



tlc

LUXURY
FLOORS

New LVT Collections

Launch Brief 2024

CONTENTS

Introduction	3
Collections	4
Technical	5
Original Overview	6-9
Massimo Overview	10-15
Inlay Accessories	16-17
Item Codes	18-21
Photography	22-27
Design Floors	28-29
Sales Support Items	30-33
Website & Visualiser	34-35

INTRODUCTION

This briefing document will guide you through everything associated with the launch of the new TLC collection including product, inlay accessories, technical details and the key new sales support items.

The stunning update to the Original and Massimo TLC luxury vinyl tile collections has introduced trend-led and inspirational small and large parquet designs to complement the existing, well-balanced TLC portfolio. Original is suitable for use in residential and light to moderate commercial applications, whereas Massimo is suitable for heavy commercial installations, but also looks amazing in the home.

An extensive marketing and sales support package has been compiled to present both ranges. This includes product brochures, shadecards, large retail presenters and a brand-new parquet presentation box. Each new item contains inspirational photography, displaying numerous full plank design floors. We are also updating the website and flooring visualiser.

THE COLLECTIONS

- We have renamed the Forest & Mineral collection to Original.
- We have merged and condensed Massimo Invent into the Massimo collection.

Original

- 2mm/0.3mm wear layer
- 20 woods & 2 stones
- 4 discontinuations

Massimo

- 2.5mm/0.55mm wear layer
- 18 woods, 6 small parquets, 6 large parquets & 4 stones
- 8 Massimo Invent discontinuations

- A range of inlay accessories including grouting, feature, marquetry and cross grain marquetry strips
- Original has a 15 year residential guarantee
- Massimo has a lifetime residential and 15 year commercial guarantee

BRANDING



Parent Brand



Sub-brands are separated and identified by the use of their own unique colour.

TECHNICAL SPECIFICATION

Original		
Specifications	Description	Result
ISO 10582 (EN 649)	General	Conforms
ISO 24346 (EN 428)	Gauge	2.0mm
ISO 24340 (EN 429)	Wear Layer	0.3mm
	Surface Treatment	Polyurethane (PU)
ISO 24342 (EN 427)	Plank Size	152.4 x 914.4mm = 3.34m ² /box 184.2 x 1219.2mm = 3.37m ² /box
	Tile Size	304.8 x 304.8mm = 3.34m ² /box 457.2 x 457.2mm = 3.34m ² /box
ISO 10874 (EN 685)	Use Area Classification	Heavy Domestic Moderate Commercial (23/31)
EN 12524	Thermal Conductivity	0.25 W/(m.K)
	Underfloor Heating	Suitable. Max 27 °C
EN 13501-1	Behaviour to Fire	Bfl - S1
EN 13893 DIN 51130 / DIN EN 16165 Ann. B.	Slip Resistance	Class DS (dry condition) R10

15 YEARS
RESIDENTIAL WARRANTY

Massimo		
Specifications	Description	Result
ISO 10582 (EN 649)	General	Conforms
ISO 24346 (EN 428)	Gauge	2.5mm
ISO 24340 (EN 429)	Wear Layer	0.55mm
	Surface Treatment	Polyurethane (PU)
ISO 24342 (EN 427)	Plank Size	76.2 x 228.6mm = 3.34m ² /box 101.6 x 609.6 = 3.34m ² /box 184.2 x 1219.2mm = 3.37m ² /box 76.2/101.6/152.4 x 914.4 = 3.62m ² /box
	Tile Size	304.8 x 609.6mm = 3.34m ² /box
	Use Area Classification	Heavy Domestic Heavy Commercial (23/33/42)
EN 12524	Thermal Conductivity	0.25 W/(m.K)
	Underfloor Heating	Suitable. Max 27 °C
EN 13501-1	Behaviour to Fire	Bfl - S1
EN 13893 DIN 51130 / DIN EN 16165 Ann. B.	Slip Resistance	Class DS (dry condition) R10

LIFE TIME
RESIDENTIAL WARRANTY

15 YEARS
COMMERCIAL WARRANTY

Original | Wood



5191 Venetian Oak
184.2 x 1219.2mm (7.25" x 48")



5193 Frosted Driftwood
184.2 x 1219.2mm (7.25" x 48")



5192 Grizedale Oak
184.2 x 1219.2mm (7.25" x 48")



5195 Dartmouth Oak
184.2 x 1219.2mm (7.25" x 48")



5135 Coach House Oak *
184.2 x 1219.2mm (7.25" x 48")



5132 Sun Blushed Oak *
184.2 x 1219.2mm (7.25" x 48")

Original | Wood



5130 Kensington Oak
184.2 x 1219.2mm (7.25" x 48")



5131 Henley Oak
184.2 x 1219.2mm (7.25" x 48")



5194 Kendal Oak
184.2 x 1219.2mm (7.25" x 48")



5134 Grey Sawn Oak *
184.2 x 1219.2mm (7.25" x 48")



5133 Chester Oak
184.2 x 1219.2mm (7.25" x 48")



5136 Courtyard Oak
184.2 x 1219.2mm (7.25" x 48")

* Design features a distinctive shade variation

* Design features a distinctive shade variation

Original | Wood



5183 Rustic Birch
152.4 x 914.4mm (6" x 36")



5175 Classic Oak
152.4 x 914.4mm (6" x 36")



5176 Cambridge Oak
152.4 x 914.4mm (6" x 36")



5174 Country Oak
152.4 x 914.4mm (6" x 36")



5177 Barn Oak
152.4 x 914.4mm (6" x 36")



5181 Rustic Oak
152.4 x 914.4mm (6" x 36")



5179 Walnut
152.4 x 914.4mm (6" x 36")



5182 Rustic Cherry
152.4 x 914.4mm (6" x 36")

Original | Stone



5198 Chalked Concrete
457.2 x 457.2mm (18" x 18")



5187 Antique Slate
304.8 x 304.8mm (12" x 12")

Massimo | Small Parquet



SPQ5277 Blond Oak Small Parquet *
76.2 x 228.6mm (3" x 9")



SPQ5264 Warm Barnwood Small Parquet *
76.2 x 228.6mm (3" x 9")



SPQ5263 English Oak Small Parquet *
76.2 x 228.6mm (3" x 9")



SPQ5266 Golden Oak Small Parquet *
76.2 x 228.6mm (3" x 9")



SPQ5274 Fairview Oak Small Parquet *
76.2 x 228.6mm (3" x 9")



SPQ5275 Hampstead Oak Small Parquet *
76.2 x 228.6mm (3" x 9")

Massimo | Large Parquet



LPQ5277 Blond Oak Large Parquet *
101.6 x 609.6mm (4" x 24")



LPQ5264 Warm Barnwood Large Parquet *
101.6 x 609.6mm (4" x 24")



LPQ5263 English Oak Large Parquet *
101.6 x 609.6mm (4" x 24")



LPQ5266 Golden Oak Large Parquet *
101.6 x 609.6mm (4" x 24")



LPQ5274 Fairview Oak Large Parquet *
101.6 x 609.6mm (4" x 24")



LPQ5275 Hampstead Oak Large Parquet *
101.6 x 609.6mm (4" x 24")

Massimo | Full Planks



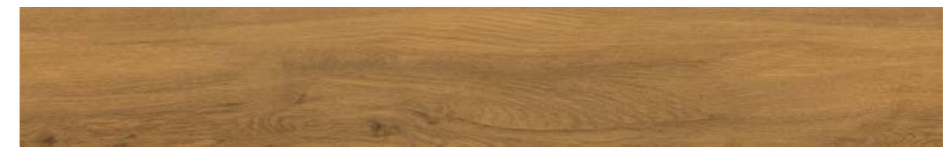
PLK5277 Blond Oak *
184.2 x 1219.2mm (7.25" x 48")



PLK5264 Warm Barnwood
184.2 x 1219.2mm (7.25" x 48")



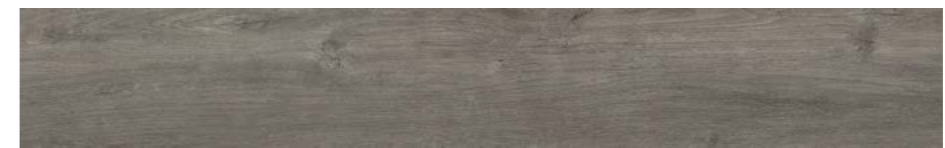
PLK5263 English Oak
184.2 x 1219.2mm (7.25" x 48")



PLK5266 Golden Oak
184.2 x 1219.2mm (7.25" x 48")



PLK5274 Fairview Oak
184.2 x 1219.2mm (7.25" x 48")



PLK5275 Hampstead Oak
184.2 x 1219.2mm (7.25" x 48")

Massimo | Multi-Width Formats



MWF5261 New England Assorted Oak
76.2 / 101.6 / 152.4 x 914.4mm (3/4/16" x 36")



MWF5262 Authentic Assorted Oak
76.2 / 101.6 / 152.4 x 914.4mm (3/4/16" x 36")



MWF5265 Sawn Assorted Oak *
76.2 / 101.6 / 152.4 x 914.4mm (3/4/16" x 36")



Massimo | Planks



PLK5261 New England
184.2 x 1219.2mm (7.25" x 48")



PLK5262 Authentic Oak
184.2 x 1219.2mm (7.25" x 48")



PLK5265 Sawn Oak *
184.2 x 1219.2mm (7.25" x 48")

12

13

Massimo | Wood



5276 Highfield Oak *
184.2 x 1219.2mm (7.25" x 48")



5267 Reclaimed Oak
184.2 x 1219.2mm (7.25" x 48")



5268 Hickory
184.2 x 1219.2mm (7.25" x 48")



5269 Rosewood
184.2 x 1219.2mm (7.25" x 48")



5273 Priory Oak *
184.2 x 1219.2mm (7.25" x 48")



5272 Black Ash
184.2 x 1219.2mm (7.25" x 48")

Massimo | Stone



5282 Smoked Sandstone
304.8 x 609.6mm (7.25" x 48")



5281 Limed Sandstone
304.8 x 609.6mm (7.25" x 48")



5283 Caledonia Slate
304.8 x 609.6mm (7.25" x 48")



5284 Nero Slate
304.8 x 609.6mm (7.25" x 48")

* Design features a distinctive shade variation

INLAY ACCESSORIES

Compatible with **Original & Massimo** planks & parquets that feature a micro bevel.

FEATURE STRIPS

Strip size: 5mm x 1000mm

0026 Gold

0025 Silver

0028 Black

0032 Cream

0031 Brown

GROUTING STRIPS

Strip size: 3mm x 914mm

2031 Ice

2033 Pearl

2035 Grey

2037 Coffee

2039 Graphite

MARQUETRY STRIPS

Strip size: 3mm x 914mm

2056 Maple

2057 Natural Oak

2058 Classic Oak

2059 Walnut

CROSS GRAIN MARQUETRY STRIPS

Strip size: 10mm x 914mm

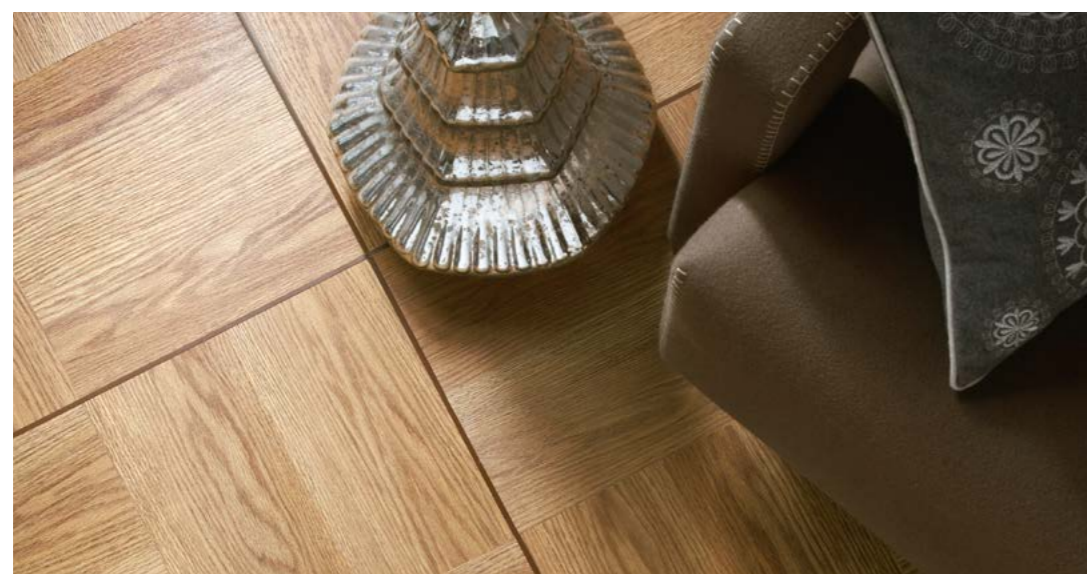
1011 Classic Oak

1012 Walnut

2511 Classic Oak

2512 Walnut

Strip size: 25mm x 914mm



0031 Brown Feature Strips used to highlight woodblock design pattern. (5175 Classic Oak)

INLAY ACCESSORIES

Compatible with **Massimo** planks & tiles that **do not** feature a micro bevel.

FEATURE STRIPS

Strip size: 5mm x 1000mm

5100 Silver

5103 Black

5110 Brown

GROUTING STRIPS

Strip size: 5mm x 914mm

2537 Beige

2536 Grey

2538 Black

MARQUETRY STRIPS

Strip size: 5mm x 914mm

2551 Light Oak

2552 Mid Oak

2553 Walnut



2537 Beige Grouting Strips used to highlight the double plank perimeter. (5276 Highfield Oak)

TLC ORIGINAL COLLECTION ITEM CODES

Original

STATUS	ITEM NUMBER	ITEM NAME	GAUGE	WEAR LAYER	TILE OR PLANK SIZE (MM)	BOX M ²	LRV
Retained	5174	Country Oak	2.0mm	0.3mm	152.4 x 914.4mm	3.34	21
Retained	5175	Classic Oak	2.0mm	0.3mm	152.4 x 914.4mm	3.34	17
Retained	5176	Cambridge Oak	2.0mm	0.3mm	152.4 x 914.4mm	3.34	24
Retained	5177	Barn Oak	2.0mm	0.3mm	152.4 x 914.4mm	3.34	15
Retained	5179	Walnut	2.0mm	0.3mm	152.4 x 914.4mm	3.34	11
Retained	5181	Rustic Oak	2.0mm	0.3mm	152.4 x 914.4mm	3.34	22
Retained	5182	Rustic Cherry	2.0mm	0.3mm	152.4 x 914.4mm	3.34	11
Retained	5183	Rustic Birch	2.0mm	0.3mm	152.4 x 914.4mm	3.34	34
Retained	5191	Venetian Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	50
Retained	5192	Grizedale Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	28
Retained	5193	Frosted Driftwood	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	30
Retained	5194	Kendal Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	27
Retained	5195	Dartmouth Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	19
Retained	5130	Kensington Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	33
Retained	5131	Henley Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	34
Retained	5132	Sun Blushed Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	33
Retained	5133	Chester Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	32
Retained	5134	Grey Sawn Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	27
Retained	5135	Coach House Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	26
Retained	5136	Courtyard Oak	2.0mm	0.3mm	184.2 x 1219.2mm	3.37	24
Retained	5187	Antique Slate	2.0mm	0.3mm	304.8 x 304.8mm	3.34	13
Retained	5198	Chalked Concrete	2.0mm	0.3mm	457.2 x 457.2mm	3.34	41
Retired	5185	Antique Travertine	2.0mm	0.3mm	304.8 x 304.8mm	3.34	55
Retired	5186	Antique Lava	2.0mm	0.3mm	304.8 x 304.8mm	3.34	20
Retired	5189	Limestone	2.0mm	0.3mm	457.2 x 457.2mm	3.34	32
Retired	5197	Lakeland Slate	2.0mm	0.3mm	304.8 x 304.8mm	3.34	23

TLC ORIGINAL AND MICRO BEVELLED MASSIMO ACCESSORIES ITEM CODES

STRIP REF	STRIP NAME	WIDTH	LENGTH	GAUGE
Marquetry Strip				
2056	Maple	3mm	914mm	2.0mm
2057	Natural Oak	3mm	914mm	2.0mm
2058	Classic Oak	3mm	914mm	2.0mm
2059	Walnut	3mm	914mm	2.0mm
Grouting Strip				
2031	Ice	3mm	914mm	2.0mm
2033	Pearl	3mm	914mm	2.0mm
2035	Grey	3mm	914mm	2.0mm
2037	Coffee	3mm	914mm	2.0mm
2039	Graphite	3mm	914mm	2.0mm
Feature Strip				
0026	Gold	5mm	1000mm	2.0mm
0025	Silver	5mm	1000mm	2.0mm
0028	Black	5mm	1000mm	2.0mm
0031	Brown	5mm	1000mm	2.0mm
0032	Cream	5mm	1000mm	2.0mm
Cross Grain Marquetry Strip				
1011	Classic Oak	10mm	914mm	2.0mm
2511	Classic Oak	25mm	914mm	2.0mm
1012	Walnut	10mm	914mm	2.0mm
2512	Walnut	25mm	914mm	2.0mm

TLC MASSIMO COLLECTION ITEM CODES

Massimo

STATUS	ITEM NUMBER	ITEM NAME	GAUGE	WEAR LAYER	TILE OR PLANK SIZE (MM)	BOX M ²	LRV
Retained	PLK5261	New England	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	39
Retained	PLK5262	Authentic Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	27
Retained	PLK5263	English Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	27
Retained From Invent	SPQ5263	English Oak Small Parquet	2.5mm	0.55mm	76.2 x 228.6	3.34	27
NEW	LPQ5263	English Oak Large Parquet	2.5mm	0.55mm	101.6 x 609.6	3.34	27
Retained	PLK5264	Warm Barnwood	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	23
Retained From Invent	SPQ5264	Warm Barnwood Small Parquet	2.5mm	0.55mm	76.2 x 228.6	3.34	23
NEW	LPQ5264	Warm Barnwood Large Parquet	2.5mm	0.55mm	101.6 x 609.6	3.34	23
Retained	PLK5265	Sawn Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	20
Retained	PLK5266	Golden Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	27
NEW	SPQ5266	Golden Oak Small Parquet	2.5mm	0.55mm	76.2 x 228.6	3.34	27
Retained From Invent	LPQ5266	Golden Oak Large Parquet	2.5mm	0.55mm	101.6 x 609.6	3.34	27
Retained	5267	Reclaimed Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	15
Retained	5268	Hickory	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	10
Retained	5269	Rosewood	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	9
Retained	5272	Black Ash	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	8
Retained	5273	Priory Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	32
Retained	PLK5274	Fairview Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	34
Retained From Invent	SPQ5274	Fairview Oak Small Parquet	2.5mm	0.55mm	76.2 x 228.6	3.34	34
Retained From Invent	LPQ5274	Fairview Oak Large Parquet	2.5mm	0.55mm	101.6 x 609.6	3.34	34
Retained	PLK5275	Hampstead Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	22
Retained From Invent	SPQ5275	Hampstead Oak Small Parquet	2.5mm	0.55mm	76.2 x 228.6	3.34	22
Retained From Invent	LPQ5275	Hampstead Oak Large Parquet	2.5mm	0.55mm	101.6 x 609.6	3.34	22
Retained	5276	Highfield Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	29
NEW	PLK5277	Blond Oak	2.5mm	0.55mm	184.2 x 1219.2mm	3.37	36
NEW	SPQ5277	Blond Oak Small Parquet	2.5mm	0.55mm	76.2 x 228.6	3.34	36
NEW	LPQ5277	Blond Oak Large Parquet	2.5mm	0.55mm	101.6 x 609.6	3.34	36
Retained From Invent	MWF5261	New England Assorted Oak	2.5mm	0.55mm	"76.2 x 914.4mm 101.6 x 914.4mm 152.4 x 914.4mm"	3.62	39
Retained From Invent	MWF5262	Authentic Assorted Oak	2.5mm	0.55mm	"76.2 x 914.4mm 101.6 x 914.4mm 152.4 x 914.4mm"	3.62	27
Retained From Invent	MWF5265	Sawn Assorted Oak	2.5mm	0.55mm	"76.2 x 914.4mm 101.6 x 914.4mm 152.4 x 914.4mm"	3.62	20
Retained	5281	Limed Sandstone	2.5mm	0.55mm	304.8 x 609.6mm	3.34	26
Retained	5282	Smoked Sandstone	2.5mm	0.55mm	304.8 x 609.6mm	3.34	17
Retained	5283	Caledonia Slate	2.5mm	0.55mm	304.8 x 609.6mm	3.34	11
Retained	5284	Nero Slate	2.5mm	0.55mm	304.8 x 609.6mm	3.34	9

TLC MASSIMO DISCONTINUATIONS

Massimo

STATUS	ITEM NUMBER	ITEM NAME	GAUGE	WEAR LAYER	TILE OR PLANK SIZE (MM)	BOX M ²	LRV
Retired	5333	Tudor Oak Parquet	2.5mm	0.55mm	76.2 x 228.6mm	3.34	9
Retired	5335	Bronzed Oak Parquet	2.5mm	0.55mm	101.6 x 609.6mm	3.34	10
Retired	5339	Savoy Sandstone Parquet	2.5mm	0.55mm	76.2 x 228.6mm	3.34	26
Retired	5340	Black Slate Parquet	2.5mm	0.55mm	76.2 x 228.6mm	3.34	9
Retired	5341	Cottage Sandstone Parquet	2.5mm	0.55mm	101.6 x 609.6mm	3.34	17
Retired	5342	Smokey Slate Parquet	2.5mm	0.55mm	101.6 x 609.6mm	3.34	11
Retired	5343	Cottage Sandstone Assorted	2.5mm	0.55mm	152.4 x 609.6mm 304.8 x 304.8mm 304.8 x 609.6mm	3.34	17
Retired	5344	Smokey Slate Assorted	2.5mm	0.55mm	152.4 x 609.6mm 304.8 x 304.8mm 304.8 x 609.6mm	3.34	11

TLC MASSIMO INLAY ACCESSORIES ITEM CODES

STRIP REF	STRIP NAME	WIDTH	LENGTH	GAUGE
Marquetry Strip				
2551	Light Oak	5mm	914mm	2.5mm
2552	Mid Oak	5mm	914mm	2.5mm
2553	Walnut	5mm	914mm	2.5mm
Grouting Strip				
2537	Beige	5mm	914mm	2.5mm
2536	Grey	5mm	914mm	2.5mm
2538	Black	5mm	914mm	2.5mm
Feature Strip				
5100	Silver	5mm	1000mm	2.5mm
5103	Black	5mm	1000mm	2.5mm
5110	Brown	5mm	1000mm	2.5mm

INSTALLATION PHOTOGRAPHY

The TLC marketing literature contains a suite of stunning installation photography developed in line with key interior design trends in both the residential and commercial markets. Every new image has been selected to span a variety of rooms and showcase the collections in an array of interior styles and design schemes. There has been a particular focus on displaying the new parquet designs in a variety of layouts, lighting and directions.

Please note, particular care has been taken in the photography, to reflect shades that contain high variation in pattern and design as a feature of the product.

Massimo



LPQ5264 WARM BARNWOOD LARGE PARQUET
with SPQ5264 WARM BARNWOOD SMALL PARQUET

Massimo



SPQ5264 WARM BARNWOOD SMALL PARQUET



LPQ5264 WARM BARNWOOD LARGE PARQUET



PLK5264 WARM BARNWOOD



SPQ5274 FAIRVIEW OAK SMALL PARQUET



LPQ5277 BLOND OAK LARGE PARQUET



SPQ5275 HAMPSTEAD OAK SMALL PARQUET



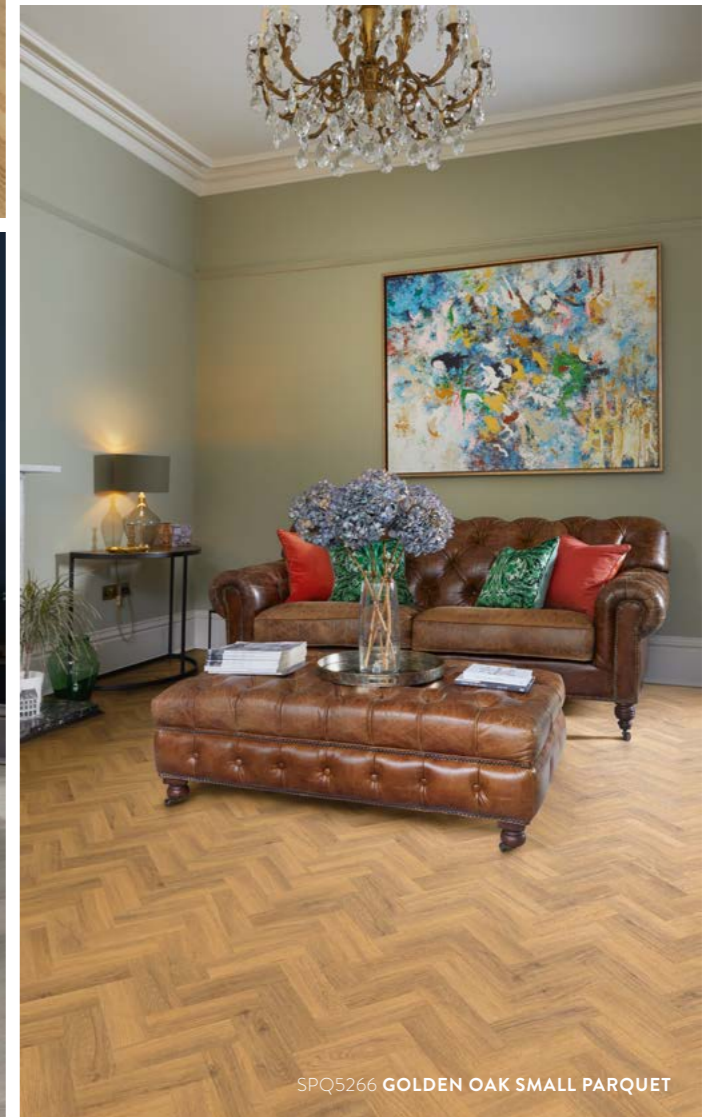
SPQ5264 WARM BARNWOOD SMALL PARQUET



SPQ5263 ENGLISH OAK SMALL PARQUET



LPQ5264 WARM BARNWOOD LARGE PARQUET



SPQ5266 GOLDEN OAK SMALL PARQUET



LPQ5274 FAIRVIEW OAK LARGE PARQUET



SPQ5277 BLOND OAK SMALL PARQUET



PLK5262 AUTHENTIC OAK



PLK5265 SAWN OAK



LPQ5263 ENGLISH OAK LARGE PARQUET



LPQ5266 GOLDEN OAK LARGE PARQUET



PLK5277 BLOND OAK



PLK5261 NEW ENGLAND



PLK5266 GOLDEN OAK

Design Floor LAYOUTS

The TLC brochure contains a selection of parquet, full plank and tile design floors that require little to no cutting, offering more variety of laying patterns without the hassle of ordering a bespoke design. There are many more ways to lay floors, including inventive use of inlay accessories. We also introduced some parquet laying patterns to support the new designs.

PARQUET



HERRINGBONE
Shade shown SPQ5263 English Oak Small Parquet



WOODBLOCK
Shade shown SPQ5266 Golden Oak Small Parquet



DOUBLE PLANK CROSS SECTION
Shade shown SPQ5277 Blond Oak Small Parquet



SINGLE PLANK CROSS SECTION
Shade shown LPQ5274 Fairview Oak Large Parquet



OFFSET PARALLEL
Shade shown LPQ5275 Hampstead Oak Large Parquet



PARQUET LAID HERRINGBONE WITH INLAY STRIP & PERIMETER PLANK
Shade shown PLK & LPQ5264 Warm Barnwood

WOOD



STRAIGHT LAID
Shade shown 5193 Frosted Driftwood



SHIPS DECKING
Shade shown 5192 Grizedale Oak with Walnut Marquetry Strip



STRAIGHT LAID WITH HERRINGBONE FEATURE
Shade shown SPQ & PLK5274 Fairview Oak



DOUBLE PLANK HERRINGBONE
Shade shown 5273 Priory Oak



STRAIGHT LAID AT 45°
Shade shown 5133 Chester Oak



MWF RANDOM PLANK
Shade shown MWF5261 New England Assorted Oak

STONE



STRAIGHT LAID
Shade shown 5198 Chalked Concrete



BRICKWORK
Shade shown 5283 Caledonia Slate



HERRINGBONE
Shade shown 5282 Smoked Sandstone with Mid Oak Marquetry Strip

SALES SUPPORT ITEMS

1

Brochure (20/box)

The 104-page brochure features installation shots for every shade alongside technical information and instructions on how to order a TLC floor.



2

Shadecard (9/box)

6 page shadecard with a brochure insert.

Displaying samples of the entire range with a central focus on the middle panel showcasing the six Massimo designs, available in small parquet, large parquet and full plank. The reverse side also details the full product specification. The updated shadecard contains a key to identify designs with high shade variation.



3

Large Retail Presenter (2/box)

Designed to showcase the entire collection in a large format, with a central focus on the middle panel the presenter displays full-width samples of the six Massimo designs, available in small parquet, large parquet and full plank. As well as showing larger pieces of every design in both the Original and Massimo collection.



4

Parquet Presentation Box (1/box)

A brand new concept displaying all twelve parquets, stacked by size in high-density foam. The box allows quick access to samples that can be taken out and demonstrated to customers to guide them through design shades and scale.



5

Retail Display Unit

We are developing a new retail display unit featuring double-sided display boards of every shade in the collection.



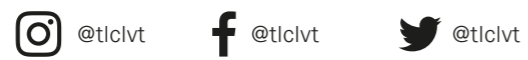
WEBSITE

The website www.tlcfloors.co.uk features relevant information, product scans, technical specifications and a function to find the nearest TLC contractor.

www.tlcfloors.co.uk



We have social media channels to support TLC retailers and customers:



We use the hashtag **#tlclvt**
TLC images should be tagged with this hashtag and mentioned at **@tlclvt**

AUGMENTED REALITY FLOOR VISUALISER



TAKE A PHOTO

Visualise our beautiful collections instantly.





Thornes Farm Way,
Leeds, LS9 0AN,
Tel: 0113 380 2700
sales@mercado.co.uk
samples@tlcflooring.co.uk

www.tlcfloors.co.uk

