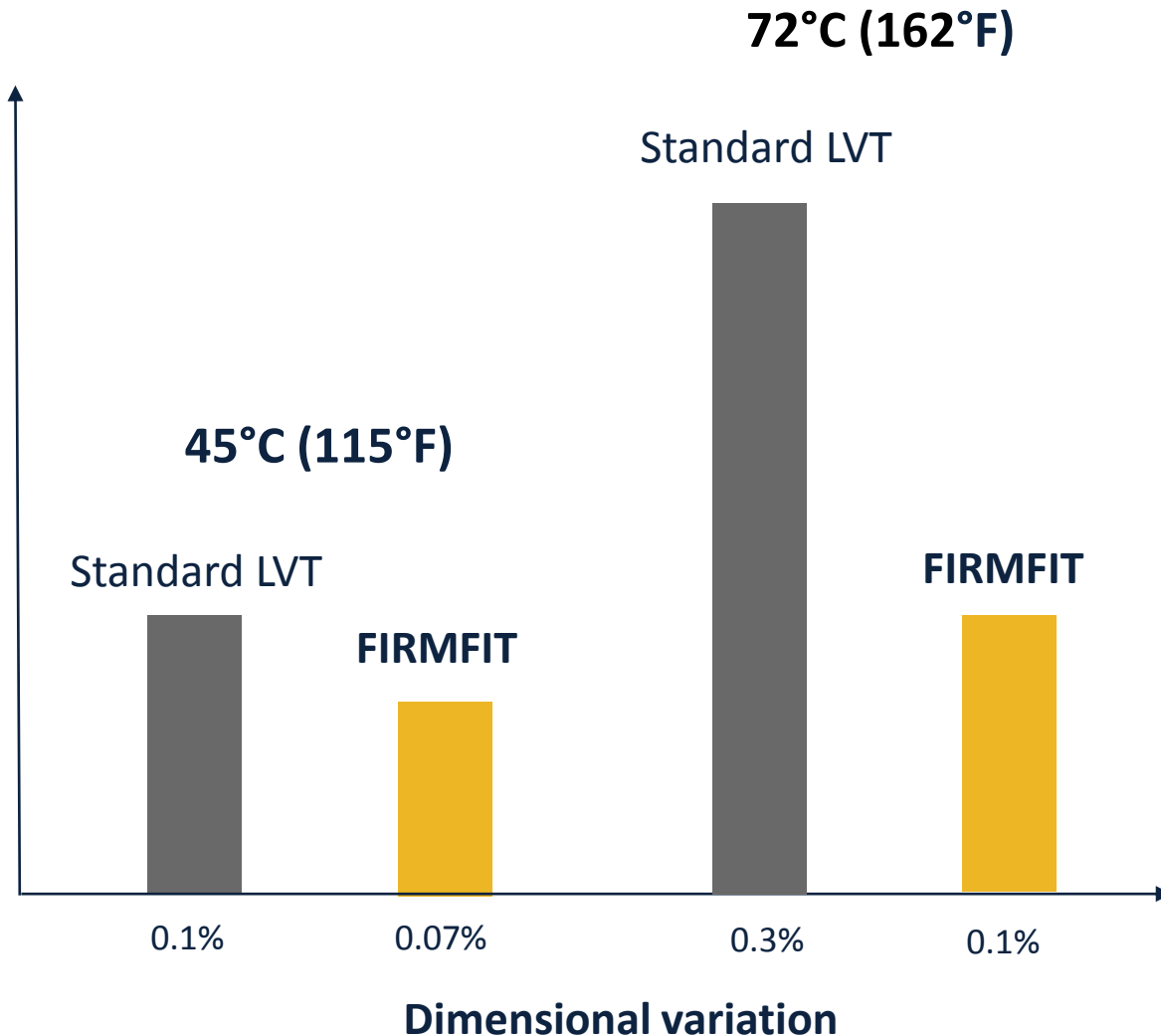


HIGH TEMPERATURES DIRECT SUNLIGHT

When exposed to high temperatures regular LVT becomes very flexible and planks do not have enough strength to push each other away. Meanwhile FIRMFIT remains stable even at high temperatures, and planks are strong enough to push each other away.

Result is a flat floor no matter what!

WHEN SUN HAPPENS



Test method:

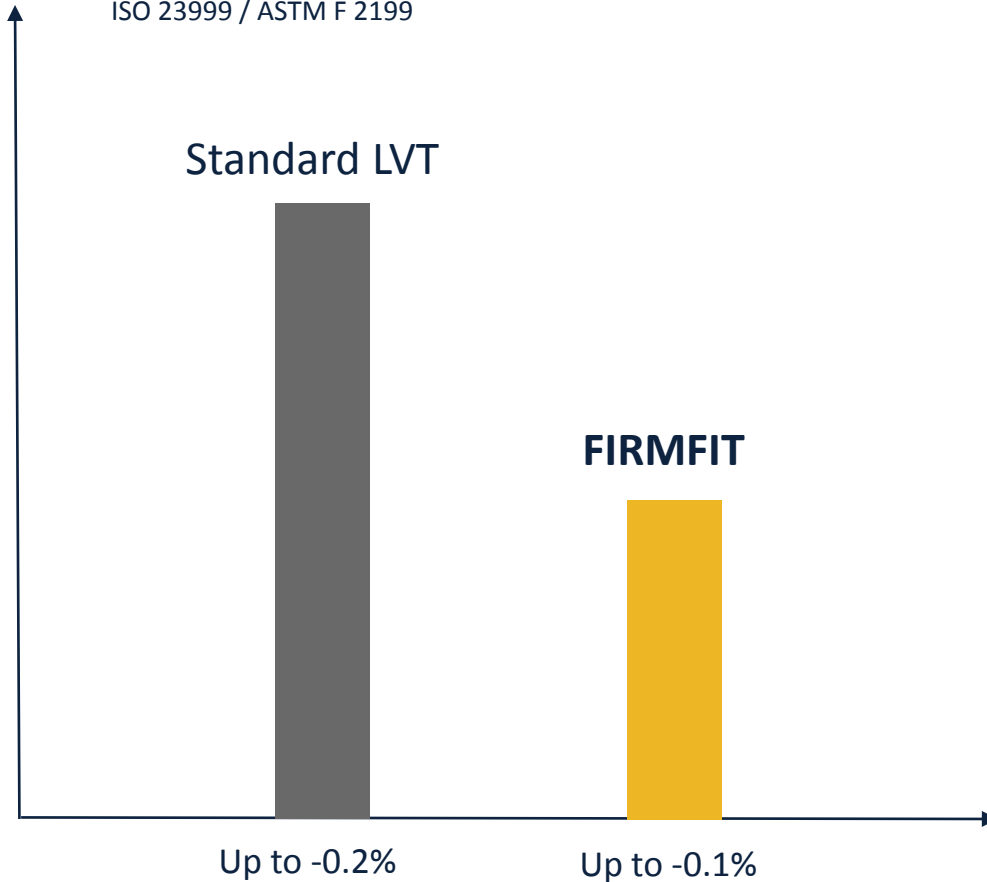
The samples are placed in an oven for 6 hours at different temperatures. After 6 hours the samples size variations are measured. The value shown in the graph is the difference in percentage of the original size versus the size after 6 hours in an oven.

Results:

At low temperatures there is no major difference between FIRMFIT and regular LVT, however when exposed to higher temperatures, FIRMFIT is 2X more stable than regular LVT.

WHEN SUN HAPPENS

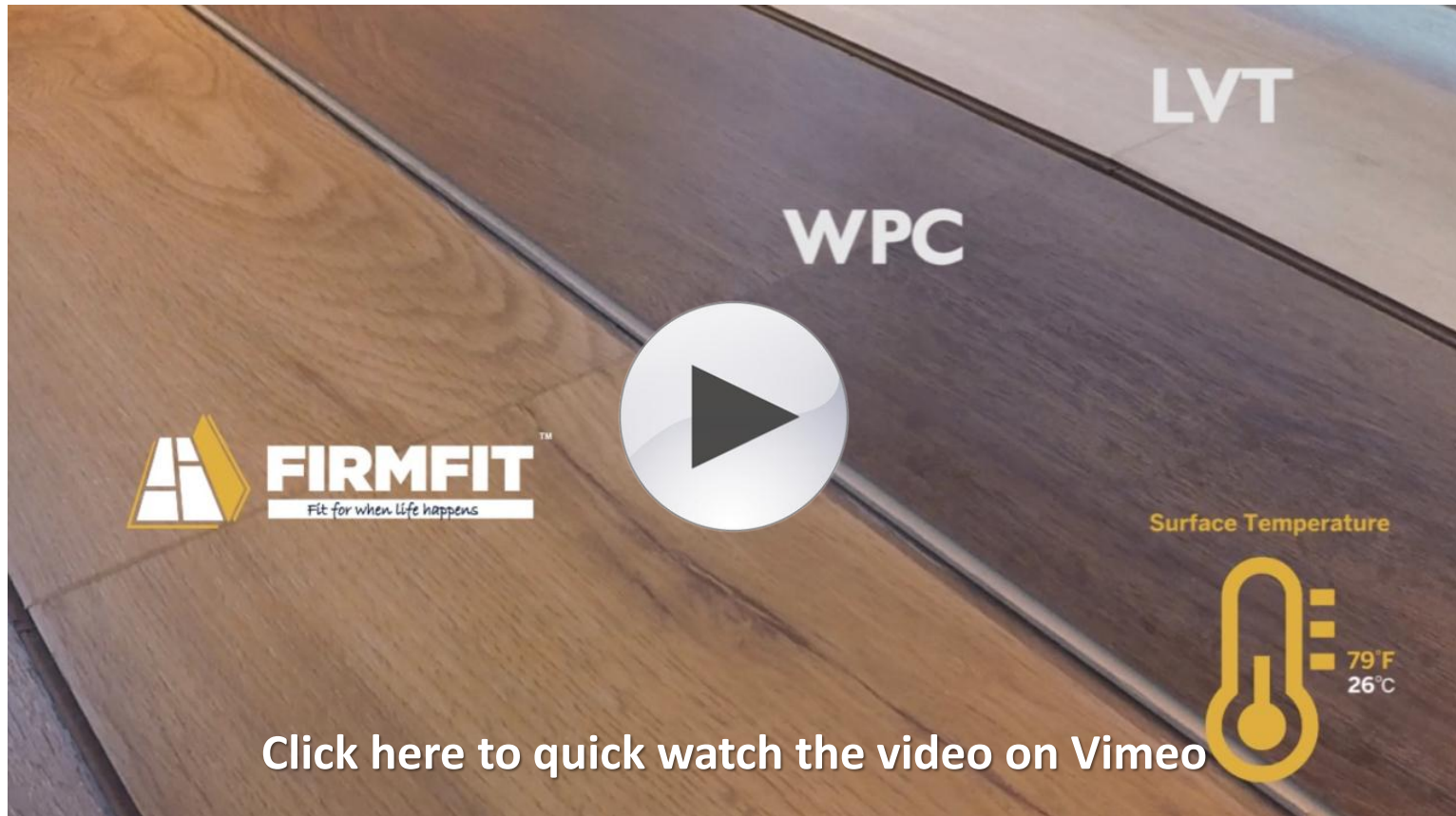
80°C (176°F) test
ISO 23999 / ASTM F 2199



**2X more
STABLE
vs LVT**

This test measures the "memory" behavior of the product. The plank is heated up to 80°C (176°F), after which it is cooled down for 24h to the original temperature of 23°C (73°F). The size variation is measured and compared to the original size.

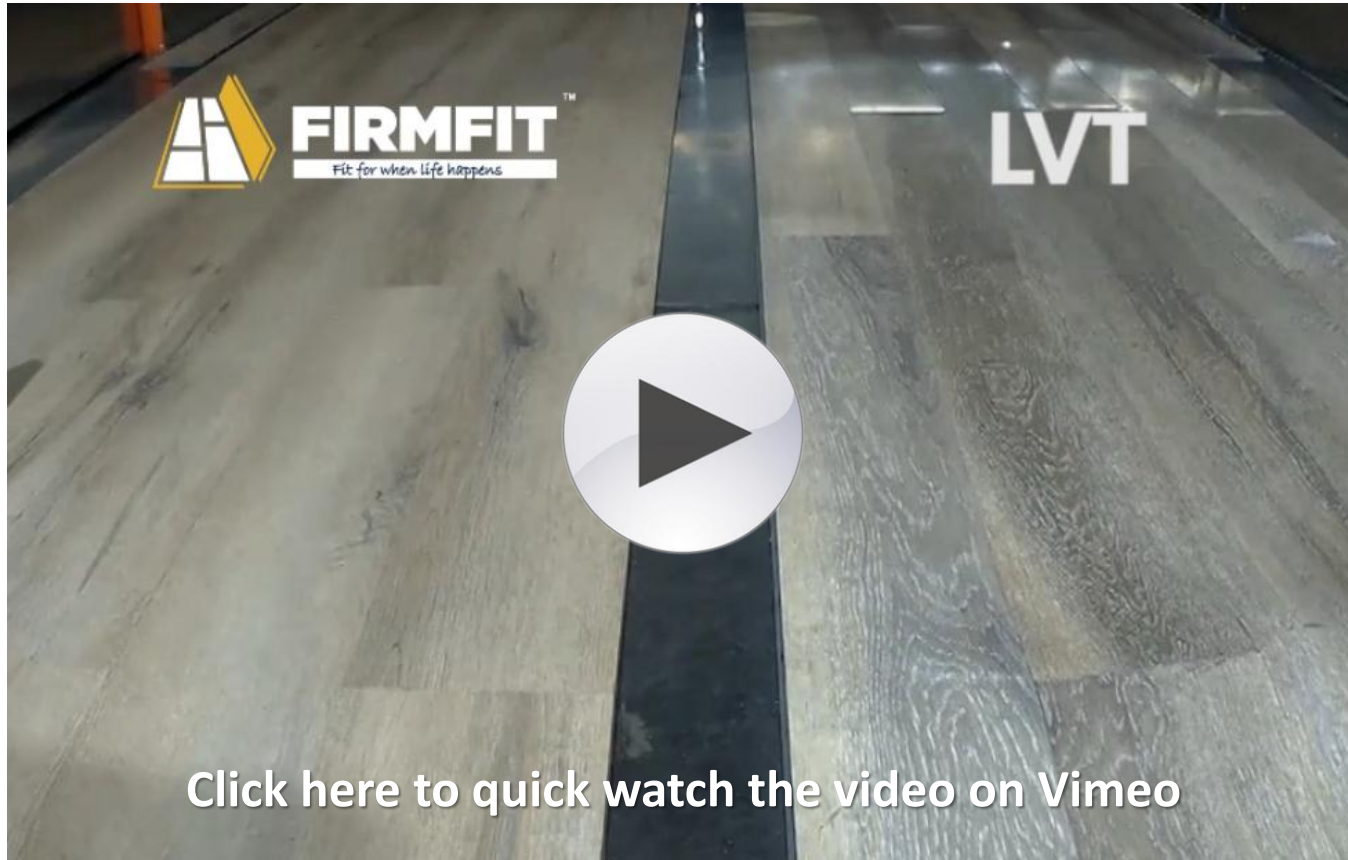
WHEN SUN HAPPENS



Link: vimeo.com/226093899

Password: marketingcfl1

WHEN SUN HAPPENS



Link: vimeo.com/226105517

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WHEN RIGID HAPPENS

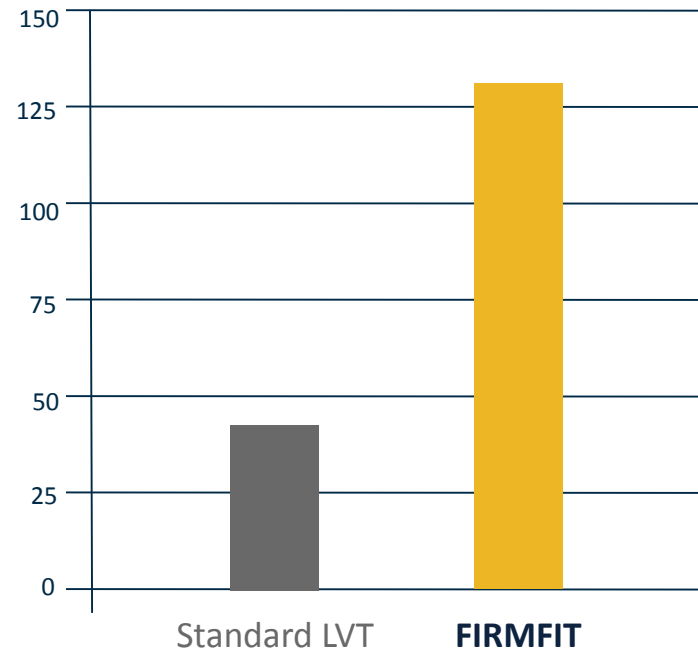
3X more RIGID
vs LVT



Why does rigidity matter?

Well, the more rigid your flooring is, the less likely you'll have problems with telegraphing!

Rigidity
Newton

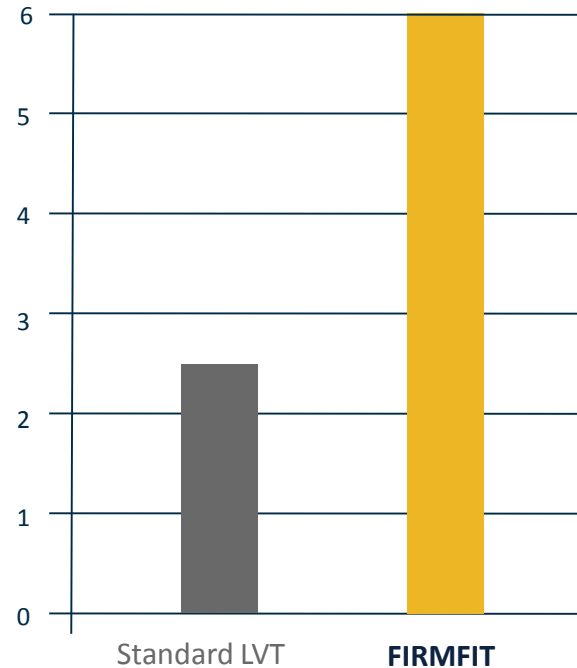


WHEN STRONG HAPPENS

2X stronger CLICK vs LVT

With regular temperature changes our floors are constantly expanding and shrinking. After a few of such cycles, the pressure from those variations on the click system becomes very high, and it is common for gaps to appear between planks after just 2-3 years, because the click is too weak to withstand the pressure. Thanks to FIRMFIT's extra strong click there will be no gaps between planks, even after years of use.

Click Strength
kN/m



WHEN LARGE HAPPENS



INSTALLS OVER 400m²
without any transitions

WHEN ACCIDENTS HAPPEN



**10X more
IMPACT
RESISTANT
vs WPC**

Unlike regular WPC flooring that has a low density and open cell core, FIRMFIT features an extra dense core with closed cells. The flooring is extra resistant to indentation & impact.

WHEN ACCIDENTS HAPPEN

	Requirement	WPC	FIRMFIT	Result
Density	-	1000-1200 kg/m ³	1800-2000 kg/m ³	Up to 2X more dense
Indentation ATSM F1914 the depth of the indentation compared to the thickness	<10%	8 to 25% FAILED	0.1 to 3% PASS	10X more indentation resistant
Static load ASTM F970 the depth of the indentation	-	0.015 to 0.08 mm	0.001 to 0.005 mm	3X more resistant to static loads

WHEN ACCIDENTS HAPPEN



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WHEN FUN HAPPENS

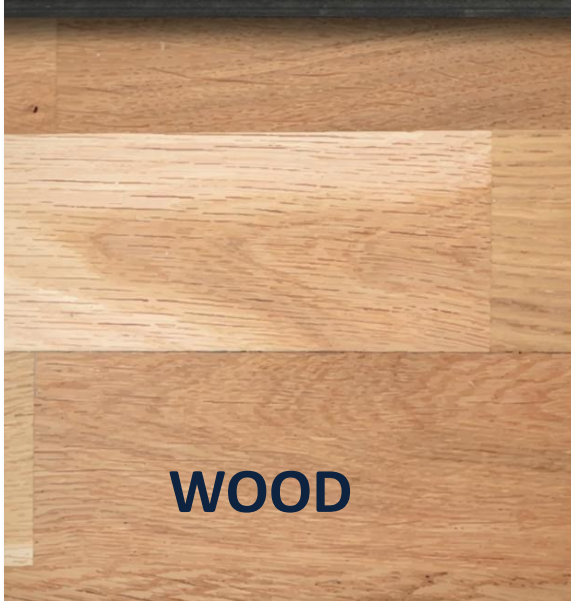
Fun is what it's all about!

- **SE+** anti-bacterial coating protects against >99% of harmful bacteria & fungus
- 100% **waterproof**
- **Pet proof** - easy to clean when accidents happen
- **Class 34** wear layer for superior durability
- **Resistant** to micro-scratch
- Exceptionally **quiet**

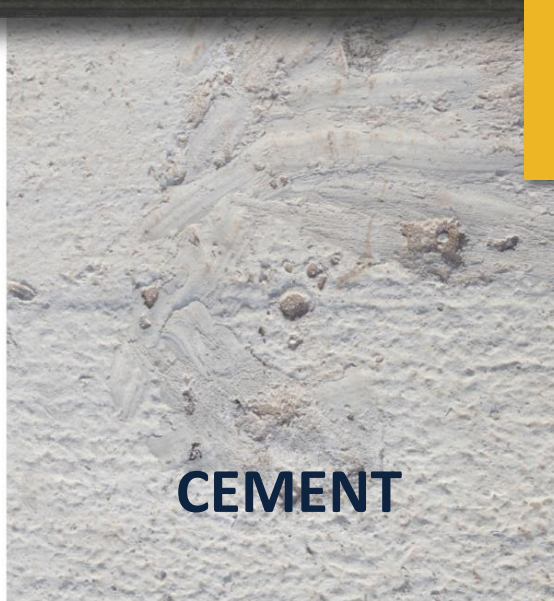


SE+TM
Anti-Bacterial Finish

WHEN EASE HAPPENS



WOOD



CEMENT



TILES

NO ACCLIMATION
prior to installation

NO TELEGRAPHING
of small subfloor imperfections

EASY-TO-INSTALL
with Tight Lock click system

MIN PREPARATIONS
thanks to floor's rigid core

WHEN GREEN HAPPENS

LIMESTONE-BASED

100% Plasticiser-free core

FREE OF ORTHO-PHTHALATES

and any other harmful substances

SUSTAINABLE

100% recyclable



FIRMFIT VS OTHER FLOORING

		FIRMFIT	Glue-less Luxury Vinyl	WPC	Laminate
1	100% Waterproof	✓	✓	✓	X
2	Stable to high temperature variations	✓	X	X	✓
3	Stable to sunlight	✓	X	X	✓
4	Large area installation (400m ²) without transitions	✓	X	✓	X
5	Extra resistant to impacts & heavy static load	✓	✓	X	✓
6	No acclimation required	✓	X	✓	X
7	No telegraphing of small subfloor imperfections	✓	X	✓	✓
8	Suitable for every room	✓	X	✓	X
9	Min subfloor preparations	✓	X	✓	✓
10	Easy-to-install	✓	X	✓	✓
11	Sound absorbent	✓	✓	✓	X
12	Plasticizer-free core (incl. ortho phthalates - Prop 65 compliant)	✓	X	X	✓
13	Very low VOC emissions	✓	✓	✓	X
14	100% recyclable	✓	✓	✓	X
TOTAL SCORE:		14/14	5/14	10/14	7/14

SPECIFICATIONS

	Norm	Test method	Requirement	Test results	Conclusion
SURFACE PROPERTIES					
Wear resistance	-	ISO 1518-1	≤0.015g/1000 rev	0.01	Pass
	EN 16511	EN 13329	≥4000 cycles		Class 34, Heavy commercial
	NALFA LF 01-2011	NALFA LF 01-2011	≥6000 cycles		Class 4, Heavy commercial
Scratch	-	ISO 1518-1	≥2500g	3200g	Pass
Surface bonding	NALFA LF 01-2011	EN311/NALFA LF 01-2011	≥1.25 N/mm2	1.56 N/mm2	Class 4, Heavy commercial
Static load (250LBS/115KG)	NALFA LF 01-2011	ASTM F970	≥8Mpa	15	Class 4, Heavy commercial
Residual indentation	ASTM F1700	ASTM F1914	≤8% (140 lbs/63kg)	1.70%	Pass
	EN 16511	EN 433/ISO 24343-1	≤0.15mm	0.03	Class 34, Heavy commercial
Impact resistance (big ball)	EN 16511	EN 13329	≥1800mm	>1800	IC3, Class 34, Heavy commercial
	NALFA LF 01-2011	NALFA LF 01-2011	≥1400mm	>1400	Class 4, Heavy commercial
Impact resistance (small ball)	EN 13329	EN438	≥15 N	23	IC3, Class 34, Heavy commercial
	NALFA LF 01-2011	NALFA LF 01-2011	≥500mm (19.7 in)	900	Class 4, Heavy commercial
Slipperiness	EN14041	EN 13893	DryCOF ≥0.3	0.51	Class DS
	-	ASTM C1028	≥0.5	0.62	Meet ADA recommendation
	-	D 51130	≥R9	R9	Anti-spli resistance R9
Color fastness to light	EN 13329	ISO 105-B02:1994, Method 3a	≥Grade 6	> 6	Pass
	NALFA LF 01-2011	NALFA LF 01-2011	Slight change only	Slight change only	Class 4, Heavy commercial
Resistance to staining	EN 16511	EN 438-2	Group 1 and 2: grade 5, group3: grade 4	Group 1 and 2: grade 5, group3: grade 4	Class 34, Heavy commercial
	ASTM F1700	ASTM F925	Slight change only	No change	Pass
	NALFA LF 01-2011	NALFA LF 01-2011	Slight change only	No change	Class 4, Heavy commercial

SPECIFICATIONS

	Norm	Test method	Requirement	Test results	Conclusion
PHYSICAL PROPERTIES					
Heat exposure resistance 80°C/180°F	EN 16511	ISO 23999	$\Delta W/\Delta L \leq 0.25\%$	0.03%	Class 34, heavy commercial
	ASTM 1700	ASTM F2199	$\Delta W/\Delta L \leq 0.16\%$	0.03%	Pass
Dimensional variation (humidity change)	EN 16511	ISO 24339	$\Delta W/\Delta L \leq 0.15\%$	$\Delta W/\Delta L \leq 0.01\%$	Class 34, heavy commercial
Swelling after submersion in water	EN 16511	ISO 24336	$\leq 12\%$	0%	Class 34, heavy commercial
	NALFA LF 01-2011	NALFA LF 01-2011	$\leq 12\%$	0%	Class 4, Heavy commercial
Impact sound reduction (IIC)	-	ASTM E492-09	-	IIC=71	IIC=71
Sound transmission reduction (STC)	-	ASTM E90-09	-	STC=75	STC=75
Locking strength (23°C)	EN 16511	ISO 24334	Long side $\geq 2.0\text{KN/m}$ Short side $\geq 3.5\text{kN/m}$	Long side $\geq 6.3\text{KN/m}$, Short side $\geq 5.4\text{kN/m}$	Class 34, heavy commercial
Thermal conductivity	EN 14041	EN 12667	-	0.173 W/(m.k)	Suitable for underfloor heating system
Thermal resistance (R value)	-	ASTM C518	-	0.58 m ² -K/W	Suitable for underfloor heating system
Reaction to fire	EN 14041	EN 13051-1	-	CHF=9.4kW/m ²	Class Bfl -S1
Fire resistance (CHF)	-	ASTM E648/662	-	0.94 W/cm ²	Class 1

SPECIFICATIONS

	Norm	Test method	Requirement	Test results	Conclusion
CHEMICAL COMPOSITION					
Formaldehyde emission	CARB2	ASTM 6007	≤0.11 ppm Release ≤0.124 mg/m3	Undetected	CARB2
	EN 14041	EN 717-1	Release ≤0.124 mg/m3	Undetected	E0
VOC	Decret No2011-321	ISO 16000	TVOC<1000µg/m3	31	VOCA+
	DIBT	ISO 16000	TVOC<1000µg/m3	29	Meet AgBB requirement - U mark certified
	Floorscore	Californian 01350	Within CREL/TAC	26	Floorscore certified
Ortho-phthalates	Prop 65	Spectrometry	Ortho-phthalate free	Not detected	Ortho-phthalate free, Comply with Prop 65
Lead	CPSIA	CPSC-CH-E-1002-08	≤ 90ppm	Not detected	Meet children toy regulation
PAHs	EU REACH regulation No. 1907/2006	Spectrometry and chromatography	<1mg/kg	0.7	Meet requirement of product that can be put in mouth
PCP	EN 14041	EN 12673	<1ppm	Not detected	Pass
Substances of Very High Concern (SVHC) (mercury, chromium VI, Cadmium, SCCp, benzene, Xylene, tributyltin, etc)	EU REACH regulation No. 1907/2006	Spectrometry and chromatography	≤ 0.1% (w/w)	Not detected	REACH compliant



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