

The **Original**
Rigid
Core Floor...



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



FIRMFIT[®]
Fit for when life happens



The Strongest Waterproof Floor...

FirmFit is your premier destination for flooring that combines durability with elegance, fit for when life happens. Our brand is synonymous with quality, innovation, and style, making us the preferred choice for homeowners and designers alike. With a focus on cutting-edge technology and premier materials designed to withstand the rigors of daily life while maintaining their beauty for years to come. We prioritize sustainability, our manufacturing processes adhere to strict environmental standards.

Whether you're renovating your home, upgrading your office, or designing a commercial space, FirmFit offers a wide range of designs, colors, and textures to suit your style and preferences. Experience FirmFit for flooring that's stylish, durable, and fit for every moment of life.

**RESISTANT
TO HEAT AND
SUNLIGHT**

**100%
WATERPROOF**

**RIGID
LIMESTONE
BASED CORE**

**SEAMLESS
LARGE AREA
INSTALLATION**

*Fit for
when life
happens...*

Ultra Matte
THE LOOK OF
NATURE
WITH THE ULTIMATE
PROTECTION

**CORK
PRE-ATTACHED
BACKING**

**EXTRA
RESISTANT TO
INDENTATIONS**

**FAST & EASY
TO INSTALL**

Plank Construction



MULTI-LAYER QUARTZ ENHANCED URETHANE FINISH

Giving FirmFit its extra resistance to heavy foot traffic, scuffs and micro-scratches

DEEP STRUCTURED DECORATIVE LAYER

Providing realistic hardwood / tile look & feel

RIGID LIMESTONE-BASED COMPOSITE CORE

- 100% Waterproof
- Rigid and stable
- Indentation resistant

PRE-ATTACHED BACKING

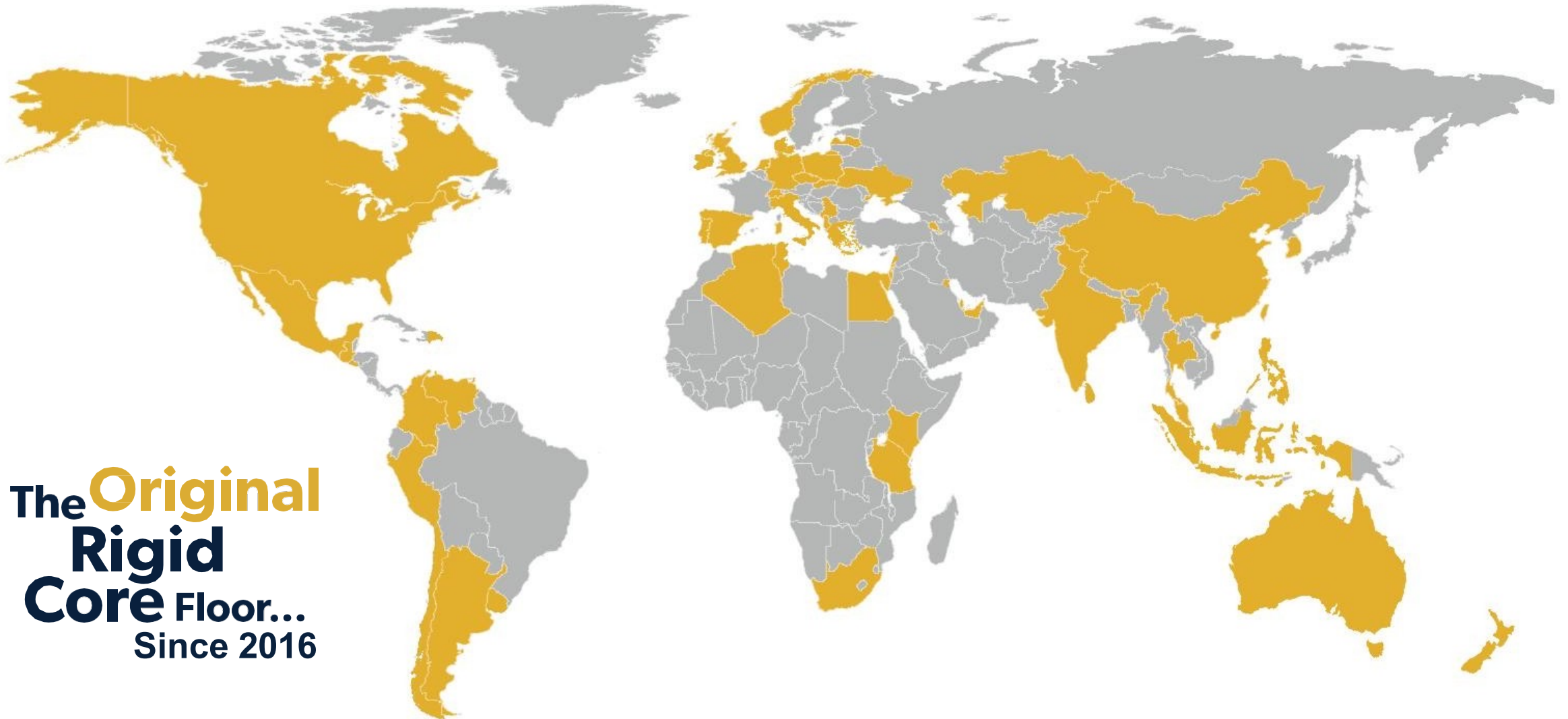
For additional comfort and sound barrier and sound absorption

The Original
Rigid
Core Floor...





A Vast Network of FirmFit Presence



**The Original
Rigid
Core Floor...
Since 2016**

Specialties



The Look of Nature
with the Ultimate
Protection

**Ultra
Matte**
Technology



Best lead time

Less Material
Less Weight
More Performance

Be-Lite[®]

**Cork
Backing**

Allows to save up to
15 kg of the plastic

Safety and
Sustainability



**Match
Mate
Program**

Click
Glue-Down

Ultra Matte Finish



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

- ✓ Consistent sheen at different angles
- ✓ A matte look **that lasts** even after wear and tear
- ✓ Ideal for large commercial installations
- ✓ Best-in-class **stain and traffic resistance**
- ✓ **Embossed in Register** for a realistic look and feel



Ultra Matte: Consistency is Key



The result: Consistent sheen at different angles and no differences between planks & batches. The perfect natural look for your home!

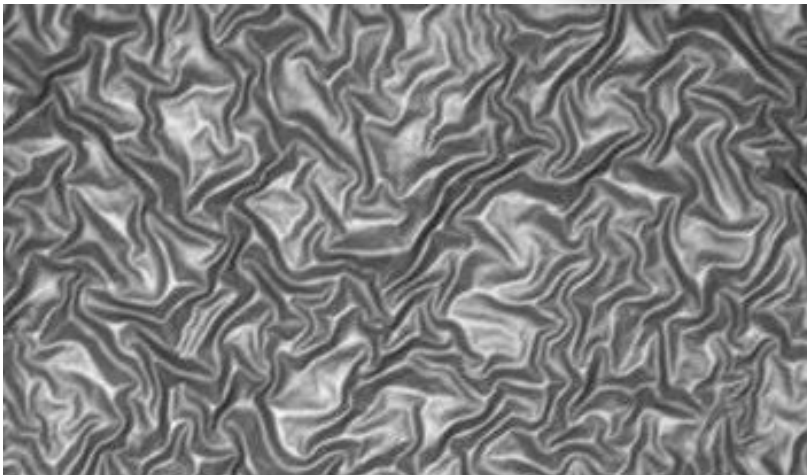
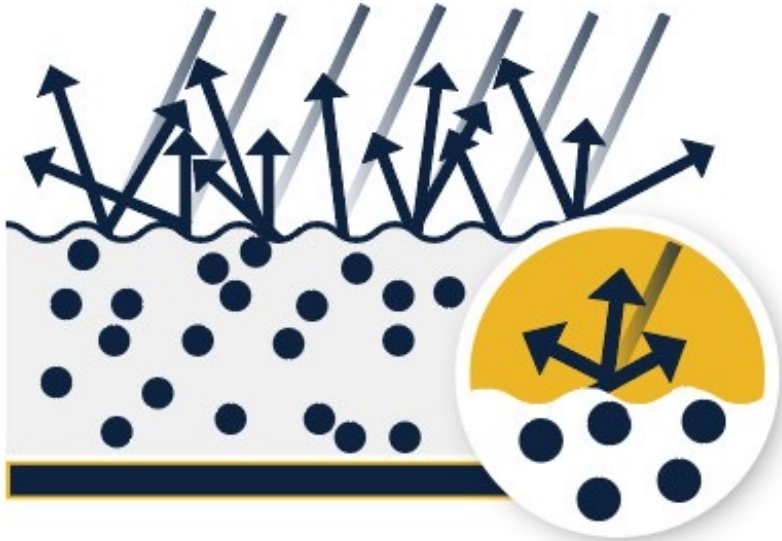
Not much of a difference?



Check again at different angles...



Ultra Matte Finish



Microscope view of Ultra Matte Finish

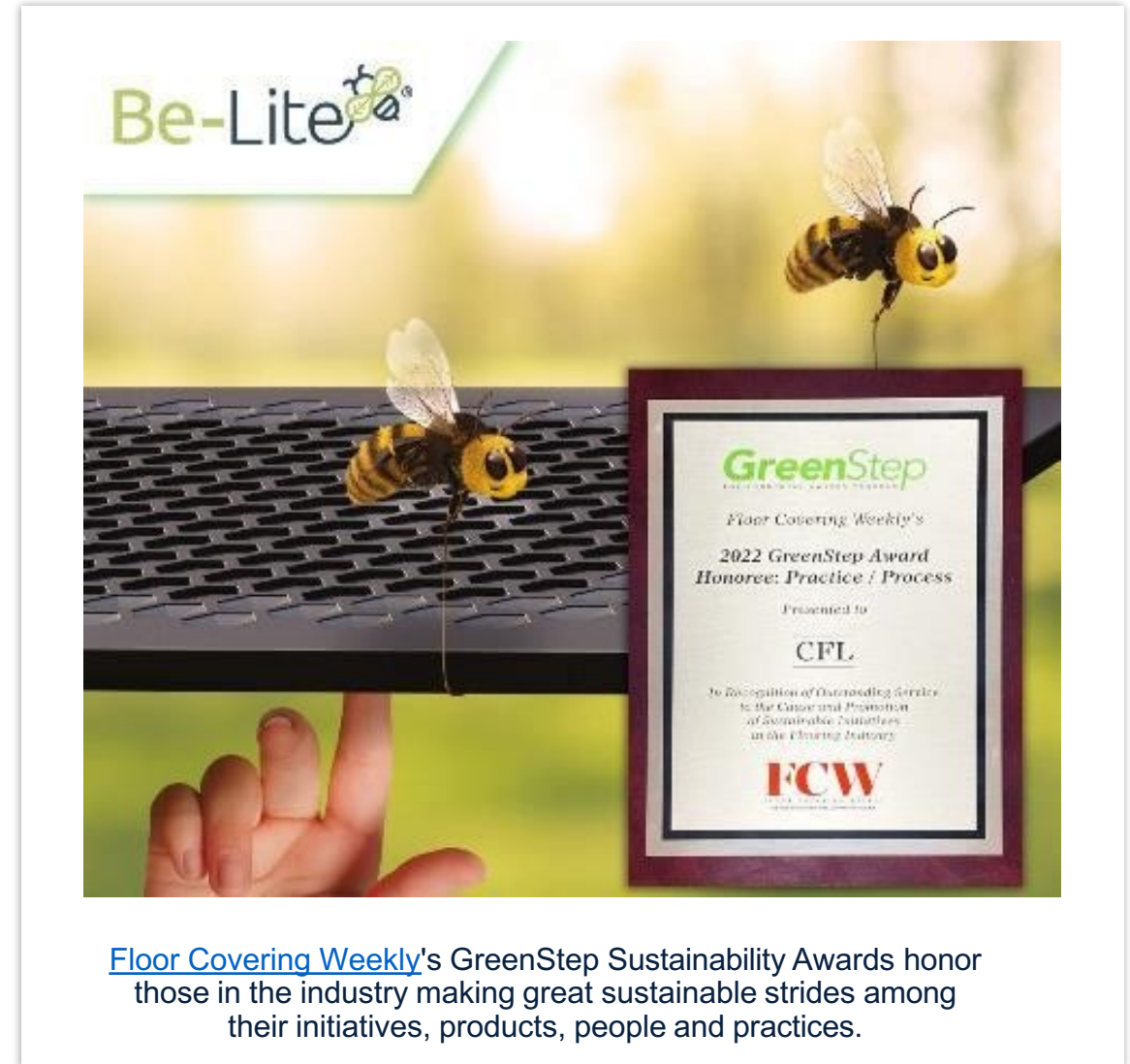
Our new Ultra Matte Finish provides the ultimate natural look, under all conditions, with no compromise on performance

Ultra Matte Finish is designed to reduce light reflection under any angle, creating a finish that remains consistent even after heavy wear and tear

Be-Lite Takeaways



- Be-Lite is an award-winning thermoforming technology for SPC panels that, depending on the panel's thickness, uses up to 20% less raw materials during the panel core manufacturing process.
- The resulting lighter SPC panels maintain optimum performance reducing a panel's total manufacturing raw material costs as well as decreasing transport costs significantly.
- There are no extra offcuts with this process and the offcuts that exists are 100% re-used.
- So there is no waste with this new technology and up to 25% of the material is pre-consumer recycled content!



[Floor Covering Weekly's](#) GreenStep Sustainability Awards honor those in the industry making great sustainable strides among their initiatives, products, people and practices.

When Green Happens



GOOD FOR YOU AND THE ENVIRONMENT

We test our products at both our own and independent certified labs on a regular basis, making sure our products meet the requirements of the most rigorous tests and are good for both you and the environment.



Extremely Low VOC ! Safe & Environmentally Friendly!

FirmFit is **GREENGUARD Gold** and **IAC Gold** (including AgBB, M1, French VOC A+, Belgian VOC label and Blue Angel) certified, insuring it complies with the criteria for indoor air emissions of VOCs and is safe to use in any indoor environment, including schools and healthcare facilities.



FirmFit has been awarded the **Assure certificate**, which means the floors are manufactured to the highest standards, feature low VOC emissions and are free of heavy metals, ortho-phthalates and other harmful content.



0% wood elements are used in the production process of the FirmFit.

Cork Backing



Cork backings allows
to save up to

15 Kg
of the plastic

your typical flooring underlay
would use for a 100sqm
install!



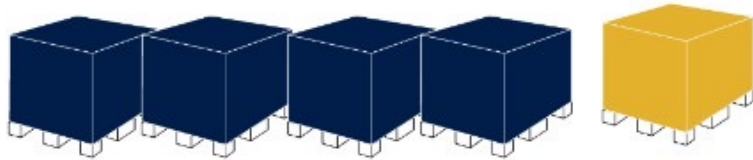
Quickship Program



1

BEST MOQ

1 pallet per SKU for 20ft ctn



3

BEST PRODUCT

With synchronized embossed in register SPC



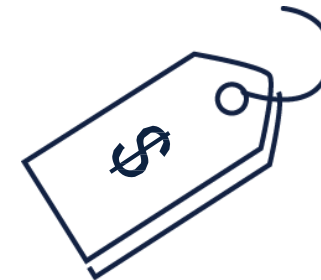
2

BEST LEAD TIME



4

BEST VALUE



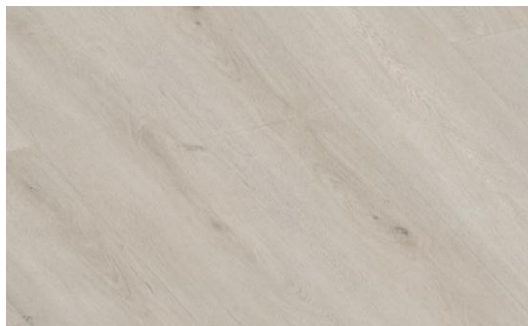
Nature Timeless

Collection

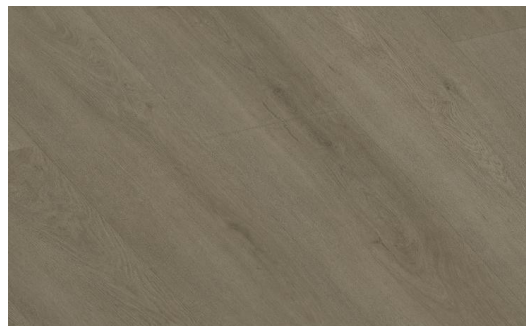


**Ultra
Matte**
Technology





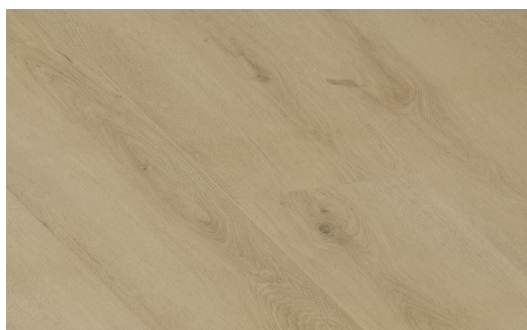
EWB-7261
EWB-7261GD



EWB-7262
EWB-7262GD



EWB-7263
EWB-7263GD

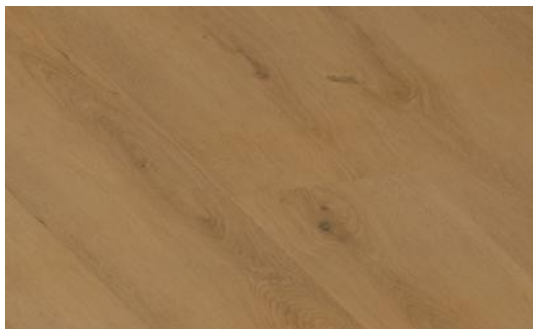


EWB-7264
EWB-7264GD



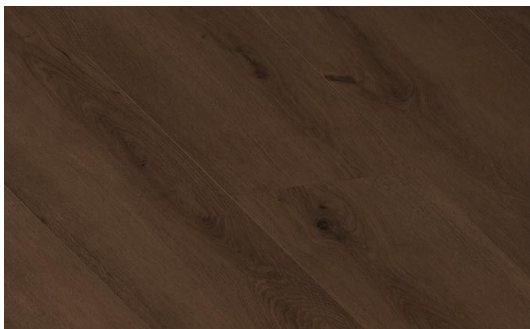
EWB-7265
EWB-7265GD

Click / Glue Down	Product size	Thickness	Surface	Gloss	Bevel	Lock	Wear layer	Finish	Be-Lite
Click	232 x 1532 mm	6.5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	EU pressed bevel	Angle-Tight	0.55mm	Ultra Matte SE+	Overall Waffle
Glue Down	233 x 1540 mm	2.5mm	Hot Press EIR	3±1%	Cut Bevel	Glue-Down			Solid



EWH-7266

EWH-7266GD No Quickship



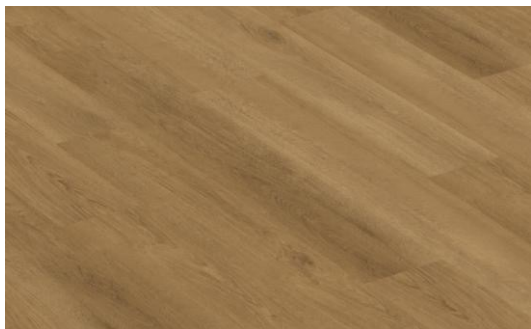
EWH-7268

EWH-7268GD



EWH-7023

EWH-7023GD



EWH-7588

No Quickship

Click / Glue Down	Product size	Thickness	Surface	Gloss	Bevel	Lock	Wear layer	Finish	Be-Lite
Click	232 x 1532 mm	6.5 (incl. 1mm Cork)	EXT EIR	3.5±0.5%	EU pressed bevel	Angle-Tight	0.55mm	Ultra Matte SE+	Overall Waffle
Glue Down	233 x 1540 mm	2.5mm	Hot Press EIR	3±1%	Cut Bevel	Glue-Down			Solid



THANK YOU