



The 2011 Collection

Discover  
our complete  
collection  
of floors,  
suitable for  
every room  
in the house:  
[gerflor.fr](http://gerflor.fr)

Floor coverings in this document have been reproduced as faithfully as printing techniques allow. Information contained in this document is subject to change. Photography credits: Studio Azimuts, Studio Bouchut, Studio L'OEil Écoute, Studio Nomades. April 2011 - DBG Studios 8095e



**Gerflor SA**  
ZI du Bois des Lots  
F 26130 Saint-Paul-Trois-Châteaux  
[www.gerflor.fr](http://www.gerflor.fr)

**Customer Service**  
[serviceconso@gerflor.com](mailto:serviceconso@gerflor.com)

**Gerflor**<sup>®</sup>  
the flooring group

# Caractère

SELF-ADHESIVE COMPOSITE MINERAL TILES



Discover  
the new  
2011 Collection



**Gerflor**<sup>®</sup>

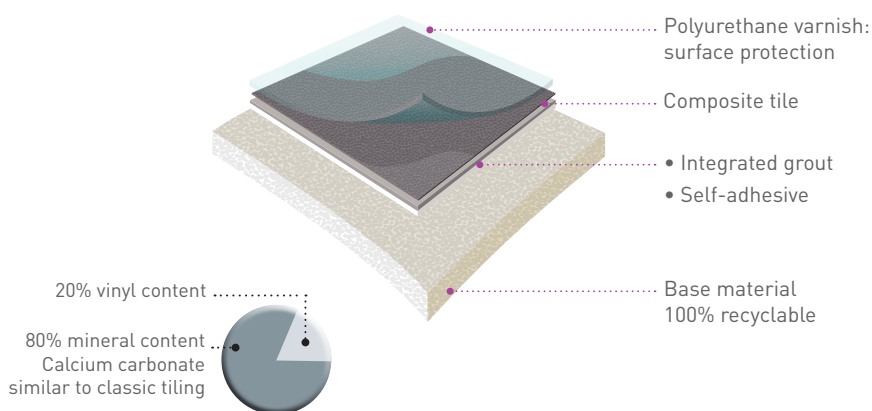
# Caractère

SELF-ADHESIVE COMPOSITE MINERAL TILES



# The tiling that leaves you smiling...

No more hard-to-install, fragile, noisy, and cold tiling. Created using Gerflor technology, Caractère stands out by way of its **new high-tech material**. Introducing **composite mineral tiles**.

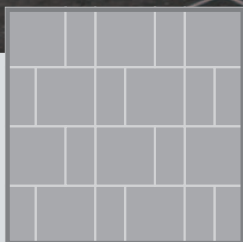


Easily and quickly installed, with no need for glue or tools, this simple yet chic tiling is highly resistant, quiet, and comfortable to walk upon.

**Choose from among 4 atmospheres to find  
the tiling that best reflects your style.  
Show off your Caractère!**

# Caractère

SELF-ADHESIVE COMPOSITE MINERAL TILES



PATTERN LAYOUT: INTERCHANGE VARIOUS  
COMPATIBLE FORMATS FOR A SINGULAR  
FINISHED LOOK.

ex. 60x60 and 30x60 tiles

## ● TECHNOLOGIE & DESIGN

Caractère offers 2 exclusive finishes and 2 thicknesses (2 and 3 mm) to give a remarkably realistic effect:

**V**STYLE

**new**  
**2011**



**4 chamfered edge finish**, ideal for edge-to-edge installation.  
**Vstyle** highlights the visible outline of the tile.

**JOINT**  
**DISTINCTIVE**



It also features a **prefabricated concrete-coloured grout** that surrounds the tile. It's no surprise that the **Caractère Distinctive** line won the 2010-2011 **Trophée de la maison** award, judged by consumers, for products showing true innovation.

**Gerflor**<sup>®</sup>

## ● GERFLOR COMFORT AND QUALITY



Easy  
installation



Waterproof



Easy to clean



Tough



Quiet

## ● PLAN YOUR HOME DÉCOR PROJECT

My room's measurements: .....

My style: .....

My finish: .....

My reference: .....

Notes: .....

.....

.....

.....



## ● FLOORS FOR YOUR HOME AND YOUR HEALTH




Caractère is manufactured from hazard-free raw materials (no heavy metals, no formaldehyde, etc.). Once installed, Caractère tiles emit very little V.O.C. Vinyl is one of the few 100% recyclable building materials.

# Caractère

SELF-ADHESIVE COMPOSITE MINERAL TILES

## ● IT'S UP TO YOU:

4 ATMOSPHERES, 24 COLOURS, 5 SIZES,  
2 FINISHES!

Atmosphere	Number of colours	Number of sizes	Finish	Page
<b>URBAN</b>				
	5	30x45 45x45	<b>V</b> STYLE	08
<b>TREND</b>				
	6	30x45 30x60 60x60	<b>V</b> STYLE	10
<b>VILLAGE</b>				
	8	30x45 40x40	<b>V</b> STYLE	12
<b>DISTINCTIVE</b>				
	5	30x60 60x60	<b>JOINT DISTINCTIVE</b>	14



# Caractère

## URBAN

### ● IF YOUR STYLE IS...

Design and simplicity. You enjoy the **loft style** that mixes mineral and traditional materials for matte and glossy finishes. **Grey tones and metal, asphalt or concrete effects** contrast brilliantly with touches of vivid colours, silky textiles, and soft couches.

### ● GO FOR CARACTÈRE URBAN!

XXL square or rectangular sizes, a variety of tones and textures taken from the urban landscape: Caractère Urban tiles transform the smallest room into a unique contemporary space.

#### TECHNICAL FEATURES

Dimensions in cm	<b>30.5x45.7</b>	<b>45.7x45.7</b>
Thickness (est.)	<b>2 mm</b>	
Wear surface (est.)	<b>0.20 mm</b>	
Weight per m <sup>2</sup> (est.)	<b>3425 g/m<sup>2</sup></b>	
Box contains	<b>11 tiles = 1.5 m<sup>2</sup></b>	<b>7 tiles = 1.5 m<sup>2</sup></b>
Warranty	<b>10 years of residential use</b>	



**V**STYLE



**CONCRÈTE**

30x45: **4584 0205**

45x45: **4585 0205**



**OXYD**

30x45: **4584 0235**

45x45: **4585 0235**



**BASALT**

30x45: **4584 0236**

45x45: **4585 0236**

**Gerflor**

CARRELAGE MINÉRAL COMPOSITE AUTO-ADHÉSIF - SELBSTKLEBENDE VERBUNDSTOFFFLIESEN - SELF-ADHESIVE COMPOSITE TILE - PASTRELLA ADIADHESIVA IN MATERIALE COMPOSITO - LOSETTA COMPLETA AUTOADHESIVA - ZELFLEVENDE COMPOSITELEGE

**Caractère URBAN**

**10** ANNEES GARANTIE

**NOUVEAU CONCEPT NEW CONCEPT**

**2mm**

**x11** 1,5m<sup>2</sup> 45,7 cm

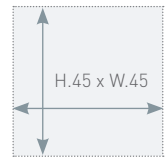
- Sans chaux et sans ciment
- Wedgen ohne Werkzeug und ohne Kleber
- No special tools or additional material
- Senza colla né utensil
- No epoxy nor cement
- Kan zonder speciaal gereedschap of klei worden gelegd

**10** ANNEES GARANTIE

**NOUVEAU CONCEPT NEW CONCEPT**

**2mm**

**x11** 1,5m<sup>2</sup> 45,7 cm



**new 2011**

**TRAMWAY**

45x45: **4585 0255**



**new 2011**

**METRO**

45x45: **4585 0258**

# Caractère

## TREND

### ● IF YOUR STYLE IS...

Modern. **On the forefront of every trend**, you know how to capture the spirit of the moment. You enjoy hints of glamour and stylish comfort. You like to surprise visitors with daring up-to-the-minute decoration that dares to mix styles.

### ● GO FOR CARACTÈRE TREND!

Metal, linen, or slate - their design effects catch the eye. Reflecting the latest trends, Caractère Trend tiles marry modern interiors, juxtapositions of colour, and design furniture such as transparent Plexiglas chairs or lacquered furniture.

#### TECHNICAL FEATURES

Dimensions in cm	30.5x45.7	30.5x60.9	60.9x60.9
Thickness (est.)	2 mm	3 mm	
Wear surface (est.)	0.20 mm	0.30 mm	
Weight per m <sup>2</sup> (est.)	3425 g/m <sup>2</sup>	5590 g/m <sup>2</sup>	
Box contains	11 tiles = 1.5 m <sup>2</sup>	11 tiles = 2 m <sup>2</sup>	7 tiles = 2.6 m <sup>2</sup>
Warranty	10 years of residential use	15 years of residential use	

VSTYLE



**METALLICA**  
30x45: 4590 0229



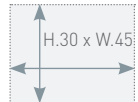
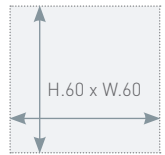
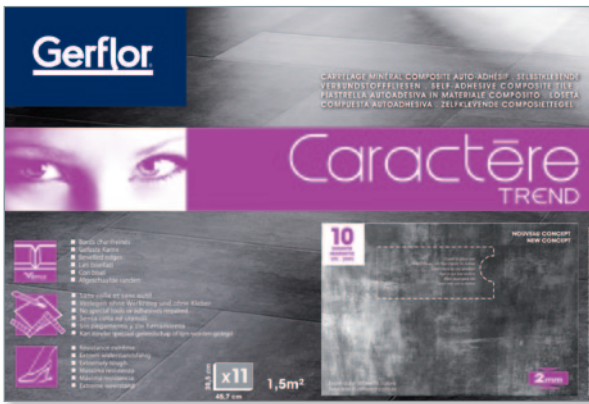
**new  
2011**

**PARIS**  
60x60: 4583 0263



**new  
2011**

**MANHATTAN**  
60x60: 4583 0264



**new  
2011**

**TOKYO**  
60x60: 4583 0265



**new  
2011**

**TECHNO**  
60x60: 4583 0260



**new  
2011**

**MOONRAKER**  
30x60: 4582 0259  
60x60: 4583 0259

# Caractère

## VILLAGE

### ● IF YOUR STYLE IS...

**Reflective of nature** – whether it's on the walls or under your feet. Furniture, decoration, paint – nothing is extravagant, everything is simply natural. You are especially attracted to bright colours that soothe and illuminate your space.

### ● GO FOR CARACTÈRE VILLAGE!

Marble, travertine, granite... Caractère Village tiles imitate these materials by providing the natural accents of uncut or polished stone. They lend a timeless beauty to older homes as well as to more contemporary ones.

#### TECHNICAL FEATURES

Dimensions in cm	30.5x45.7	40.6x40.6	
Thickness (est.)	2 mm	2 mm	3 mm
Wear surface (est.)	0.20 mm	0.20 mm	0.30 mm
Weight per m <sup>2</sup> (est.)	3425 g/m <sup>2</sup>	3425 g/m <sup>2</sup>	5590 g/m <sup>2</sup>
Box contains	11 tiles = 1.5 m <sup>2</sup>	8 tiles = 1.3 m <sup>2</sup>	11 tiles = 1.8 m <sup>2</sup>
Warranty	10 years of residential use	10 years of residential use	15 years of residential use



**V**STYLE



**TRAVERTIN**  
30x45: **4586 0201**



**STONE**  
30x45: **4586 0261**



**GRANITE**  
30x45: **4586 0202**



**MANOR**  
30x45: **4586 0273**



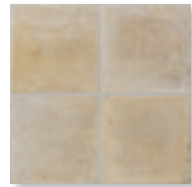
**CASTLE**  
40x40: **4591 0439**



**CREMA**  
40x40: **4587 0245**



**CAFFE**  
40x40: **4587 0274**



**CARMEL**  
40x40: **4587 0239**

**Gerflor**<sup>®</sup>

# Caractère

## DISTINCTIVE

### ● IF YOUR STYLE IS...

Space, first and foremost. You are happiest in **clean, uncluttered interiors**... you appreciate a feeling of freedom and the desire to get away. Your world is uncomplicated and simple, yet modern and relaxing.

### ● GO FOR CARACTÈRE DISTINCTIVE!

Soft in colour, Caractère Distinctive tiles reflect a relaxed atmosphere. This feeling of peacefulness stays with you over time and with use, thanks to the acoustic qualities of the tile and the integrated grout, which echoes stoneware.

#### TECHNICAL FEATURES

Dimensions in cm	<b>30.5x60.9</b>	<b>60.9x60.9</b>
Thickness (est.)	<b>3 mm</b>	
Wear surface (est.)	<b>0.30 mm</b>	
Weight per m <sup>2</sup> (est.)	<b>5590 g/m<sup>2</sup></b>	
Box contains	<b>11 tiles = 2 m<sup>2</sup></b>	<b>7 tiles = 2.6 m<sup>2</sup></b>
Warranty	<b>15 years of residential use</b>	



## JOINT DISTINCTIVE



**MOKA**  
30x60: **67669595**  
60x60: **67294990**



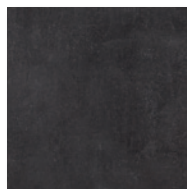
**SUGAR**  
30x60: **67295060**  
60x60: **67295025**



**new  
2011**  
**LIGHT SUGAR**  
30x60: **68274325**  
60x60: **68274486**



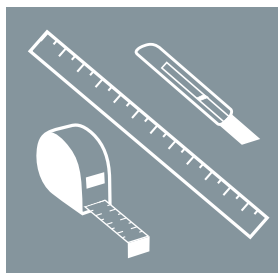
**VANILLIA**  
60x60: **67295011**



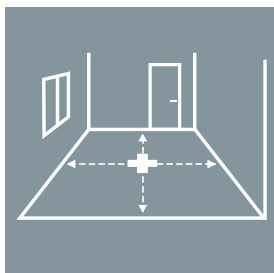
**CAPUCCINO**  
60x60: **67295004**



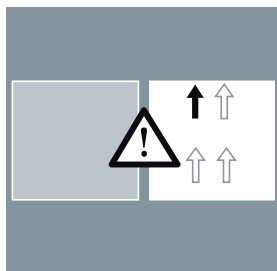
# INSTALLATION & MAINTENANCE



**1.** Equip yourself with a ruler, a cutter, and a tape measure



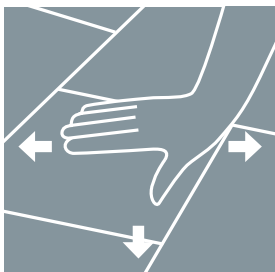
**2.** Begin in the middle of the room



**3.** Check the installation direction



**4.** Remove the protective cover



**5.** Glue and apply pressure



**6.** Wipe away any remaining glue on surface

# Caractère

SELF-ADHESIVE COMPOSITE MINERAL TILES

## ● QUICK AND EASY INSTALLATION

For a quality installation, the floor must be clean, flat, hard, smooth, and dry. Sweep, vacuum, and clean your floor well. If the floor is uneven, apply an appropriate levelling coat and then the Gerflor primer.

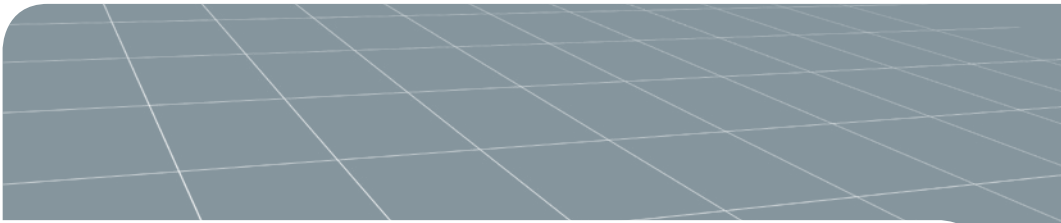
Installation on heated floors is possible (28°C max). To do this, make sure to turn off the heating 48 hours prior to installation and wait another 48 hours before turning it back on.

**Important:** prior to installing tiles, unwrap the packages and lay the tiles flat for 24 hours in a room where the temperature is above 15°C. Check that tiles all have the same batch number.

## ● FLOOR TYPES

✓ INSTALLATION POSSIBLE ON	<b>Cement or uneven floor, tiling</b> ▶	Only if patched (fibre-enhanced on wood) and coated with primer
	<b>Carpeted floors, flexible PVC</b> ▶	Only if carpeting is removed, floor patched and coated with primer
✗ INSTALLATION NOT RECOMMENDED ON	<b>Heated Floors:</b> Heating (T>28°C), Heating and Cooling systems, OSB	
	<b>Acoustic sub-flooring for laminate</b>	
	<b>Veranda:</b> Behind picture windows or Vélux®	

Detailed version of installation directions inside each pack.



A series of horizontal dotted lines for handwriting practice, spanning the width of the page.



