

MORE FROM WOOD.

E EGGER

LAMINATE
FLOORING
HOME DECOR MAGAZINE

STYLE TRENDS
From vintage to modern

TECHNOLOGY
A look inside the plant

GOOD FOR
NATURE

*What EGGER does
for the environment
and healthy living*

10
STRENGTHS
of EGGER laminate flooring

Dear Reader,

This magazine is intended as a guide and source of inspiration for life on and with laminate flooring. We want to present ideas to you for furnishing and designing your own home, and to tell you more about the characteristics and possibilities of laminate flooring. Allow yourself to be inspired by living trends, a wide variety of decors and useful interior decorating tips.

Enjoy reading, and have fun decorating your home!

Your EGGER Team

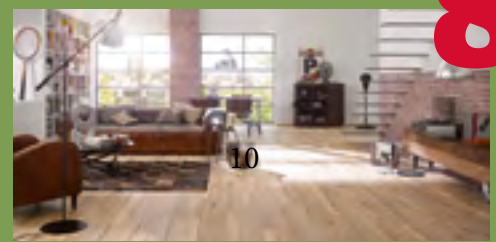




4 LIVING

The floor we live on is the foundation of our lifestyle. It sets the tone.

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10 STRENGTHS of EGGER laminate flooring

6 TECHNOLOGY

Modern laminate flooring is high-tech. EGGER tells you how it is made.

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INTERVIEW

What are the future flooring trends? An interview with trend scout Gabriela Kaiser about popular types of wood, mobility and the increasing popularity of slowing the pace.

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THE CORE

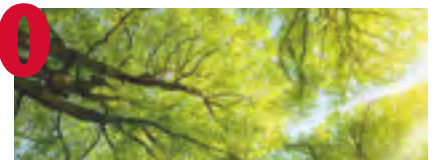
Invisible – and yet essential for quality: EGGER coreboards.



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Laminate flooring from EGGER protects the environment and makes healthier indoor air possible.

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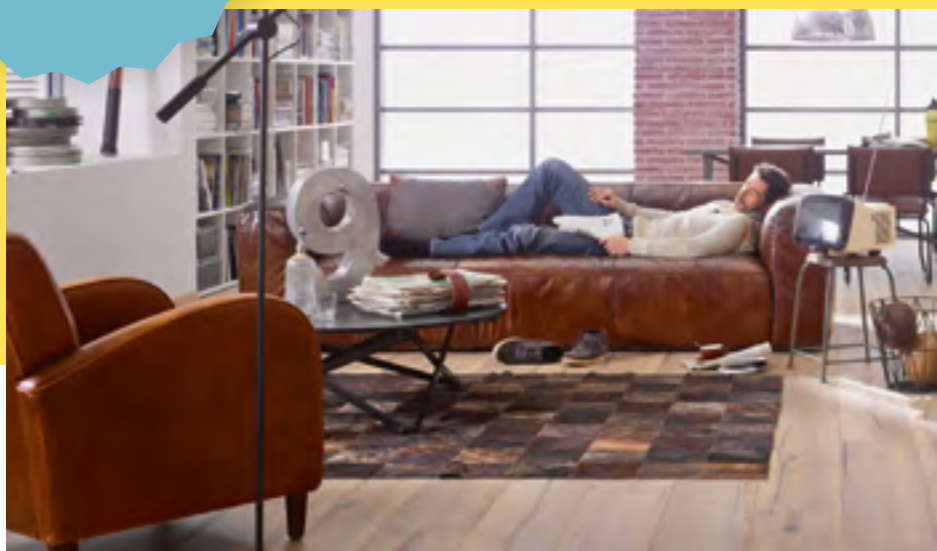
DOMESTIC

Laminate flooring suits many lifestyles.



Tip:

Fruit crates with a history
lend charm to a
well-organised ambiance.



DID YOU KNOW?

Football was invented in England, but tabletop football comes from France. And the Swiss brought it to market. Their first model was called "Kicker".

Copper rather than steel represents relaxed nonchalance. Like this classic Louis-Poulsen piece.



A GOOD DESIGN DOESN'T HAVE TO BE COOL.

"Good design is as little design as possible," design icon Dieter Rams once postulated. It should be practical, honest and long-lasting. This applies in particular to designs that have what it takes to become classics. They imbue a cosy home with the elegance it needs.

Source: Karsten Schubert, PH.kobber interior.

WHICH FLOORING IS A GOOD FIT FOR ME?

Light, dark, striking or refined – before you reach your individual decision, take advantage of the expert advice offered by your EGGER distributor.



Cosy and yet classically modern: the rocking chair by Eames.

Precision engineering for the senses

It looks like a beautiful wood floor and feels just like it too.

Engineers, scientists and designers have invested almost 40 years in research and development to achieve this. Precision technology is used in order to come this close to nature.

A printed decor image with impressive colour resolution, applied to a high-density fibre-board (HDF) and covered by a robust surface layer (known as the overlay) to protect against sharp heels and furniture casters – this is, and remains the recipe for the success of laminate flooring. Amongst the manufacturer's best kept secrets are the recipes for impregnating resin. These ensure that this protective layer looks great even after the harshest physical performance tests. Work on the further development of the product has continued intensively since 1977, which is the year that laminate flooring technology was invented. This is why even an expert today would have a difficult time telling the difference between EGGER laminate flooring with its perfectly fitting surface and a wood floor just by looking or running a hand over it.

Applying the surface textures to the decor image synchronously has been technically possible for around ten years. This technology is called “synchronised pore” within the industry. “However, the way the synchronised pore matches the image underneath is far more precise today,” says Jörg Hüls, Head of Flooring Product Management at EGGER. “Today’s textures feature cracks, knots and cross-cuts in a far more natural way.” The

textures are integrated in the surface layer by short-cycle presses or continuous presses. The computer-controlled line is equipped with sensitive cameras that respond to several reference markers in the decor image. They pass the information on to a control system that aligns the board with a size of 2.60 by 2.10 metres (102.36” × 82.68”) down to the millimetre.

The decor image is developed with great attention to detail. A media designer can spend up to four weeks editing the photo of a wood surface. “The harmony and naturalness of the image is what counts for us,” explains EGGER decor developer Peter Fabri. “We want to achieve a consistent overall appearance.” He usually breaks the grain down into three colours and designs a printed image for each of them. The individual images are printed onto the fine paper by printing cylinders – one cylinder for every colour – using the gravure printing process. Therefore, a major challenge in the image editing process is designing the growth rings in the woodgrain decor so that they meet harmoniously at the end of a cylinder revolution – with no intervention in creation that is visible to the eye. “Good design is invisible” – the famous rule of the modern design trade is taken literally here.

THE PRODUCT STRUCTURE

The name laminate flooring originates from “lamina”, which is Latin for “layer”. The layered composition of this flooring technology combines the strengths of wood, paper and resin. The hard-wearing overlay is on top. It protects the decor image underneath, which is either printed on paper or directly onto the HDF coreboard. In order to prevent deformation, what is known as a “balancer paper” is applied to the reverse side of the coreboard.



Developing the design and printing template takes up to four weeks. The decorative paper is printed using the gravure printing process. Modern methods also work with direct printing on the coreboard.

LAMINATE FLOORING

- 1 Resilient, highly abrasion-resistant overlay
- 2 Decor paper
- 3 Swell barrier-plus coreboard made from natural wood fibres
- 4 Balancer





THE 10 *STRENGTHS* of **EGGER** *laminate flooring*

Robust, stylish, healthy living. EGGER laminate flooring sets itself apart with numerous qualities. Read the top 10 arguments that speak for this type of flooring.



EASY TO CARE FOR.

Laminate flooring not only has an attractive appearance – the surfaces are also finished with a high-quality coating making it particularly easy to care for. A damp wipe or vacuuming is all it takes to keep laminate flooring clean and hygienic.

Moisture-resistant laminate flooring with aqua+ technology can even be steam cleaned.

2 QUALITY MADE IN GERMANY.

EGGER produces laminate flooring at the German plants in Brilon and Wismar. “Made in Germany”, the indication of the country of origin, stands for high product quality, certified production processes and sustainability.



Find out more!

[www.egger.com/
qr-laminate-flooring-1](http://www.egger.com/qr-laminate-flooring-1)





3

ECONOMICAL.

One would be hard pressed to find another type of floor covering that can match the price-performance ratio of laminate flooring. It offers a large selection of high-quality designs at affordable prices. New surfaces and floor board formats can be used to design living spaces which would be far more expensive with classic solid wood floors. Thanks to their longevity, the floors also retain their beauty for years to come.



H1001 Valley Oak

4

FLEXIBLE ROOM DESIGN.

Modern life can change from one day to the next. This means that not only us, but also the furnishings need to be flexible. Laminate flooring is quick to install and can be removed again just as easily. Thanks to it's properties, the flooring is light fast which means it is resistant against UV rays. It neither bleaches nor shows any unwanted discolouration should you happen to move a piece of furniture around.



H1004 La Mancha Oak smoke



5

ROBUST.

Floors have to stand up to a lot and nevertheless appear cheerful all the time. Robust surfaces make laminate flooring indestructible against abrasion, scratching and moisture. This is essential, particularly in applications with high traffic. Laminate flooring from EGGER offers solutions here that are also suitable for innovative shop concepts.





H2728 Zermatt Oak mocca

6 **HEALTHY LIVING.**

Whether in light or dignified dark wood hues: The sealed surface of laminate flooring is a blessing for anyone who needs surfaces to be especially clean. The flooring repels dirt and is easy to clean, making it particularly well suited for allergy sufferers.





H1055 Bardolino Oak



7

MOISTURE RESISTANT.

Fascinating residential spaces are created when the flooring extends from the living quarters to wet rooms. Laminate flooring with aqua+ properties are ideal for installation in the kitchen, bathroom and also in lobbies and corridors.





8

MODERN & TRENDY.

As a designer product, laminate flooring keeps up with our faced-paced times. The vintage style with its striking appearance tells a story that is part of the current interior design trends and product worlds.

H1050 History Wood

9

A LARGE SELECTION.

Like many modern designer products, laminate flooring can be freely designed. The developers of the flooring collections pick up on current trends and with an expansive and coherent selection, meet the style preferences and demands of their time.





10

ECOLOGY.

Laminate flooring is a wood-based material which is made primarily from PEFC-certified industrial wood and residual wood from the sawmill industry (e.g. hackchips, chips) as well as ecologically harmless binding agents. It contains neither PVC nor softeners and can be fully recycled. It also features an outstanding environmental performance assessment compared to many other floor coverings and ceramic tiles.

Source: EPD, Institut Bauen und Umwelt e.V. (Institute for Construction and Environment)

E EGGER

MORE FROM WOOD.

**SILENT,
WARM,
ECOLOGICAL**



NEW! EGGER CORK⁺ FLOORING

Combines the benefits of cork with the functionality of laminate flooring.

INTERVIEW

THE PERSON

Gabriela Kaiser has been advising renowned companies in various industries as a trend scout for more than ten years. She studied textile design and gives presentations at international trade fairs, design and trend events, and also teaches strategy and trend research at Technische Hochschule Georg Simon Ohm, the technical university in Nuremberg.



Floors that tell a story

*Some preferences never change, but others do so drastically.
An interview with trend scout Gabriela Kaiser about
modern wood effects, desires that define trends and
bold presentations.*

The Scandinavian model: Ambiance with plenty of white, light hues and natural materials.

Ms. Kaiser, thanks to modern technology there are virtually no limits on flooring design. Nevertheless, most people prefer the look of wood. Can you explain that for us?

GABRIELA KAISER: More and more people are living in cities today, so our relationship with nature is getting lost. We choose flooring with wood effects to bring nature inside our own four walls, since our home today is mainly a haven for relaxation and regeneration.

Which wood types and looks are the most popular today?

Light and grey hues that exude calm and brightness. Right now the Scandinavians who battle long, dismal winters are our role models here. We are increasingly choosing domestic types of wood and their reproductions. Oak remains important in many different versions, but larch, spruce and ash also play a role. The same applies to authentic wood grains and textures as they reinforce naturalness. Signs of use give us a flooring that tells a story.

Which developments are defining bathroom design at the moment?

The bathroom has evolved from a room that is merely used for cleansing the body to a comfortable space where we bathe extensively, look after ourselves and even jump on the exercise bike. This is reflected in the choice of warmer colours and natural materials.



Alongside natural green, rose-coloured accents intensify the spirit of serenity and cosiness.





Laminate flooring is particularly popular for redesigning and renovating rooms.



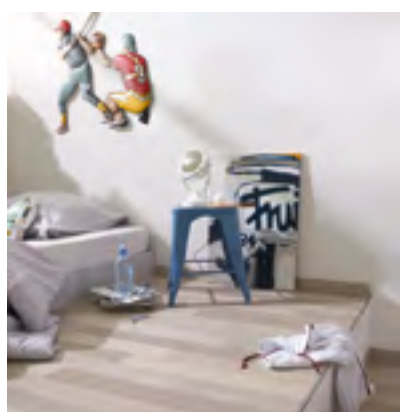
Whilst tiles used to be installed from floor to ceiling, today they are installed only where absolutely necessary. Warm materials such as wood are preferred. Wood effects instantly gives rooms a cosy appearance. We associate wood with warmth and relaxation.

Are there trends that explicitly indicate laminate flooring as the floor covering of choice?

Mobility is one of the big buzzwords of our time. People used to take a job and then stay there forever. Today we change jobs because we want to develop our careers. Moving home has become a matter of course. We therefore require living space solutions that are not too expensive, straightforward to implement and nevertheless look great.

In closing, a few words about trends in shop fitting and exhibition stands ...

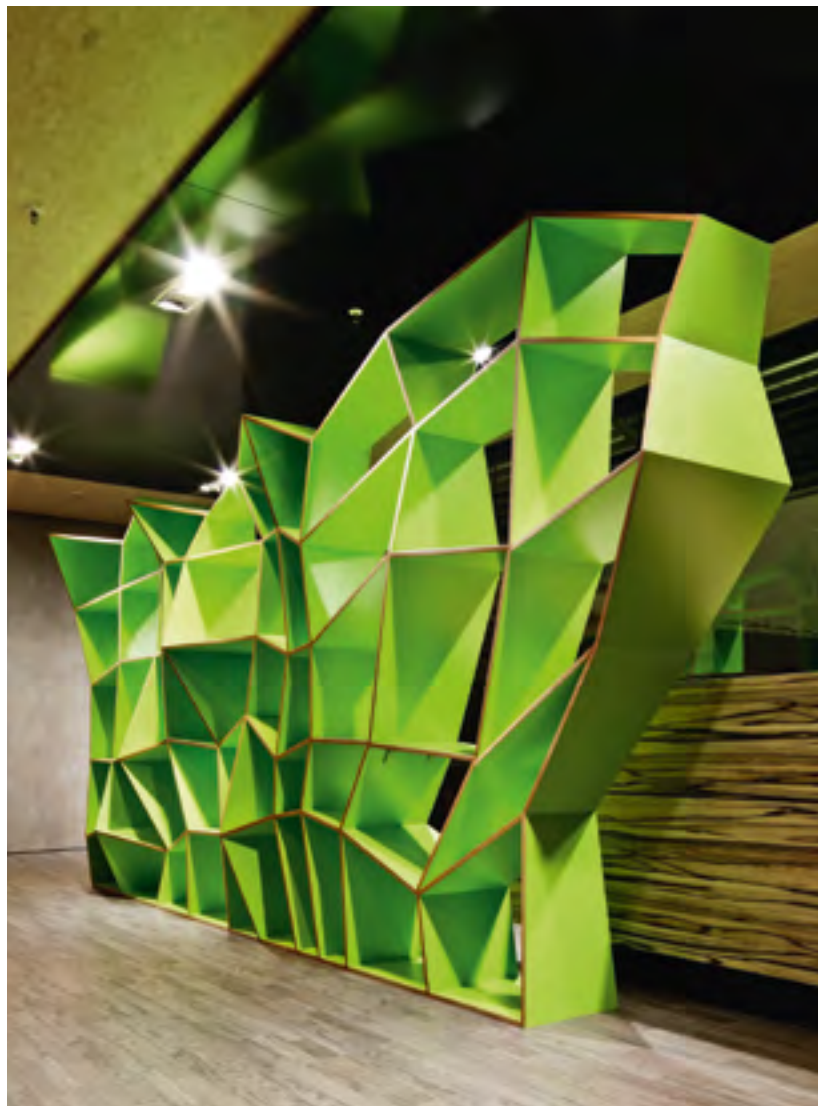
Trends fluctuate widely here because the spaces created are intended to awaken our desires. Trends can also be exaggerated as we only spend a certain amount of time in them. I find it interesting that attempts are being made right now to establish a cosy, homelike atmosphere in shops and at trade fairs, with oriental rugs or wood floors that look old. This gives new rooms authenticity and history, even if it is artificial.



Light wood hues also in harmony with the Scandinavian model calm the chaos.



Many trends are revealed for the first time in the design of exhibition stands.



Restaurants and retailers are experimenting with living styles.

COLOURS



Designing atmospheres

Our perception of colour is highly individual. And yet the effect can be objectively described. Scientists know what colour is most popular around the world, how colours affect the mind and how they influence our heating behaviour.

■ BLUE is considered the most popular colour worldwide. Every second person in Europe names it as their favourite colour. Physically the colour is short-wave light which makes it one of the cool colours. It withstands twilight the longest. In psychology it stands for mental clarity and meditative calm. It can bring expansiveness and respectability to a room. In muted hues, blue is often recommended as a colour for bedrooms.



Light and natural, cosy, warm or calming – colour groups set the mood in a room.

GREEN is a primary colour alongside red and blue. Many of this colour's hues are associated with the warmer seasons and flourishing nature. Green has a comforting, soothing effect. Thanks to this wellness effect, it is often used for designing intimate rooms in the home such as the bathroom and bedroom.

YELLOW is not a primary colour. It is created through the reduction of blue. Only five percent of men love it and women tend to reject it. Yet it represents sunny feelings and a good mood in the interior decorating field.

RED takes second place in favourite colours around the world, particularly amongst women. The colour is considered warm and the invigorating effect on the body can actually be measured. This colour is the first to transition to grey in twilight. This also has to be considered when designing shady rooms. Rose explorations create an atmosphere of casual cosiness or play with the sensuality of rococo.

BROWN is the colour of natural materials that have been popular for years, led by wood floors. Brown hues are appreciated for their earthy warmth. From the explorations of sand colours through mixtures with grey such as "Greige" to dark brown, they are known in the colour spectrum as representing rusticality – also and especially in large cities.

BLACK AND WHITE are not actually colours. White is the result of a body reflecting all the colours contained in light, while black is the result of absorbing all the colours. White has been considered an interior design "mega-trend" for years. Popular versions of white lend towards cream and porcelain, since these harmonise more readily with natural materials than industrial premium white.

WARM AND COLD are measurable colour qualities. Scientists have established a relationship between the wavelengths of these hues and the perception of colour. This perception of colour also influences the heating behaviour of a person living there. For example, there is a tendency to heat blue rooms up to three degrees warmer than red ones. So a warm colour actually helps cut down on heating costs.

The colour group including white, grey and beige represent a natural ambience.

OBJECT

Laminate flooring for projects and installers.



DID YOU KNOW?

Floating installation is used for all EGGER laminate flooring. This means: the individual floor boards are joined to each other using a patented click system, so they do not have to be glued onto the sub floor.



BUSINESS IDEA.

The children have moved out and the room is vacant. With laminate flooring, a new foundation is quite literally laid in the room, transforming it into a studio for a new career in next to no time.

Proven:

Laminate flooring in usage classes 32 and 33 is particularly hard-wearing, making it ideal for use in commercial applications.



ROBUST CHIC.

Elegant, easy to care for and robust – these are the three characteristics of ideal floor coverings for bars and restaurants. After all, flooring is subject to a lot of traffic but has to stay clean at the same time. This ensures that guests receive a good impression even at first glance, and will look forward to coming back.



One would be hard pressed to find a more suitable floor covering than laminate flooring for temporary presentations, such as an exhibition stand.

Invisible Hero

Laminate flooring gets trampled every day and can even get wet. This clearly demonstrates what the protective layer and coreboard can stand up to today.

Laminate flooring has to pass through the school of hard knocks before it comes to market. The venue for the first durability tests: Wismar, EGGER plant laboratory. A sharp crack is heard as steel balls the size of a pigeon's egg hit a sample piece of the new flooring from a height of one metre. In another test, the casters of an office chair roll over a disc-shaped specimen for hours. A technician checks the quality of the coreboard at regular intervals. All components are put through their paces. After all, certification institutes and consumer protection organisations will do the same later on. This is where qualities which are not even visible to the naked eye really count. To put it another way: Scratches, defects and swelling would result if these qualities were not present. "Even after being used intensively for an extended period of time, the flooring should not show this," says Michael Gerbl, who is responsible for EGGER flooring marketing and product management. The uppermost protective layer made of melamine resin reinforced with minerals must meet the highest requirements in terms of resistance to wear and abrasion.

Depending on whether a floor covering will be installed in a high-traffic corridor, lightly used bedroom or damp bathroom, the strength classes according to EN 13329 serve as a crucial reference. Next to resistance and abrasion, these classes also take the characteristics of the coreboard made of high density fibreboard (HDF) into account. It is in this wood-based material that EGGER mills the precision profiles for the click joints that make laminate flooring so quick and simple to install. The joints

are continuously optimised. For example, the latest UNI *fit!* technology simplifies installation and makes the joints in the flooring even more sturdy.

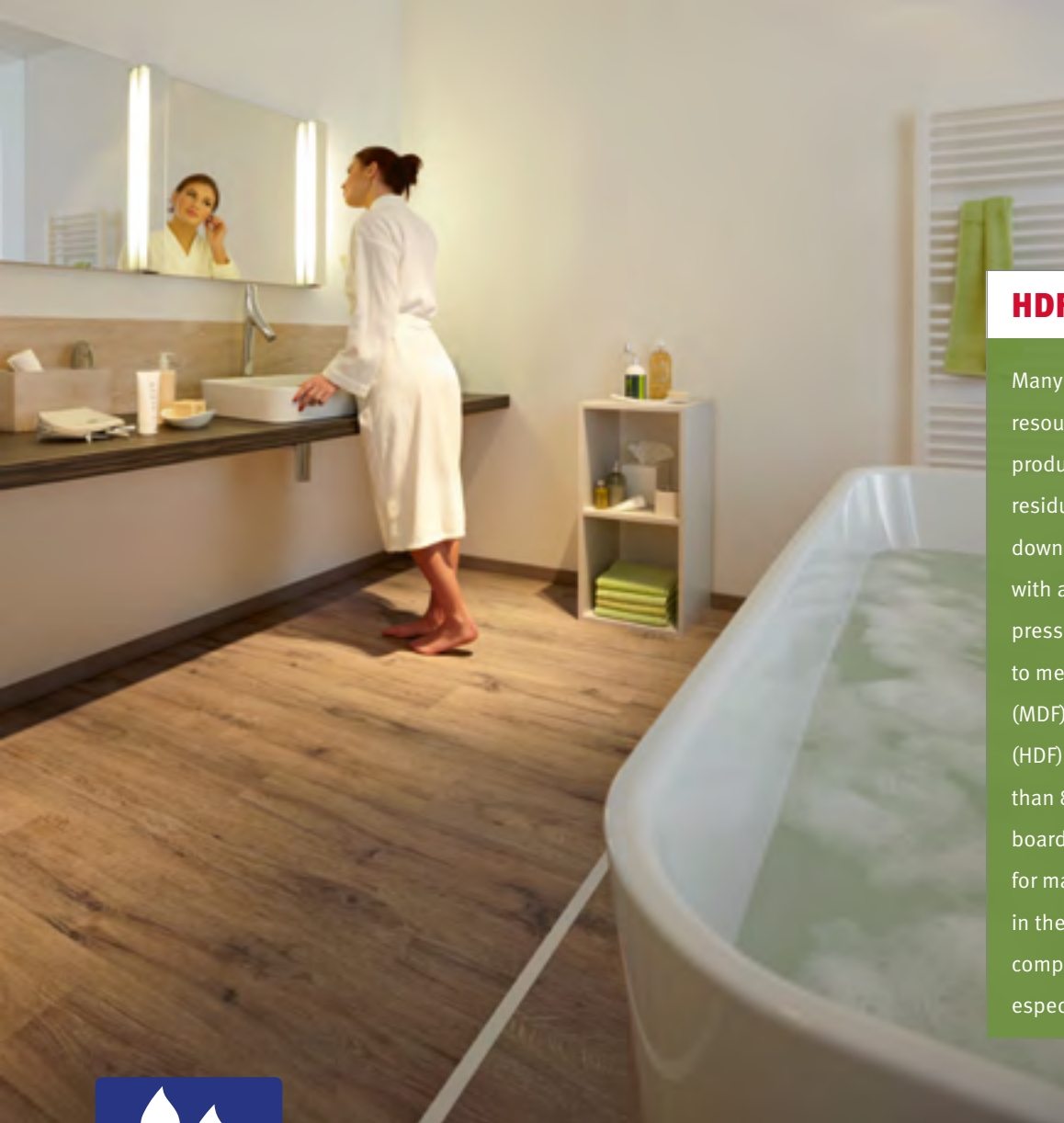
"Flooring with wood effects is increasingly gaining popularity for the kitchen and bathroom."

Handshake instead of electric shock: The special recipe of individual components contains the well-kept secret that makes EGGER laminate flooring antistatic. The coreboard is also in the process of opening up new design possibilities and freedom. EGGER has developed a new technology known as "aqua+", which makes laminate flooring suitable for bathrooms and kitchens as well. The floor coverings are more resistant to moisture by a factor of 5 compared to classic laminate flooring. Protected by a slip-resistant surface and featuring the latest wood designs, they provide the perfect basis for the trend in favour of more wellness moments in your own bathroom.



Find out more!

[www.egger.com/
qr-laminate-flooring-2](http://www.egger.com/qr-laminate-flooring-2)



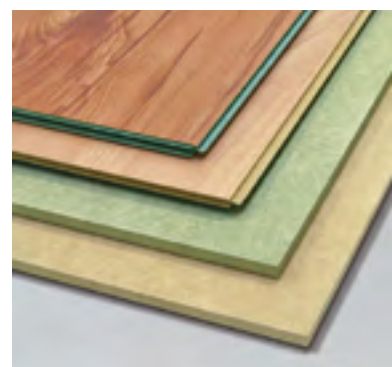
HDF

Many wood types from various resources are suitable for the production of fibreboard. Even residual wood can be broken down into fibres, finely misted with a glue made of resin and pressed into boards. In contrast to medium-density fibreboard (MDF), high-density fibreboard (HDF) has a density of more than 800 kg/m³. While MDF boards from EGGER are suitable for many different applications in the furniture segment, the company produces HDF boards especially for laminate flooring.



Laminate flooring which is suitable for installation in bathrooms is identified by the symbol for the aqua+ technology.

After they are pressed in the EGGER plant, the HDF boards are cooled in the star cooler.





NATURE

*The floor for
healthy living*



CERTIFIED.

EGGER only processes wood from sustainable forestry operations.

EGGER laminate flooring is PEFC-certified and bears the environmental emblem “Der Blaue Engel (Blue Angel)”.



RECYCLING.

Laminate flooring helps conserve forest resources: Residual wood from the sawmill industry is used in flooring production. The decor image replaces the use of solid wood. EGGER laminate flooring can also be recycled at the end of its life.



HEALTH.

The easy to clean surface of EGGER laminate flooring helps prevent the accumulation of dust and dirt. This makes laminate flooring particularly well suited for people with allergies and families with young children.



Find out more!
[www.egger.com/
qr-laminate-flooring-3](http://www.egger.com/qr-laminate-flooring-3)

STYLE TRENDS



From **VINTAGE** *to pure modern*

Everyone wants to feel comfortable in their own home.

From the walls to the floor to the ceiling, details are very important here too. It is only the individual combination of colours, materials and accessories that express your personal character. A style guide you can trust.



AUTHENTIC.

This style trend is defined by wood types that exhibit their nativeness with a highly natural, rustic or elegant character. The broad colour spectrum offered by nature is represented to best advantage and provides extensive design freedom.





MATERIALS.

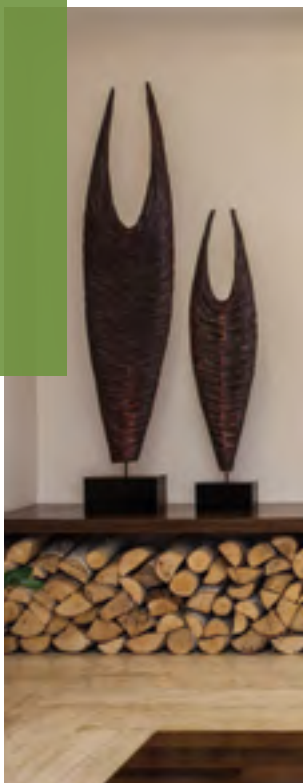
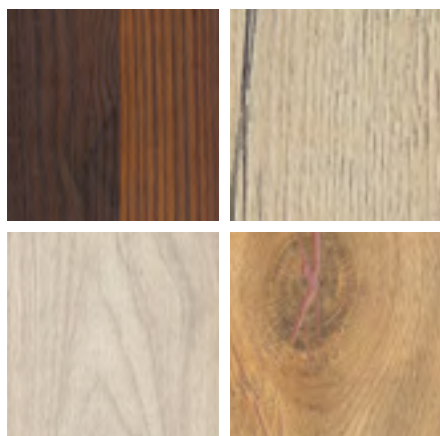
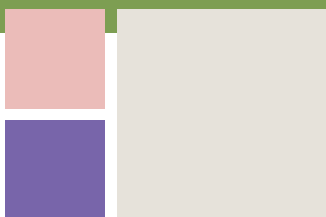
Realistic material reproductions are found here in many styles and colours. These decors are suitable for many different fields of application – from the entrance way to wall installation. They imbue a room with their own distinctive charm.





NEW NATURAL STYLE.

They are familiar, natural materials but in another format, and with different surface processing. This unusual treatment gives a new appearance. Hence the name of the decor world: "New Natural Style". While naturalness is definitive for this flooring, the look is nevertheless modern.





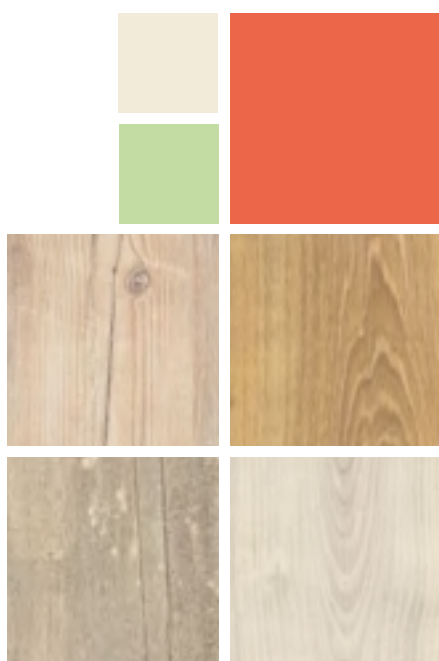
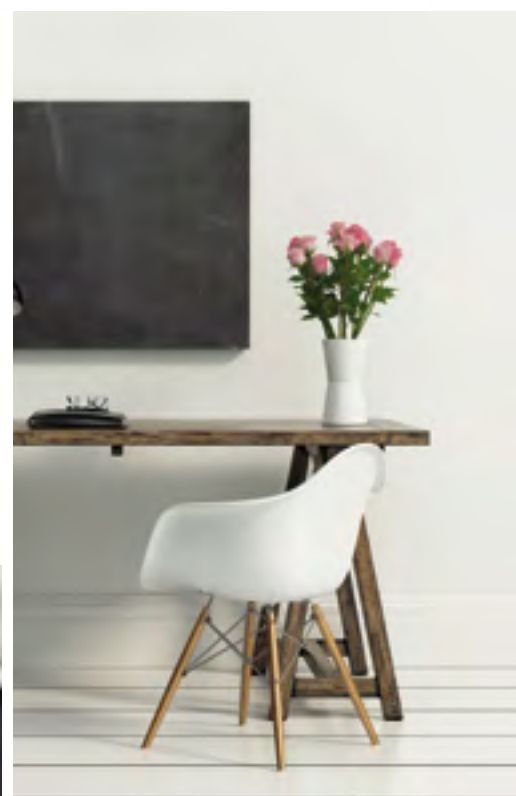
VINTAGE.

Light and warm decors in all types of wood, worn and bearing scars, tell their unique stories here. These decors are suitable for creating a homelike and rustic atmosphere. They harmonise perfectly with heirlooms, existing favourites and designer pieces, and industrial brand-name goods.



PURE MODERN.

“Pure Modern” stands for a clear line. The new wood effect alongside more abstract designs appear light, bright and modern. Such floor coverings find their inherent place in lofts, open rooms and living quarters with linear designs.



A
SMALL *space*
MADE
SPACIOUS

Making small rooms appear expansive and tidy – this is an art form which is being mastered around the world, especially in sparkling metropolises. Since living space is becoming a luxury in popular downtown locations, this is now a necessity. The good news: Transforming little room into a lot of space is becoming more possible all the time. Applying this knowledge is good for any home.



CLEARING OUT THE CLUTTER.

40 square metres means strong decisions have to be made to prevent the space from getting crowded. Only the items required for daily life have to be close at hand. The rest is stored in boxes under the bed or on the ceiling. Anything that is no longer needed goes directly into the box for the flea market and to give away – or into the trash.

MULTIFUNCTIONAL.

Furnishings have to be reduced to a minimum in small rooms. Combination furniture with concealed storage is ideal here. Such multifunctional furniture is practical and saves valuable space. After all, too much clutter makes small rooms appear unsettled and therefore uncomfortable. A light, friendly floor covering also makes the room appear larger.



Living room and bedroom in a single room.



BEHIND THE SCENES.

When things look neat and tidy out front, there is usually a storage room in the back making this possible. Whilst this does take up space, it relieves the living space of the clothes drying rack and winter clothing, all file folders, tool kits and boxes of screws, and the rollerblades for the whole family. In the somewhat larger version, it is even suitable as a walk-in closet.

FURNITURE & INTERIOR DESIGN

*Straightforward
solutions
are
often the best.*



Tip:

Simplicity is a design trend.
The matching flooring:
authentic and honest!



WELL TRAVELLED.

When they are stacked, pallets make a shelf that looks good painted or natural. Wet scrub and lightly sand the pallets first. Pay attention to nails as you do so! Stack up, finished.





MIX & MATCH.

A mix of styles is the most common around the world. Here the art is to transform necessity into a virtue. Industrial furniture can appear attractive alongside heirlooms, clear geometric shapes next to baroque pieces. But Mix & Match should not be merely random. Regularly clearing out the clutter applies here also!

GOING UP THE WALL.

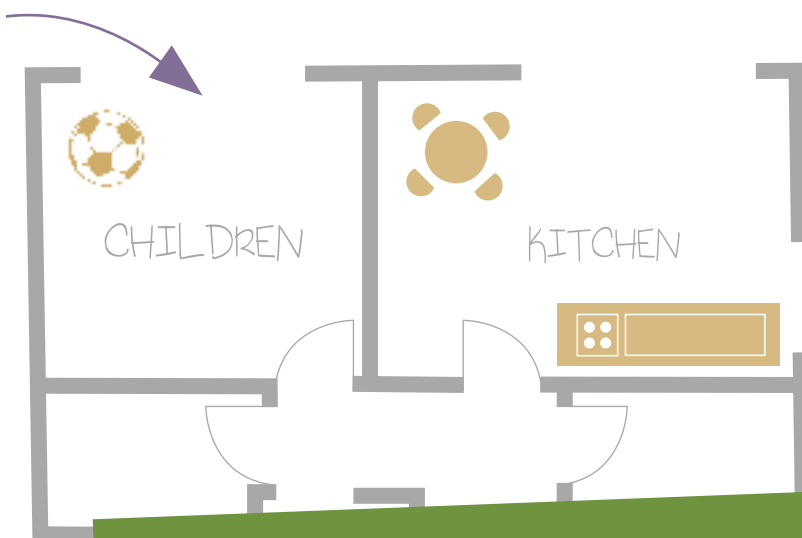
More and more often, laminate flooring is also used as wall panelling. No wonder, since the selection of material reproductions, designs and colours is so broad. It is quick to install without a lot of effort. Not even the wall paint or wallpaper needs to be removed.



To prevent children from bringing all their toys into the kitchen, their room should be directly adjacent.

SKIRTING.

Laminate flooring is made of wood, a living material that expands and contracts with the room temperature and humidity. Expansion joints towards the wall provide the necessary space. In order to conceal these joints, EGGER offers skirting in perfectly matched colours as part of the accessory programme.



PSYCHOLOGY OF LIVING.

A productive office and a harmonious home are a matter of architectural psychology. With a well-planned layout, every resident has a personal retreat that helps prevent conflict and even saves on tidying up.





DID YOU KNOW?

Trend scouts are observing that classic floor plans are changing today. The bathroom and bedroom are combining into a retreat. Designer hotels are setting the standards here.



Source: Baddesign Bagno Sasso.



Copper and natural materials promote a warm atmosphere.



Source: Bleu nature KINAU/Gilles Piat, Copper Shade, Tom Dixon.

DECORATIVE CABLES.

Cables are sometimes indispensable. But cable spaghetti doesn't always have to be concealed. Encased in hand-knotted ropes, cables serve as colourful accents.

Source: www.knot-knot.de

With decorative cables, there is no need to conceal the power supply behind furniture.



Tip:

Several light sources not only make a room more cosy; islands of light also give it structure.

THE EFFECTS OF LIGHT.

Daylight and the light of monitors have a very high proportion of blue. This keeps the brain active in the daytime. The proportion of red increases at twilight, promoting hormones such as melatonin which make you sleepy. Modern lighting concepts take this into account and coordinate the lighting technology and colour of the reflective surfaces with the time of day.

IN-FLOOR HEATING SYSTEM.

Laminate flooring is ideal for installation in combination with an in-floor heating system. Experts coordinate the heating system, substructure and floor covering. Further information is found in the product descriptions and on the website www.egger.com



SERVICE

Individual consulting and the selection of decors through room visualisations.

VDS

VIRTUAL DESIGN STUDIO.

With the free VDS ONLINE version and the VDS app from EGGER, all of the manufacturer's flooring decors are available online and accessible on all mobile devices. The app also shows them offline. In addition to automatic updates and the management of favourites, approximately 30 rooms for individual visualisation are also available. Download from Google Play and the App Store.



www.egger.com/vds-applestore



www.egger.com/vds-android

DESIGNING.

The Virtual Design Studio (VDS) Profi allows fabricators, architects and designers to try out EGGER decors and flooring in their projects. An extensive room library is provided for this purpose. EGGER also integrates individual object designs into the software by request. www.egger.com/vds



***We hope that you found a poster
attached to this area, with the decor
overview for the collection:***

LAMINATE **FLOORING** 2015-2017

Of course you can also download the poster with
the decor overview here:
www.egger.com/flooring

ABOUT US

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