

ITEC LAUNCHES NEW VINYL TREND WITH 'CONCEPT ULTIMATE' COLLECTION



MARBELLA 673



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POPULO 623

Floors can be real eye-catchers, even in places with a lot of passers-by. This is the basic principle of Itec's new Concept Ultimate collection. Still as strong as ever and wear-resistant, but the new designs and colours look even cooler than before. For Itec this is the newcomer of the year in the Commercial Decorative Floors range.

Itec, part of the IVC Group, wants to bring across the right atmosphere and vibe with its 'Concept Ultimate' collection, apart from the functional requirements such as wear-resistance and ease of maintenance. Belgium's biggest vinyl producer is targeting residence and care centres, assisted living centres, day nurseries and student facilities but the commercial, hospitality, education and office sector will also find its liking in one of the many Concept Ultimate designs. Vinyl past it? Forget it!

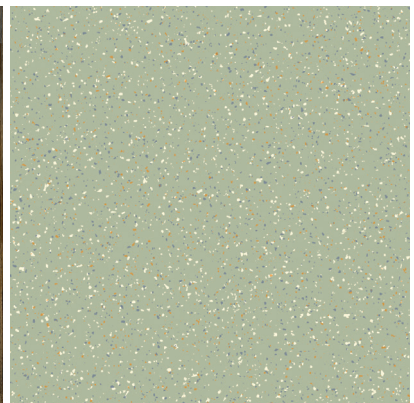
Ortwin Top, Product manager Itec: "Everyone agrees that the atmosphere in a house is largely determined by the floor. Why is that any different in a day nursery, student home or residence and care centre? In commercial applications the floor is essential to create the right ambiance. Contemporary vinyl links decorative aspects perfectly with functional or commercial needs."



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'COLOR YOUR CONTRACT'

The new Concept Ultimate collection offers the choice between as many as 74 designs, broken down into 5 main groups: Modern Woods, Classic Woods, Modern Structures, Uni and Colours. It is possible now to evoke the desired atmosphere for any purpose, from traditional or trendy parquet to modern textures, timeless concrete floors, gravel and cool granito. The colour range goes from neutral grey or brown to bright and fresh shades of red, green, orange, yellow and blue.

"Itec floors are so-called contract floors, for project applications", says Ortwin Top. "With our slogan 'colour your contract' we want to highlight the strengths of vinyl." Special properties mean the Concept Ultimate collection is ideal for intensive use: a super-compact back resulting in a minimum residual indentation and a 0.70 mm thick wear layer which is extra strengthened with a PU-layer means it is low in maintenance. The floor is standard available in a roll, in bands of 2 and 4 metres.

ABOUT ITEC

ITEC Contract Floors is a range of decorative project floors, acoustic insulation and safety flooring. It is a brand of the IVC Group, specialised in vinyl floors, design floors, laminate and MDF fibreboards. Production is in Avelgem (Belgium) and Wiltz (Luxembourg). IVC Group, which has 1,250 employees in Belgium, Luxembourg, the United States and Russia, was established in 1997. Following take-overs in January 2013, Balterio, reputable laminate manufacturer and Spanolux, producer of MDF wood fibre panels, are also part of the IVC Group. The turnover generated in 112 countries amounted to about 605 million euros in 2014. IVC has been part of the American Mohawk Group since 2015, with a turnover of \$7.7 billion and 33,000 employees it is the biggest flooring producer in the world.

MORE INFORMATION

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