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# Easy to install alternatives for ceramics

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Sales Manager IP

**DecorTech Conference**  
28 September 2022

**01**

UNILIN  
TECHNOLOGIES

**02**

ALTERNATIVES

**03**

...AND MORE

**01**

**UNILIN  
TECHNOLOGIES**

**02**

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**...AND MORE**

# Mohawk Industries

THE WORLD LARGEST FLOORING COMPANY



170+ countries sales



\$10B annual turnover



42 000 employees



Market leadership

Ceramic Tile, Stones & Countertops

Laminate, Vinyl Tile, Sheet Vinyl & Wood

Soft surfaces: Carpet & Rugs

# Unilin

PART OF MOHAWK INDUSTRIES SINCE 2005

 **UNILIN** TECHNOLOGIES  
FOR SMART LIVING



105 locations worldwide



€2.7B annual turnover



8 200 employees



5 business units

Flooring, Panels, Insulation, Godfrey Hirst & Technologies

# Unilin Technologies

UNILIN'S INTELLECTUAL PROPERTY UNIT



+3000 patents



+350 licensees and partners



R&D, patent & legal experts



+20 years expertise



Different markets

Flooring (Vinyl, Laminate, Wood, Textile, Ceramics), Construction, Furniture

# A decade of experience

WHY UNILIN TECHNOLOGIES?



Over 20 years of Flooring R&D



Different manufacturing technologies



For decorative application



Large team of experts



Extensive testing

Installation technologies, core materials, digital printing,...

# Extensive partnership network

TO CREATE BETTER SPACES TOGETHER



ZEETREE



And many more...

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# Ceramics

A WINNER IN FLOORING SINCE ANCIENT TIMES



- The most popular flooring product since ages
- Well known material and production process
- Extensive R&D has led to a great product
- Many well-known characteristics
  - Design freedom (via digital printing)
  - Fully waterproof
  - Impact resistant
  - Durable



### Integrated antislip technology

- Ensures safer surfaces – less damage claims
- Soft touch and natural look
- Easy to clean and durable

### Aligned digital texture & design

- Print-in-Register
- 3D digital structuring
- Upgrade look and feel
- Enormous design flexibility

# Opportunities in SPC

THE CERAMIC ALTERNATIVE WITH MANY ADVANTAGES



## The energy efficient solution

Production

+

Installation

# Opportunities in SPC

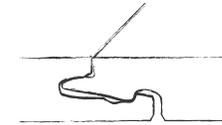
THE CERAMIC ALTERNATIVE WITH MANY ADVANTAGES



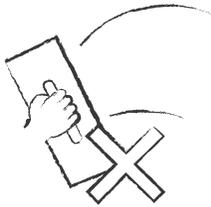
Lightweight products



High impact resistance



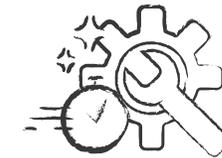
Click installation



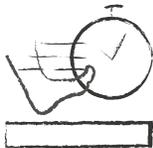
No grout



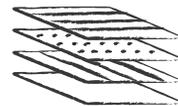
No dust



Faster installation



Short drying time



Endless design possibilities



Energy-efficient solution

# Click installation

FAST, CLEAN, SIMPLE!



## Ceramic tile installation

1. Break out of old floor
2. Levelling of underfloor
3. Installation by professionals (cement)
4. Drying
5. Grouting
6. Drying

→ **Long process, for professionals**



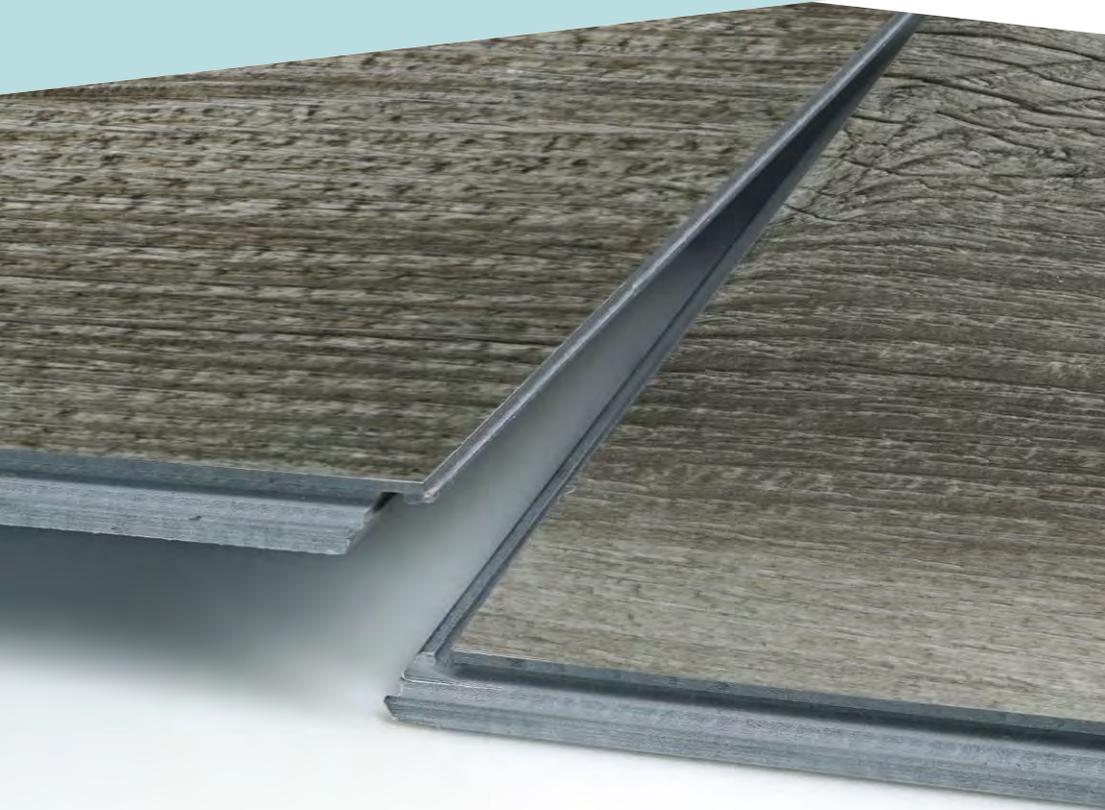
## SPC installation

1. Floating installation (on top of existing floor)
2. Levelling underfloor
3. Installation with click

→ **Short process, even for DIY**

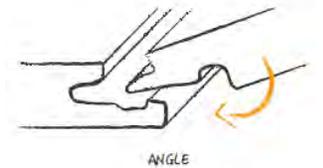
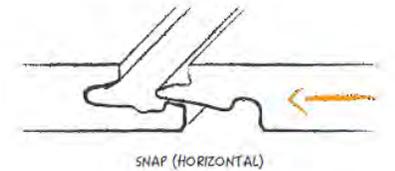
# Locking systems

WITH HIGH PERFORMANCE AND PREVENTION



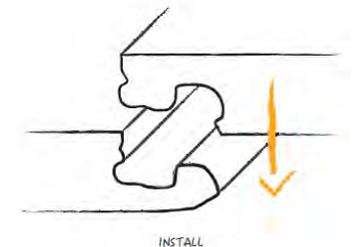
## **UNICLIC**® PATENTED TECHNOLOGY

- Most widely used click
- Well known in SPC industry
- Unrivalled locking performance
- Easy to install and produce



## **UNIDROP**® PATENTED TECHNOLOGY

- Fast & easy installation
- Great installation flexibility
- Perfect for DIY market



# Digital printing & texturing

GAME CHANGER FOR DESIGN POSSIBILITIES

## Digital printing as the future for SPC design

- Direct to board printing
- Digital texturing
- Easy to install and produce

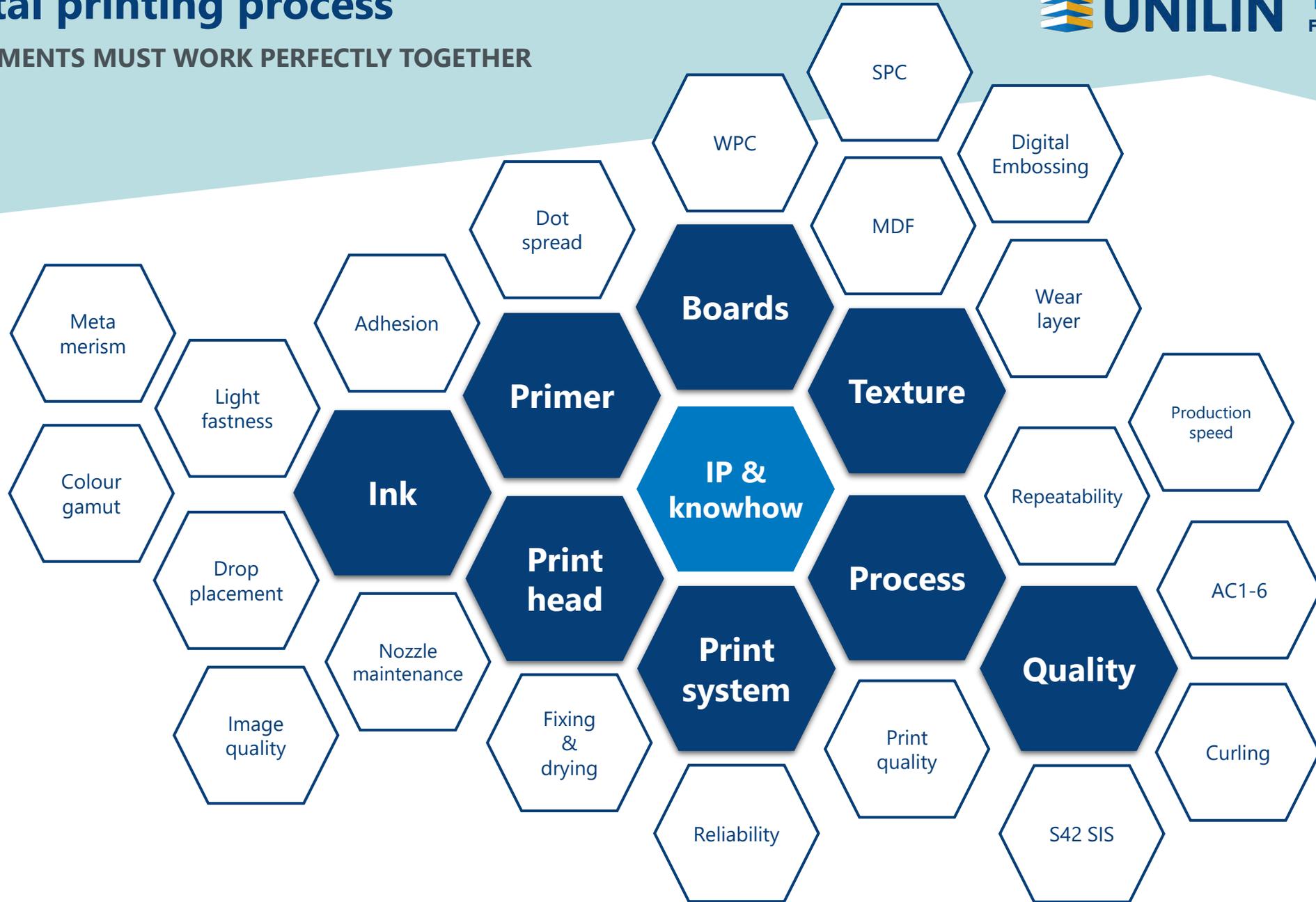
## Benefits

- Unlimited design freedom
- No repeats
- Sharpness & high contrast
- Great details and nuances
- Make to order
- New print formats



# Digital printing process

ALL ELEMENTS MUST WORK PERFECTLY TOGETHER



# Direct to board production process

## SINGLE PASS PRODUCTION LINE

### 1. **Make ready** for printing:

1. Brushing & cleaning
2. Adhesion promotor: UV coating
3. White UV coating

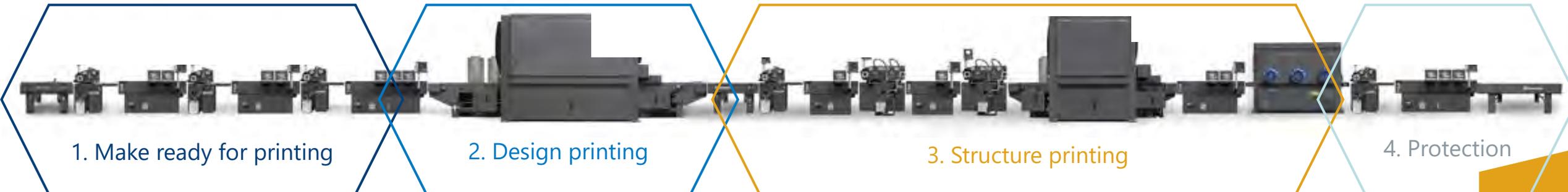
### 2. **Design printing:**

1. Design is printed digitally with UV inks (4-10 colours)
2. Protective / matt UV coating

### 3. **Structure printing:**

1. Wear layer is coated
2. Structure is digitally embossed (repellent or masking)
3. Drying and / or removing

### 4. **Protection:** protective UV coating

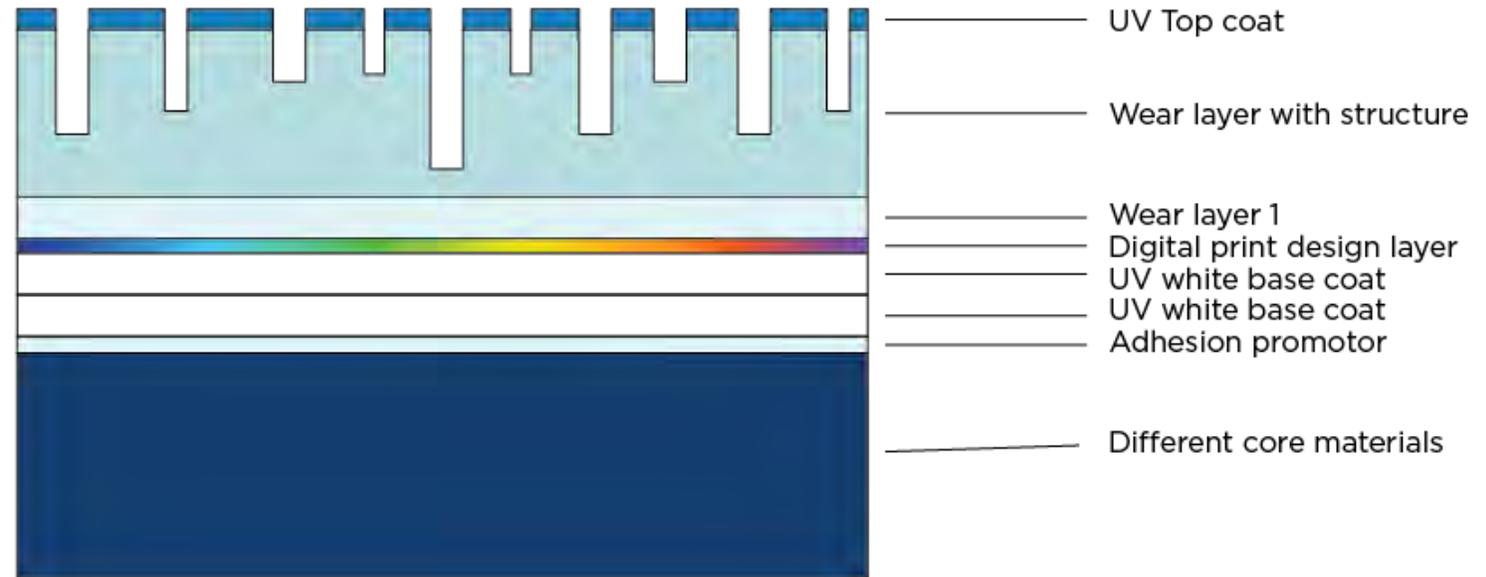


# Typical build up

## DIFFERENT LAYERS

### Build up varies based on

- Core material
- Design (dark – light or mid tone)
- Texturing depth
- Wear resistance
- Scratch resistance
- Other quality requirements



# Groutable SPC

COMBINING THE BEST OF BOTH WORLDS



People like the **ease of installation** of an SPC floor combined with the great **characteristics** of a **ceramic floor**

- Extensive R&D by Unilin Technologies in different fields
  - Easy installation
  - Light weight
  - High impact resistance
  - 100% waterproof
  - Grout imitations

# Groutable solutions

## GROUT IMITATION TECHNOLOGY



### Look of ceramics grouting

- Perfect grout look alike
- No grouting needed after installation
- No visible joint between panels

# Groutable solutions

## CLICK GROUT TECHNOLOGY

See this floor on our  
booth D1 026

### Compared to ceramics

- Light weight + higher impact resistance
- Click system
  - Fast installation
  - Perfect alignment
- Walkable in less than 1 day

### Compared to other SPC products

- 100% waterproof surface



**FLINTILE**   
PATENTED TECHNOLOGY

# All-in-one solution

SPC DIGITALLY PRINTED AND GROUTED CLIC FLOOR



## The investment with a great ROI



Fast & Easy  
installation



Fully waterproof  
material



More sustainable  
solution



MTO & customization &  
huge design flexibility

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# Many more technologies and innovations

INSTALLATION PATTERNS

## Hassle-free herringbone installations



**UNIZIP**®  
PATENTED TECHNOLOGY

## Aligned square tile installations with click

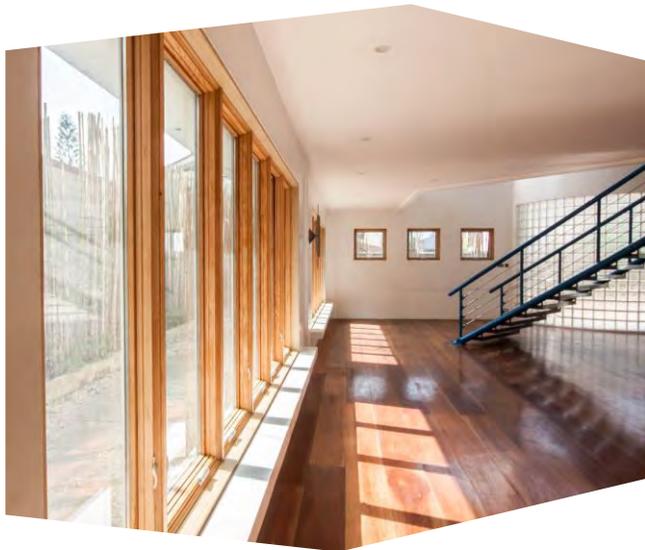


**SQUARE CLIC**  
PATENTED TECHNOLOGY 

# Many more technologies and innovations

CORE MATERIALS

**Extremely stable  
core technology**



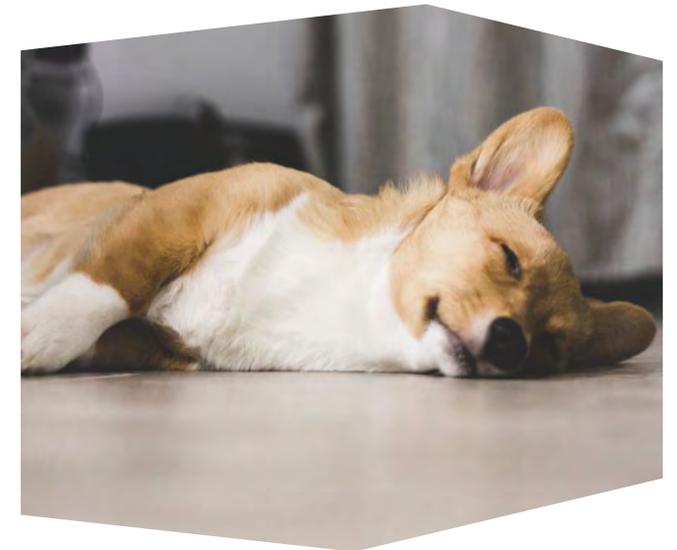
**XPC**   
PATENTED TECHNOLOGY

**Circular PVC free  
core technology**



**P-SPC**   
PATENTED TECHNOLOGY

**Core technology  
with improved ergonomics**



**COMFORT  
CORE**   
PATENTED TECHNOLOGY

**Visit our booth**

Hall D1

Booth 026



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**Thank you!**

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