

RIGID PLANK

FLOORING

USP

UNIQUE SELLING POINTS
PRODUCT SALES GUIDE

1. NATURAL WOOD GRAIN EMBOSSED

Rigid plank has a unique natural wood grain embossing in an on trend matt finish. The non reflective surface not only looks great but hides dust and dirt well and is great for young busy families.

2. QUANTUM CORE

Rigid Planks core is a marvel of modern chemistry. The proprietary formulation of the quantum core enables the planks to be 100% waterproof, stay rigid under high temperatures, and also have an extremely low expansion rate of 1mm per lineal metre (20 to 60 C). This enables you to install rigid plank flooring in most residential projects with no internal expansion joints. NB: perimeter expansion gaps are still required.



TRUE TO NATURE
WOOD DESIGNS

CREMORNE

3. HPF - HIGH PRESSURE FUSION PROCESS

Rigid Plank is manufactured using our proprietary High Pressure Hot Fusion Process. This proprietary process is the gold standard for rigid core production. The planks are pressed under high pressure and temperature activating the fusion layers which fuses the quantum core, decorative film and surface wear layer into one solid component. The planks are then water cooled in a annealing line to perfectly balance the planks to prevent warping.

Under this process the top layers can never be separated from the core under any conditions. This method, even though the most expensive, was chosen to ensure Rigid plank can handle the extreme temperature swings of the harsh Australian Climate. This process is capital intensive and requires huge investments in factory space and equipment and can only be produced by the largest and most successful factories with decades of experience in vinyl floor chemistry and production.



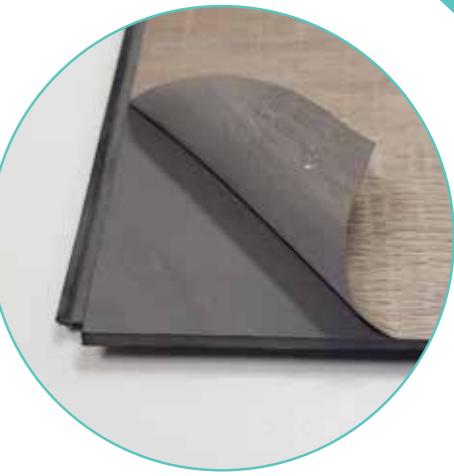
4. GLP - GLUE LAMINATION PROCESS

This is a new process that lowers the cost of rigid core production and also lowers the cost of the plank. Unfortunately the stability of the end product is lacking. Under the GLP process the decorative layer and top wear layer are glued to the rigid core using a simple glue spreader and minimal pressure. There are no high pressure and high temperature pressing machines to fuse the layers together.

Although the finished product resembles Rigid Plank, the GLP planks weakest link is the glue layer. The top layer can be separated from the core using your fingernail, like you would peel the corner away from a sticker. The real concern is how these planks will react to the swings in temperature of the yearly cycle in an installation. There have been reports already of GLP planks delaminating in the Australian market.

This new method reduces the amount of machinery and factory space required to produce rigid core products 100 fold. This has allowed a huge amount of factories with zero Vinyl experience to start producing rigid core products to sell to unsuspecting buyers looking for low cost products.

Buyers beware.



5. SURFACE IS RATED P3 ANTI-SLIP

Rigid Plank Surface is rated P3 slip resistant which conforms to the new BCA slip ratings standard. Unlike other manufacturers Rigid Plank uses the HPF (High Pressure Fusion Process) so we can achieve a deeper embossing which equates to higher anti slip rating.

Competitors products that use the GLP (Glue Lamination Process) cannot produce enough pressure in production to get the required embossing depth to achieve P3.

A great way to test antislip resistance is to walk on the floor wearing socks. When wearing socks on Rigid Plank the floor surface produces plenty of grip. Competitors products made using GLP have a lower slip resistant surface that may be considered dangerous.

Rigid plank is a perfect solution for families with young children or elderly parents looking for a safe anti slip flooring solution.



6. 12 X ON TREND COLOURS

Realistic wood designs including Australian Natives and European Oaks.

The colour pallet chosen by expert interior designers is a mix of traditional and contemporary tones that will complement many styles and tastes. All Designs are full length with no repeats in the planks.



CARLISLE



7. 4 X COLOUR FILM PRINT PROCESS

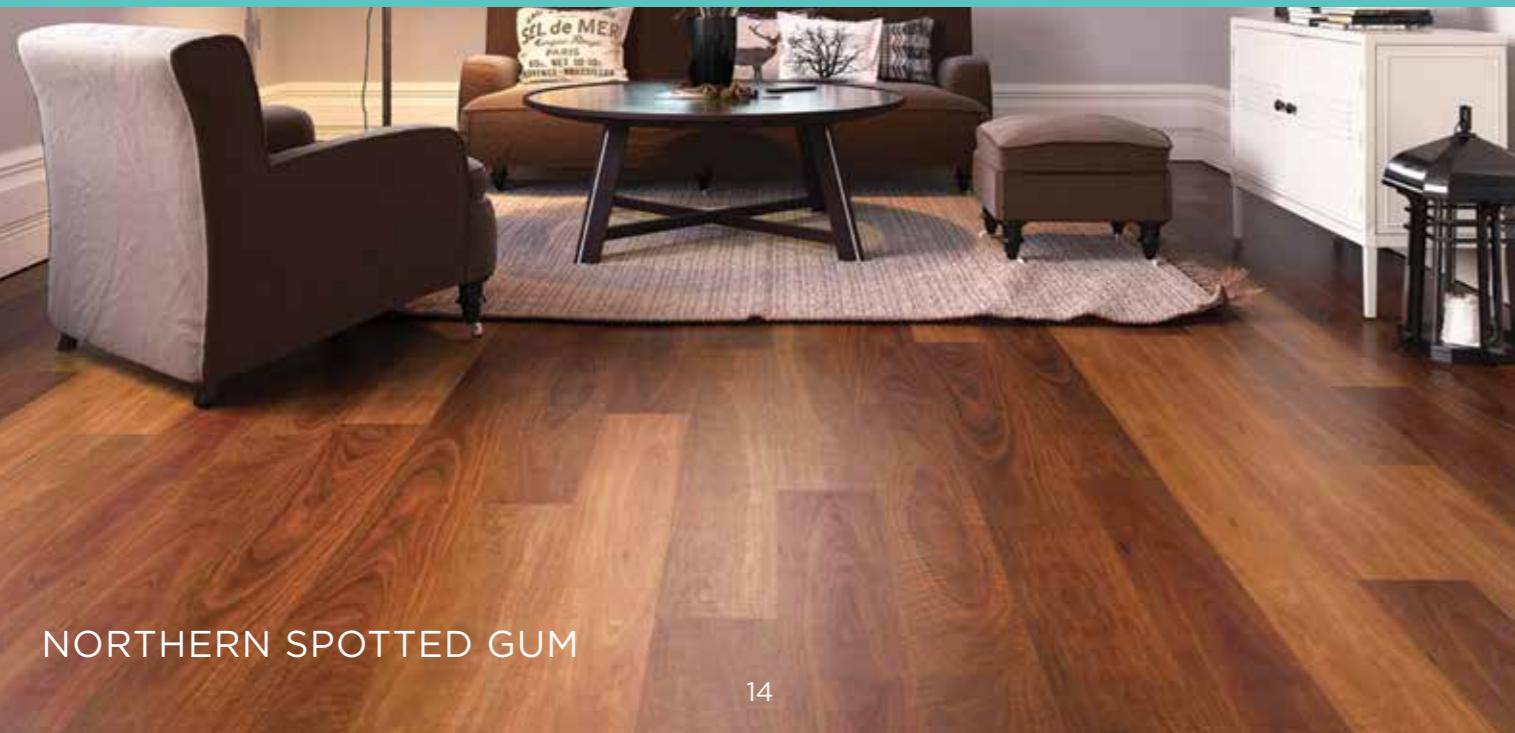
Very detailed grain structures with close to photo realism print. Most competitors are using decorative film using the 3 x colour process to reduce costs, these are less vivid in colour and depth.



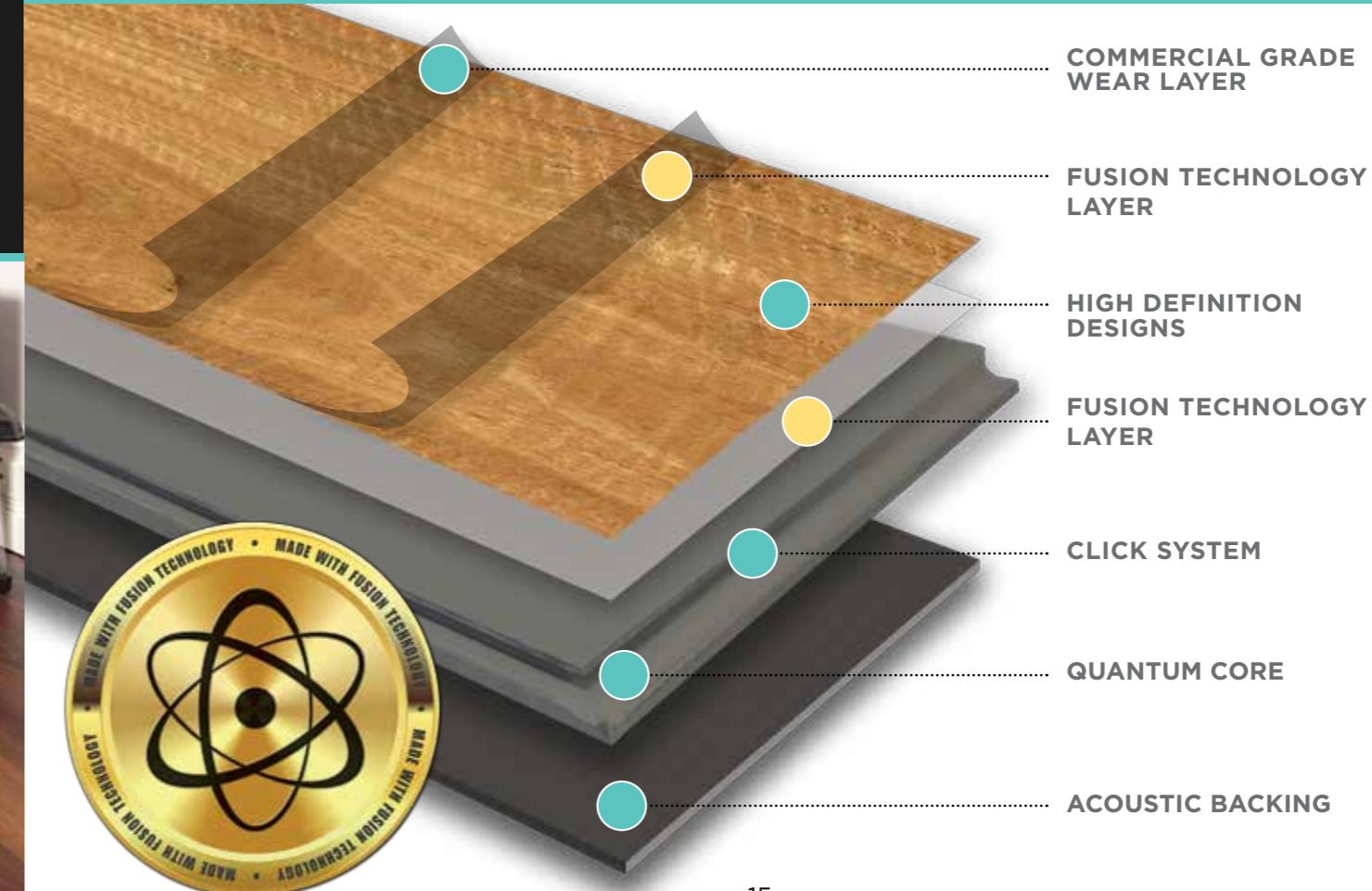
SOUTHERN SPOTTED GUM

8. COLOUR FAST INKS

We use only high quality colourfast inks that are rated 40% higher than the European standard for colourfastness. This ensures that our designs are highly resistant to fading when exposed to the harsh Australian sun.



MULTIPLE LAYERS OF NEXT GENERATION TECHNOLOGY



9. 100% WATERPROOF FLOORING

Rigid Planks are 100% waterproof, moppable surface, dry or wet maintenance is perfectly acceptable, the choice is yours. Other products such as water resistant laminates claim to be water proof but will absorb water as they are made from wood which naturally absorbs water due to its cellular structure. Rigid plank is made from a combination of PVC and Limestone which both are 100% waterproof. The floor can be submersed in water for any period of time without absorbing any water.



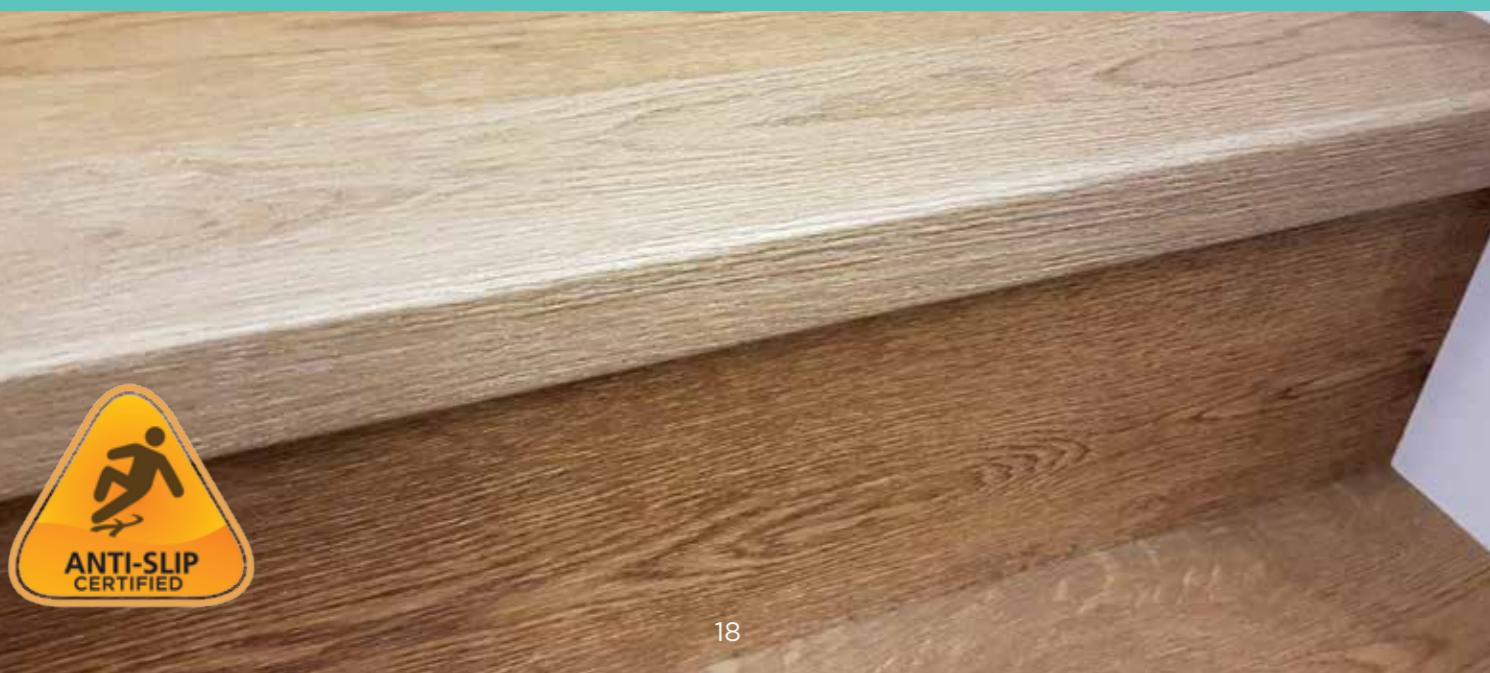
10. ACOUSTIC RATING TO 5 STAR

Rigid Plank comes pre installed with IXPE underlay which achieved an acoustic test result of 42 L'nTw Test Result which is a 5 star rating. Paired with our Prolay 2 mm Acoustic underlay the test result is 40 L'nTw which is comparable to carpet and the highest rating possible.



11. MATCHING STAIR NOSINGS

Made by Proline Floors in Australia from Rigid Planks. Perfectly matching stylish square stair nosings with P3 slip rating. Certified compliant with the new BCI standards for use in all new builds across Australia. They come in 1500mm length and are glued directly to the stair case.



18

6
mm

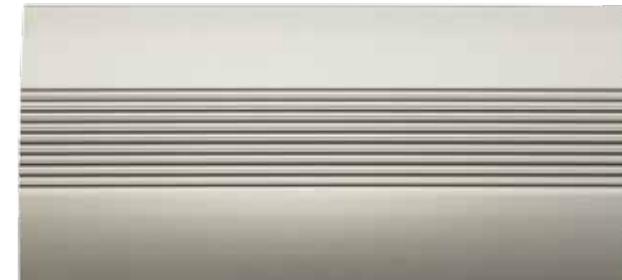
12. CUSTOM ACCESSORIES

6mm Aluminium ends in Silver and Champagne.
Dimension: 3000 x 30 x 6mm



ALUMINIUM END
CHAMPAGNE
ED-06CP

DIMENSION: 3000 x 30 x 6mm



ALUMINIUM END
SILVER
ED-06S

DIMENSION: 3000 x 30 x 6mm

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