

ter Hürne



*The healthy one and as beautiful as nature*

**My Avatara Design Floor**

*Lived values*

## Editorial



### **The floor in your home is much more than just a covering.**

It's where your children learn to crawl before they take their first steps. Lego towers are built there and pictures are painted, guests come in and out, not to mention pets. There is no doubt about it: the floor plays a major role in creating a really great atmosphere for your home. And by the way, it just happens to be the largest piece of furniture in the room in terms of its surface area.

**At ter Hürne, we know all about the importance of your floor, because our love of wood and its positive, natural properties have formed the basis of our company for more than 60 years.** We have made a name for ourselves in the industry as one of the leading manufacturers of engineered hardwood flooring in Europe. Today, we apply all of our expertise to produce innovative floors that are ideally suited to life with all its different requirements, while also protecting the environment.

**Healthy living is our key promise to you.** Our portfolio in the real wood segment and our natural-looking collections in the wood and design floor segments all have something in common. We do not make compromises in manufacturing: not in the design, the feel, the quality or the function – and certainly not when it comes to healthy living. Throughout the entire process, from the initial concept to product development and manufacturing, all ingredients are designed to have a positive impact on the health and well-being of occupants. With us, living is naturally healthy – and simply beautiful. And that's something you can rely on – no ifs or buts.

*Bernhard ter Hürne*

*Chief Executive Officer ter Hürne*

*Stay curious*

## Our contents for you

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This is Avatara – from page 4

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What Avatara can do – from page 6

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ter Hürne floors in your home – from page 34

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This makes your floor complete – from page 35

AVATARA

## The healthy one

At ter Hürne, we know that we have a big responsibility. Whether we're at home, in office buildings, medical practices or nurseries, we spend up to 90 percent of our lives inside closed rooms. The quality of the air determines our well-being and our health.

With its large surface area, flooring in particular, plays a very significant role in a healthy room climate – and its importance continues to grow. With the continuing improvement in the thermal insulation of buildings, there has been a reduction in natural ventilation, and pollutants from wallpaper, furniture and conventional floors remain in the inside air for much longer.

This is not the case with Avatara: Our design flooring offers a healthy home environment far beyond the legal requirements and does not release any harmful emissions. It's a promise!

### *Did you know?*

**Avatara easily meets the challenges of the top class of independent test institutes.**



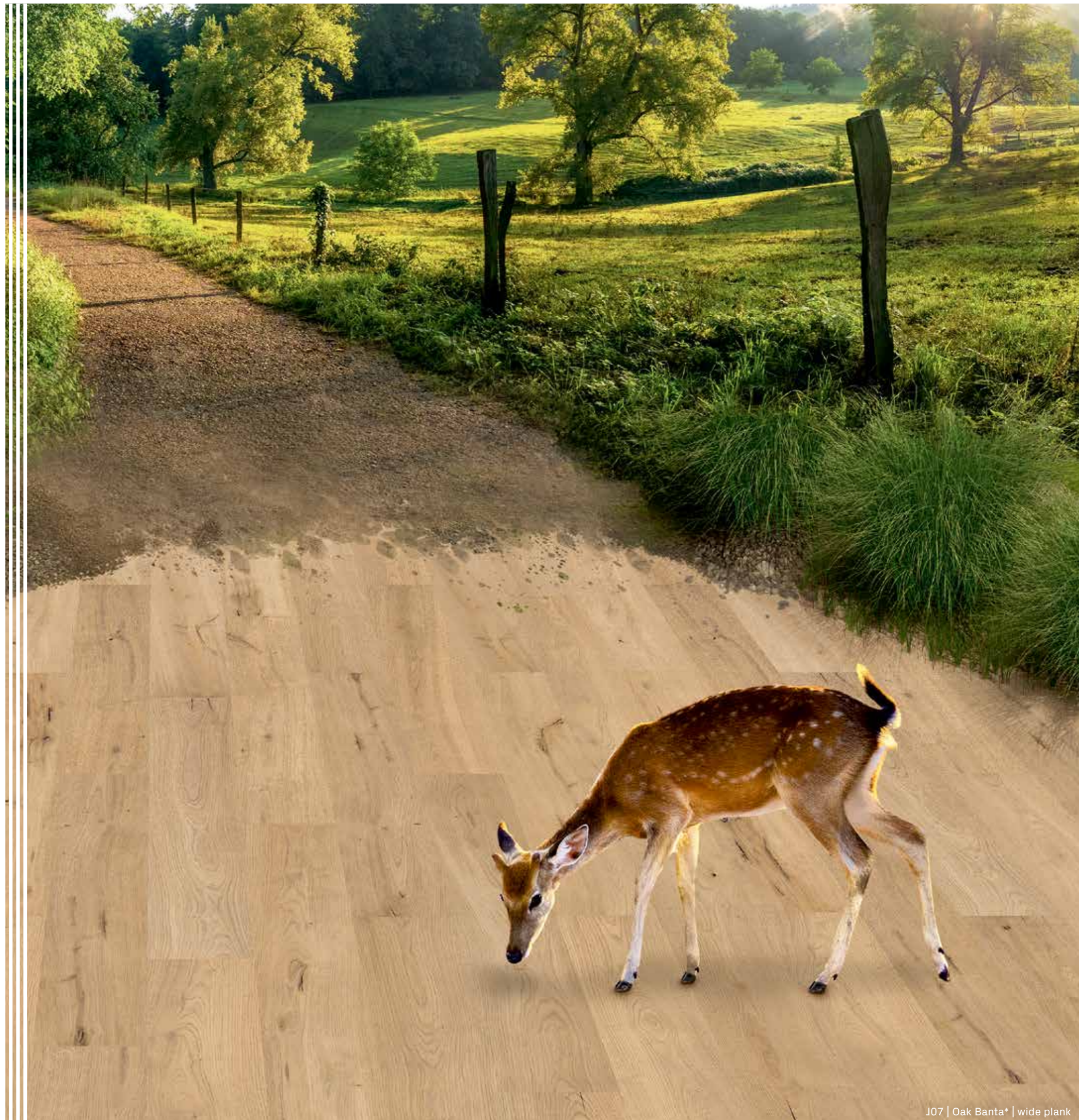
As one of only a few polymer-based design floors, Avatara is certified by the eco-Institut in Cologne. The independent laboratory is considered to be particularly stringent and represents the world's highest standards for indoor air quality and the prevention of indoor air emissions.

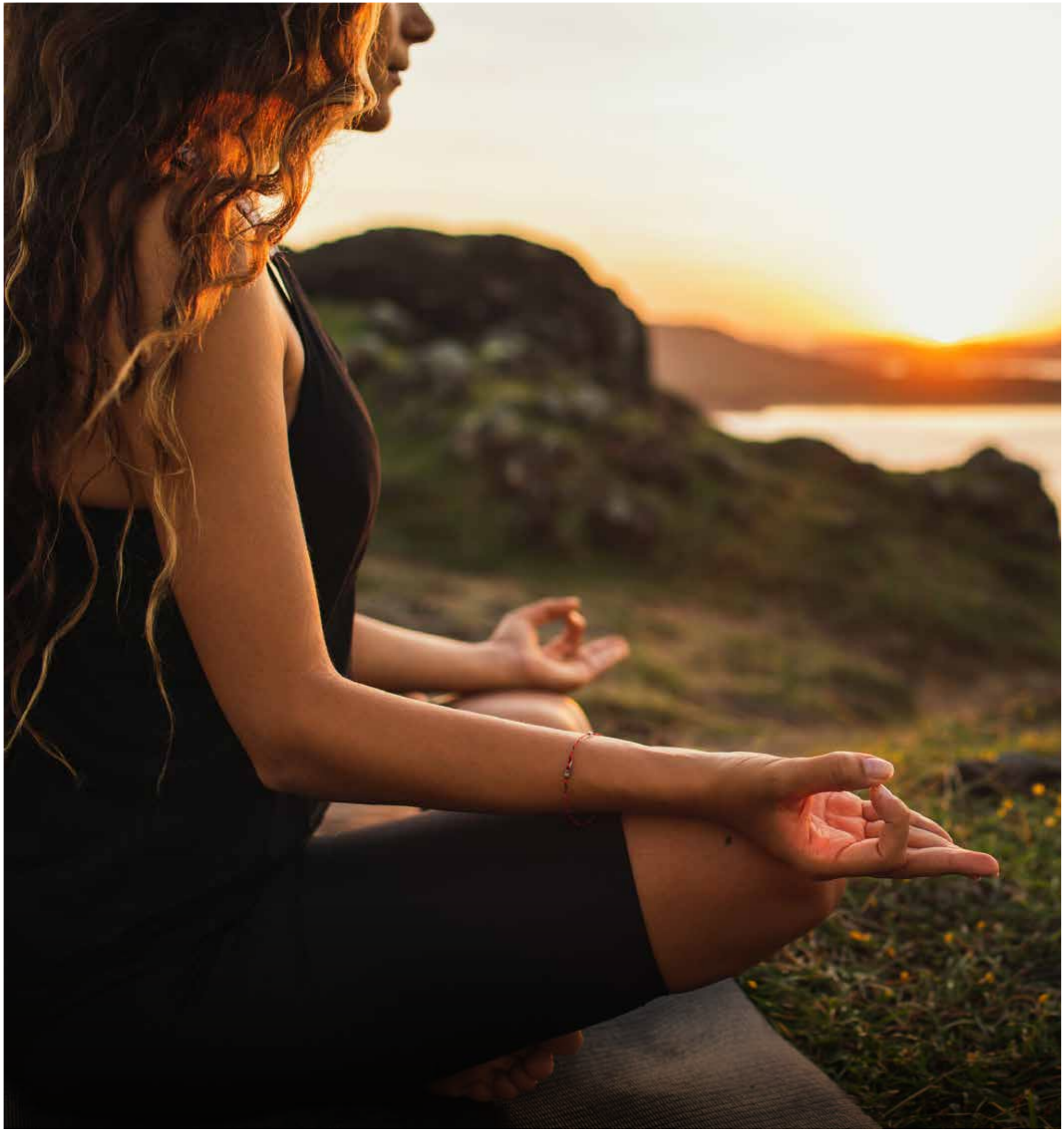


Germany's best-known eco-label, "Blue Angel", guarantees high standards for the protection of the environment and health. The Blue Angel therefore not only verifies the sustainability of our floors, but also certifies that Avatara has particularly low emissions and offers a healthy home environment.

**Consistently green:** Avatara is also particularly resource-friendly and 100% recyclable.

→ Read more about it on page 18.





## HEALTHY LIVING

# Healthy for you

Avatara is the design floor from ter Hürne with the best properties compatible with a healthy home environment. It is free from chlorine, phthalates, plasticisers and solvents and is made from Talcusan<sup>®</sup>, the new, intelligent material we use instead of PVC.

Talcusan<sup>®</sup> mainly consists of chalk and silicates plus a small proportion of polypropylene. Polypropylene is harmless to health and is therefore also used for the production of food packaging and baby bottles.

With its ingredients, Avatara is the leading healthy home environment design floor in the European flooring market – and clearly superior to conventional design vinyl floors.



**free of  
PVC**



**free of  
phthalates**



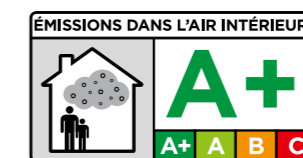
**free from  
chlorine**



**free from  
plasticizers**



**Free from  
solvents**



*\*Informations sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).*



*Antibacterial, allergy-friendly, saliva-proof*

## The perfect housemate for your family

Avatara is made for life. Thanks to its sophisticated composition, our design floor offers numerous features that make your everyday life much easier. For example, the special surface structure ensures that allergenic substances such as pollen and mites do not stick to it. That is not the case with many other floors. Dirt and dust also have no chance of settling, Avatara is particularly easy to clean.

Avatara gives everyone a good feeling, even small children. That's because our floor is saliva-proof and guaranteed not to release any harmful substances into the indoor air.



*It also has a nice side benefit:*

Thanks to the hygienic, antibacterial surface, Avatara retains its look much better than conventional vinyl floors. Dirt does not permanently settle in the surface structure avoiding unsightly effects.



Avatara Design Floor



Conventional Vinyl Floors





## NATURAL DESIGN

# Beautiful as nature

Our Avatara floors display their beauty in many facets: whether wood or natural stone – every design is on par with nature.

The fact that our design floor is so convincingly genuine not only at first glance during the sales consultation, but also later in the overall appreciation of the floor, has a lot to do with our know-how and the processes we use.

In principle, it is an interplay of different aspects that create the unique and genuine Avatara look: For example, we rely on innovative digital printing in HD quality, which creates pin-sharp decors. Each of our planks is also unique and, with a total of 20 planks per design, we offer you significantly more variety than conventional floors. These often only have six variants. Your benefit: The Avatara floor unfolds the beauty of nature, especially in the overall surface effect.

Avatara is also made particularly authentic by the soothing soft-touch structure and the matt surface. The floor feels soft and natural and shows the beauty of the décor even when backlit, for example with floor-to-ceiling windows.

**Good to Know:** Avatara is practically repetition-free over the surface. This is particularly important because frequent repetition of the same floor features, such as knots, cracks or veins, will otherwise make your floor covering look artificial across the surface.



### varied

with up to 20  
different planks



### natural

thanks to  
digital direct  
printing  
in HD



### lively

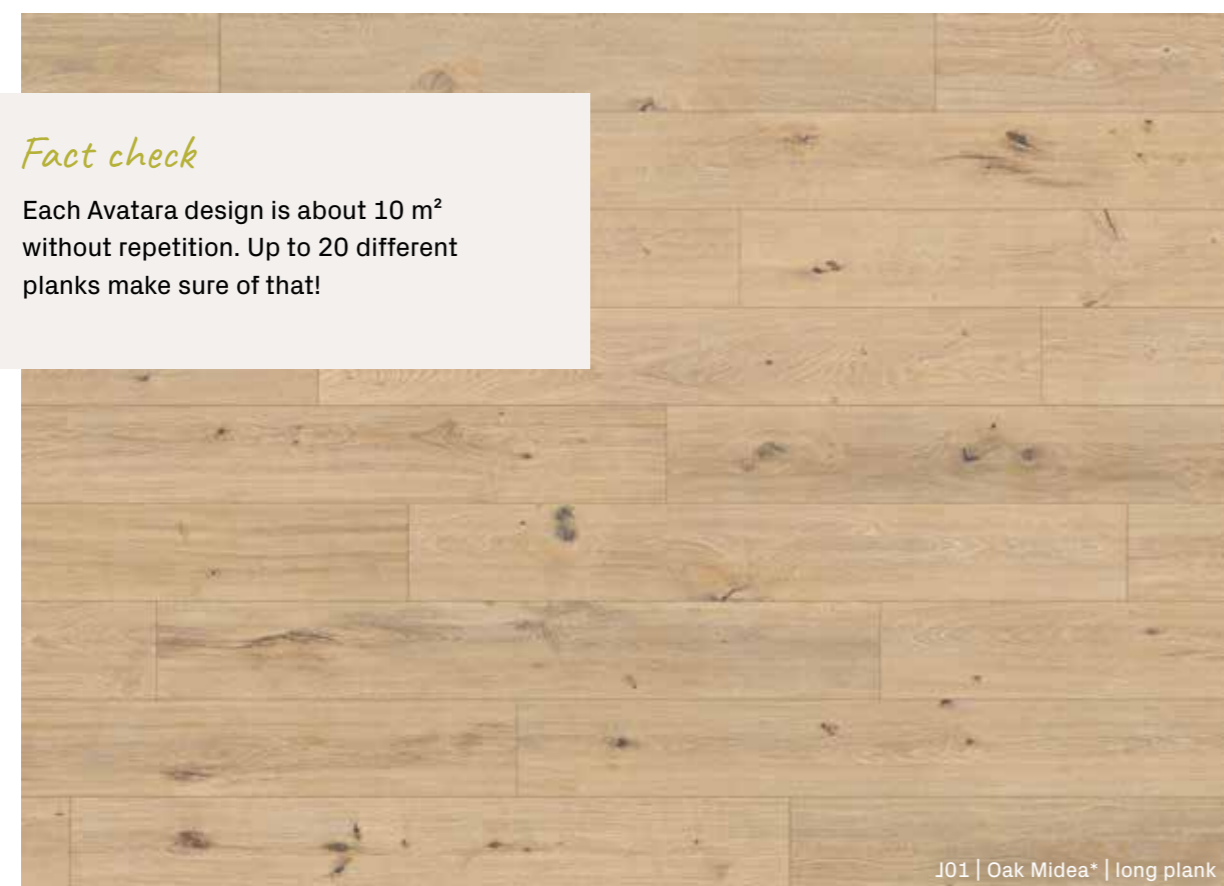
with distinctive  
features

PRINTED WITHOUT REPETITION

## Every floor pattern is unique

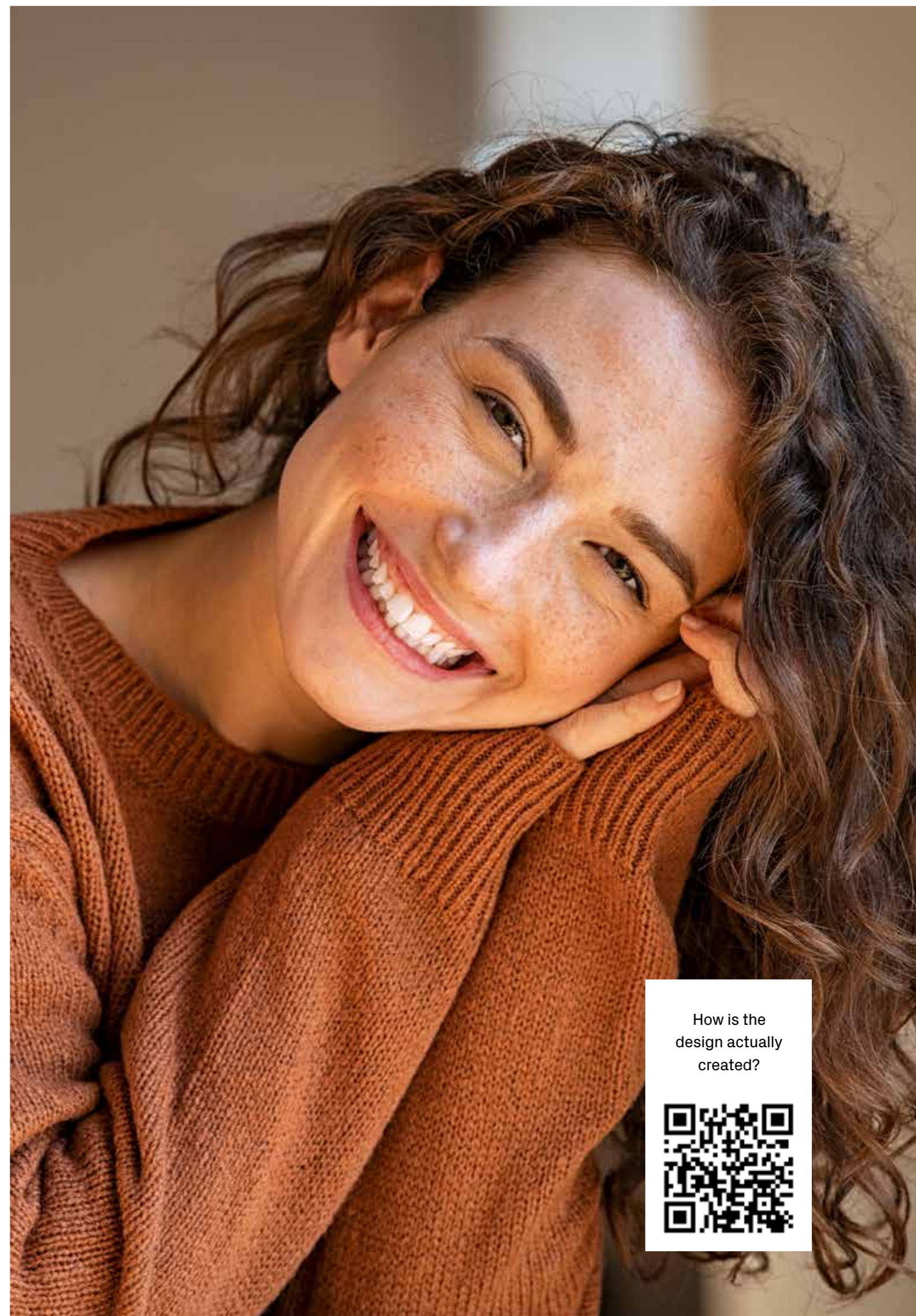
Each Avatara design is developed with great attention to detail by our designers. They determine the colour, structure and distinctive features such as knots, which create the character of the floor. The conventional production of the decor image can be compared with the printing of the page of a newspaper. A roller prints the same content at regular intervals. And so repetitions occur.

Digital printing technology, as used in Avatara, largely overcomes the “law of repetition”. Our decor developers therefore have creative freedom and can do what rotary printing can only do to a limited extent: produce decors that are in no way inferior to nature and are therefore particularly convincing as floor surfaces.



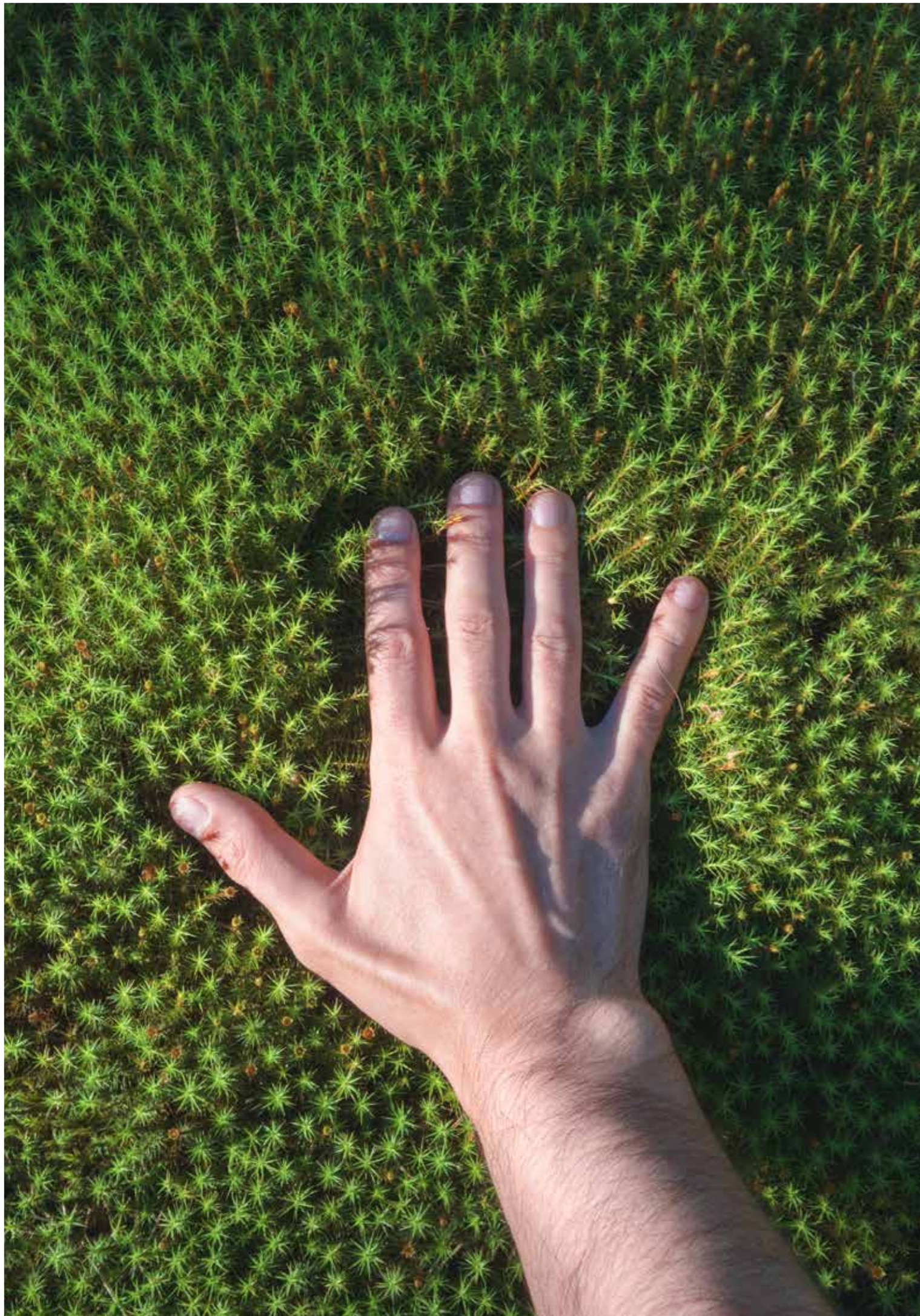
### Fact check

Each Avatara design is about 10 m<sup>2</sup> without repetition. Up to 20 different planks make sure of that!



How is the design actually created?





*Your barefoot floor*

## Feel the difference

Avatara is the barefoot floor for your home. One touch and you can feel it: this design floor uses nature as a model. To achieve this natural feel and look, we rely on beautifully shaped and premium details and provide all our surfaces with a brushed structure that is pleasing to the touch. The extra-matt soft-touch surface then makes the natural look perfect and also ensures that it is visually convincing as a natural eye-catcher from every angle and regardless of the lighting conditions.



### **Brushed**

Following the example of natural wood, we emphasise the structures, which are harder in wood. You see a surface that looks brushed: As with the natural material, the parts that are softer appear slightly deeper. Touch it, feel it - feel good.



### **Sanded**

Tiles are a natural product - and to embody this naturalness, our decors are given a particularly fine-looking stone structure. You feel a velvety-smooth surface that is hardly distinguishable from the original due to its matt quality.





## SMART PROPERTIES

# Technologically superior

Avatara is not just a floor covering. It is smartly conceived, extremely cleverly constructed and offers you maximum added value.

Starting with the product composition, the materials used, the joining technology and the sealing: at ter Hürne, we coordinate everything with huge precision so that the result is something you can take for granted: a high-quality and beautiful floor that makes your life a little easier.

The Avatara bonus: our design floor is twice as scratch-resistant as conventional vinyl flooring and also scores with a higher usage class.



**robust and scratch-resistant**



**Easy to care for**



**waterproof**



**Quiet underfoot**



**no telegraph effect**



**lightprotect**

SUSTAINABLE & CIRCULAR

# Goodbye yoghurt pot, hello Avatara!

Avatara not only creates a beautiful and healthy home environment, but also contributes to more sustainability in our world through upcycling and 100% recyclability. The design floor consists primarily of the innovative, healthy raw material formulation Talcusan®, which in addition to chalk and silicate, is also 30% composed of the polymer polypropylene. And 67% of the polypropylene we use comes from the German dual recycling system, which you also know as the “Green Dot”. This means that a yoghurt pot is turned into a fundamental component of the floor – and this is guaranteed without compromising on quality and healthy living.

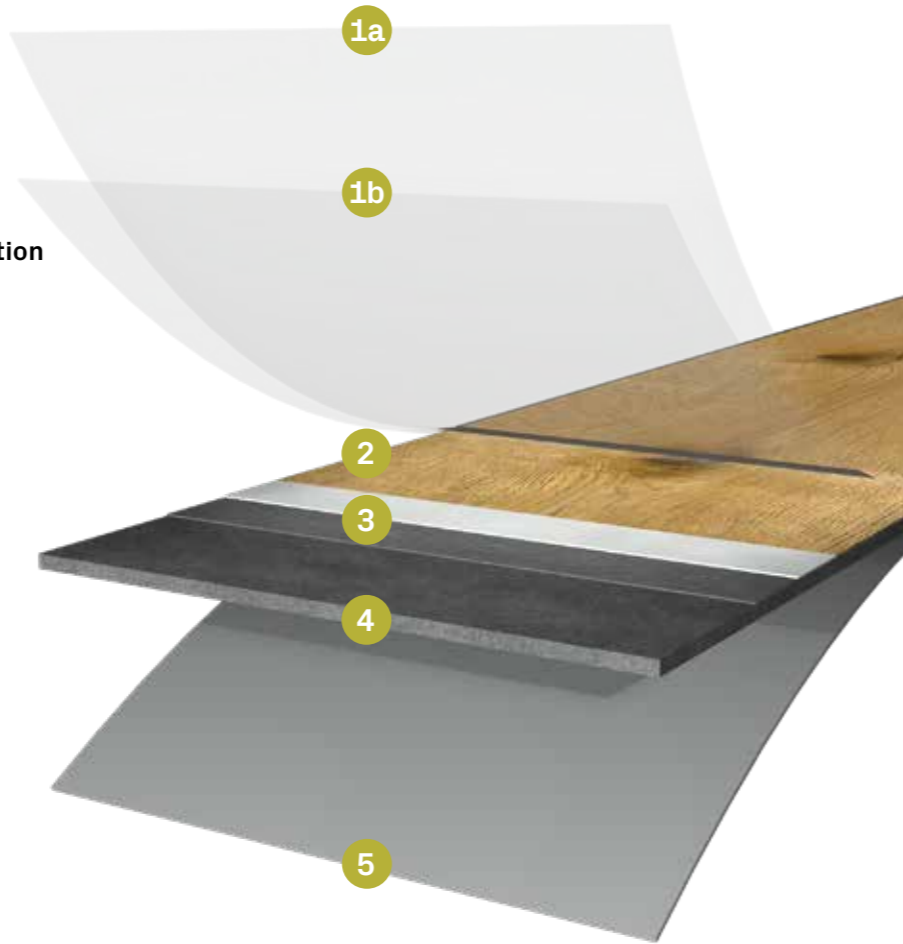


excellent  
Recyclability  
PLASTSHIP

PRODUCT INTELLIGENCE

# Made smart

- 1a Supermatt soft-touch surface texture
- 1b Elastic functional layer
- 2 Digital printing in HD-Quality
- 3 Micro-levelling with primer
- 4 Talcusan® baseboard
- 5 SoftSense impact sound insulation



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MADE IN GERMANY SINCE 1858

Non-slip and flame resistant.

according to 16511/B

\* Suitable for water-based and electric underfloor heating systems. Heating systems with reverse cycle cooling must be fitted with an automatic control unit for dew point regulation. Only suitable for electric surface heating systems fitted with gentle warm-up technology and a control unit for automatic dew point regulation.

FORMATS AND DESIGNS

# The right dimension for your sense of spaciousness



**Long Plank**  
1800 x 246 x 6 mm

**Plank**  
1290 x 246 x 6 mm

**Tile**  
776 x 387 x 6 mm



PLANKS

# Classic Edition

J04 | Oak Deimos\* | wide plank



## Oak Kuma\*

J03 1101250408 | 1290x246x6 mm | wide plank



## Oak Deimos\*

J04 1101250404 | 1290x246x6 mm | wide plank



## Oak Banta\*

J07 1101250400 | 1290x246x6 mm | wide plank



## Oak Libra\*

J06 1101250406 | 1290x246x6 mm | wide plank



**Chestnut Rana\***

**J08** 1101250409 | 1290x246x6mm | wide plank



**Oak Capella\***

**J11** 1101250407 | 1290x246x6mm | wide plank



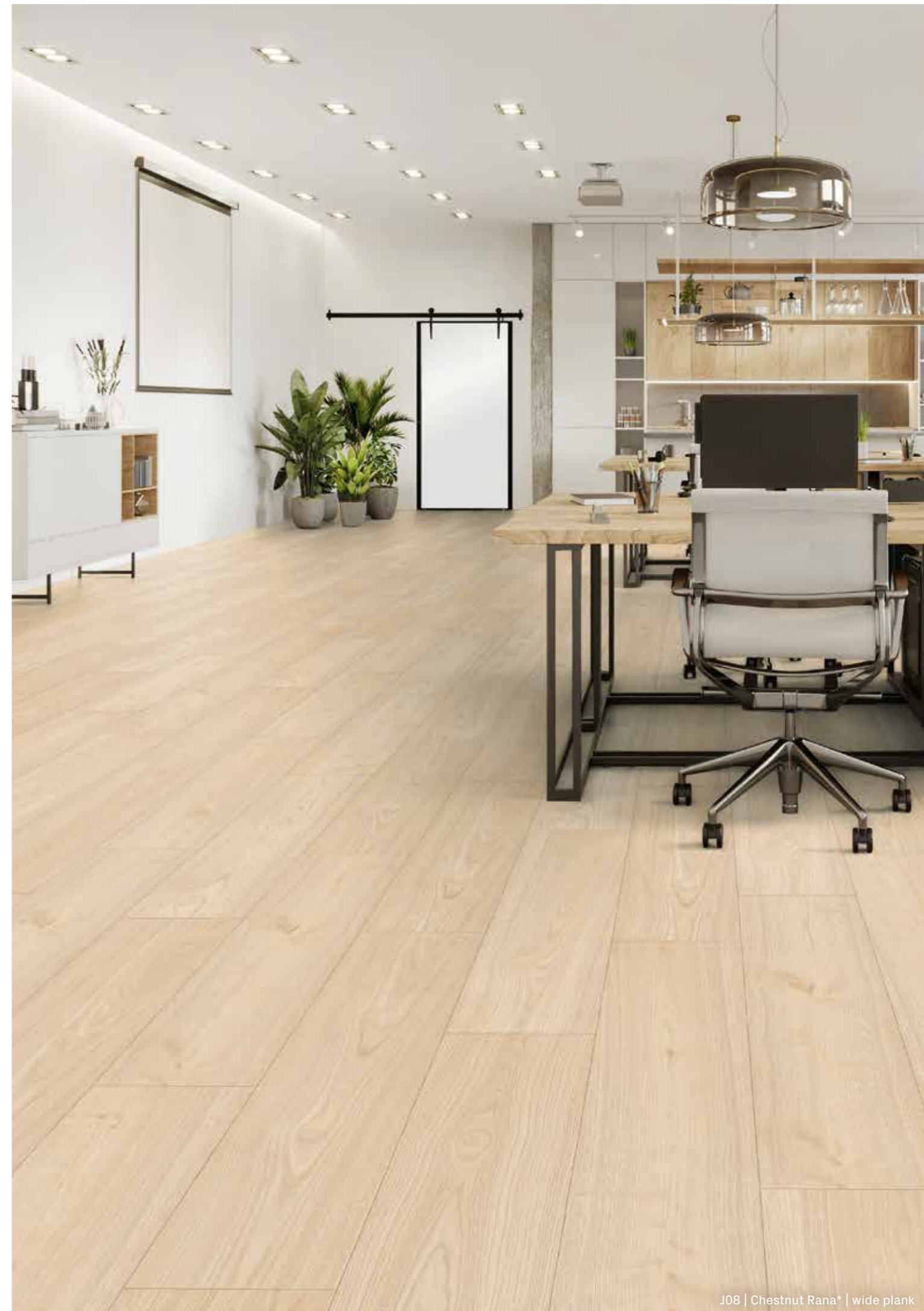
**Oak Askella\***

**J10** 1101250405 | 1290x246x6mm | wide plank



**Oak Miram\***

**J12** 1101250410 | 1290x246x6mm | wide plank





LONG PLANKS

# Grand Edition

J02 | Oak Perseus\* | long plank



## Oak Midea\*

J01 1101250215 | 1800x246x6 mm | long plank



## Oak Perseus\*

J02 1101250217 | 1800x246x6 mm | long plank



## Spruce Polaris\*

J09 1101250221 | 1800x246x6 mm | long plank



## Oak Lyra\*

J05 1101250218 | 1800x246x6 mm | long plank



**Oak Juno\***

J13 1101250214 | 1800x246x6 mm | long plank



**Oak Venus\***

J15 1101250220 | 1800x246x6 mm | long plank



**Oak Artemis\***

J14 1101250216 | 1800x246x6 mm | long plank



**Walnut Tiaki\***

J16 1101250219 | 1800x246x6 mm | long plank



J16 | Walnut Tiaki\* | long plank



TILES

# Stone Edition

J18 | Stone Nemesis\* | tile



## Stone Dorsum\*

J17 1101250320 | 776x387x6mm | tile



## Stone Nemesis\*

J18 1101250318 | 776x387x6mm | tile



## Stone Heka\*

J20 1101250322 | 776x387x6mm | tile



## Stone Atria\*

J19 1101250316 | 776x387x6mm | tile





**Stone Dia\***

J21 1101250317 | 776x387x6mm | tile



**Stone Orion\***

J23 1101250319 | 776x387x6 mm | tile



**Stone Hamal\***

J22 1101250321 | 776x387x6mm | tile



**Stone Alasco\***

J24 1101250315 | 776x387x6 mm | tile



## MY VIRTUAL FLOOR

# My Room Studio

With our virtual Room Studio you can view all of our floors in your own home. Here and now. Just use your smartphone. As soon as you are in the Room Studio you have two options:

- 1 You can either take a picture of your room with your smartphone and select your preferred floor, which you lay virtually.
- 2 Or you can select room images from our gallery and virtually lay your preferred floor there.

With our virtual Room Studio you can look at all of our floors in the comfort of your own home either on your laptop, tablet or desktop computer. Due to the size of the display, this is sometimes the better alternative. Just click on the "Room Studio" button on the right-hand side of the screen.



*Insert your own room photo, take out the old floor and experience the new floor in your own room!*

J13 | Oak Juno\* | long plank

## ORIGINAL ACCESSORIES

# Das große Plus



There are so many good reasons to choose a floor from ter Hürne. One of them is that our quality management also perfectly matches the accessories to our collections in our own test laboratory.

“Our experience clearly shows that compromises in accessories are expensive in the long run. Maximum quality and longevity in flooring are always demonstrated in the interaction with the complete system: how does a certain adhesive interact with the floor undertemperature fluctuations? Which underlay material causes material to become fatigued more quickly? We ask ourselves questions like these and others every day in the laboratory and therefore know that choosing a system of proven quality is also the best way to save in the long run.”

4 good reasons why you too should rely on ter Hürne system solutions:

- **Smart:** You get a consistent system for every floor concept, which ensures easy and quick installation.
- **Quality:** The smart ter Hürne system is a guarantee for a floor with maximum quality and longevity. Because all components are perfectly coordinated with each other.
- **Healthy living:** We only use materials for a healthy home environment and, of course, this also applies to the accessories.
- **Visual appearance:** All ter Hürne floors perfectly match our skirting and step systems. This gives you a successful floor concept in terms of appearance.

*Bernd Kernebeck*

QA technician at ter Hürne

Original Zubehör  
für originale Qualität



Original accessories  
for original quality



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