

BERRY  **ALLOC**®

HIGH PRESSURE LAMINATE



A PEERLESS
FLOOR COVERING

MADE IN NORWAY

Scandic-inspired quality **p.8**

ORIGINAL

An extended range of 43
contemporary designs **p.22**

GRAND AVENUE

Trends and technology
come together **p.38**

WWW.BERRYALLOC.COM



The feeling of space is defined not only by volume, but above all by what you install on the floor. With BerryAlloc high pressure laminates, **aesthetics** combined with **high technology** have come of age. The design of these **very durable floors** breathes harmony and elegance. Their primary asset? They are the toughest on the market, **winning prestigious contracts** such as those for Heathrow Airport, or the Milan 2015 Universal Exhibition. BerryAlloc high pressure laminates are popular with **architects** who find they also work perfectly for **private homes**. The world of home décor has embraced them with enthusiasm. So turn the page to see what they can do for you.



BerryAlloc® offers a wide array of interior solutions for residential and commercial projects, ranging from laminate, vinyl and parquet floors to wall panels. The extensive BerryAlloc® product range has a lifetime warranty, is durable and meets current aesthetic and technical requirements: quality, variety of finishes, durability, longevity and ease of installation.

Guided by trends and the latest technological improvements, we strive to inspire and delight our customers. Discover our vinyl or laminate floors with a natural stone or wood look for your living room, bedroom, hallway, bathroom, kitchen or home office. Or choose a parquet floor for an authentic look and feel. BerryAlloc® is sure to have a stunning floor solution for every space.

BERRY  ALLOC®



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THE TOUGHEST HIGH PRESSURE LAMINATE IN THE WORLD

MADE IN **NORWAY**

BerryAlloc has been producing **high-quality flooring since 1992**. We revolutionized the floor industry in 1996 with the world's first **glue-free locking system**. Our floors are inspired by Scandinavia's **nature, design and lifestyle**. We place great emphasis on the floor's overall appearance and the combination of design and surface. BerryAlloc floors are renowned for their wonderful surfaces. Choose an OiledTouch to create a soft, inviting feeling or a deep WoodStructure for a vibrant surface. BerryAlloc floors are beautiful to look at, but the secret to our unique quality lies within: the aluminium locking system - **the world's strongest locking system** - that ensures a perfect installation every time. With a sound-absorbing underlay attached to the back of the floorboards and the AquaResist HDF core that prevents the floor from absorbing moisture.



BERRY≡ALLOC®



BERRY  **ALLOC**®

MINDFUL OF THE ENVIRONMENT

Deeply conscious of environmental challenges, BerryAlloc respects legal requirements, adhering to strict specifications in terms of sustainable development. This commitment to development applies to the entire life cycle of these products. BerryAlloc makes its laminated products essentially from paper and wood in compliance with the environmental certification standard ISO 14 001. Our products are made, used, recycled and destroyed without any health or environmental impact. All BerryAlloc laminated products carry the CE mark in compliance with European requirements for this type of product, and every year we update the requirements in terms of registration and reporting in accordance with the decisions of the environmental authorities.

INTERVIEW

QUESTIONS FOR JOHN VONLI,
GENERAL MANAGER OF BERRYALLOC NORWAY



You are the GM of BerryAlloc Norway, a company with a history of change. Tell us about the highlights of the company's development. I think the turning point was in the 1980s, when floor coverings really became popular. The Alloc floor was created in 1992, and in 1994 we began our environmental protection program. This was a really new initiative, because at that time, no one was really bothered about environmental impact. In 2000, the company was bought by the Beaulieu International Group, and in 2004, we gained our environmental certificate and went global.

What is in the company's DNA? Respect for the environment, innovation and perfecting the product, all three com-

binated. So, we were the first to manufacture floor and wall coverings with non-toxic glues or gas-releasing chemicals. We have a strict charter for wood, with zero-use of tropical timber. We have also improved our production processes with the use of Norwegian hydro-electric power. In terms of our skills and know-how, our patented systems are also rich in eco-friendly features.

Let's talk about your Aluloc system. Aluloc is revolutionary, an aluminium lock that tolerates unusually high loads (1200 kg/linear metre). With the smooth fold down system it makes for a fast installation.



BERRYALLOC HAS BEEN
USING **HYDRO POWER**
SINCE 1992, RESULTING
IN OUR PRODUCTS'
NEGATIVE CO2 FOOTPRINT



ALUMINIUM LOCKING SYSTEM **ULTRA-TOUGH**

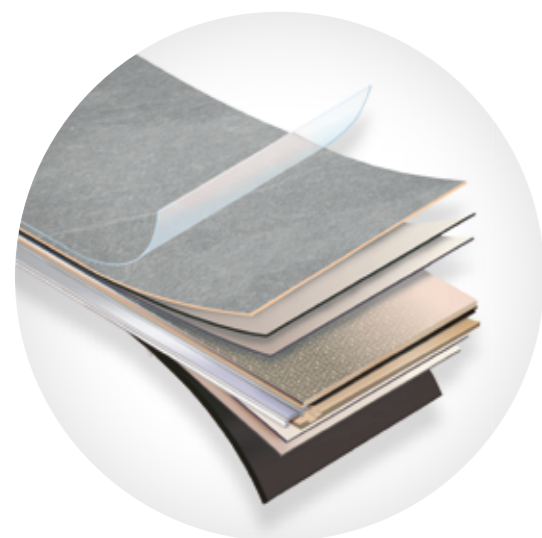
The **ALU LOC locking system**, in durable aluminium, provides a solid, sealed floor surface that copes easily with heavy traffic, and can **tolerate loads of up to 1200 kg per linear metre**, making this high pressure laminate flooring the **strongest on the market**.

The aluminium assembly system makes the high pressure laminate floor covering **quick and easy to install, needing no special tools**. A smooth, secure click-locking system, even on large format sheets. Attractive benefits for all kinds of projects, whether **public areas or private homes**. What's more, we are so confident about the durability of these floors that we offer a lifetime guarantee for residential projects.



ANTISTATIC

The air is charged with electricity. BerryAlloc® anti-static floors reduce the static charge in the room, increasing the comfort. Another advantage of our floors is that they don't absorb dust. A valuable, stay-clean feature, for your home or in the office



HIGH PRESSURE LAMINATE

WHAT MAKES OUR LAMINATES DIFFERENT?

Maximum strength

Unequaled in their solid strength, BerryAlloc laminate floors tolerate high traffic, impacts of various kinds and heavy loads.

Strong lock

Our floors can be installed without expansion profiles over an area of 225 m² or across a maximum length of 15 metres.

Revolutionary locking system

This efficient click-lock system is easy to install and secure.

Noise reduction

The Silent System, an acoustic underlay incorporated into our BerryAlloc laminates, cuts noise by more than 19 decibels.

Aquaresist

Aquaresist technology keeps moisture absorption.

Anti-static performance

Ensures a pleasant environment with less static charge.

100% sustainable development

Raw materials, manufacturing and production processes chosen to respect the environment.



HIGH PRESSURE LAMINATE

Lifetime warranty

BerryAlloc high pressure laminate carries a lifetime warranty for residential premises, and a 10-year warranty for commercial premises. Ideal for all commercial, business and residential uses.

Top quality products

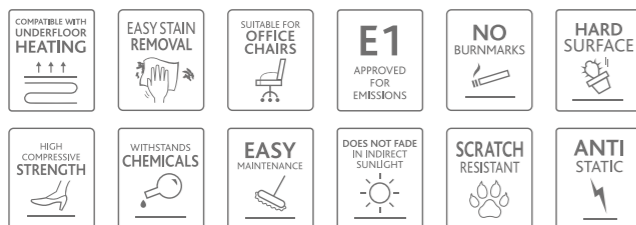
The solid, durable surface layer is pressed separately, and glued onto the coreboard. This process results in a surface that is significantly stronger and more durable than traditional laminate. With this kind of surface, these class 34/AC6 floors are extremely resistant to scratching and staining.

A wide selection of designs

Original: 43 designs
Grand Avenue: 20 designs

Accessories suitable for all decors

For every type of floor, we offer accessories to suit your choice perfectly, so that your skirtings and T-profiles are perfectly matched.



BERRY=ALLOC®

RESIDENTIAL
PUBLIC PLACES
BUSINESSES
OFFICES

GRAND AVENUE **BROADWAY**



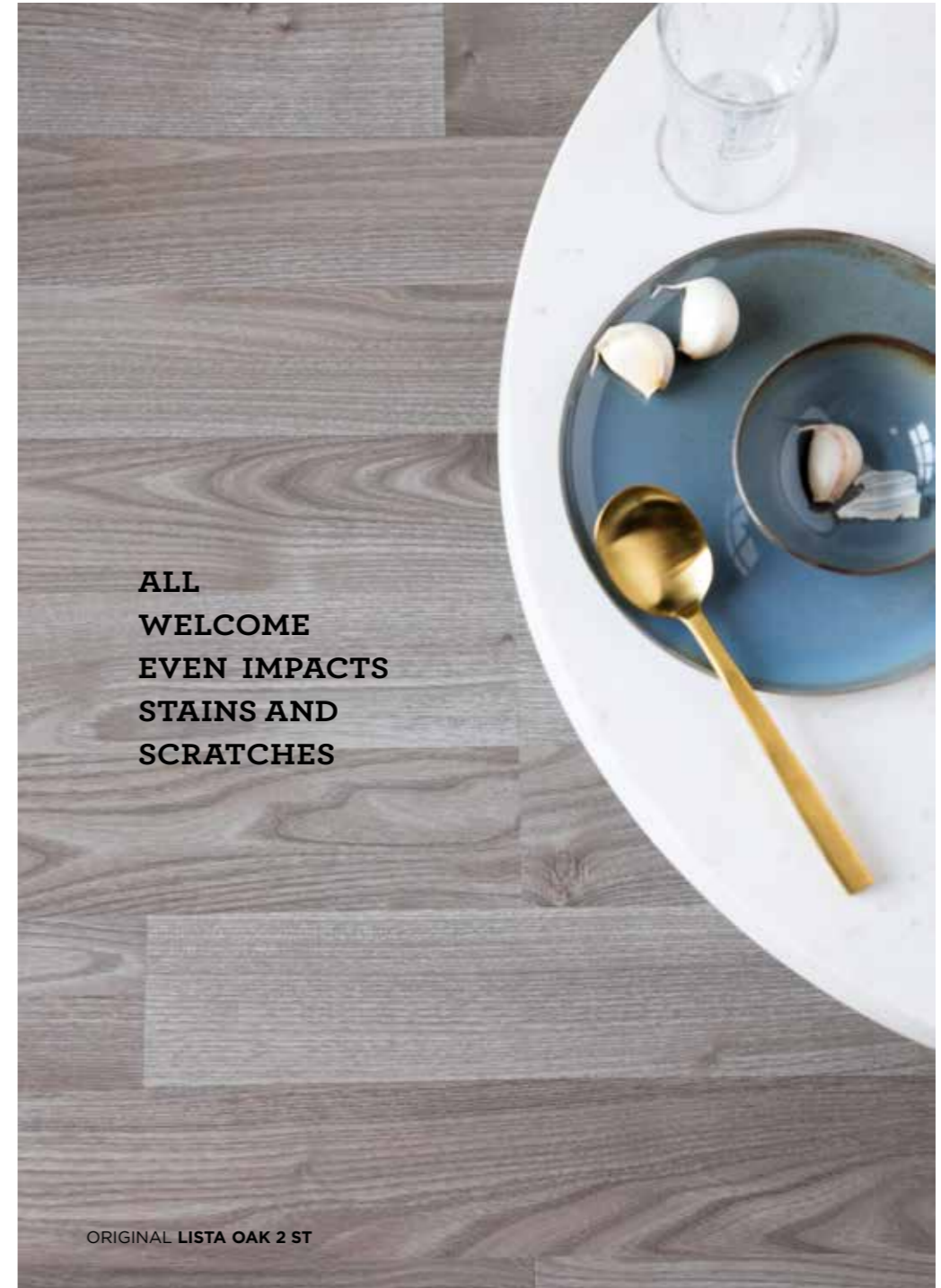


O RI GIN AL

A wide collection of **43 designs**
to suit all styles



ORIGINAL JACINTA OAK



ALL
WELCOME
EVEN IMPACTS
STAINS AND
SCRATCHES

ORIGINAL LISTA OAK 2 ST

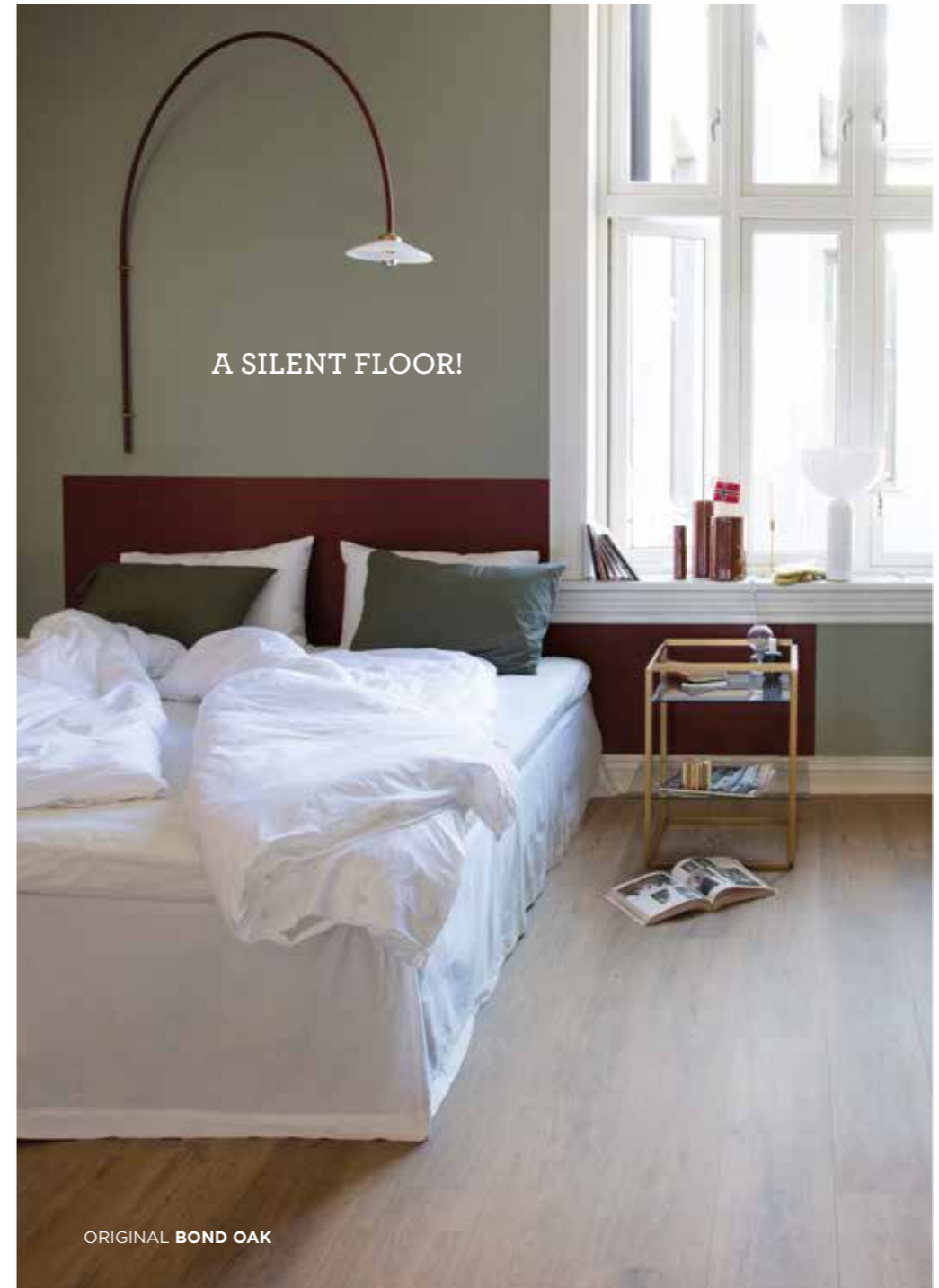


OILED TOUCH SOFT TOUCH

The **OiledTouch** finish to our laminates is unparalleled for its sensation of comfort. The floor gives the serene, sensual effect of oiled parquet.



ORIGINAL CASTILLAN PINE



ORIGINAL BOND OAK



ORIGINAL ART DECO



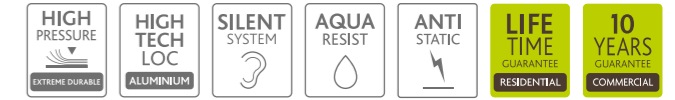
ORIGINAL ROCCA DI PAPA PINE

ORIGINAL COLLECTION

FORMAT: 1207 L x 198 W x 9 + 2 T mm

43 DESIGNS

CLASS 34 - AC6



JAN MAYEN ASH
Ref: 62001376
Brushed 2 Bevels
EAN-Code: 7052870167522



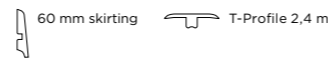
LIGHT OAK
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WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167164



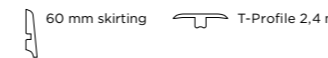
VOSS OAK
Ref: 62001398
Brushed 2 Bevels
EAN-Code: 7052870167997



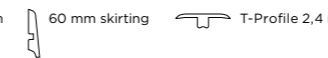
ROCCA DI PAPA PINE
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WoodStructure Oiled Touch 4 Bevels
EAN-Code: 7052870167829



JACINTA OAK
Ref: 62001399
Brushed 2 Bevels
EAN-Code: 7052870168000



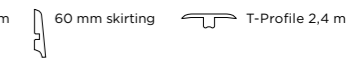
BEVERLY OAK
Ref: 62001400
Brushed 2 Bevels
EAN-Code: 7052870168017



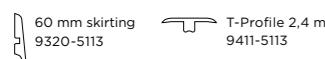
SKAGEN OAK 2 STR
Ref: 62001385
Oiled Touch 0 Bevels
EAN-Code: 7052870167874



CHICAGO ELM
Ref: 62001361
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167225



WHITE OILED ASH 3 STR
Ref: 62001394
Oiled Touch 0 Bevels
EAN-Code: 7052870167959



WHITE PINE
Ref: 62001354
WoodStructure Oiled Touch 4 Bevels
EAN-Code: 7052870167157



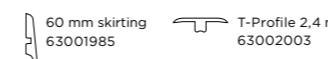
COPENHAGEN OAK
Ref: 62001353
Brushed 2 Bevels
EAN-Code: 7052870167140



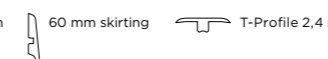
WHITE OAK 2 STR
Ref: 62001384
Oiled Touch 0 Bevels
EAN-Code: 7052870167867



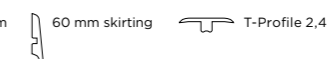
BOGSTAD ASH
Ref: 62001375
WoodStructure Oiled Touch 4 Bevels
EAN-Code: 7052870167515



MIMOSA ASH 3 STR
Ref: 62001395
Oiled Touch 0 Bevels
EAN-Code: 7052870167966



BERLIN OAK
Ref: 62001420
WoodStructure
EAN-Code: 7052870168932



KALMAR OAK 3 STR
Ref: 62001372
Satin 0 bevels
EAN-Code: 7052870167447



1207 L x 198 W x 9 + 2 T mm 8 boards = 1,91m² 36 boxes = 68,83 m²

Class 34: Extremely intensive commercial use - **Class 23:** Bedroom, living room, entrance hall, kitchen

ORIGINAL COLLECTION

FORMAT: 1207 L x 198 W x 9 + 2 T mm



WHITE OILED OAK

Ref: 62001359
Oiled Touch 0 Bevels
EAN-Code: 7052870167201



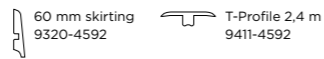
OSLO OAK

Ref: 62001382
WoodStructure Oiled Touch 2 Bevels
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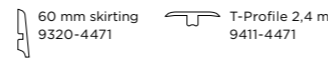
NATURAL OAK 2 STR

Ref: 62001391
WoodStructure Oiled Touch 0 Bevels
EAN-Code: 7052870167928



ELEGANT NATURAL OAK

Ref: 62001238
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870166945



SPRING OAK

Ref: 62001357
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167188



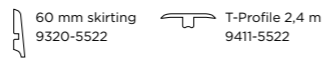
CANYON LIGHT OAK

Ref: 62001358
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167195



SMOKED OAK 2 STR

Ref: 62001390
WoodStructure Oiled Touch 0 Bevels
EAN-Code: 7052870167904



SIENNA DOUGLAS

Ref: 62001403
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870168048



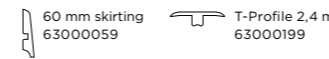
43 DESIGNS

CLASS 34 - AC6



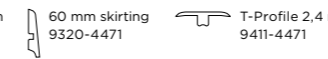
SILVER OAK 2 STR

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WoodStructure Oiled Touch 0 Bevels
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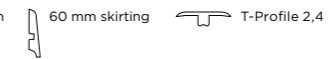
TRONDHEIM OAK

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WoodStructure 2 Bevels
EAN-Code: 7052870168918



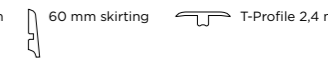
LISTA OAK 2 STR

Ref: 62001386
WoodStructure 0 Bevels
EAN-Code: 7052870167881



ANEGADA OAK

Ref: 62001402
Brushed 2 Bevels
EAN-Code: 7052870168031



BOND OAK

Ref: 62001380
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167560



ART DECO

Ref: 62001377
Brushed 2 Bevels
EAN-Code: 7052870167539



COCKTAILS & DREAMS

Ref: 62001378
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167546



FLY ME TO THE MOON

Ref: 62001379
Oiled Touch 0 Bevels
EAN-Code: 7052870167553



1207 L x 198 W x 9 + 2 T mm 8 boards = 1,91m² 36 boxes = 68,83 m²

Class 34: Extremely intensive commercial use - Class 23: Bedroom, living room, entrance hall, kitchen

ORIGINAL COLLECTION

FORMAT: 1207 L x 198 W x 9 + 2 T mm



MALTA OAK
Ref: 62001401
Brushed 2 Bevels
EAN-Code: 7052870168024



ELEGANT SOFT GREY OAK
Ref: 62001352
Oiled Touch 2 Bevels
EAN-Code: 7052870167133



CASTILLO PINE
Ref: 62001387
WoodStructure Oiled Touch 4 Bevels
EAN-Code: 7052870167898



OLEANDER OAK 2 STR
Ref: 62001389
WoodStructure Oiled Touch 0 Bevels
EAN-Code: 7052870167911



VOLARE OAK 2 STR
Ref: 62001392
WoodStructure Oiled Touch 0 Bevels
EAN-Code: 7052870167935



MANHATTAN OAK
Ref: 62001360
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167218

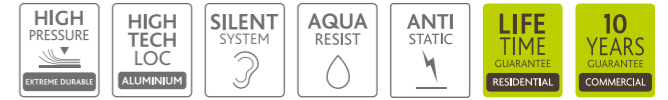


HOLLYWOOD & VINE
Ref: 62001381
WoodStructure Oiled Touch 2 Bevels
EAN-Code: 7052870167577



43 DESIGNS

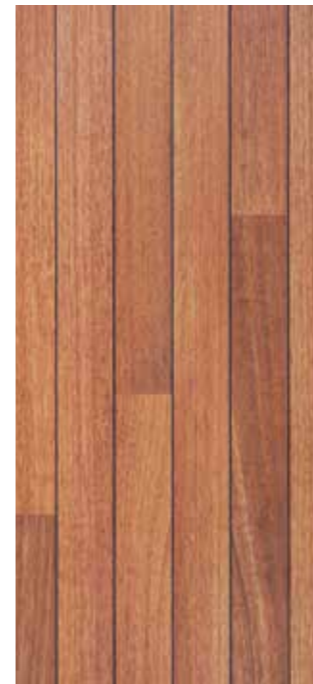
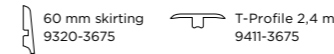
CLASS 34 - AC6



LIGHT OAK SHIPDECK
Ref: 62001356
WoodStructure Oiled Touch Shipdeck
EAN-Code: 7052870167171



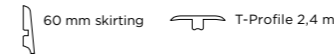
WHITE OILED OAK SHIPDECK 2 STR
Ref: 62001396
WoodStructure Oiled Touch Shipdeck
EAN-Code: 7052870167973



OILED TEAK SHIPDECK 2 STR
Ref: 62001393
Oiled Touch Shipdeck
EAN-Code: 7052870167942



BERGEN OAK SHIPDECK
Ref: 62001374
Brushed Shipdeck
EAN-Code: 7052870167508



ORIGINAL CASTILLAN PINE

1207 L x 198 W x 9 + 2 T mm 8 boards = 1,91m² 36 boxes = 68,83 m²

Class 34: Extremely intensive commercial use - Class 23: Bedroom, living room, entrance hall, kitchen

GRAND AVENUE

On-trend collection
for living it up





GRAND AVENUE **RODEO DRIVE**



GRAND AVENUE **RODEO DRIVE**

Plenty of space for living



KING SIZE SPIRIT

The **Grand Avenue** collection plays with the idea of space, in line with current trends. With its **XXL planks**, it gives a wide view, over subtle **Oiled Touch** or **wood** texture surfaces.



GRAND AVENUE COLLECTION

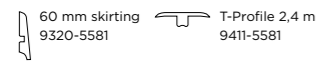
FORMAT: 2410 L x 241 W x 10,3 + 2 T mm

20 DESIGNS

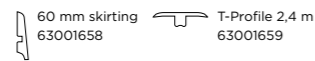
CLASS 34 - AC6



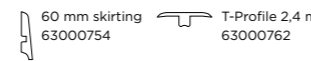
LA RAMBLA
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WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164934



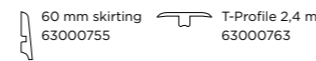
MAGNIFICENT MILE
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WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870166808



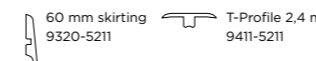
ROYAL MILE
Ref: 62000564
Brushed 4 Bevels
EAN code: 7052870164590



PENNY LANE
Ref: 62000565
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164606



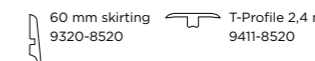
SUNSET BOULEVARD
Ref: 62000561
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164569



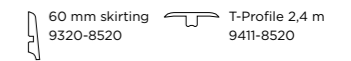
RODEO DRIVE
Ref: 62000566
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164613



KU'DAMM
Ref: 62000562
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164576



POTSDAMER
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WoodStructure 4 Bevels
EAN code: 7052870166655



NYHAVN
Ref: 62001083
Brushed 4 Bevels
EAN code: 7052870166877



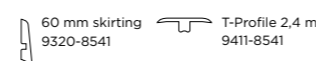
LA FAYETTE
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WoodStructure 4 Bevels
EAN code: 7052870166457



KARL JOHAN
Ref: 62001085
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870166914



CHAMPS ELYSÉES
Ref: 62000559
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164552



VIA VENETO
Ref: 62000567
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164620



EMBASSY ROW
Ref: 62001084
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870166891



BROADWAY
Ref: 62000563
WoodStructure Oiled Touch 4 Bevels
EAN code: 7052870164583



MADISON AVENUE
Ref: 62000568
WoodStructure 4 Bevels
EAN code: 7052870164637



2410 L x 241 W x 10,3 + 2 T mm 4 boards = 2,323 m² 39 boxes = 90,606 m²

Class 34: Extremely intensive commercial use - **Class 23:** Bedroom, living room, entrance hall, kitchen

GRAND AVENUE COLLECTION

FORMAT: 2410 L x 241 W x 10,3 + 2 T mm



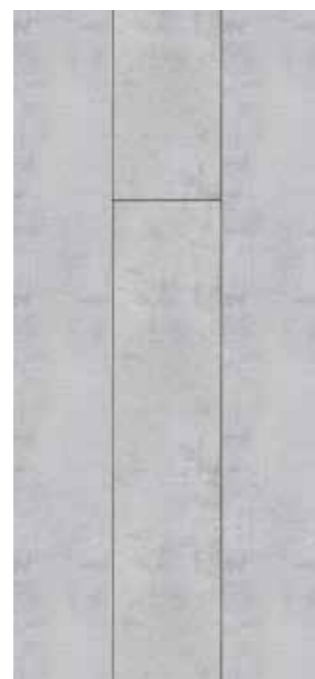
ROUTE 66 60x24 cm
Ref: 62001469
Rustic Stone 4 Bevels
EAN code: 7052870169144



SKYLINE DRIVE 60x24 cm
Ref: 62001470
Rustic Stone 4 Bevels
EAN code: 7052870169168



HIGHWAY 60x24 cm
Ref: 62001467
Stone Structure 4 Bevels
EAN code: 7052870169106



ATLANTIC HIGHWAY 240x24 cm
Ref: 62001468
Oiled Touch 4 Bevels
EAN code: 7052870169120



 **2410 L x 241 W x 10,3 + 2 T mm**  **4 boards = 2,323 m²**  **39 boxes = 90,606 m²**

Class 34: Extremely intensive commercial use - **Class 23:** Bedroom, living room, entrance hall, kitchen

20 DESIGNS

CLASS 34 - AC6



GRAND AVENUE **MAGNIFICENT MILE**



GRAND AVENUE NYHAVN

Guide to Collections

HIGH PRESSURE LAMINATE

Collections	ORIGINAL	GRAND AVENUE
Dimensions (mm)		
Number of designs	43	20
Packaging Planks/box	8 planks 1,91 m ²	4 planks 2,32 m ²
Box/pallet	36 boxes 68,83 m ²	39 boxes 90,61 m ²
Ingenious locking system		
Built-in underlay		
Top layer		
Classification	34 / AC6	
Warranty Residential & Commercial		



ACCESSORIES



ACCESSORIES

A wide range of accessories, easy to install.



MOISTURE BARRIER

The Moisture Barrier underlay must always be used when installing BerryAlloc floor coverings over PVC, linoleum, ceramic tiles, cement and concrete surfaces.

Dimensions : 2600 x 10000 x 0,2 mm
Ref: **WD158235**

MATCHING MDF-SKIRTING



60 mm skirting

The ideal solution for a stylish wall finish.
2400 x 14 x 60 mm (L x W x T)



Clips for skirting

- For quick and simple installation of skirting,
- ideal when removing skirting for painting without causing damage to the wall.

Ref: **9310-0017**

WHITE SKIRTINGS

Leave white or paint to match the colour of the wall or another colour.



Modern skirting (100 mm)

2400 x 14 x 100 mm (L x W x T)

Ref: **9372-3045**



60 mm white skirting

Installation: Glue or clips
2400 x 12 x 60 mm (L x W x H)

Ref: **63001756**



80 mm white skirting

Installation: Glue or clips
2400 x 12 x 80 mm (L x W x H)

Ref: **63001776**



Quarter Round white

2400 x 14 x 14 mm (L x W x H)

Ref: **63001736**

MATCHING MDF-PROFILES



2400 x 44 x 11,1 mm (L x W x T)

ALUMINIUM PROFILES



Reducer Profile Alu Silver

2000 x 39 x 9 mm (L x W x H)

Ref: **63001107**



T-Profile Alu Silver

2000 x 31 x 9 mm (L x W x H)

Ref: **63001103**



End Profile Alu Silver

2000 x 21 x 10 mm (L x W x H)

Ref: **63001111**



STARTER KIT ORIGINAL

The spacer blocks ensure the correct distance is maintained between the walls and floor during installation and the metal pull bar simplifies the installation of the final plank on each row.

Ref: WD180000



TAPPING BLOCK ORIGINAL

This is the ideal tool to use when installing BerryAlloc Original floors with their aluminium click system and prevents the click system from becoming distorted.

Ref: WD180003



LAMINATE CLEANER

The perfect maintenance for your laminate floor.

This antibacterial laminate cleaner is suitable for both first-time maintenance and regular use. Rinsing is not necessary.

Ref: LC1000

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

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