

# Pure

VINYL PLANKS \* MADE FOR REAL LIFE



*MAKE  
YOURSELF  
AT HOME*

## MADE IN EUROPE

Quality, creativity and respect  
for the environment **p.6**

## COLLECTIONS

PURE Planks, PURE Planks XXL  
and PURE Tiles **p.26**

## GET INSTALLED

Perfect flooring without  
a lot of fuss **p.56**

**BERRY**  **ALLOC**<sup>®</sup>



**Your home is everything.** When you get it right, it truly is where the heart is. And it is made even better when you find the **perfect flooring**. You want it to be easy to put together. But it also needs to add to your interior, to be cosy. And affordable. At BerryAlloc, we've got your back. Our Pure range of vinyl planks is simple and fast to install – our DreamClick® lock system ensures it – long-lasting, light (even our XXL planks) and natural looking. Pure flooring serves as a beautiful backdrop for your life. **So stay in tonight. Stay in all weekend.** Just stock up on ice cream. Otherwise, the kids will revolt.

© Cyrille L Grouselle / Cover's Paintings

**BERRY**  **ALLOC**®





PLANKS  
26



XXL  
38



TILES  
46



# Pure

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**BERRY**  **ALLOC**®





# MADE IN EUROPE

Why is Made In Europe important? Aside from ensuring we offer you **superior quality**, it is a solid part of our ethical approach to doing business. Our manufacturing process follows strict European protocols designed to respect the environment. We always take the needs of the **local economy** into account. And we follow best practice. The components of our PVC meet the highest standards and comply with **European legislation** concerning the use of chemicals. Health and well-being are always considered. All our products carry « **indoor air comfort** » certification from Eurofins.

Manufacturing in Europe, we are closer to our markets. That means our products don't have so far to travel, **reducing our carbon footprint**. We are proud of our commitment to supplying an eco-friendly product range. Our company as a whole has embraced environmental consciousness and **eco-friendly solutions**. We believe that all of us benefit from a conscientious green policy.

**BERRY**  **ALLOC**®



**BERRYALLOC®**

## 100% RESPECTFUL

BerryAlloc products and manufacturing processes are continuously improved and adapted to reduce their life-cycle impact on the natural environment. Our responsible attitude leads to products such as PURE that perfectly fit in with our environmental consciousness. PURE vinyl floors are **100% recyclable**, making it a perfect floor **for the world of tomorrow**.

**Our carbon footprint matters to us.** We aim to reduce, reuse and recycle at every step of our manufacturing process. This is such a driving belief that we made a conscious decision long ago to only produce vinyl sheet products that respect human health and the environment. Choose your PURE flooring knowing this.





# Pure Comfort

## Warm & Cosy

Designed for comfort, PURE vinyl floors don't just look great, they make your house homier. They feel **warm to the touch**. And **cosy to the feet**.

## Suited to Underfloor Heating

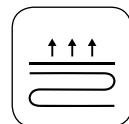
Thanks to their good heat conduction, PURE floors are a perfect companion to your floor heating. **Winter is welcome**.

## Extra Light

Our PURE planks are strong but very lightweight. **Up to 30% lighter** than other click flooring. This lightness makes transporting and installing them so much easier.



WARM  
UNDERFOOT



FLOOR HEATING  
COMPATIBLE



LIGHT  
WEIGHT



*Comfort at the  
heart of your home*

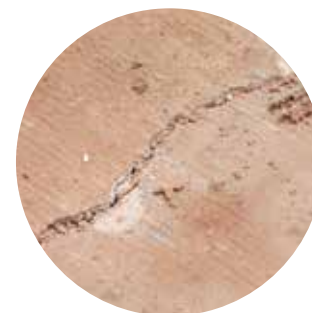




**On Screed**



**Old Tiles**



**Existing floor**

## ***PURE GOES EVERYWHERE***

### **Little or NO Subfloor Prep**

Made to simplify your life, PURE vinyl planks and tiles can be installed without a lot of fuss. Or levelling prep work. Almost any sub-floor works: it can be installed on top of concrete, tiles, wood and most existing hard surface floor coverings, provided that the subfloor is smooth, dry and clean. You can even lay it down on surfaces with small residues of glue and ordinary screed.

It's all thanks to our advanced RCB technology (Rigid Composite Board). **No dust, no mess.** **Just cut the planks to the size you want with a Stanley knife. PURE was designed to be easy.**



**LITTLE OR NO SUBFLOOR**



**RCB TECHNOLOGY**



**DUST FREE**



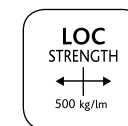
***Do a 12 m<sup>2</sup>  
room in 30 minutes flat***

**Our DreamClick® locking system is the best on the LVT market.** With a lockstrength of 500 kg, PURE flooring can withstand the frequent traffic of real, everyday lives with ease. **Identical 4-sided locks are easy to put together.** Start the next row the second you finish the previous one. **We didn't call it DreamClick® for nothing.**





# Take it easy



## The Strongest Locking System

PURE's DreamClick® locking system is the best on the LVT market. With a lockstrength of 500 kg, PURE flooring can withstand the frequent traffic of real, everyday lives with ease.



RESIDENTIAL

## Lifetime Warranty for Residential Use

Thanks to the Rigid Composite Board (RCB), PURE Dreamclick® is unaffected by high moisture levels and is stable at normal room temperatures. Strong joints offer greater resistance against heavy traffic and rolling loads. We guarantee this for the life of your PURE flooring.



PROTECTIVE  
PU LACQUER

## Clean Up Your Act

A PURE floor requires very little maintenance. Guarded by its polyurethane lacquer, PURE flooring is easy to clean and protected against daily wear and tear. All that is required is an occasional sweep with a wet mop and standard cleaning products.



SAFETY  
FLOOR

## Anti-slip Protection

The unique surface makes Pure floors anti-slip. An extra measure of safety to match the beauty of the collection.



## MIX & MATCH

### Don't Repeat Yourself

With unique planks in each box, you can create a practically one-off natural looking floor. As **plank** or **tile** size visually impacts spatial perception, PURE is available in **XXL** sizes as well as **standard** dimensions. XXL-sized planks serve double duty: aesthetically pleasing, they also allow for faster installation.

### 360° Revolutionary System

No one-sided affair, PURE planks can be joined together from all sides. This 360° interlocking system is entirely unique, allowing you the creative freedom to put your floor together in a way that suits your space, your personality. Compose custom-made patterns depending on how you connect the planks.



UNIQUE  
PLANKS IN  
EACH BOX



LOCKING  
SYSTEM



360°  
REVOLUTIONARY  
SYSTEM





## ***MAKE IT STICK***

### **PURE for Bathrooms and Kitchens**

Your floor needs to stand up to wet, dirty shoes, spills, and kids who turn the bathroom into a swimming pool on a regular basis, right? That's why, with our **GlueDown** option, PURE floor boards are water-resistant. Install them in your bathroom, kitchen and any other rooms susceptible to real, perfectly imperfect life.

### **FastTec Self-Adhesive Underlay**

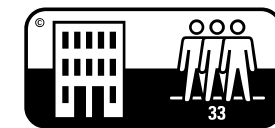
To ensure water-resistance, PURE planks and tiles can also be glued down. With our FastTec Self-Adhesive Underlay, it's a piece of cake. Simply roll out, peel off the top layer, and glue down your chosen flooring.

### **Open For Business**

When glued down, PURE flooring is perfectly suited to hotel, boutique, restaurant and office use as well as habitation. It was designed to stand up to heavy traffic (with 0.55 of wear layer). PURE flooring is protected by a **10 year warranty for such usage.**



**WATER  
RESISTANT**



**CLASS 33 USAGE**



## QUIET NICE

### A Silent Floor

Whether you are padding around in high heels or roller skates, its exceptional noise absorption of 10 dB makes PURE up to

# 50%

more silent than other LVT floors. A feature that adds to your, and your neighbours', quality of life.



SILENT FLOOR



- 10 DB







# Pure

## 360° REVOLUTIONARY SYSTEM

You can join PURE Dreamclick® or Gluedown from all sides. Connect the planks the way you want - long sides connected to short sides, all long, alternating - to fit any size room. Or simply to make a customised pattern.

## COMFORT & WARM TOUCH

PURE floors are soft and warm to the touch, which makes them the ideal floor to walk on barefoot. Moreover, they conduct heat easily which means that they work well with underfloor heating.

## SUPER SILENT FLOOR

Whether you are walking around in your high-heels or feel like having a lazy day in your slippers, PURE floors absorb noise so well that it is up to 50% more silent than comparable floors!

## EXTREME DURABILITY

PURE floors are protected by a very hard-wearing surface. The resistance of vinyl to staining and general household use is one of the key benefits of vinyl planks and makes them one of the most durable types of flooring on the market.

**BERRY**  **ALLOC**®



*Pure*  
**PLANKS**

**Be smart:** keep it simple





***Pure Planks – You've got the floor***



LIME OAK 996 D / PURE PLANKS



LIME OAK 954 D / PURE PLANKS



*Life made  
more welcoming*







*Pure Pleasure*  
***Happiness***  
***Cocktail***

*Recipe:*

- Good friends
- a fabulous meal
- a few happy kids
- a warm,  
welcoming home
- a little dash of  
PURE love







# Pure PLANKS



TOULON OAK 109 S



TOULON OAK 236 L



TOULON OAK 936 L



TOULON OAK 619 L



TOULON OAK 293 M



TOULON OAK 976 M



TOULON OAK 999 D



LIME OAK 954 D



LIME OAK 966 D



LIME OAK 996 D



LIME OAK 974 D



LIME OAK 979 M



Thickness	Length/Width	Installation	Bevel	Surface
5 mm	204 x 1326	Dream Click	4 Micro V	Silent



Thickness	Length/Width	Installation	Bevel	Surface
2,3 mm	178 x 1250	No Loc	4 Micro V	Silent





# Pure PLANKS



LIME OAK 139 S



LIME OAK 939 S



COLUMBIAN OAK 693 M



COLUMBIAN OAK 296 L



LIME OAK 963 M



LIME OAK 669 M



COLUMBIAN OAK 261 L



COLUMBIAN OAK 663 D



LIME OAK 693 M



COLUMBIAN OAK 236 L



COLUMBIAN OAK 636 M



COLUMBIAN OAK 939 M



LIME OAK 623 M



COLUMBIAN OAK 226 M



COLUMBIAN OAK 946 M



COLUMBIAN OAK 996 E

	Thickness	Length/Width	Installation	Bevel	Surface		Thickness	Length/Width	Installation	Bevel	Surface
	5 mm	204 x 1326	Dream Click	4 Micro V	Silent		2,3 mm	178 x 1250	No Loc	4 Micro V	Silent





*Pure Planks*  
**XXL**

Wide Open Spaces





TOULON OAK 619 L / PURE PLANKS XXL

*Pure Planks XXL - Think Big*



TOULON OAK 936 L / PURE PLANKS XXL









# Pure Planks XXL



TOULON OAK 109 S



TOULON OAK 619 L



TOULON OAK 293 M



TOULON OAK 936 L



LIME OAK 963 M



LIME OAK 139 S



LIME OAK 979 M



LIME OAK 954 D



COLUMBIAN OAK 996 E



COLUMBIAN OAK 946 M



COLUMBIAN OAK 636 M



COLUMBIAN OAK 693 M

	Thickness	Length/Width	Installation	Bevel	Surface		Thickness	Length/Width	Installation	Bevel	Surface
	5 mm	204 x 1836	Dream Click	4 Micro V	Silent		2,3 mm	216 x 1950	No Loc	4 Micro V	Silent





*Pure*  
**TILES**

Another way to **beautify your home**



***Pure TILES - Love at first sight***





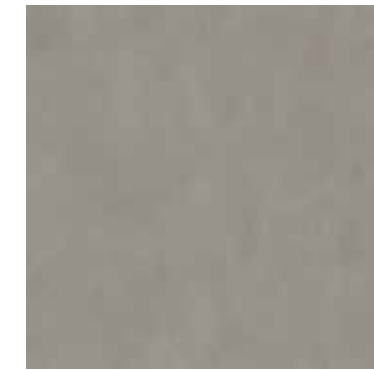


MONSANTO 900 D / PURE TILES

# Pure TILES



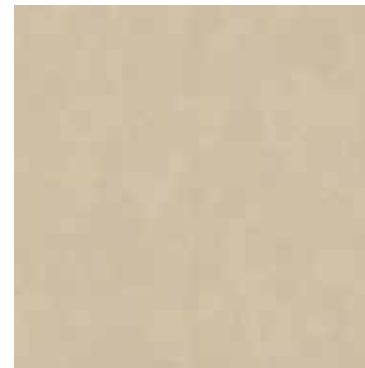
MONSANTO 959 M \*



MONSANTO 997 M \*



MONSANTO 900 D \*



MONSANTO 363 L \*



MONSANTO 639 M \*



MONSANTO 694 M \*



ZINC 616 M



ZINC 679 M



ZINC 373 D



ZINC 907 D



DISA 996 D



DISA 979 M



Thickness	Length / Width	Installation	Bevel	Surface
5 mm	612x612 306x612	Dream Click	4 Micro V	Silent



Thickness	Length / Width	Installation	Bevel	Surface
2,3 mm	650X650 325x650	No Loc	4 Micro V	Silent

(\*) MONSANTO TILES ONLY AVAILABLE IN CLICK





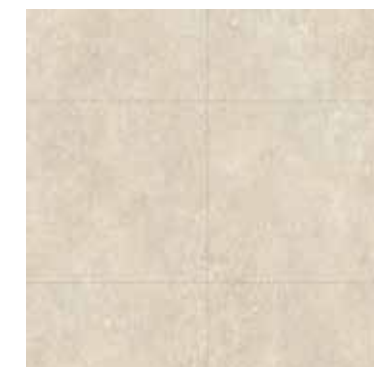
# Pure TILES




DISA 797 M




DISA 644 M



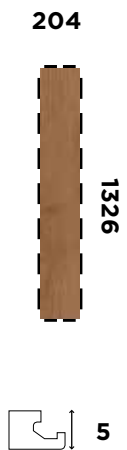
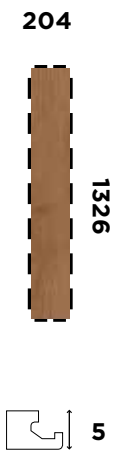

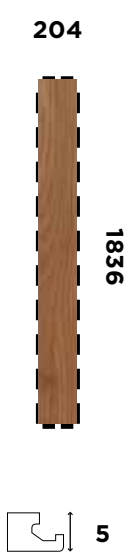
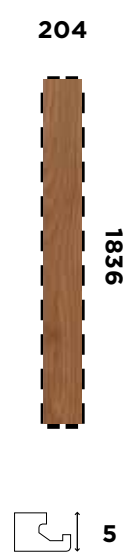

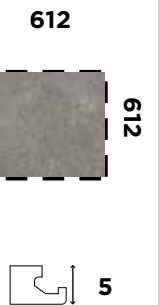
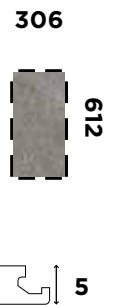
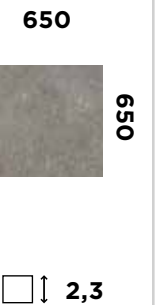
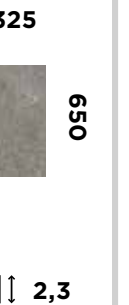
DISA 101 S

	Thickness	Length / Width	Installation	Bevel	Surface
	<b>5 mm</b>	<b>612x612 306x612</b>	<b>Dream Click</b>	<b>4 Micro V</b>	<b>Silent</b>

	Thickness	Length / Width	Installation	Bevel	Surface
	<b>2,3 mm</b>	<b>650x650 325x650</b>	<b>No Loc</b>	<b>4 Micro V</b>	<b>Silent</b>

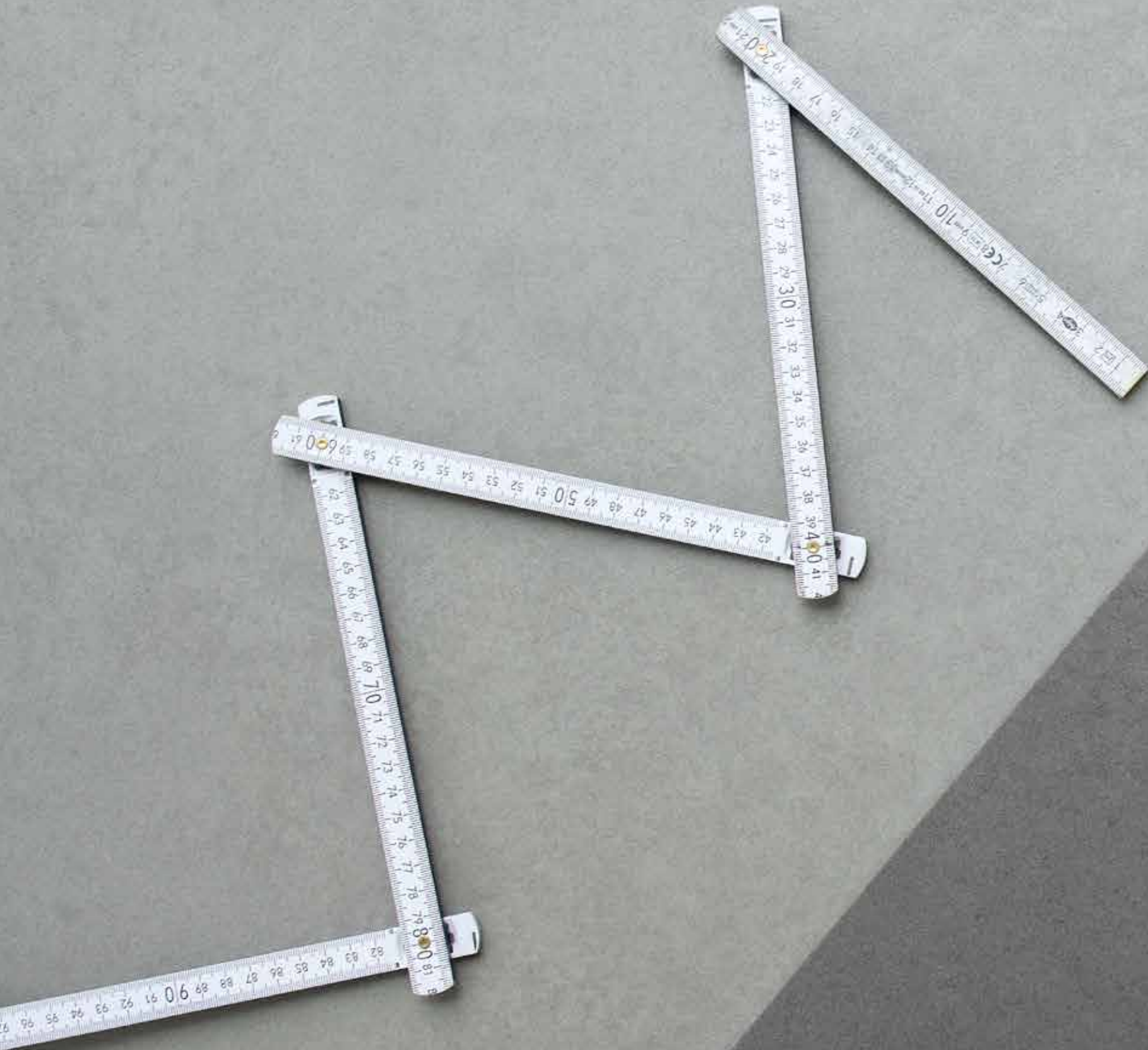


# Pure Collections

	<b>PLANKS</b>			<b>XXL PLANKS</b>			<b>TILES</b>			
<b>System</b>	● DreamClick®		● GlueDown	● DreamClick®		● GlueDown	● DreamClick®		● GlueDown	
<b>Wear layer</b>	<b>40</b>	<b>55</b>	<b>55</b>	<b>40</b>	<b>55</b>	<b>55</b>	<b>55</b>	<b>55</b>	<b>55</b>	<b>55</b>
<b>Dimensions (mm)</b>										
<b>Packaging</b>										
<b>Planks / box</b>	<b>8 planks</b> 2.164 m <sup>2</sup>	<b>8 planks</b> 2.164 m <sup>2</sup>	<b>15 planks</b> 3.338 m <sup>2</sup>	<b>6 planks</b> 2.247 m <sup>2</sup>	<b>6 planks</b> 2.247 m <sup>2</sup>	<b>9 planks</b> 3.791 m <sup>2</sup>	<b>6 tiles</b> 2.247 m <sup>2</sup>	<b>8 tiles</b> 1.498 m <sup>2</sup>	<b>9 tiles</b> 3.803 m <sup>2</sup>	<b>18 tiles</b> 3.803 m <sup>2</sup>
<b>Boxes / pallet</b>	<b>56 boxes</b> 121.186 m <sup>2</sup>	<b>56 boxes</b> 121.186 m <sup>2</sup>	<b>56 boxes</b> 186.928 m <sup>2</sup>	<b>56 boxes</b> 125.847 m <sup>2</sup>	<b>56 boxes</b> 125.847 m <sup>2</sup>	<b>48 boxes</b> 181.968 m <sup>2</sup>	<b>28 boxes</b> 62.923 m <sup>2</sup>	<b>56 boxes</b> 83.898 m <sup>2</sup>	<b>44 boxes</b> 167.332 m <sup>2</sup>	<b>44 boxes</b> 167.332 m <sup>2</sup>
<b>Classification</b>	23/32	23/33/42	23/33/42	23/32	23/33/42	23/33/42	23/33/42	23/33/42	23/33/42	23/33/42
<b>Loc System</b>	<b>DreamClick®</b>	<b>DreamClick®</b>	<b>No</b>	<b>Dream Click®</b>	<b>Dream Click®</b>	<b>No</b>	<b>Dream Click®</b>	<b>Dream Click®</b>	<b>No</b>	<b>No</b>



GET  
INSTALLED

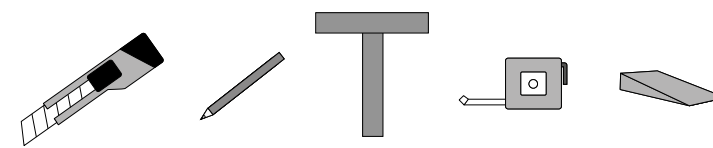






# Pure

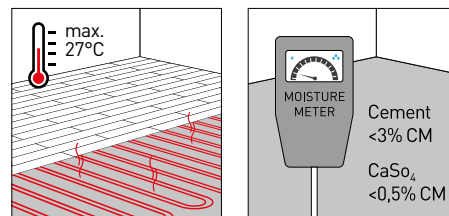
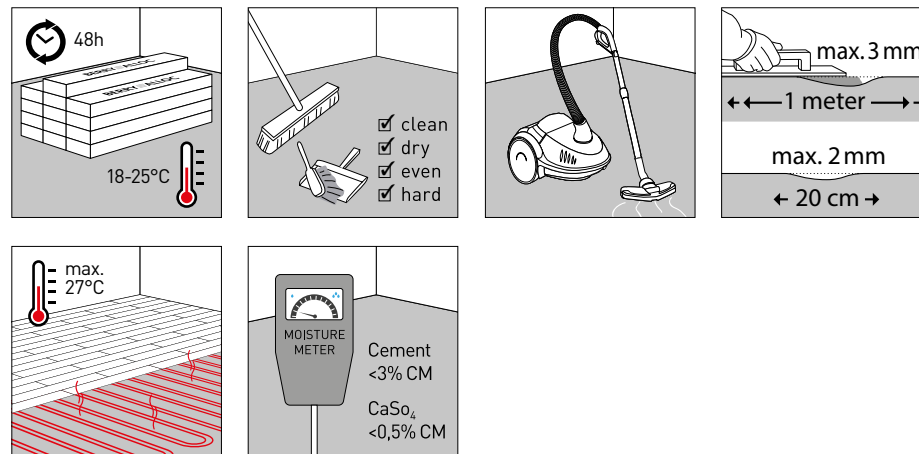
## DREAMCLICK® INSTALLATION



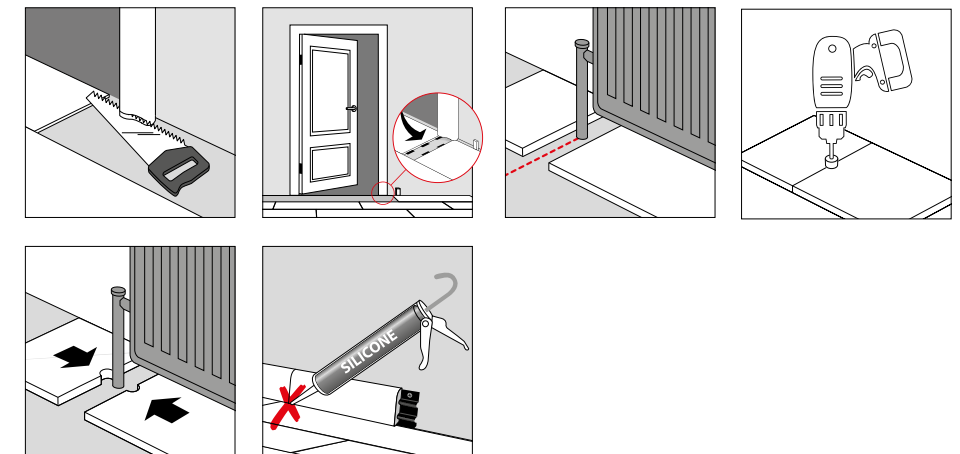
Visit website for installation instructions

Please read the detailed installation instructions, including the recommended use of underlay, cleaning and maintenance info carefully before installing flooring on [www.berryaloc.com](http://www.berryaloc.com)

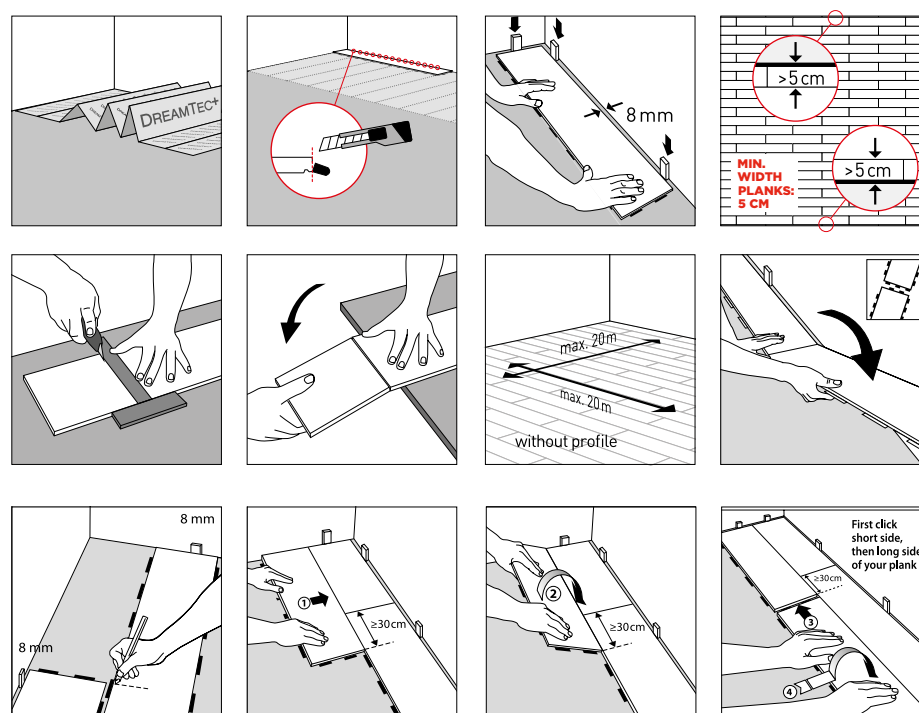
### PREPARATION



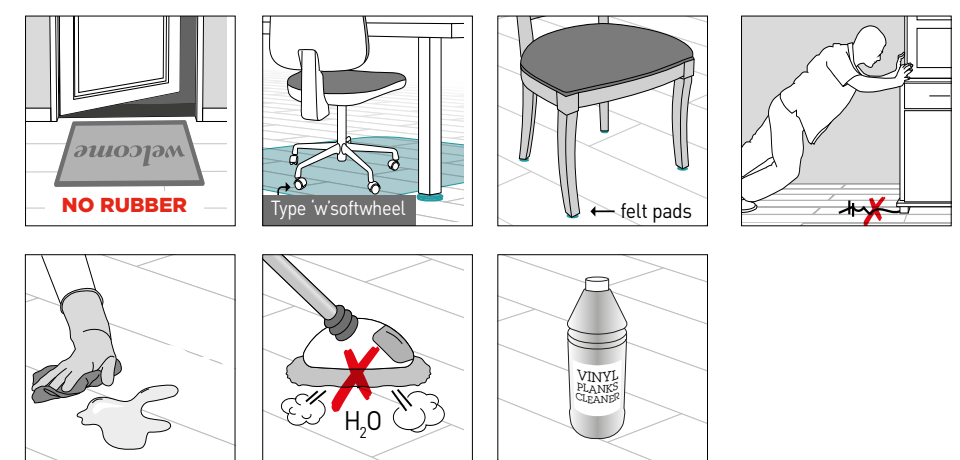
### FINISHING



### INSTALLATION

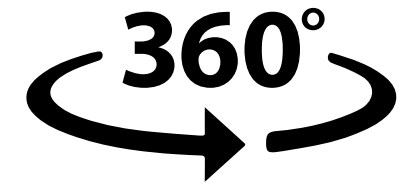


### MAINTENANCE



*Beyond simple to install.*

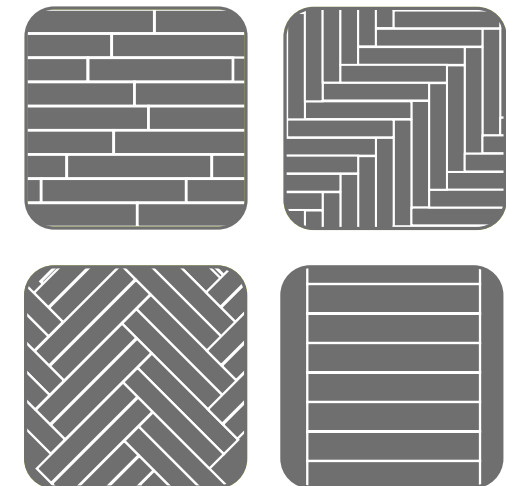




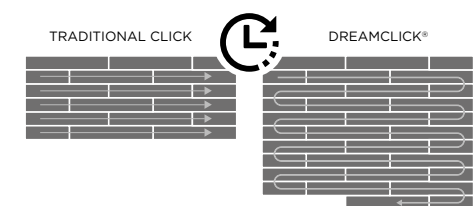
## REVOLUTIONARY SYSTEM

*There are as many ways to install your floor as you can imagine.*

### PATTERNS AND DESIGN EXAMPLES



### FAST AND SIMPLE INSTALLATION

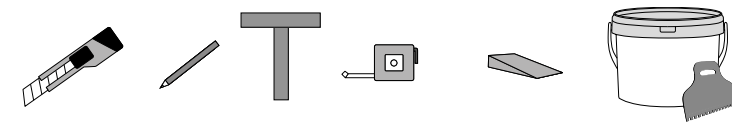






# Pure

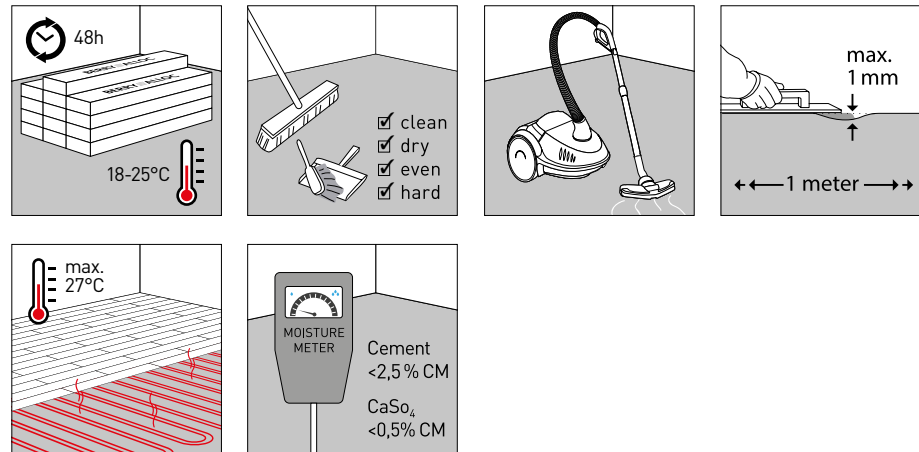
## GLUEDOWN INSTALLATION



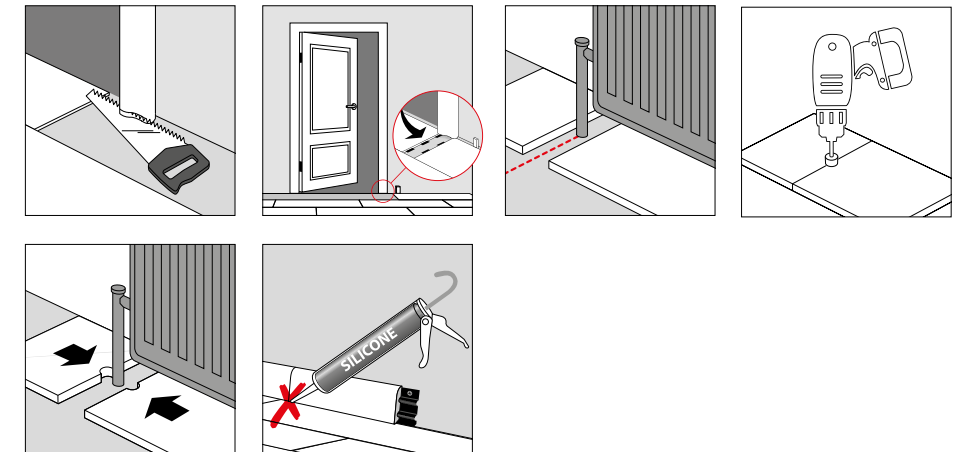
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Visit website for installation instructions

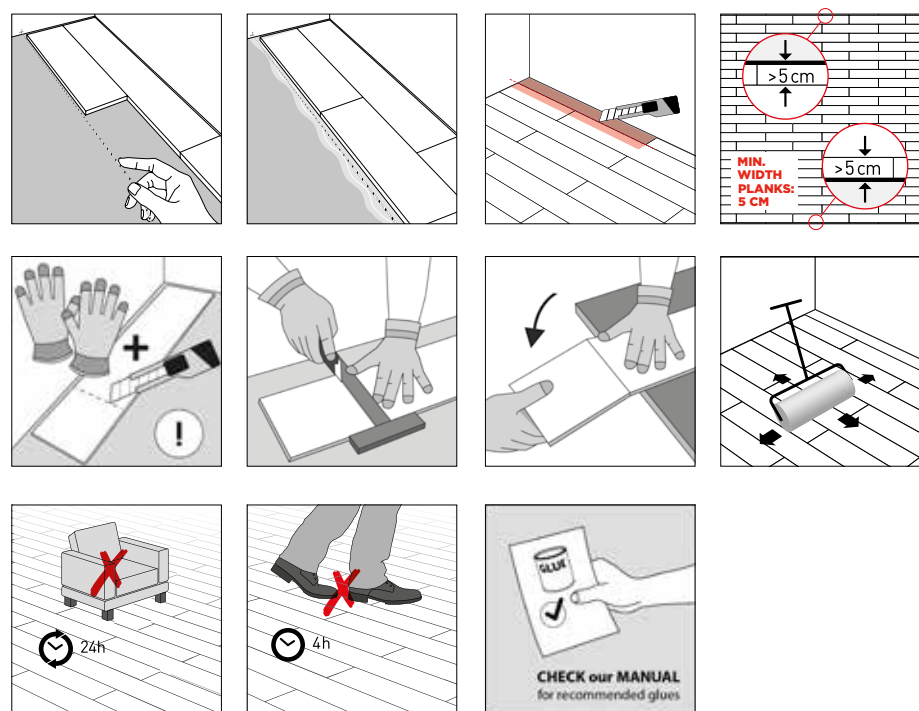
### PREPARATION



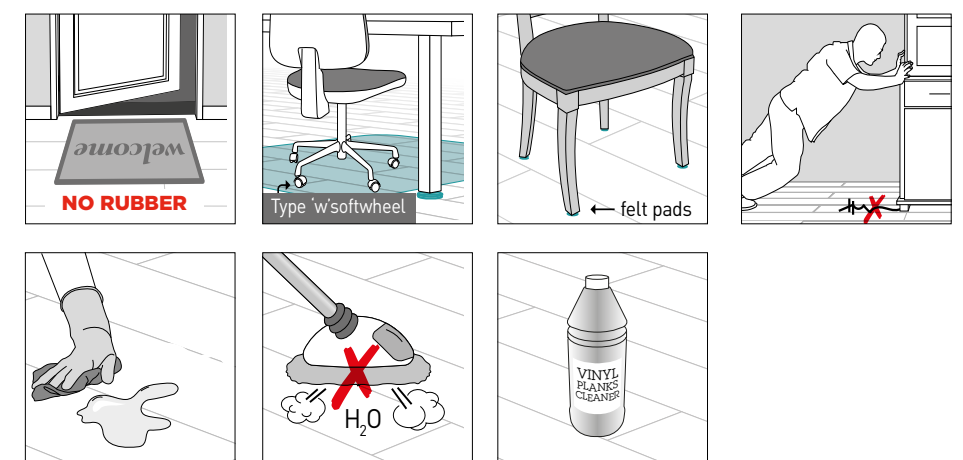
### FINISHING



### INSTALLATION



### MAINTENANCE



*Made to be water-resistant.  
And made for professionals.*



# PURE ACCESSORIES

## SKIRTINGS

60 MM MDF SKIRTING



2400 x 12 x 60 mm (l x w x h)  
Sold in packs of 4

60 MM WATERPROOF SKIRTING



2400 x 12 x 60 mm (l x w x h)  
Sold in packs of 4

CLIPS FOR SKIRTINGS



30 clips per bag

## PROFILES

3-IN-1 MULTIPROFILE MDF



T-profile  
2000 x 10 x 49 (l x w x h)  
Sold individually



Reducer profile  
2000 x 10 x 49 (l x w x h)  
Sold individually



End profile  
2000 x 10 x 49 (l x w x h)  
Sold individually

## ALU PROFILES

PROFILE ALU SILVER\*



2000 x 34 x 3,5-6,5 mm (l x w x h)  
Sold individually  
\* also available in bronze and champaign color

REDUCER PROFILE ALU SILVER\*



2000 x 38 x 3,5-6,5 mm (l x w x h)  
Sold individually  
\* also available in bronze and champaign color

END PROFILE ALU SILVER\*



2000 x 24 x 3,5-6,5 mm (l x w x h)  
Sold individually  
\* also available in bronze and champaign color



## UNDERLAY DREAMTEC+

- Improves transition sound (to the room below) (-20 dB)
- Improves the walking sound \*\*\*
- Highly suitable for use with underfloor heating
- Very high compressive strength
- Corrects irregularities in the floor
- Integrated moisture barrier
- Easy to install: folds out flat straight away
- Available in boxes of 10 m<sup>2</sup>



## FASTTEC UNDERLAY

### SELF ADHESIVE UNDERLAY

**Fast installation**  
**No additional adhesive needed!**

- No odour or waiting for the adhesive to dry
- Floor immediately ready to use after installation
- Walking sound reduction: -68% ISL 701
- Transit sound insulation -12 dB
- Ideal for floorheating

## MAINTENANCE

VINYL PLANKS CLEANER



1000 ml - Sold individually

VINYL PLANKS PU PROTECT



1000 ml - Sold individually



BerryAlloc has the right flooring for all domestic and public spaces. BerryAlloc offers a very wide choice of features and designs. Discover the full range at:

**[www.berryalloc.com](http://www.berryalloc.com)**

Non-contractual document. Printing techniques may cause small variations in the colours shown. BerryAlloc reserves the right to modify its range without notice. Printing 02/19. ENG: 11005742  
Creation: [www.lignedouze.com](http://www.lignedouze.com)

**BERRY  ALLOC®**







# Pure

*Comfort at the  
heart of your home*

**BERRYALLOC®**

LAMINATE ■ PARQUET ■ WALLS ■ VINYL PLANKS

[www.berryalloc.com](http://www.berryalloc.com)

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