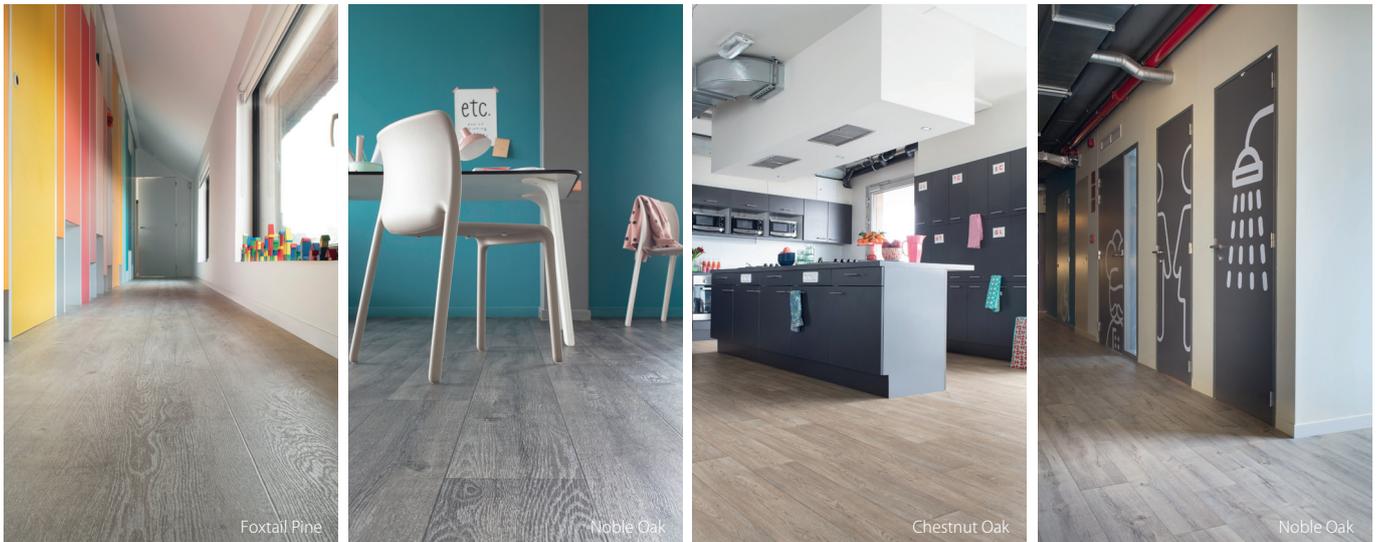


## First luxury vinyl roll: 'Tempo'

### IVC Group launches new revolution on the vinyl flooring market

IVC Group, which is based in Avelgem, Belgium, is launching a new innovation on the flooring market. 'Tempo' is the first luxury vinyl roll. It combines the advantages of a vinyl roll product with those of LVT by offering the smooth, easy installation of a roll and the luxury, hyper-realistic looks of LVT.



IVC Group is currently already manufacturing LVT under the brand name Moduleo and vinyl rolls under the brand names Leoline (residential) and Itec (projects). IVC Group is launching Tempo as a new product category that should perform particularly well in semi-commercial and commercial applications, where installation speed is essential and the look of attractive LVT planks is highly appreciated. This is the case in retail and housing, such as nursing homes and student residences.

IVC Group specialises in Luxury Vinyl Tiles (LVT). These extremely realistic wood and stone designs are used mainly in private homes, commercial premises and offices. Their very realistic look always evokes the right atmosphere and the contemporary vinyl qualities offer unique functional advantages as well: with an extremely hardwearing protective coating, the flooring is water resistant, easy to clean, sound absorbing, hygienic and resistant to indentation. IVC Group also has years of experience in both residential and commercial vinyl rolls. Rolls can be installed up to 30% faster than LVT. In some applications such as housing, this is a major deciding factor in terms of time and price.

Tempo's solution combines the strengths of both product categories in cases where standard roll products do not quite offer the right look and feel and where LVT is not ideal either, as each plank must be placed individually.

The Tempo product category comes in 4 wood designs (1 pine, 3 oak) and 14 colours. An extra matt, protective finish adds to the realistic wood look. The new V-groove embossing technology creates a pronounced V-groove between planks as a finishing touch. Each plank is accentuated by an individual wood texture for an even more convincing look. Once installed with full spread glue, the result is very similar to a conventional LVT floor.

The V-groove technology not only creates the look of a real wooden floor; the floor surface also remains 100% seamless and therefore waterproof, which makes the floor very easy to maintain. Tempo's firm jet-black backing has a fine textured finish for stronger bonding and adhesion to the surface. Tempo is available in 2 m and 4 m rolls.



Foxtail Pine



Chestnut Oak



Parker Oak



Noble Oak

## MORE INFORMATION

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## ABOUT IVC GROUP

IVC Group, founded in 1997, is the largest European manufacturer of Luxury Vinyl Tiles and residential vinyl on rolls. With its 1,500 employees across 6 production units in Belgium, Luxembourg and the United States, IVC Group develops and produces more than 100 million m<sup>2</sup> of vinyl flooring each year. The product portfolio consists of 4 brands: Leoline® (residential vinyl flooring on a roll), Itec® (project vinyl flooring on a roll), Moduleo® (luxury modular vinyl flooring for project and residential purposes) and Xtrafloor™ (accessories for vinyl and LVT floors). In 2015 IVC Group became part of the American listed Mohawk Industries Inc., the global leader in floor coverings.