



## FIRMFIT VS OTHER FLOORING SOLUTIONS

### 1. WHAT IS LVT?

LVT or Luxury Vinyl tiles / planks are made using PVC (polyvinyl chloride), which gives the material a dense but elastic construction. The material is considered “resilient” due to its ability to compress and expand with contact instead of cracking. Unlike regular vinyl flooring, luxury vinyl can handle full liquid submersion without warping or discoloration.

Luxury vinyl flooring is protected by durable “wear layer” of urethane for maximum protection and orthopaedic comfort. The thicker the wear layer is, the more durable the flooring to high foot traffic.

#### Pros:

- Waterproof
- Versatile
- Affordable
- Durable
- Easy-to-maintain

#### Cons:

- Not DIY friendly = difficult to install
- Unstable to sunlight and high temperature variations
- Susceptible to scratches
- Telegraphing of subfloor imperfections – not suitable to installation over less-than-perfect subfloor
- Requires acclimation prior to installation
- Not suitable for large area installation

### 2. WHAT IS LAMINATE?

Laminate is multi-layer wood fibre based flooring, it is fused together with a lamination process:

- Wear resistant overlay
- Decorative paper (melamine impregnated paper)
- HDF - high-density fibreboard core, which makes the flooring very rigid.
- Balancing sheet

Laminate flooring is installed using click system, also known as a “floating floor” system, meaning it does not need to be nailed or glued down to the subfloor. This makes for an easy installation process for DIYers, but also means that the flooring material should NEVER get wet. Moisture and humidity can severely damage laminate floors due to the sponge-like fibreboard layer and aerated gap underneath. Installation of laminate flooring in bathroom, kitchen or other high moisture areas is not recommended for this reason.



#### Pros:

- Durable and scratch resistant
- Rigid - no telegraphing of small subfloor imperfections
- Impact resistant
- Affordable
- DIY-friendly
- Easy-to-maintain

#### Cons:

- Not suitable for wet areas
- Requires acclimation prior to installation
- Not suitable for large area installation
- Not sound absorbent

### 3. WHAT IS WPC?

WPC stands for Wood Plastic / Polymer Composite. However, many WPC flooring products don't contain any actual wood, but a wood flour (a finely ground wood powder) made from hardwoods. WPC flooring is technically a LVT (Luxury Vinyl Tile / Plank) because it has a vinyl surface. It can also be marketed as being an engineered / enhanced vinyl floor.

#### Pros:

- Waterproof
- No telegraphing of small subfloor imperfections
- DIY-friendly
- Installs over a large area without transition profiles
- Requires no acclimation prior to installation
- Easy-to-maintain

#### Cons:

- Unstable to high temperature variations
- Not resistant to impacts and heavy static loads because of its core, which is generally half the density of LVT

### 4. WHAT IS FIRMFIT?

FIRMFIT is a solid, limestone-based waterproof flooring. The floor features exceptional dimensional stability, resistance to heat and sunlight, indentations and subfloor imperfections.

### 5. How does FIRMFIT compare to the other glue-less flooring solutions, such as LVT, WPC and Laminate?



FIRMFIT flooring combines all of the pluses of other flooring solutions, including LVT, Laminate and WPC, but none of their minuses:

- Waterproof
- Stable to high temperature variations and sunlight
- Limestone-based rigid core - minimized telegraphing of small subfloor imperfections
- Installs over large areas (up to 400m<sup>2</sup>) without transition profiles in doorways
- Suitable for every room – including bathrooms, kitchens, and even sunrooms and 3-season rooms
- Highly resistant to impacts and heavy static loads thanks to the solid, high-density core
- Requires no acclimation prior to installation – install it the same day you buy it!
- Versatile designs with embossed surface and synchronized texture for a real wood or stone look & feel
- DIY-friendly – the flooring comes with a fast and easy to install tap-down click system, can be cut with a Stanley knife, installs directly over most hard-surface subfloors and requires minimum preparations
- FIRMFIT is wet moppable and even steam moppable for a worry-free maintenance – perfect for active households with kids and pets
- Comes with an optional pre-attached backing for additional comfort and sound absorption
- GREENGUARD Gold certified, ensuring floor’s safety and low VOC emissions
- 100% recyclable

See a comparison chart below:

		FIRMFIT	Glue-less Luxury Vinyl	WPC	Laminate
1	100% Waterproof	✓	✓	✓	X
2	Stable to high temperature variations	✓	X	X	X
3	Stable to sunlight	✓	X	X	X
4	Large area installation of up to 400m <sup>2</sup> without transitions	✓	X	✓	X
5	Extra resistant to impacts & heavy static load	✓	X	X	X
6	No acclimation required	✓	X	✓	X
7	No telegraphing of small subfloor imperfections	✓	X	✓	✓
8	Suitable for every room	✓	X	X	X
9	Min subfloor preparations	✓	X	✓	✓
10	Fast and easy to install	✓	X	✓	X



11	Sound absorbent with a pre-attached backing	✓	X	✓	X
12	Very low VOC emissions	✓	✓	✓	X
TOTAL SCORE:		12/12	2/12	8/12	2/12