




DuraCore Lifestyle Flooring





...in beautiful, natural colours  
that radiate health  
and wellbeing

## NEW ZEALAND'S LIFE-PROOF FLOORING

Perfect for busy homes, commercial settings and even wet rooms, DuraCore Lifestyle engineered luxury vinyl flooring is 100% waterproof, rigid and resistant to wear.

The secret of this revolutionary flooring is a stable, rigid mineral core which makes this floor dent resistant and incredibly easy to install over a wide variety of sub-floor surfaces including timber, concrete and most tiles. The core ensures a seamless, beautifully flat final result – including over large areas, as there is no need for expansion joints.

And you won't believe the appearance! High precision 3-D synchronising technology (EIR) has provided a deeply embossed surface in a gorgeous natural colour range in designs mimicking woodgrain.

In look and feel, it's very difficult to tell it apart from real wood. The pre-attached backing options are sound absorbing cork, or a microbial acoustic backing offering additional noise suppression and durability for high-traffic and commercial applications.

# WHY DURACORE?

All the benefits of DuraCore flooring...

## Lifetime Residential Warranty

Every DuraCore floor is designed to last – it's this good!

## 15-Year Commercial Warranty

Superior wear, scratch and dent resistance performance in commercial applications. The option of a microbial backing will increase sound absorption.

## Durable

DuraCore outperforms all other flooring alternatives with the look of luxury and the confidence of long-lasting performance.

## Low Maintenance

Just a quick vacuum or swish with a damp mop and you're good to go. No additional maintenance treatments are required.

## Pet-friendly

DuraCore is truly life-proof, accommodating pet claws, accidents and exuberance. The surface is scratch resistant, 100% waterproof and has superior stain resistance.

## Child-friendly

Children need a safe, warm and comfortable place to play. DuraCore is durable, 100% eco-friendly and will withstand scuffs and scratches from pets, children and foot traffic.

...simply the best  
flooring decision  
you'll ever make!



## WHY DURACORE?

### **Waterproof**

Can be used in every room in the house. 100% waterproof with stain resistance providing peace of mind.

### **Scratch Resistance**

Rest easy that the tough engineered multi-layered surface of your DuraCore floor will withstand scuffs and scratches from pets, children and foot traffic.

### **Underfloor heating**

Compatible with radiant underfloor heating systems up to 27°C – operating conditions apply.

### **Easy step cushioning**

The natural cork backing provides a wonderful warmth and softness underfoot.

### **Realistic designs**

The deeply embossed surface, rich grain designs and warm colour tones provide the look and feel of real wood.

### **Hypoallergenic**

DuraCore is naturally hypoallergenic and waterproof so is unable to harbour nasty irritants, moulds and bacteria. It is also GreenGuard Gold certified.

### **Environmentally friendly**

Free of plasticisers, ortho-phthalates and other harmful substances.

...superior engineered  
multi-layered construction  
to withstand life's  
happy accidents!



# DURACORE'S MULTI-LAYERED PERFORMANCE

## Quick and easy to install

Effortless installation directly over most subgrade floors without telegraphing imperfections.

## Acoustic qualities

DuraCore's sound absorption is outstanding - reducing noise transfer by 18dB making it ideal for upstairs, apartment and office settings. A microbial backing option reduces this even further.

## Dimensionally stable

Dimensionally stable, no expansion joints required, even over very large areas.

## Acclimatisation not necessary under normal conditions

The exceptional stability and waterproof nature of DuraCore means acclimatisation to new humidity levels required in standard timber and other flooring types is not required. Please refer to installation manual for more details.

## Electrostatic performance

Thanks to the composite layering and material selection, DuraCore is static free.

## Plank sizes

DuraCore is available in our Urban Collection plank size of 178mm x 1235mm or Lifestyle Collection plank size of 225mm x 1532mm. The plank sizing simplifies installation and creates great versatility for generous as well as small spaces.

## Featuring natural wood grains

A stunning selection of colours and embossed surfaces embrace the beauty, look and warmth of natural timber grain.

## DEEP STRUCTURED DECORATIVE LAYER

Providing the look and feel of a premium hardwood floor, but with the benefit of being 100% waterproof and scratch resistant

## MULTI-LAYER QUARTZ ENHANCED URETHANE COATING

Giving DuraCore its unmatched resistance to heavy foot traffic, scuffs and scratches

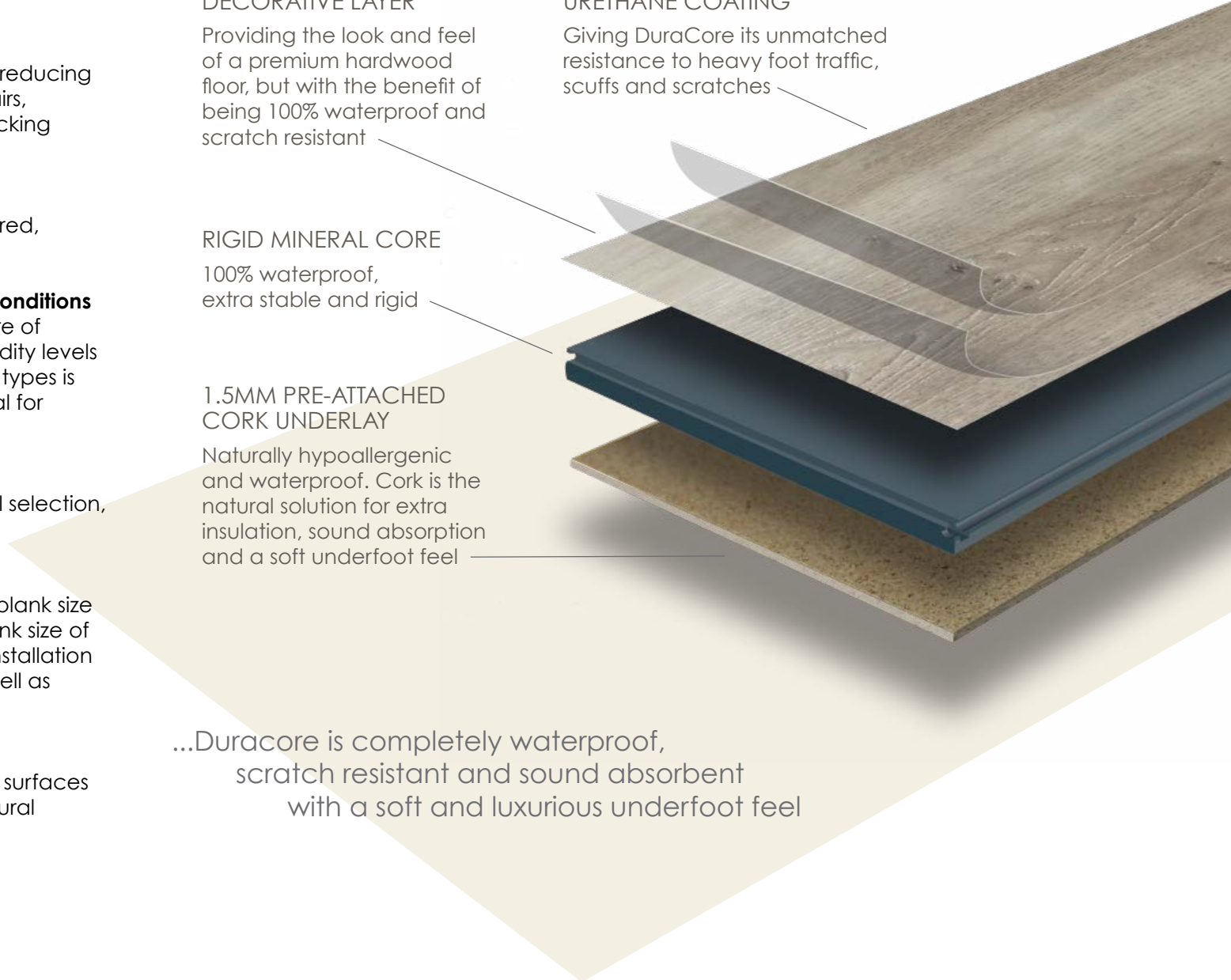
## RIGID MINERAL CORE

100% waterproof, extra stable and rigid

## 1.5MM PRE-ATTACHED CORK UNDERLAY

Naturally hypoallergenic and waterproof. Cork is the natural solution for extra insulation, sound absorption and a soft underfoot feel

...DuraCore is completely waterproof, scratch resistant and sound absorbent with a soft and luxurious underfoot feel



## NATURALLY INSPIRED

Glorious designs inspired by nature and captured through superior engineering provides the look and feel of wood, with seriously enhanced durability



### **Manganui River CW-1260**

A mid-tone character-filled grain anchoring any room with dark knots and whirls



### **Taranaki CW-2139**

Honey and biscuit tones provide warmth and harmony and a perfect pairing with strong colours



### **Canterbury Oak CW-1784**

Clean lines in light spacious tones with gentle wood grain features – urban chic!



### **Russell CW-2254**

The gentle grain of oak provides a classic yet everyday elegance to any room



### **Cardrona CW-1941**

Transport yourself to the ski-fields with this luxurious light white and grey woodgrain combination



### **Paunui CW-2365**

A more rural presentation with darker knots and natural imperfections on a warm biscuit base



Canterbury Oak CW-1784



## NATURALLY INSPIRED

DuraCore's rugged durability combined with warm colourways and the rich character of timber grain welcome in everything life has to offer



**Kaikoura CW-2367**  
Rustic whorls and tonal variations create interest and character



**Matakana CW-2608**  
Dark wood grain on a multi-toned board provides an authentic rural feel



**Arrowtown CW-2440**  
A blend of honey tones at full scale enables a spaciousness with a down-to-earth feel



**Greymouth CW-2609**  
A monochromatic palette provides the perfect backdrop to high-end design



**Cathedral Cove CW-2600**  
The more pronounced wood grain on a mid-tone background adds depth to a light décor



**Raglan CW-3050**  
A more contemporary feel with wood tone variations and colour contrasted wood features





## WATERPROOF

The same colour can run seamlessly through all areas including the laundry and bathroom

Cathedral Cove CW-2600



Cardrona CW-1941



Russell CW-2254



Manganui River CW-1260

## QUIET

The options of natural cork or the extra sound absorbing microbial backing absorbs noises without requiring underlay









## EASY TO CLEAN

A quick vacuum or damp mop and your floor looks like new – perfect for everyone

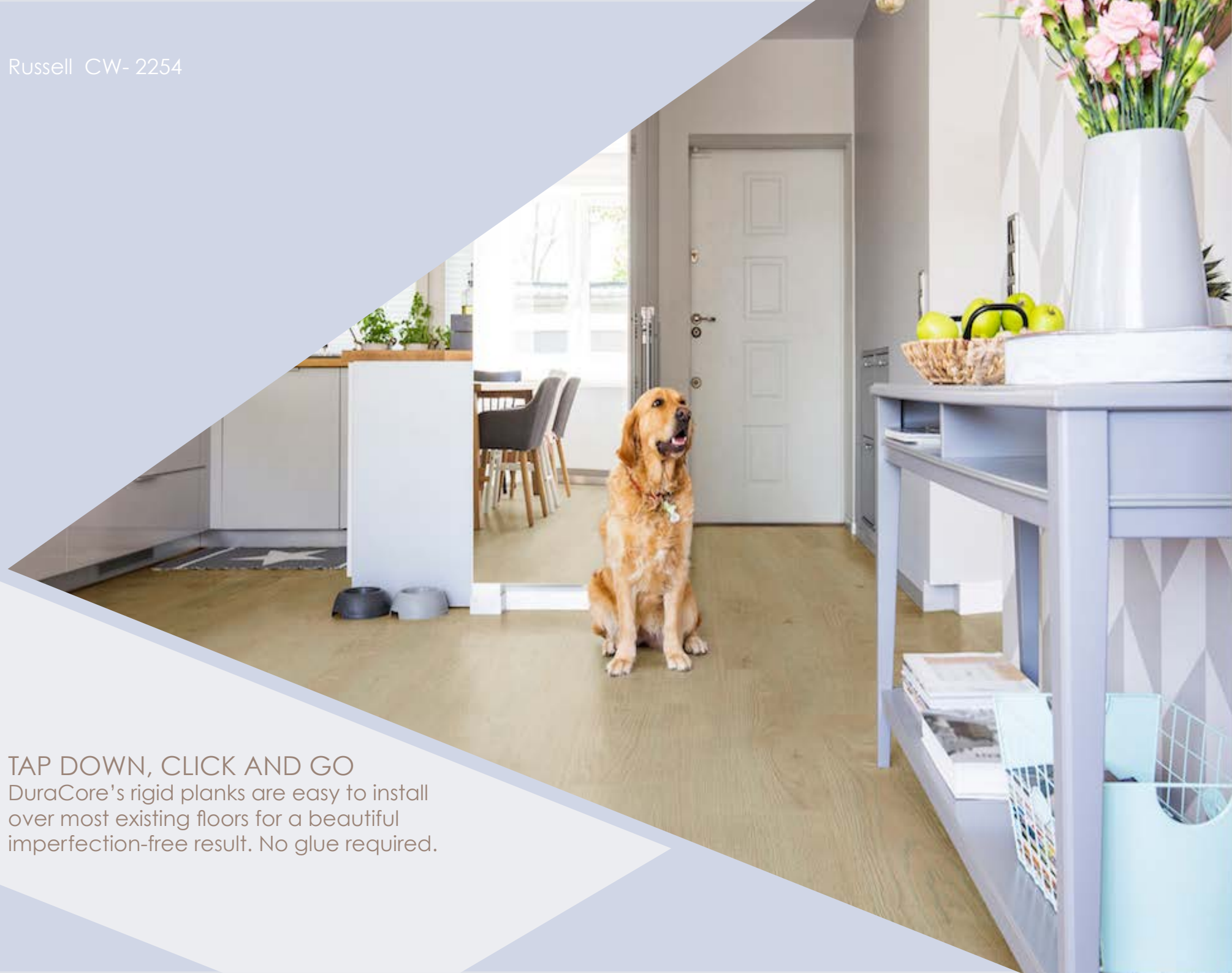


Cathedral Cove CW-2600



Matakana CW-2608

Russell CW- 2254



**TAP DOWN, CLICK AND GO**  
DuraCore's rigid planks are easy to install over most existing floors for a beautiful imperfection-free result. No glue required.



0010 1000 1100



Raglan CW-3050

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or in our showroom

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