

luxfeel

**We make buying flooring easy
with our 'no middleman' motto.**

We're a young innovative company that makes buying flooring easy. Our 'no middleman' motto means we sell directly to you: meaning, no more overpriced products, expensive showrooms or pushy sales tactics. We deliver premium, affordable and durable Australian designed flooring direct to you.





contents

luxfeel

- 3. 'too easy'- the luxfeel way
- 4. colours
- 5. product features

luxfeel original

- 7. product overview and features
- 9. product breakdown
- 11. technical specifications

luxfeel cushion

- 12. product overview and features
- 14. product breakdown
- 16. technical specifications

luxfeel air

- 17. product overview and features
- 19. product breakdown
- 21. technical specifications

'too easy' - the luxfeel way

we will ship the product straight to your door

You order, and we handle the logistics whether you'd like to pick up the product from our warehouse for free or we will ship directly to you through our nationwide network of trucking companies.

we will send you coloured samples for free

Can't decide on a colour we will send you your choice of sample colours completely free, so you can make a decision in your own home with no pushy salesmen breathing down your neck.

we make buying quality flooring surprisingly affordable

Our 'no middleman' motto removes the need for expensive showrooms and overpricing allowing us to uphold our quality and affordability.

we back our products with a lifetime residential guarantee

We believe in the longevity of our products which is why we offer you a lifetime residential warranty.

we will connect you with an accredited floor layer

We will take away the hassle of finding a floor layer by connecting you with a certified luxfeel installation partner.

too easy installation for DIY's

We built our products to ensure simplicity and ease for our DIY lovers.



colours

We believe that six perfect colours are much better than twenty average ones, our great Australian land inspires our timeless contemporary designs.



natural oak



spotted gum



blackbutt



tasmanian oak



white oak



grey oak

all luxfeel products feature:



natural embossed texture

The feeling and texture of raw natural wood.



hard-wearing

The ultimate in durability.



micro-bevelled edge

Handcrafted wood look with individualised character throughout each plank.



hygienic

Non-pours, does not absorb mould and bacteria.



comfy

Softer, warmer and comfier than natural wood.



environmentally friendly

Made using sustainable and best environmental practices.



realistic

Replicates the look of natural wood floors.



'too easy' to maintain

Keep fresh with a sweep or a mop. No staining or varnish required.



waterproof

Like it says, luxfeel floors are waterproof.



lifetime residential warranty

Lifetime residential warranty as good as it gets.

product comparison:

		luxfeel Original	luxfeel Cushion	luxfeel Air
	comfy	●	●	●
	waterproof	●	●	●
	hygienic	●	●	●
	environmentally friendly	●	●	●
	'too easy' to maintain	●	●	●
	lifetime residential warranty	●	●	●
	expansion gap? no need for that.	●	●	
	minimal floor preparation		●	●
	5G click lock			●
	acoustic abilities		●	●
	extra, extra comfort underfoot		●	
	perfect for residential	●	●	●
	perfect for commercial	●	●	●
	perfect for high rise living		●	●
	perfect for DIY projects		●	●

luxfeel

Original

Inspired by our original city, luxfeel original has structural integrity that is durable and beautiful by design.

The original luxury vinyl plank tried and tested over many decades. No frills just excellent but tough all-round original vinyl plank that covers the 'must-haves'. It is **commercially rated**, slip and fire ratings as standard. The go-everywhere vinyl plank – think stallion workhorse- strong and appealing.

extra benefits:



toughness guaranteed
Super thick commercial wear layer.



expansion gap? no need for that.
Lay directly against skirting and backing boards.

perfect for:



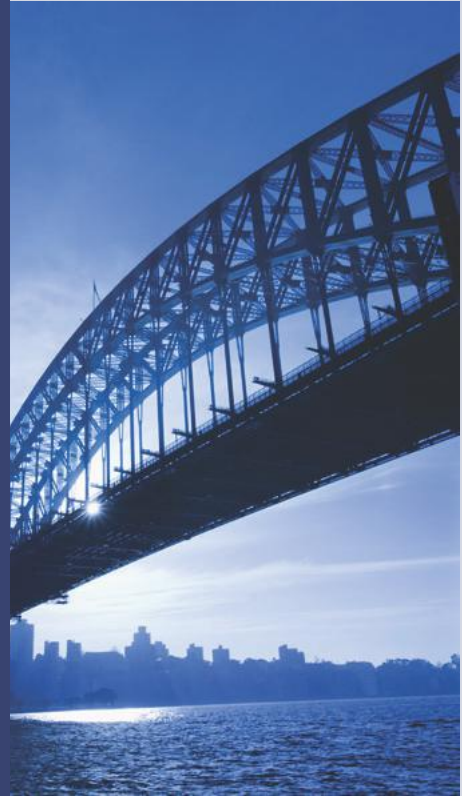
commercial spaces



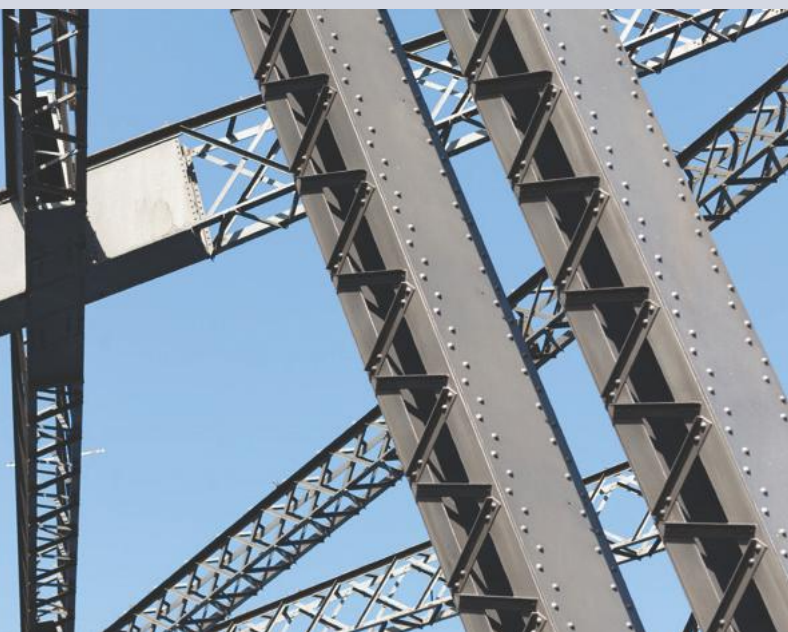
residential



heavy foot traffic

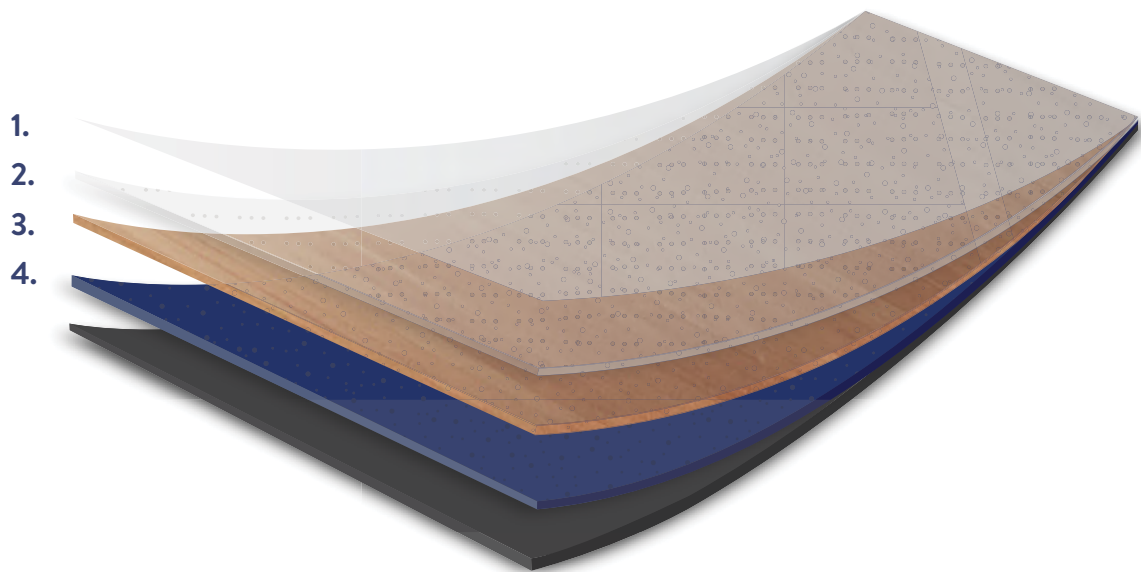


Our original city, Sydney AU inspired luxfeel original. Iconic landmarks built with strength, resilience and timeless style.



lifetime warranty

product breakdown



1. luxshield surface protection

A surface finish creating a durable barrier that leaves the flooring hygienic and easy to clean.

2. embossed wear layer

An embedded wear layer created to provide strength and protection against every day wear and tear.

3. HD photographic layer

Showcasing the unique design of each luxfeel product for one of a kind beautiful floors.

4. core layers

Made from part recycled materials to build a strong yet flexible plank.



grey oak



comfy






















Whether a busy café, shop or rumpus room, luxfeel original is your go-to flooring solution. With its strong, robust and striking characteristics, it will perform perfectly for your customers, clients and family.



blackbutt



hard-wearing

	Total thickness	EN649	2.5mm
	Thickness of wear layer	EN428	0.5mm
	Peeling strength of layer	EN431	Pass
	Weight (+ 50 gr/m ²)	EN430	8.2kg/m ²
	Size / Packaging	EN427	1219 x 228mm 3.345m ² /box
	LnTw Impact Sound Reduction	ISO717-2 1996 ISO 140/7 ASTM E989 - 1989	
	Dimension stability	EN434	Pass
	Colour fastness to light	ISO 105 B02	> Grade 6
	Static indentation	EN 433	Pass
	Flexibility	EN 435	Pass
	Abrasion Resistance	EN 660-2	Class T
	Castor chair resistance	EN 425	Pass
	Usage category Ratings	EN 685	Class 23 Heavy Duty Domestic
	Resistance to chemicals & stains	EN 423	Pass
	Electrostatic properties	EN 1815	<2kv
	Surface treatment		PUR
	Embossing		Natural
	Fire Rating	AS/ISO 9239.1-2003	7.0kW/m ²
	Slip Resistance	AS 4586	P3
	Beveled Edge		Micro
	Phthalate free		Yes

luxfeel Cushion

Our luxfeel cushion is inspired by some of the softest sand in the world - The Whitsundays Whitehaven Beach AU.

It's an **enhanced** version of the original luxury vinyl plank, and we have designed this product to emulate Whitehaven Beach with soft white sands that withstand the test of time, flooring that is durable, smoother, **quieter** and more **comfortable** underfoot. The fibreglass adds reinforcement and the acoustic cushioning layer makes luxfeel cushion easy to install- a DIY's dream.

Our cushion is beautiful by design with the added comfort that transforms your space from a house to a luxfeel home.

extra benefits:



extra, extra comfort underfoot

Luxfeel cushion is made for ultimate cushioning underfoot. We have achieved this by adding an extra layer of luxfeel acoustic cushion to reduce the transfer of noise and impact on the body.



minimal floor preparation

The fibreglass reinforced layer and extra thickness is the reason why it requires only minimum floor prep for an easy DIY installation.

perfect for:



residential



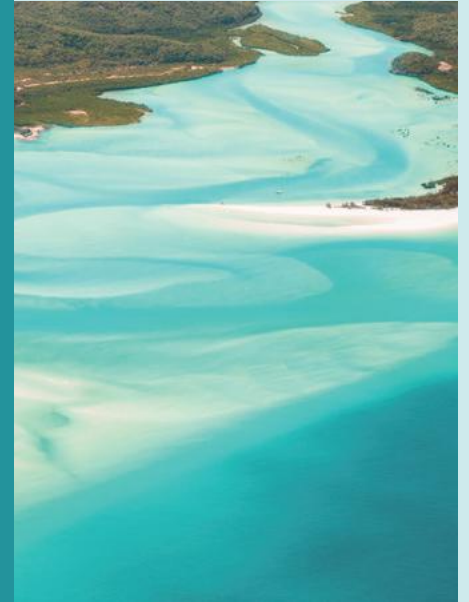
commercial



DIY



rental properties

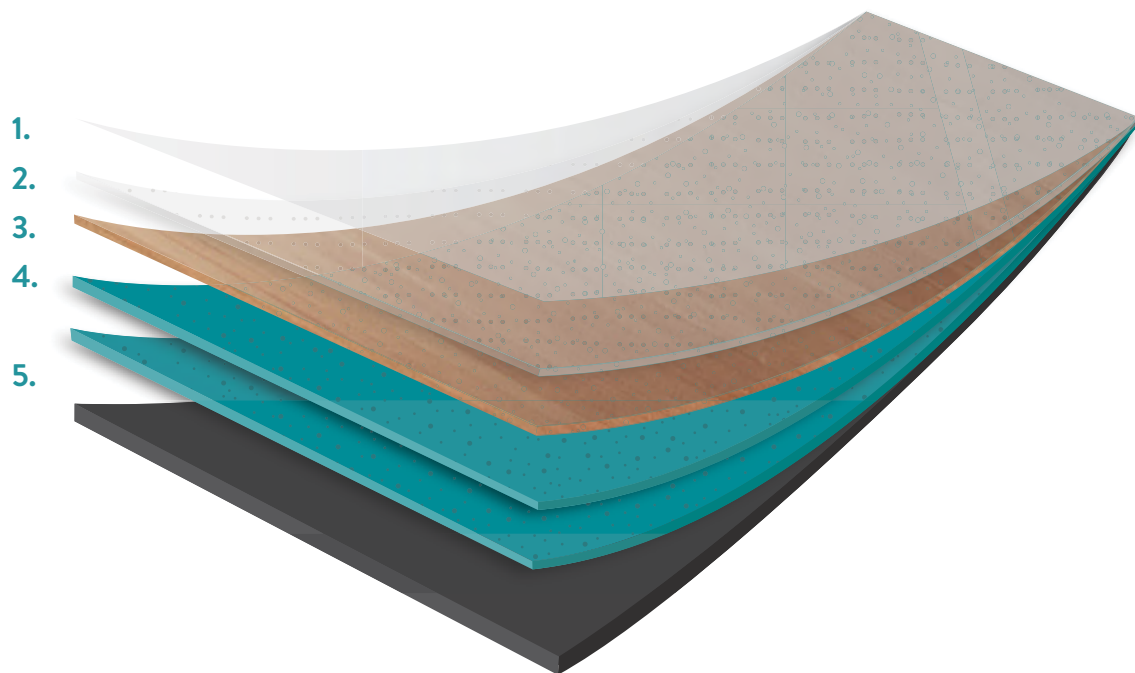


Luxfeel Cushion is inspired by the soft sands of Whitehaven beach, creating an environment that can take your house and make it into a luxfeel home.



extra, extra comfort underfoot

product breakdown



1. luxshield surface protection

A surface finish creating a durable barrier that leaves the flooring hygienic and easy to clean.

2. clear embossed wear layer

An embedded wear layer created to provide strength and protection against every day wear and tear.

3. HD photographic layer

Showcasing the unique design of each luxfeel product for one of a kind beautiful floors.

4. acoustic cushion stabiliser

Our stabiliser adds a layer that gives impact and dimensional stability with its fibreglass reinforcement. Additionally, the secondary acoustic cushion layer reduces noise transfer.

5. core layers

Made from part recycled materials to build a strong yet flexible plank.



spotted gum



hygienic


















tasmanian oak

Luxfeel cushions antibacterial qualities and easy to maintain capability ensure a hygienic surface for your family and loved ones, leaving you time for the essential things in life.



'too easy' to maintain

*Images indicative only

	Total thickness	EN649	4.5mm
	Thickness of wear layer	EN428	0.5mm
	Peeling strength of layer	EN431	Pass
	Weight (+ 50 gr/m2)	EN430	8.2kg/m2
	Size / Packaging	EN427	1219 x 228mm 2.23m ² /box
	LnTw Impact Sound Reduction	ISO717-2 1996 ISO 140/7 ASTM E989 - 1989	Pass
	Dimension stability	EN434	Pass
	Colour fastness to light	ISO 105 B02	> Grade 6
	Static indentation	EN 433	Pass
	Flexibility	EN 435	Pass
	Abrasion Resistance	EN 660-2	Class T
	Castor chair resistance	EN 425	Pass
	Usage category Ratings	EN 685	Class 23 Heavy Duty Domestic
	Resistance to chemicals & stains	EN 423	Pass
	Electrostatic properties	EN 1815	<2kv
	Surface treatment		PUR
	Embossing		Natural
	Fire Rating	AS/ISO 9239.1-2003	7.0kW/m2
	Slip Resistance	AS 4586	P3
	Beveled Edge		Micro
	Phthalate free		Yes

luxfeel

Air

Inspired by one of the seven natural wonders of the world Australia's Great Barrier Reef, we believe luxfeel air could be the eighth. This beautiful species of flooring has been engineered to perfection.

It is the next-generation hybrid, meaning, they are unlike old hybrid floors that can absorb moisture, warp, expand, chip and crack. Luxfeel air solves these problems with our innovative 'air-lok'. The air-lok core makes your floor **100% waterproof** giving you structural strength, combine this with the 5g click makes for a superior waterproof barrier.

To add the frills, we've taken it one step further and added our trademarked 'acoustilay' backing. This is a noise-reducing pre-attached acoustic underlay which makes it perfect for multilevel homes, busy rooms and unit blocks. If you want a 'too easy' no fuss installation with minimal floor prep, then this is the product for you.

extra benefits:



5G click lock

Permanent click lock system backed by our lifetime warranty.



acoustic abilities

Drastically reduces noise transfer from room to room.



'too easy' to install

Too easy for the installer to drop, lock and go.



hides the flaws

Too easy to install over most dodgy existing floors.

perfect for:



residential



commercial



DIY



high rise living

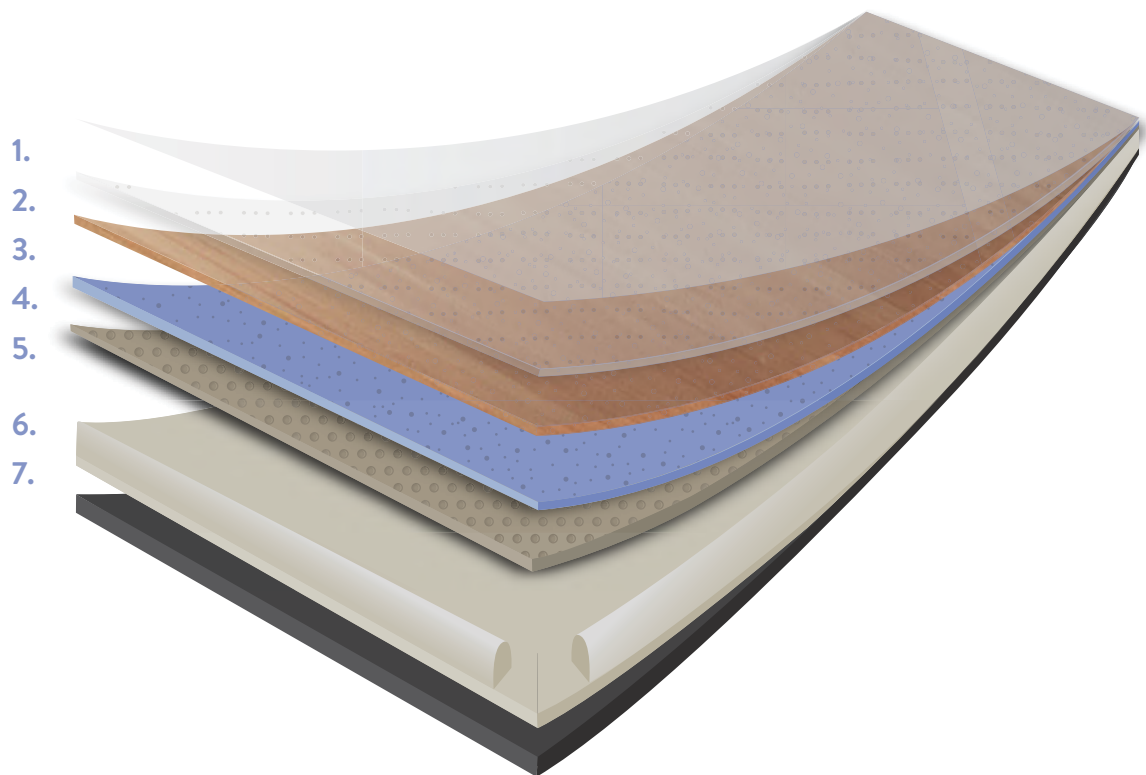


environmentally friendly



Inspired by one of the seven natural wonders of the world, Australia's Great Barrier Reef. The reef's beauty, wonder and presence, plays a vital role in creating a barrier to protect our coast lines against damaging waves and tropical storms. Using those characteristics, we have engineered a flooring system that delivers beauty with a smooth even finish and is 100% waterproof protected.

product breakdown



1. luxshield surface protection

A surface finish creating a durable barrier that leaves the flooring hygienic and easy to clean.

2. clear embossed wear layer

An embedded wear layer created to provide strength and protection against every day wear and tear.

3. HD photographic layer

Showcasing the unique design of each luxfeel product for one of a kind beautiful floors.

4. stabiliser

An added layer that gives impact and dimensional stability.

5. air-lok core

Our air-lok core is an aerated core layer made from virgin pvc that makes your floor 100% waterproof giving you structural strength and allows for 'too easy' installation.

6. 5G click lock system

A glueless single action click lock system for speedy installations.

7. acoustilay

Our trade mark acoustilay backing is a premium pre-attached foam underlay added to reduce noise transfer, making for a quieter floor.



hides the flaws

Too easy to install over most dodgy existing floors.



waterproof



tasmanian oak



spotted gum



acoustic abilities

	Total thickness	ISO 24346	6.5mm
	Thickness of wear layer	ISO 24340	0.5mm
	Weight (+ 50 gr/m ²)	ISO 23997	7489g/m ²
	Size / Packaging		1212 x 228mm, 2.23 m ² /box
	LnTw Impact Sound Reduction	EN ISO 10140-1:2016 and EN ISO 10140-3:2010+A1:2015	Pass
			Ideal for use in residential high rise structures with no need for extra acoustic underlay
	Dimension stability	BS EN ISO 23999	Pass <0.25%
	Colour fastness to light	EN ISO 105-B02	Pass > Grade 6
	Static indentation	EN 424	Pass
	Flexibility	EN 435	Pass
	Beveled Edge		
	Peeling strength of layer	EN431	Pass
	Locking system		5G
	Surface treatment		Luxshield PU coating
	Warranty	Commercial	15 year wear*
		Domestic	Lifetime wear*
	Abrasion Resistance	EN13329 Annex E	Pass 4000 cycles
	Impact resistance	EN13329 Annex F	Pass >1800mm
	Castor chair resistance	ISO 4918/ EN 425	Pass 25,000 cycles
	Thermal resistance	ISO 8302	0.052m ² K/W
	Standards	EN16511	Pass:- Multilayer modular floorcovering panels
	Classification	ISO 10874 Commercial	33:-Commercial heavy
		ISO 10874 Domestic	23:-Domestic heavy
	Resistance to chemicals & stains	EN 438-2	Pass (grade 5)
	Swelling	ISO 24336	pass (0.2%)
	Surface treatment		PUR
	Embossing		Natural
	Electrostatic properties	EN 1815	<2kv
	Fire Rating	AS ISO 9239.1 2003	CRF: 6.8 kW/m ² Smoke value: 154% min
	Slip Resistance	AS 4586	P3
	VOX emission	French VOC regulation (ISO 16000)	A+
	Phthalate free		Yes



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