



# IDENTITY

THE FLOOR THAT MAKES YOUR HOME

PVC FLOORS



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Identity is an on-trend collection of PVC flooring completely tailored to the latest trends, while retaining its authentic character.

Service

Flexibility

Innovation

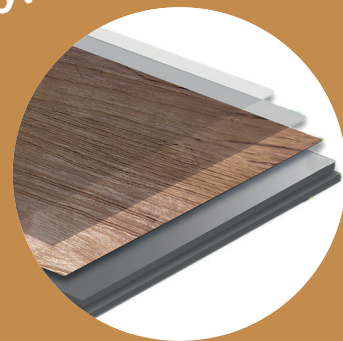
Forward-looking

Value for money

In short: **the ultimate Hamat Quality!**

### WHAT IS A PVC FLOOR?

PVC flooring consists of strips or tiles made of synthetic material composed of several layers to create a super strong and wear-resistant floor. The PVC Identity floors come in a range of designs, colours and sizes. We also differentiate between the various wear classes such as domestic and project usage.



1. Mat PU coating
2. Strong transparent PVC wear layer
3. Design print
4. Virgin PVC undercoat
5. High-quality stable PVC backing



## HQ LVT FLOORING

# Natural look and feel

Looking for new flooring? The identity collection includes a perfect fit for your particular space. In addition to flooring with a concrete appearance, all floors have a natural look and feel and can hardly be distinguished from an actual wood floor. **All PVC floors in the Identity collection are: wear resistant, maintenance friendly, durable, realistic, suitable for underfloor heating and have a Blf-S1 fire classification. All our PVC options are Dry-back and have to be fully glued down. Suitable for intensive domestic and commercial usage.**

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## Strips and tiles

PVC flooring is available in both strips and tiles. Because it allows for a variety of colours and patterns, floors can be installed in the design of your choice. It is for good reason that PVC floors are so very popular nowadays.



## Embossed In Register

EIR is a manufacturing method that perfectly aligns the top coat embossing on the plank with the printed design to create a true-to-nature and lively look and feel for every Identity PVC floor. Like wood flooring, they also include tactile decorative effects such as planks and knots to create the most realistic appearance possible, which makes Identity PVC flooring feel like a natural wood floor.



## 100% recyclable

The PVC floors in the Identity collection are durable in a variety of ways:

- High quality
- Reduces noise
- Suitable for underfloor heating
- Environmentally friendly
- UV and water resistant
- Easy to maintain
- Fire retardant
- Non-slip
- Stripe and stain resistant
- Durable and wear resistant



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## INSTALLATION INSTRUCTIONS

**Storing the material:** Ensure the material is always stored on a flat surface. If the material is not stored flat, you may encounter problems when fitting the floor.

**Subfloor check:** Ensure the subfloor is permanently dry, crack-free, tension and compression-resistant and level at all times.

**Check the material to be used:** The PVC is carefully inspected before it leaves the factory, allowing us to guarantee a high quality standard. However, it is impossible for us to fully exclude any defects. Therefore, always check the material for any visible defects before installing it. Any complaints will only be dealt with if they are made before you start to lay your floor.

**Installation plan:** On installing tiles, always start to lay the floor from a position closest to the central point in the room. Ensure the tiles are aligned with the walls and fixed objects to keep offcuts to a minimum.

**Acclimatising and climate conditions:** Stack the PVC in small piles in the room in which the floor will be installed and allow the PVC to adjust to its environment and temperature for at least 24 hours. The ideal fitting temperature is approximately 18 °C and humidity should not exceed 70%. If temperatures are too low and/or humidity is too high, the material will be more difficult to work with and the glue will not set properly. Avoid contact with direct sunlight.

**Avoid differences in colour:** We recommend installing materials from the same charge in each room and to mix the packs together to achieve the most realistic result.

**Fitting:** We recommend using a glue specially developed for the installation of PVC flooring. Follow the instructions provided by the supplier on how to apply it. Lay the flooring strips directly into the wet glue. Open time 15 to 20 minutes,

depending on the temperature and relative humidity. When installing the PVC, do not crawl or walk on the flooring you have just glued in place to prevent shifting. Carefully roll the floor after 20 minutes and repeat this after approximately 30 minutes.

**Underfloor heating:** Before laying the PVC floor and carrying out any pre-treatment, ensure the underfloor heating is switched off for at least 24 hours in advance. After installing the flooring, wait for at least 24 hours before gradually starting up the underfloor heating by adding 5 °C each day. Immediately remove any glue stains with a moist cloth. Remove any dried glue stains with water and soap.

## MAINTENANCE TIPS

Sweep or vacuum the floor every day, but only use a vacuum cleaner without a beater bar. Depending on its usage and the desired sheen, the floor can be cleaned and/or protected with products appropriate for PVC flooring.

Ensure to have a quality scraper zone for entrance and exit points to prevent unnecessary wear and tear. Consider using our extremely suitable Hamat scraper mats.

**Daily/periodic cleaning and maintenance:** Regularly remove dust and sharp dirt with a broom and/or vacuum cleaner. Remove stains with PVC Cleaner and a moist mop.

**Major maintenance:** If the floor does not look like new anymore after long and frequent use, it can be freshened up as follows: Scrub the floor, absorb the dirty water well. Mop with clean water and leave the floor to dry. Depending on the result desired, apply PVC maintenance products as indicated on the packaging and leave the floor to dry well.

