

# Pergo World

Don't worry floors for a don't worry life



Madrid  
New York  
Hyderabad  
Lausanne  
Helsinki  
Luxor  
Paris  
Beijing  
Valencia  
Bangkok







# Don't worry floors

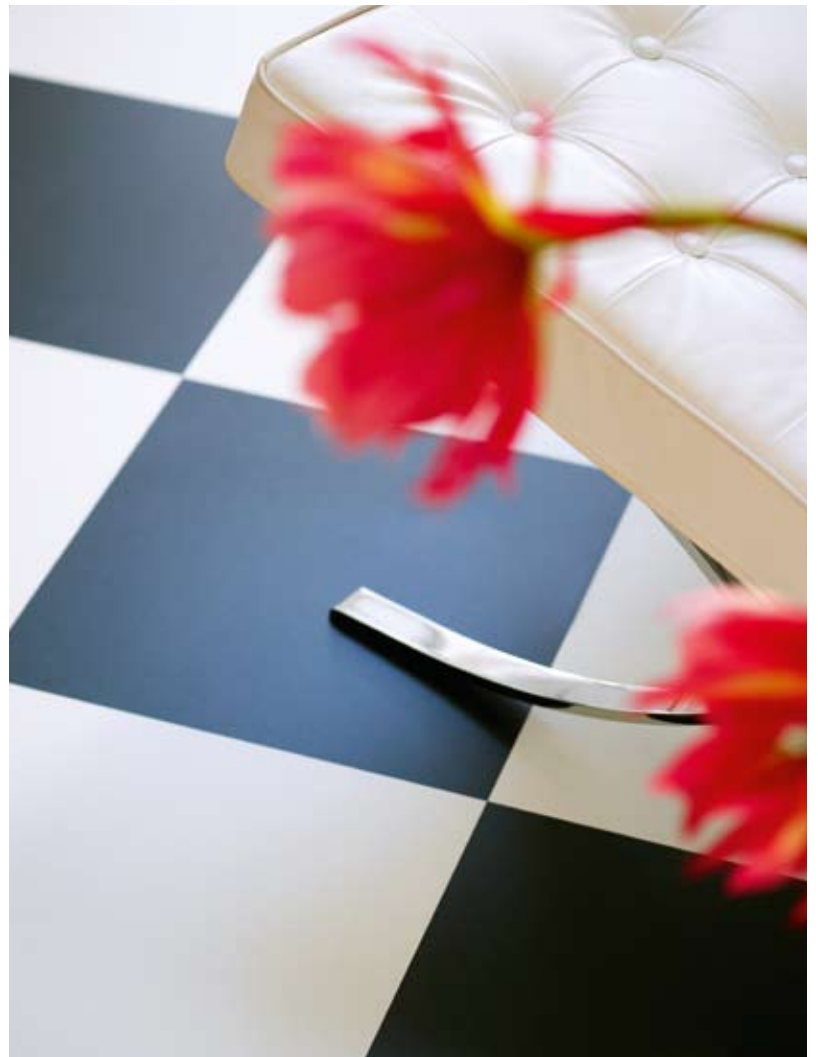
## The floor that delivers what you promise

In this brochure we have brought together a selection of ideas and inspiration for everyone who needs floors for professional applications. If you are seeking the combination of exceptional wear resistance, elegance and flexibility in creative design, a PERGO® floor stands in a class of its own.

Pergo created the whole category of laminate flooring 30 years ago and we have been refining its sensational characteristics ever since. The patented TitanX Surface™ is just one example of the unique properties that make a PERGO® floor almost impossible to wear out. And our latest innovation – PERGO SoftTech™ – gives a radical improvement in both acoustic and ergonomic properties.

Pergo gives you the market's widest choice of laminate flooring, developed to meet the very highest demands for appearance and durability. Every year we unveil exciting new design solutions and technical innovations that give you even more possibilities to create areas that are unique as well as functional.

All this makes PERGO® the lowest maintenance flooring you can use. You can find more detailed descriptions of all our floors in our "PergoFloors" brochure.



# There's a floor for every creative expression

PERGO® helps you succeed – wherever you are

As you well know, it is impossible to overstate the importance of the floor in creating the style and feeling of a certain space. The choice of floor can transform the atmosphere from trendy to sober, from discrete to expressive, from warm to cold. When it comes to enhancing a concept area, few things are so subtly effective as use of flooring.

That is why Pergo is continuously developing the market's most versatile floors, with creative new patterns and shapes that give you more and more possibilities to create spaces that give the impression you want, where you want it.

Sophisticated trendiness in an exclusive restaurant? Maximum impact among billowing racing flags in a car showroom? Sober elegance in a discreet hotel lobby?

Whatever impression you want to make – and wherever in the world you want to make it – we can offer a unique PERGO® solution that will help you fulfil your ambition. On the following pages we have gathered a number of examples of how PERGO floors strengthen a chosen profile in some of the world's most demanding commercial environments. In every case we have not just sold a floor – we have supplied a complete solution in response to a challenge.

So prepare to let us inspire you. And then please put us to the test.





# Creating an environment that protects the environment

A PERGO® floor is a natural part of the environmental cycle

At Pergo the environment has played a central role in everything we do since we first started making laminate floors 30 years ago. It affects our products, our production at our factory in Sweden and our choice of transport and packaging.

Recycling is a key part of our environmental policy. Eighty per cent of our products' content consists of wood surplus from our suppliers in the wood industry. We use only renewable wood products such as pine and spruce – never exotic woods or wood from rainforests that are threatened with extinction.

Another environmental advantage of PERGO® floors is that they give off natural smoke when burnt. We use this property to increase the energy efficiency of our own manufacturing operation, recycling all wood waste from our milling and sawing processes to heat our factory.

Based on this environmental policy, Pergo was the first flooring company to receive ISO 14001 certification. We have also been awarded the official Nordic Ecolabel, the Swan, which among other things considers the product's impact on the environment from raw material to waste and certifies that our product is a good environmental choice. And our PEFC certification signifies that all our floors and accessories are produced from raw materials from renewable forests.

Environmentally responsible, beautiful and hardwearing – PERGO® is a good buy from every point of view.

# Victory Challenge

## VALENCIA, SPAIN

Victory Challenge is the Swedish America's Cup syndicate set up by media and telecoms tycoon Jan Stenbeck before the sailing contest in Auckland in 2003. When the races moved to Valencia in Spain, the Swedish team needed headquarters that would reflect their lofty ambitions.

Wind, sun, water, passion and competitive spirit were some of the obvious keywords for the spirit of the headquarters. Trend-setting and wear-resistance were others. Above all, the floor surfaces had to withstand a lot of stress in the form of equipment being carried in and out.

How do you bring all these expressive properties together in one floor? By choosing PERGO®, obviously.



UNIQ 037293 EBONY, PLANK  
ORIGINAL 038112 WILD CHERRY  
PRACTIQ 035142 MAPLE, PLANK







Victory Challenge  
VALENCIA, SPAIN





# Summa

MADRID, SPAIN

Nowhere in the city of Madrid does the nightlife pulsate like it does in the neighbourhood surrounding the city's legendary football stadium, Santiago Bernabéu - home of Real Madrid.

One of the area's most popular watering holes is the sushi restaurant, Summa, which specializes in a crossover menu where Japanese cuisine meets Mediterranean.

The floor chosen to match this expressive setting is one of Pergo's most distinctive and artistic decors, PERGO® Papyrus. Expressive, fresh and subtle - all in one in the same design. Quite like the food being served.





Summa  
MADRID, SPAIN





# Eurosport Office

PARIS, FRANCE

The unexpected knockout in Las Vegas. The fierce Formula 1 duel in Sao Paolo. The football fans jubilant at a 2-1 lead in Manchester. The unreachable passing shot in Melbourne.

Every day Eurosport captures the world's biggest sporting events and transmits them with commentary and analysis to more than 22 millions of fascinated sports fans. At its headquarters at Issy-les-Moulineaux just outside Paris there is ceaseless activity from morning to night.

The décor of the offices naturally reflects the split-second tempos and dynamics of the sporting world. And the floor is 300 m<sup>2</sup> of red, white and cream coloured PERGO® floor tiles in a unique geometric design.

EXPRESSION TILE 034082 WHITE TILE  
EXPRESSION TILE 034002 CRÈME TILE  
THE RED TILE IS TAILORED FOR  
THE CUSTOMER BY PERGO.



**EUROSPORT**





Eurosport Office  
PARIS, FRANCE



متحف الأقصر  
LUXOR MUSEUM



# Luxor Museum

## LUXOR, EGYPT

With its unique collection of treasures from the great days of the Egyptian Pharaohs, the museum at Luxor is one of the world's most popular tourist attractions. In its 750 m<sup>2</sup> main lecture hall, people gather every day of the year to learn more about one of the most exciting epochs of history.

When the hall was renovated in 2003, PERGO® Original™ was chosen even though another floor had originally been specified. The combination of wear-resistance and the elegant wood effect of the finish proved decisive.

Five years later, the floor remains unaffected by the almost constant wear from hundreds of thousands of visitors. What better environment for a timeless floor design than a place where time seems to have stopped?



ORIGINAL 023002  
MAPLE, BLOCKED





Luxor Museum  
LUXOR, EGYPT

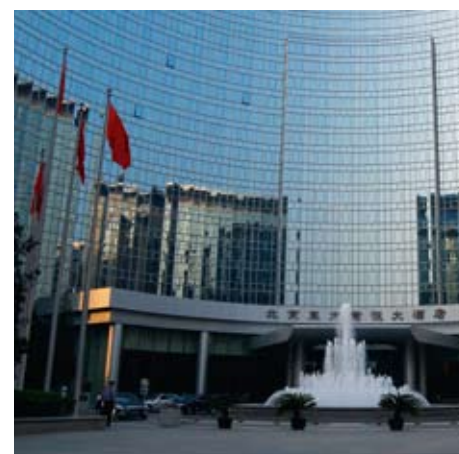
# Grand Hyatt

BEIJING, CHINA

The Grand Hyatt is one of Beijing's – and China's – most elegant hotels. Standing on Oriental Plaza, the hotel is located in the vibrant centre of the city, close to Tiananmen Square, the Forbidden City and the Wang Fu Jing shopping street.

Inside is the Red Moon bar and restaurant, whose exciting mixture of western and eastern tradition makes it one of Beijing's natural meeting places. In its recent renovation the choice of PERGO® Java Teak helped to reinforce the sophisticated international atmosphere of the bar.

Three words summed up the choice of floor: “smart, attractive, hardwearing”.



DOMESTIQ PLUS 033262  
JAVA TEAK











# YLE

## Broadcasting Co

### HELSINKI, FINLAND

YLE is Finland's public-service broadcasting corporation with five nationwide TV channels and three radio channels. Its head office in Helsinki is filled with feverish activity every day, and when 150 m<sup>2</sup> of floor in a news studio needed to be renovated in August, the choice fell on PERGO® Uniq™.

Factors that naturally weighed strongly were that PERGO® Uniq™ is an elegant floor that withstands the wear normally inflicted on a heavily trafficked editorial floor, and that its sound-dampening properties provide a more pleasant working environment.

But just as important was that the renovation could proceed quickly and easily. The PERGO® floor was fitted directly on top of the old vinyl floor, which had originally been laid to studio specifications. The result was the least possible upheaval and the highest possible quality. Ready for transmission...





YLE Broadcasting Co  
HELSINKI, FINLAND





# Hotel Avalon

NEW YORK, USA

With its arcade of shops and European décor, the Hotel Vincci Avalon in New York is a pearl among hotels, which draws back its guests, tourists and businessmen alike, year after year.

As well as its elegance and charm, the Vincci Avalon attracts visitors with a superlative location a few minutes' walk from the Empire State Building, Penn Station, Times Square, Broadway or Manhattan's business district.

PERGO® was a simple choice when the hotel's 3,600 m<sup>2</sup> of floor area needed to be renewed. Fast installation, attractive design, extremely hardwearing and also easy to clean. No other reasons were needed.







# Hotel Avalon

NEW YORK, USA







# Key account

## SEAT, WORLDWIDE

Pergo has great experience of producing customer-tailored floors for companies that want to strengthen their visual profile throughout the world. We are continually developing unique new solutions for our customers, and offer total solutions covering service and logistics.

This comprehensive approach, together with the proven flexibility of PERGO® flooring, has made it the first choice for global companies who want to create a strong and unified visual image.

One example is SEAT, whose specially designed showroom flooring is now about to be laid at 4.139 car dealers in 67 countries. One common impression, one common solution. Pergo maximises the image and minimises all anxieties.





Key Account

SEAT WORLDWIDE



ANTARA

SEA



# Apartment block

GURGAON, INDIA

Gurgaon is a fast-expanding industrial city 25 kilometres from New Delhi which has become a powerful growth centre. The skyscrapers are reaching towards the sky as more and more high tech companies set up operations here.

The residential market in Gurgaon is red-hot, and Pergo has supplied more than 250,000 m<sup>2</sup> of flooring here in the past few years. One current development is a gigantic and exciting residential project of mixed blocks, some up to 17 floors high. Each building contains about 450 apartments which have been acclaimed in terms like 'exclusive and trend-setting' since the project began.







# Apartment building

MALAGA, SPAIN

The Spanish sunshine coastal city of Malaga is a hot property market thanks to its prime southern European location. It attracts tourists from all over the world and many elect to return to live their permanently.

A new, seven story apartment building has been constructed here with a total living area of some 19,000 m<sup>2</sup> divided among 368 apartments from one to four rooms in size. The building project called for elegant flooring. The builders chose PERGO®. See why.



# Harley-Davidson

## LAUSANNE, SWITZERLAND

At Harley-Davidson in Lausanne one adrenalin-stirring 400-kg giant is lined up beside another. Gleaming with chrome, leather-scented and shining in every last detail, they tempt customers with dreams of a road that never ends.

An ordinary floor won't do at all here, of course, and it is no surprise that the choice fell on PERGO®. The pointed stands needed to support motorcycles call for a floor that can withstand considerable wear.

The fact that the anthracite-grey floor tiles also provide an incomparably stylish platform for some of the world's most powerful bikes is almost viewed as a bonus.



EXPRESSION BEVELLED PLANK 010002 DARK OAK  
EXPRESSION TILE 034102 BLACK TILE



MPSOBIIS 71H

DAVIDSON

HARLEY-DAVIDSON

FRONT

MADE IN U.S.A.

U.S. PAT. OFF. 2,811,111





Renseignez-vous  
1000-1111-1111

Tearing  
By Harley-Davidson

Renseignez-vous

Harley-Davidson  
LAUSANNE, SWITZERLAND



yle

Home & Garden

Architecture & Design

General Interest

Art & Culture

Business & Finance

Health & Wellness

Travel & Adventure

VED

7

SHOP

ENJOY





# B2S Bookstore

## BANGKOK, THAILAND



B2S is one of Thailand's largest retail chains specialising in books and music. Because of the many visitors every day the stores are subject to hard wear, but when the Bangkok store needed to be renovated it was not just its extreme wear-resistance that caused the choice to fall on a specially tailored PERGO® floor.

Even more, it was the rapid installation time and the ease of collaboration that were decisive. Pergo's service team could guarantee a short delivery-time, they maintained close contact with the store throughout the project, and they were able to minimise the store's rebuilding problems through the efficiency of the installation operation.

PERGO®'s advantages: attractive, durable, and superior in overall cost.



TAILORED FOR THE CUSTOMER BY PERGO.



Business 03

Non Fiction 02

Learning

New Arrivals  
Leadership

Leadership

01 Art & Design

B2S Bookstore  
BANGKOK, THAILAND

Business

RESUMES RESUMES RESUMES RESUMES  
NEW CAREER AND  
CHANGES ADVERTISING  
CAREERS PERSONAL BEST  
CAREERS EXPANDED  
CAREERS

RESUMES RESUMES RESUMES RESUMES  
FORMER MILITARY  
PROFESSIONAL AND  
RELATED HIGH SCHOOL  
EX AMPLIES FIRST-TIME JOB  
WINTERS

RESUMES RESUMES RESUMES RESUMES  
JOB SEARCHING  
RESUMES AND  
COVER LETTERS WRITING  
JOB VIDEOS  
JOB VIDEOS

SLAM DUNK  
COVER LETTERS  
RESUMES AND  
COVER LETTERS  
LSAT

KEY WORDS  
TO GET HIRED  
THE BEST  
COVER LETTERS  
THE BEST  
RESUMES

ETFAO00  
Marketing Plan  
RESUMES  
AND COVER LETTERS

BIG RED  
BOOK OF  
RESUMES

Job Search  
RESUMES  
AND COVER LETTERS

Small Business  
RESUMES  
AND COVER LETTERS

RESUMES  
AND COVER LETTERS

RESUMES  
AND COVER LETTERS

D.K. TODAY

Home

Fashion & Style

Fashion & Style



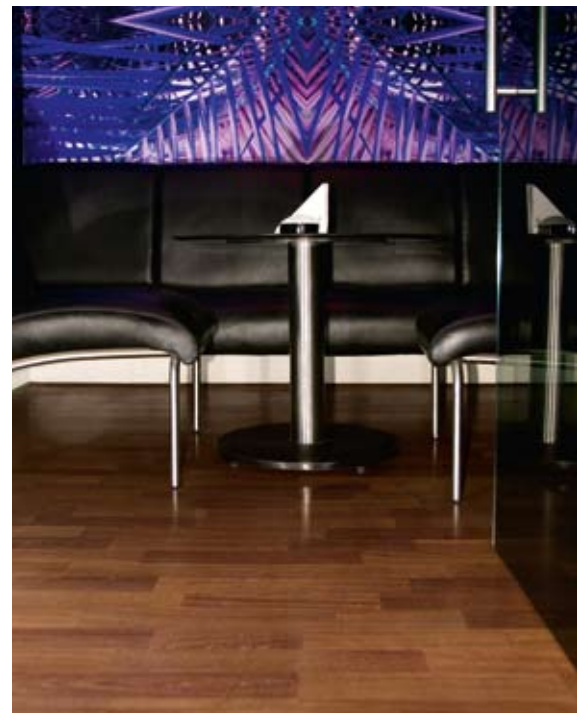
# Taj Hotels

## HYDERABAD, INDIA

With a population of six million, Hyderabad is the capital of the state of Andhra Pradesh, a historical and cultural meeting place which in recent years has been transformed into a fast-growing and dynamic centre for IT and biotechnology.

The Taj hotel chain has four five-star hotels here – all now with PERGO® flooring after the management decided in 2003 to upgrade more than 750 rooms, two restaurants, a gym and a bar by replacing the existing fitted carpets.

The final verdict? “The installation of the floors and accessories was handled with the highest professionalism, and in four years we have not had a single problem.”



ORIGINAL 026002 MAHOGANY, BLOCKED  
ORIGINAL 022202 BEECH, BLOCKED  
UNIQ 037263 WOODSTRIP DARK







Taj Hotels  
HYDERABAD, INDIA





# Go all the way

All the accessories you need  
for a perfect end result

It's easy to install a PERGO® floor and achieve a perfect end result. We've got a complete range of accessories – all of them matching down to the finest detail.

A beautiful location is a coordinated design in which the colour and the surface texture of flooring, wallbases and profiles combine to create harmony. And since the look and design of the floor in a high traffic area are just as important as the durability, we apply the same uncompromising attitude to the quality of our accessories as to our floors.

That's why we feel so strongly about delivering a flooring solution that covers all of your needs. A solution that stays beautiful for years, even under heavy traffic, wear and strain.



# If Silver ranks third, imagine how good our best floor is

Pergo has a reputation for quality the world over – all PERGO® floors are premium products. And we are continuously developing and refining our wear-resistant flooring to add many patented technical improvements to ensure that it can withstand decades of punishing use.

To assist with selection, we have divided our floors into three distinct quality categories: Diamond, Gold and Silver.

PERGO® Diamond-quality HPL floors are designed for heavy commercial use and thanks to their superior Diamond-level TitanX Surface™ have extremely high wear resistance. They are the ultimate floors for high-traffic commercial areas with demands for exceptional durability.

#### **PERGO® DIAMOND HPL FLOORS**

- are extra moisture-resistant because of their moisture-resistant core and the tight ProLoc® joint
- are equipped with Professional Performance SoundBloc™ for superb soundproofing
- have anti-microbial and anti-static properties

PERGO® Gold-quality HPL floors are designed for commercial areas such as offices, smaller boutiques, hotels, restaurants and more demanding home applications. Some of the Gold floors also have anti-microbial and anti-static features. They have high scratch and impact resistance thanks to their Gold-level TitanX Surface™.

#### **PERGO® GOLD HPL FLOORS**

- are equipped with Compact SoundBloc™ for great soundproofing
- include the new PERGO Sense™ floor with the revolutionary new SoftTech™ technology for superior ergonomics and soundproofing

PERGO® Silver-quality HPL floors are the ideal solution for residential applications and housing projects. They have high scratch and impact resistance thanks to their Silver-level TitanX Surface™.

#### **PERGO® SILVER FLOORS**

- Compact SoundBloc™ for great soundproofing
- The SmartLock® click joint

# Why choose a PERGO® floor?



**WEAR PROTECTION** Pergo's patented TitanX Surface™ offers the best multi-layer protective floor finish on the market today. It consists of several layers that provide a level of wear resistance that far exceeds accepted standards for heavy commercial use. This makes PERGO® floors the most durable laminate floors in the world.



**SCRATCH RESISTANCE** The TitanX Surface™ also features an extra protective layer that offers the best scratch resistance available on the market today. This unique and patented PERGO® feature protects the floor from scratches and maintains the rich lustre three times longer and better than any other laminate floor.



**IMPACT RESISTANCE** The TitanX Surface™ with its unique HPL multi-layer build-up in combination with a dense core material gives your floor the highest impact resistance, meeting even the toughest requirements.



**WATER RESISTANCE** Our double Moisture Resistance System is a combination of one of the most moisture-resistant core materials on the market and the strong and tight click joint. This gives PERGO® floors some of the best water-resistance properties on the market.



**SOUND REDUCTION** Our SoundBloc™ technology built into all PERGO® floors consists of a sound-reducing underlay attached to the underside of the board, which provides better soundproofing properties than a conventional loose underlay. Pergo's revolutionary new SoftTech™ technology now makes the floor even quieter by placing a sound-blocking layer under the laminate surface.



**EASY MAINTENANCE** The hard and durable surface of a PERGO® floor is resistant to dirt stains and offers you low maintenance and effortless cleaning. The solid, secure design of the click joints also keeps dirt from penetrating the joint. Strong coloured substances leave no lasting stains. Even a cigarette left smouldering on a PERGO floor leaves no permanent mark. In fact, the floor will not be stained by substances normally found in commercial environments.



**UV RESISTANT** A PERGO® floor will never fade, no matter how much sun it gets. The decorative paper is always printed with UV resistant colours, which ensures that the floors won't fade over time.



**EASY INSTALLATION** The attached soundproofing underlay and the glueless click joints make for faster and more flexible installation since no glue and no extra underlay are needed. This means that changing floors has a minimal impact on your customer's operations.



**FIRE RESISTANCE** PERGO® floors have a natural high resistance to fire. Selected ranges are designed to meet all European requirements for installation in escape routes and assembly halls.



**ANTI-STATIC** Pergo has developed and patented a technology that gives the Sense™, Uniq™, Practiq™ and Expression™ floors anti-static properties, so you don't have to worry about unpleasant electrostatic charges.



**ANTI-MICROBIAL** The Uniq™, Practiq™ and Sense™ floors all feature anti-microbial properties without use of chemicals. Thanks to the addition of silver in the flooring, bacteria and viruses are prevented from growing in a completely natural and proven way



**BETTER ERGONOMICS** Our outstanding SoftTech™ technology provides radically improved energy absorption, which makes the floor much more pleasant to walk on and gives it a far better ergonomic performance than ordinary laminate flooring.

# Where we go, others follow



We've got 450 granted patents and patent-pending applications and 300 registered trademarks.

We were the first company offering a laminate floor resistant enough to be used in class 34 applications, the highest commercial class.

We were the first to receive the UPEC classification on a laminate floor. And we were the first laminate floor to be awarded the Nordic Ecolabel "The Swan".

There's more to come. From the #1 laminate flooring company in the world.





[www.pergo.com](http://www.pergo.com)



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