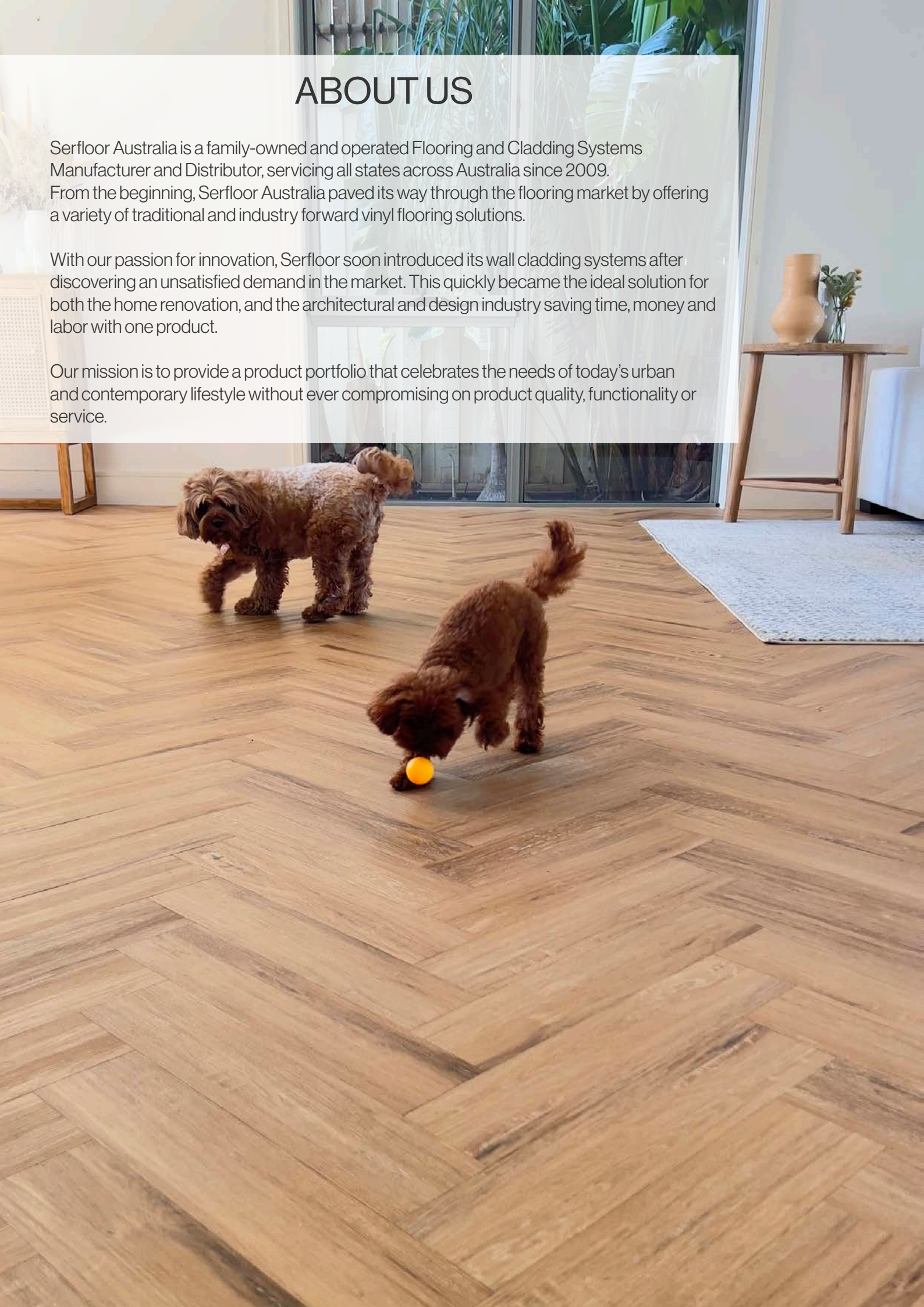


VINYL FLOORING
PRODUCT CATALOGUE



ABOUT US

Serfloor Australia is a family-owned and operated Flooring and Cladding Systems Manufacturer and Distributor, servicing all states across Australia since 2009. From the beginning, Serfloor Australia paved its way through the flooring market by offering a variety of traditional and industry forward vinyl flooring solutions.

With our passion for innovation, Serfloor soon introduced its wall cladding systems after discovering an unsatisfied demand in the market. This quickly became the ideal solution for both the home renovation, and the architectural and design industry saving time, money and labor with one product.

Our mission is to provide a product portfolio that celebrates the needs of today’s urban and contemporary lifestyle without ever compromising on product quality, functionality or service.

DIRECTORY

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| SMART LAY SHORTBOARD | 8 |
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SMART LAY
LUXURY VINYL PLANKS

FEATURES

Serfloor's Smart Lay vinyl range is a premium option that features realistic timber look designs and textures but comes with all the benefits of vinyl flooring. Our luxury vinyl plank flooring is designed for easy and fast installation over almost any surface without the need for underlay or expansion gaps.

With two planks sizes available and 22 colours to choose from, the Smartlay range is the perfect alternative to tiles, carpet or engineered timber. Being both soft underfoot and water resistant, it is suitable for almost all residential and commercial spaces.



Comfortable Under Foot



Water Resistant



Scratch and Stain Resistant



Easy to Maintain



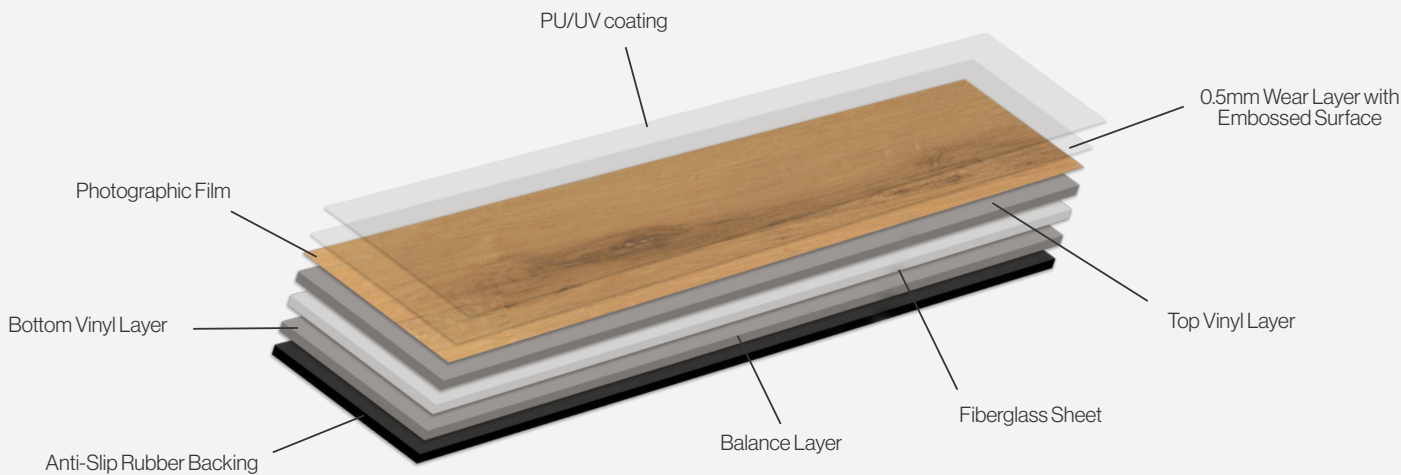
Environmentally Friendly



Antibacterial and Hypoallergenic



Low Harmful Emissions



- Made in South Korea
- Fire, slip, oil & stain resistant
- Reduces impact & sound travel
- Soft and warm under foot
- R10 Slip Rated
- Durable & low maintenance
- Quick & easy installation
- No adhesive required for residential applications
- No click system
- Nano-Silver technology
- Designed for no additional underlay
- Best choice for allergy sufferers
- Authentic wood look with embossed surface layer
- No expansion gap required
- Dimensionally stable

VINYL AND FIBERGLASS SHEET CORE

The composition of our Smart Lay ensures performance expectations are met, making it a suitable alternative to other flooring options such as engineered timber and laminate.

- Minimal expansion when exposed to temperature changes
- Dimensionally stable compared to timber or fiberglass mesh
- Easy to cut with a Stanley knife
- Impact resistant
- Virgin material

PROTECTIVE WEAR LAYER

Serfloor's Smat Lay range is designed to provide longevity with its multilayer structure. Have peace of mind knowing your floor is suitable for everyday use with its scratch and stain resistant surface.

- PU/UV protection
- Scratch resistant, making Smart Lay suitable for kids and pets
- Reduces maintenance
- 30 years Residential wear warranty
- 15 years Commercial wear warranty



Light Distressed Oak SFL-4516

COMMERCIAL GRADE

With a 0.5 mm wear layer and 15 year commercial wear warranty, you can rest assured that Serfloors luxury vinyl planks are the perfect option for your next commercial project.

- 0.5mm wear layer suitable for heavy commercial use
- Australian Standard test certificates available
- Supreme durability
- Softer underfoot compared to ceramic tiles or timber floors
- Easy to keep clean with regular mopping

WATER RESISTANT

The composition of our Smart Lay in combination with our vinyl adhesive makes this product perfect for wet areas.

- Suitable for use in all wet areas including bathroom, kitchen and laundry
- Easy to clean spills and mess
- Watertight when glued down
- No expansion gap required

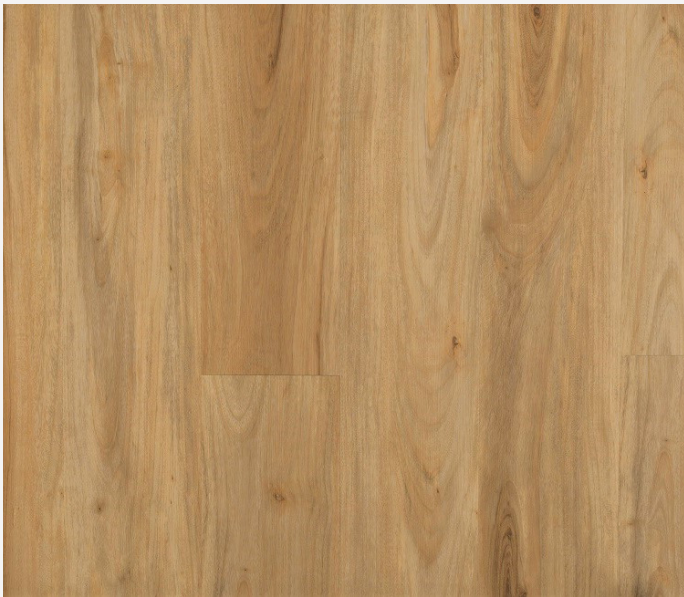
SMART LAY SHORTBOARD



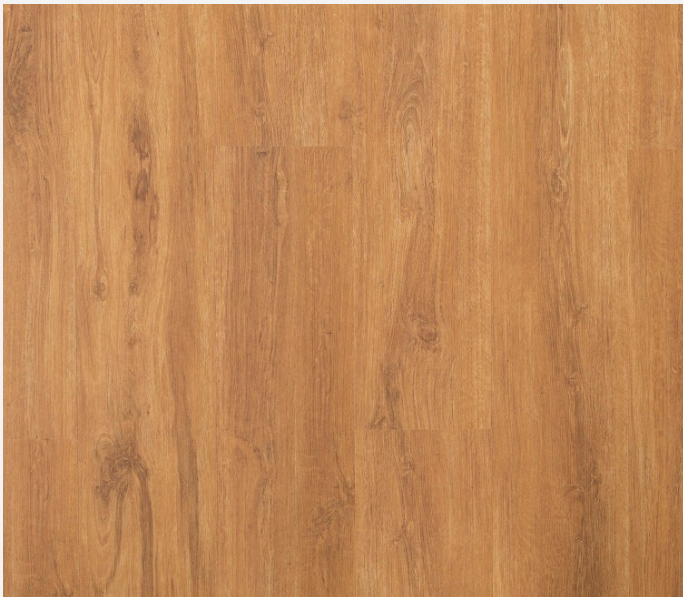
SMART LAY SHORTBOARD



SPOTTED GUM SF-6870



KEMPAS SF-6046



BLACKBUTT SF-6061



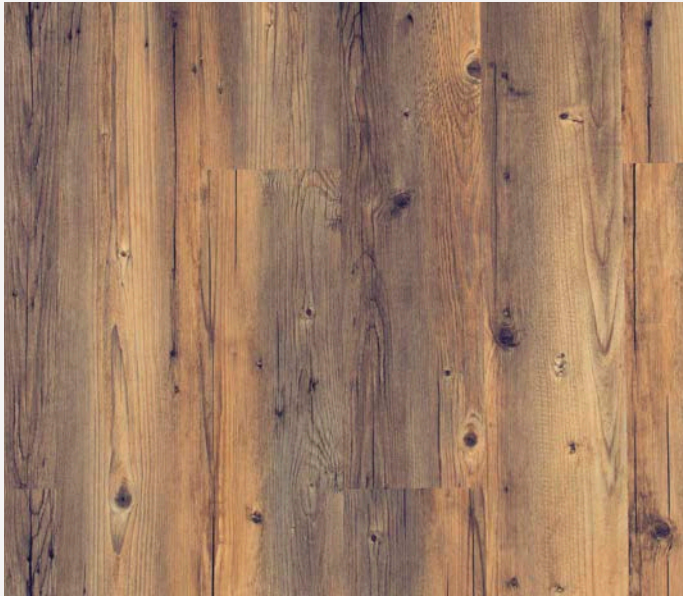
NSW SPOTTED GUM SF-6872



TASMANIAN OAK SF-6121



ANTIQUE OAK SF-6702





SMART LAY LONGBOARD



MIDNIGHT GUM SFL-4506



RUSTIC GREY SFL-4512



FRENCH GREY SFL-4515



ROYAL GUM SFL-4503



SNOWY GUM SFL-4501



SMART LAY LONGBOARD

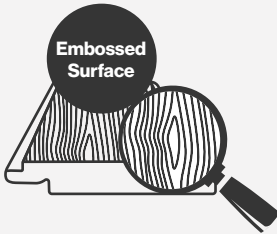
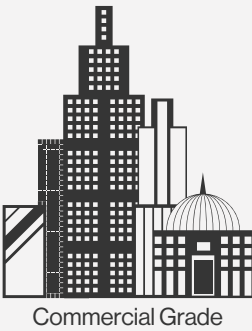


SPECIFICATIONS



Soft Touch Wall Profile
Stone Grey

Rustic Grey SFL-4512



Smart Lay Shortboard

Offering 12 versatile wood look colours, Serfloor’s Smart Lay shortboard elevates the appearance in any space. With its ideal plank size, these luxury vinyl planks are easy to manage making installation a breeze.



Smart Lay Longboard

With 10 realistic wood designs to choose from, Serfloors Smart Lay Longboard range naturally enlarges and enhances the look of any room. Its extra long plank size makes it an ideal choice for larger rooms and open plan spaces.



| | Smart Lay Shortboard | | Smart Lay Longboard | |
|------------------------------|-------------------------------|---------------------------------|-------------------------------|---------------------------------|
| | STANDARD | RESULT | Standard | Result |
| Total Thickness (mm) | EN 428 | 5 mm | EN 428 | 5 mm |
| Thickness of Wear Layer (mm) | EN 429 | 0.5 mm (+/- 0.005) | EN 429 | 0.5 mm (+/- 0.005) |
| Weight (+/- 50gr/m2) | EN 430 | 9.23 kg/m2 | EN 430 | 10.55 kg/m2 |
| Plank Dimension | EN 427 | 177.8 mm x 1219.2 mm | EN 427 | 228.6 mm x 1524 mm |
| Packing | EN 427 | 10 Planks/2.167 m2 per box | EN 427 | 7 Planks / 2.44 m2 per box |
| Acoustic Impact Noise | EN ISO 717-2 | IIC = 52 | EN ISO 717-2 | IIC = 52 |
| Dimension Stability | EN 434 | < 0.25% | EN 434 | < 0.25% |
| Resistance to Light | ISO 105 B02 | > 6 | ISO 105 B02 | > 6 |
| Residual Indentation | EN 433 | < 0.1mm | EN 433 | < 0.1mm |
| Castor Chair Test | ISO 4918 | Pass | ISO 4918 | Pass |
| Flexibility | EN 435 | Pass | EN 435 | Pass |
| Abrasion Resistance | ASTMD3884 | 0.1% Loss | ASTMD3884 | 0.1% Loss |
| | AS 4586-2013 | R10 (>10 <19) | AS 4586-2013 | R10 (>10 <19) |
| Behaviour to Fire | AS/ISO 92391-2003 | CRF Value: 6.7Kw/M2 | AS/ISO 92391-2003 | CRF Value: 6.7Kw/M2 |
| | | Smoke Value: 165%.min | | Smoke Value: 165%.min |
| Chemical Products | ASTMF925 | Pass | ASTMF925 | Pass |
| Static Electric Propensity | EN 1815 | Voltage: 0.5 kV | EN 1815 | Voltage: 0.5 kV |
| Emission of Formaldehyde | ISO 10580 (<10 (24h) ug.m2.h) | <2.3 (24h) ug.m2.h | ISO 10580 (<10 (24h) ug.m2.h) | <2.3 (24h) ug.m2.h |
| VOC Emission | ISO 16000 | A + | ISO 16000 | A + |
| Wear Resistance | EN 660-2 | Wear group: T | EN 660-2 | Wear group: T |
| Surface Treatment | PU/ NANO SILVER | PU & Anti-bacterial, per design | PU/ NANO SILVER | PU & Anti-bacterial, per design |
| Adhesive | | Recommended | | Hard Set adhesive required |



SMART LAY HERRINGBONE

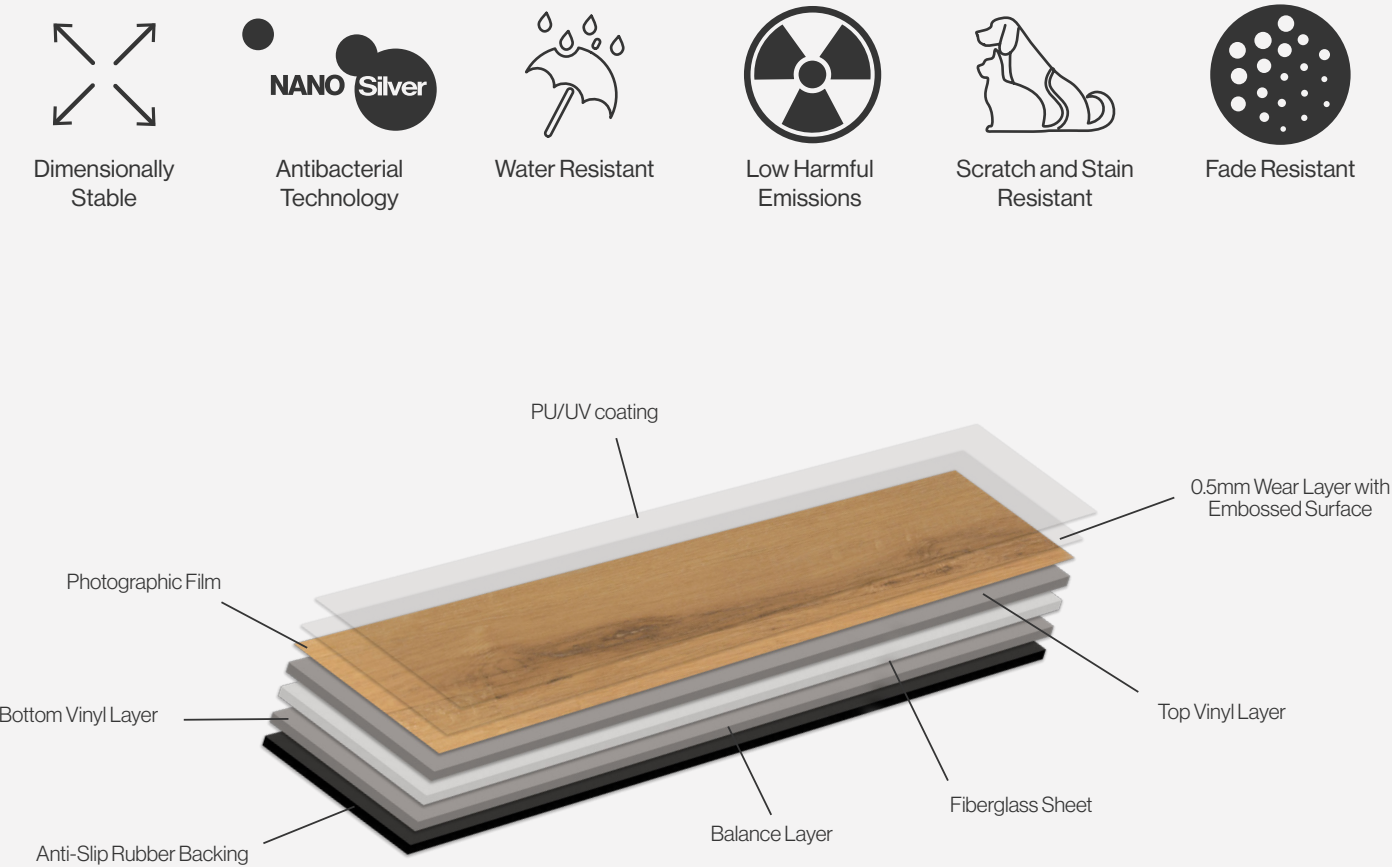
LUXURY VINYL PLANKS

FEATURES

Smart Lay Herringbone is the all new innovative vinyl flooring solution by Serfloor Australia. An ultimate fusion between the timeless herringbone design pattern, and the well trusted quality of our 5 mm luxury vinyl planks.

Suitable for residential and commercial use, Serfloor’s Smart Lay Herringbone can be installed with ease, thanks to its ideal plank size. Transform any space into a luxury area without compromising on comfort or durability.

Offering 9 of the most requested colours from the Serfloor Smart Lay range, it is the perfect alternative to hybrid, laminate or engineered timber floors.



- Made in South Korea
- Fire, slip, oil & stain resistant
- Reduces impact & sound travel
- Soft and warm under foot
- R10 Slip Rated
- Durable & low maintenance
- Quick & easy installation
- No adhesive required for residential applications
- No click system
- Nano-Silver technology
- Designed for no additional underlay
- Best choice for allergy sufferers
- Authentic wood look with embossed surface layer
- No expansion gap required
- Dimensionally stable

VINYL AND FIBERGLASS SHEET CORE

The composition of our Smart Lay ensures performance expectations are met, making it a suitable alternative to other flooring options such as engineered timber and laminate.

- Minimal expansion when exposed to temperature changes
- Dimensionally stable compared to timber or fiberglass mesh
- Easy to cut with a Stanley knife
- Impact resistant
- Virgin material

PROTECTIVE WEAR LAYER

Serfloor's Smat Lay range is designed to provide longevity with its multilayer structure. Have peace of mind knowing your floor is suitable for everyday use with its scratch and stain resistant surface.

- PU/UV protection
- Scratch resistant, making Smart Lay suitable for kids and pets
- Reduces maintenance
- 30 years Residential wear warranty
- 15 years Commercial wear warranty



COMMERCIAL GRADE

With a 0.5 mm wear layer and 15 year commercial wear warranty, you can rest assured that Serfloors luxury vinyl planks are the perfect option for your next commercial project.

- 0.5mm wear layer suitable for heavy commercial use
- Australian Standard test certificates available
- Supreme durability
- Softer underfoot compared to ceramic tiles or timber floors
- Easy to keep clean with regular mopping

WATER RESISTANT

The composition of our Smart Lay in combination with our vinyl adhesive makes this product perfect for wet areas.

- Suitable for use in all wet areas including bathroom, kitchen and laundry
- Easy to clean spills and mess
- Watertight when glued down
- No expansion gap required

HERRINGBONE



HERRINGBONE



HERRINGBONE



FRENCH GREY SFH-415



(Square herringbone)



NSW SPOTTED GUM SFH-404



(Triple herringbone)

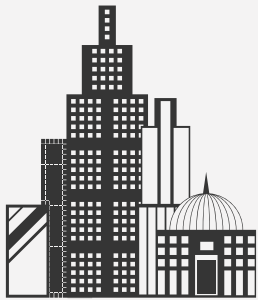


NSW Spotted Gum SFH-404
(Triple herringbone)

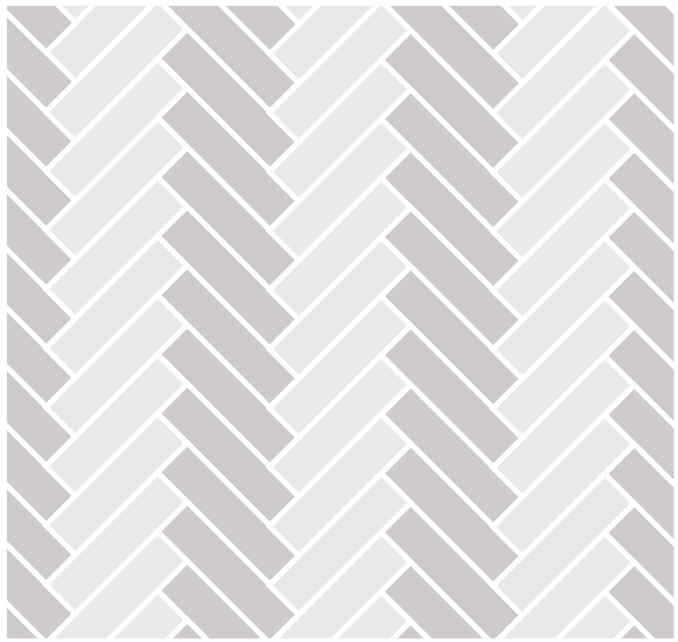
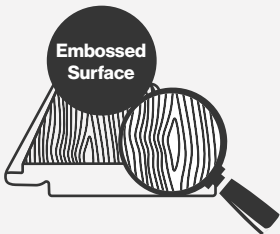
SPECIFICATIONS

There are no limits to your imagination when it comes to Smart Lay Herringbone. The individual planks have no restrictions of a click system, allowing them to be laid in endless traditional or modern design variations.

All the colours in the Smart Lay Herringbone collection are also available in standard size straight planks, providing you versality with your projects.



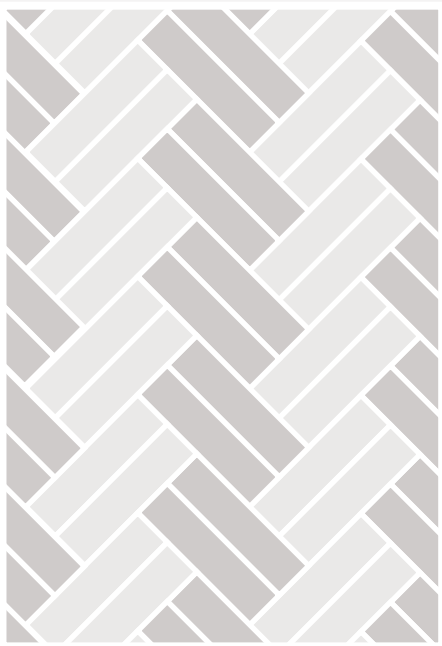
Commercial Grade



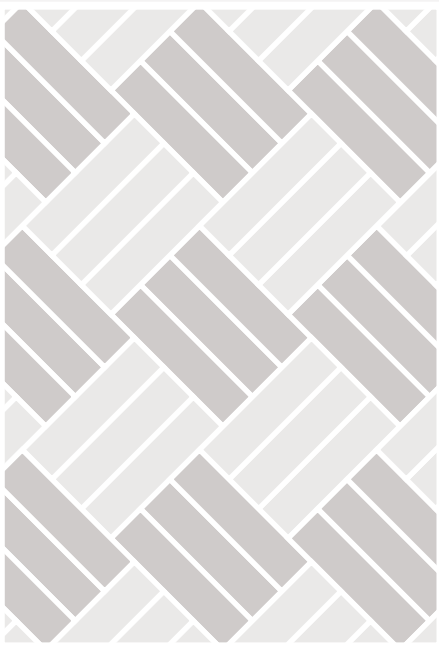
Single Herringbone



Single Herringbone with Border
(refer to pg. 25)



Double Herringbone
(refer to pg. 27)



Triple Herringbone
(refer to pg. 28 & 29)



Square/Diagonal Herringbone
(refer to pg. 20, 24, & 28)

| | Smart Lay Herringbone | |
|------------------------------|-------------------------------|---------------------------------|
| | STANDARD | RESULT |
| Total Thickness (mm) | EN 428 | 5 mm |
| Thickness of Wear Layer (mm) | EN 429 | 0.5 mm (+/- 0.005) |
| Weight (+/- 50gr/m2) | EN 430 | 10 kg/m2 |
| Plank Dimension | EN 427 | 101.6 mm x 457.2 mm |
| Packing | EN 427 | 22 Planks/1.022 m2 per box |
| Acoustic Impact Noise | EN ISO 717-2 | IIC = 52 |
| Dimension Stability | EN 434 | < 0.25% |
| Resistance to Light | ISO 105 B02 | > 6 |
| Residual Indentation | EN 433 | < 0.1 mm |
| Castor Chair Test | ISO 4918 | Pass |
| Flexibility | EN 435 | Pass |
| Abrasion Resistance | ASTMD3884 | 0.1% Loss |
| | AS 4586-2013 | R10 (>10 <19) |
| Behaviour to Fire | AS/ISO 9239.1-2003 | CRF Value: 6.7Kw/M2 |
| | | Smoke Value: 165%.min |
| Chemical Products | ASTM F925 | Pass |
| Static Electric Propensity | EN 1815 | Voltage: 0.5 kV |
| Emission of Formaldehyde | ISO 10580 (<10 (24h) ug.m2.h) | <2.3 (24h) ug.m2.h |
| VOC Emission | ISO 16000 | A + |
| Wear Resistance | EN 660-2 | Wear group: T |
| Surface Treatment | PU/ NANO SILVER | PU & Anti-bacterial, per design |
| Adhesive | | Recommended |



A modern living and dining room interior featuring light-colored wood-grain vinyl plank flooring. The room is bright and airy, with white walls and a white ceiling. On the left, a large floor-to-ceiling mirror reflects the room, and a potted plant sits on the floor. A blue armchair with a patterned pillow is positioned near a window with a white air conditioner. A small round side table holds a potted plant. In the center, a round glass dining table with a wooden base and four grey chairs is set. A large glass door leads to a balcony with a view of greenery. To the right, a white bar counter with three silver stools is visible. A dark grey sofa with a blue blanket and patterned pillows is in the foreground. A round white coffee table with wooden legs holds a glass, a candle, and a small plant. A patterned rug is partially visible under the coffee table. A black abstract painting hangs on the wall above the dining table. Three pendant lights hang over the bar area.

GLUE DOWN
VINYL PLANKS

3MM VINYL PLANK

Serfloor 3mm Glue Down vinyl planks are a versatile wood look range that can be used for all commercial and domestic environments. With the ability to customise laying patterns, our 3mm vinyl range offers the look and feel of real timber flooring without the higher price point or maintenance requirements.

The planks are 100% water resistant and designed for durability and low maintenance, it is fit for almost any indoor flooring requirement including all wet areas. It is also scratch and stain resistant, making it suitable for busy homes with pets and young children.



Comfortable under Foot



Low VOC Emission



Water Resistant



Scratch and Stain Resistant



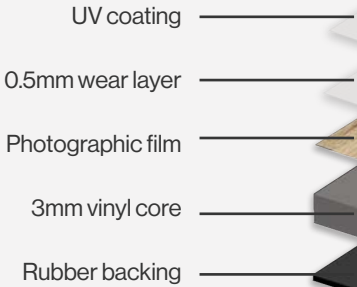
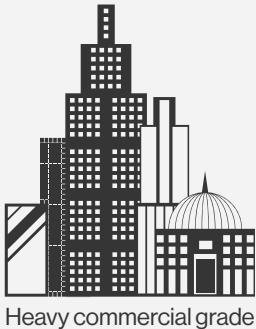
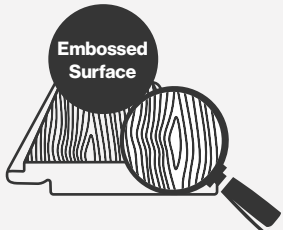
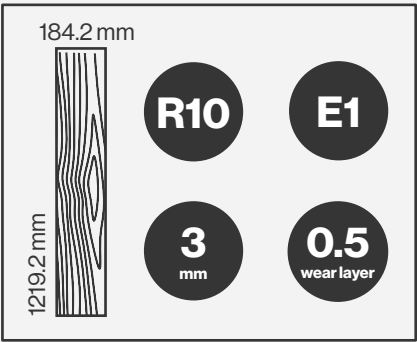
Antibacterial and Hypoallergenic



Easy to Maintain

- Water resistant
- Low VOC emissions contribute to better indoor air quality
- UV coated
- Anti-bacterial surface
- Fire, slip, oil & stain resistant
- 15 years commercial warranty
- 30 years residential warranty
- Reduces impact & sound travel
- Durable & low maintenance
- Quick & easy installation
- Best choice for allergy sufferers
- Designed for no underlay
- Pet and kid friendly
- Dry-back. Hard set vinyl adhesive required for installation
- Suitable for all wet areas including the bathroom, laundry and kitchen

| | Standard | RESULT 3MM |
|---------------------------------|-------------------|--|
| Total Thickness (mm) | EN 428 | 3.0mm |
| Thickness of Wear Layer (mm) | EN 429 | 0.5mm (+/- 0.005) |
| Weight (+/- 50gr/m2) | EN 430 | 5.67kg/m2 |
| Plank Dimension | EN 427 | 184.2mm x 1219.2mm |
| Packing | EN 427 | 14 Planks / 3.14m2 per box |
| Dimension Stability | EN 434 | <0.25 |
| Colour Fastness to Light | ISO 105 B02 | > 6 |
| Residual Indentation | EN 433 | > 0.10mm |
| Acoustic | ISO 717-2:2013 | 56 dB |
| Abrasion Resistance | EN 660-2 | 5.3 |
| Slip Resistance Classification | AS 4586-2013 | R10 (>10 <19) |
| Behaviour to Fire | AS/ISO 92391-2003 | CRF Value: 8.3Kw/M2 Smoke Value: 146%.min |
| Emission of Formaldehyde | EN 717-2 | Not detected |
| TVOC Emission Factor | ISO 10580 | After 24 hours: .22 m2.m3 |
| Chemical Products | ASTM F925 | Pass |
| Electric Behaviour | EN 1081 | Pass |
| Dynamic Coefficient of Friction | ASTM C1028 | Direction A: 0.48 / Direction B: 0.58 |
| Surface Treatment | Anti-bacterial | Anti-bacterial, UV protection |



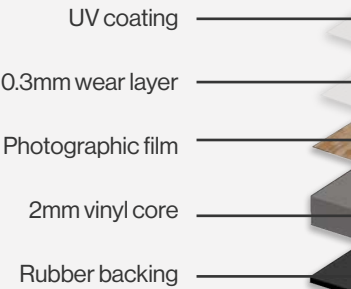


2MM VINYL PLANK



Serfloor 2mm Glue Down vinyl planks are an affordable and elegant option with realistic wood look designs and the choice to customise your laying pattern. It has been designed for easy and fast installation over almost any surface without underlay.

Serfloor glue down flooring is installed with vinyl adhesive which keeps movement in the floor to a minimum when exposed to extreme temperatures, and requires no expansion gaps.



Comfortable under Foot

Low VOC Emission

Water Resistant

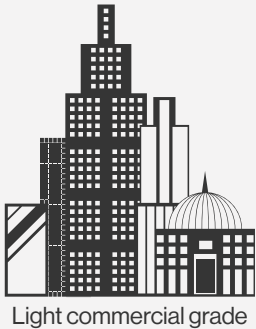
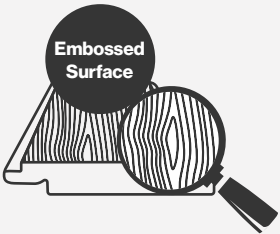
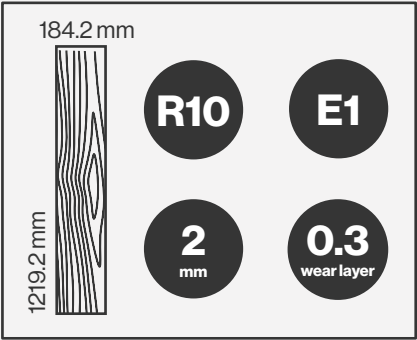
Scratch and Stain Resistant

Antibacterial and Hypoallergenic

Easy to Maintain

- Water resistant
- Low VOC emissions contribute to better indoor air quality
- UV coated
- Anti-bacterial surface
- Fire, slip, oil & stain resistant
- 15 years commercial warranty
- 30 years residential warranty
- Reduces impact & sound travel
- Durable & low maintenance
- Quick & easy installation
- Best choice for allergy sufferers
- Designed for no underlay
- Pet and kid friendly
- Dry-back. Hard set vinyl adhesive required for installation
- Suitable for all wet areas including the bathroom, laundry and kitchen

| | Standard | RESULT 2MM |
|---------------------------------|-------------------|--|
| Total Thickness (mm) | EN 428 | 2.0mm |
| Thickness of Wear Layer (mm) | EN 429 | 0.3mm (+/- 0.005) |
| Weight (+/- 50gr/m2) | EN 430 | 3.79kg/m2 |
| Plank Dimension | EN 427 | 184.2mm x 1219.2mm |
| Packing | EN 427 | 20 Planks / 4.49m2 per box |
| Dimension Stability | EN 434 | <0.25 |
| Colour Fastness to Light | ISO 105 B02 | > 6 |
| Residual Indentation | EN 433 | > 0.10mm |
| Acoustic | ISO 717-2:2013 | 56 dB |
| Abrasion Resistance | EN 660-2 | 5.3 |
| Slip Resistance Classification | AS 4586-2013 | R10 (>10 <19) |
| Behaviour to Fire | AS/ISO 92391-2003 | CRF Value: 8.3Kw/M2 Smoke Value: 146%.min |
| Emission of Formaldehyde | EN 717-2 | Not detected |
| TVOC Emission Factor | ISO 10580 | After 24 hours: .22 m2.m3 |
| Chemical Products | ASTM F925 | Pass |
| Electric Behaviour | EN 1081 | Pass |
| Dynamic Coefficient of Friction | ASTM C1028 | Direction A: 0.48 / Direction B: 0.58 |
| Surface Treatment | Anti-bacterial | Anti-bacterial, UV protection |



ENGLISH OAK SFG-2101



CARAMEL SFG-2102



CHOCOLATE SFG-2103



SNOWY OAK SFG-2201



GOLDEN OAK SFG-2202



WEATHERED OAK SFG-2203

Disclaimer

Serfloor photography and print cannot always produce a perfect representation of our product. This includes the appearance of colour, pattern variation and the presentation of the installation. We strongly recommend you obtain a product sample and view the product in a larger display where possible.

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Back cover: Golden Oak SFG-2202 | Front cover: Blackbutt SFH-6061