



The 2011 Collection

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

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**Gerflor**<sup>®</sup>  
theflooringgroup

# Senso

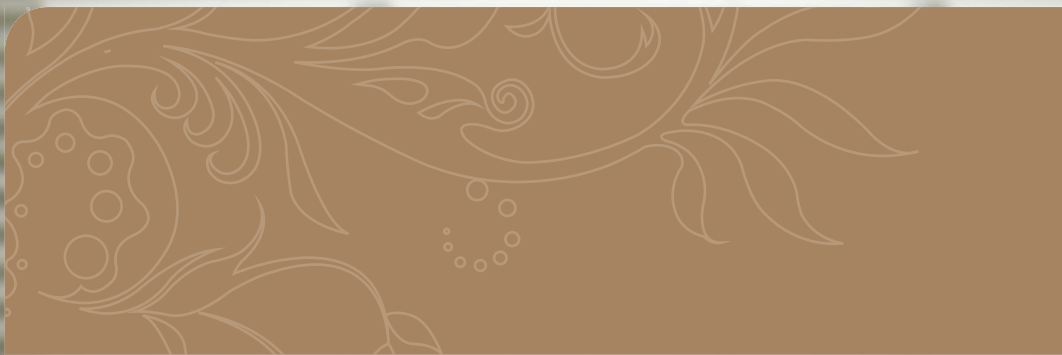
SELF-ADHESIVE VINYL LAMINATE



Discover  
the New 2011  
Collection



**Gerflor**<sup>®</sup>



# Senso

SELF-ADHESIVE VINYL LAMINATE

LOOK

touch  
you will  
love it...

Looking to create an atmosphere  
that reflects your style?

Gerflor has developed a **collection of innovative,  
stylish, and naturalistic planks.**

A perfect alternative to wood, Senso planks  
combine beauty with **easy installation and maintenance.**

As visually stunning as they are touchable,  
**Senso planks echo the natural look and warmth  
of wood** in six different trend-setting ranges.

Discover the atmosphere that Senso planks  
can bring to **any room in your home!**

## ● TECHNOLOGY-AT THE HEART OF DESIGN

Because the right finish can make all the difference, Senso offers three exclusive surface textures:

**V**STYLE

new  
2011



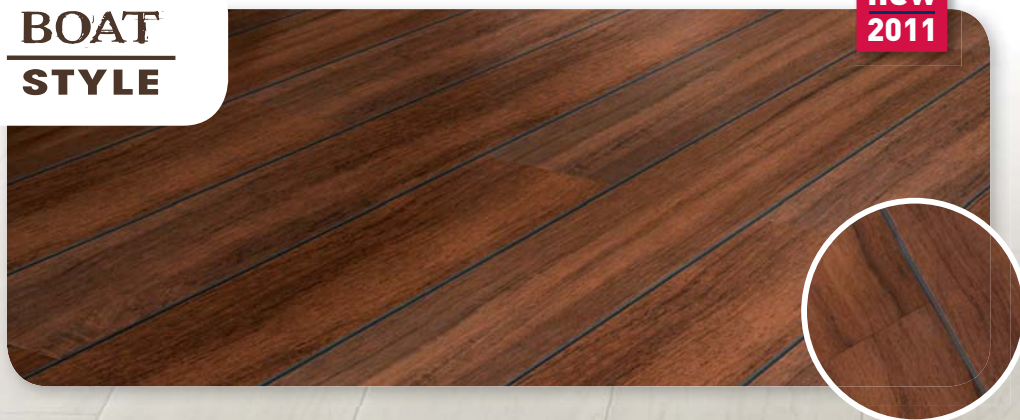
**4 chamfered edge finish**, ideal for edge-to-edge installation. Vstyle highlights the visible outline of the plank.

**BOAT**  

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**STYLE**

new  
2011



The **boat-deck-style joint** gives a genuine marine look.

# Senso

SELF-ADHESIVE VINYL LAMINATE

ANTIQUÉ  
**STYLE**

new  
2011



A finish with **4 irregular chamfered edges** reveals the plank outline, simulating the feel of worn wood.

**RELIEF  
TECHNO**

**Senso classic - an exclusive**



An **innovative surface relief** that perfectly mimics the natural **texture of wood** (graining, knots) for breathtaking realism.

**Gerflor**

# Senso

SELF-ADHESIVE VINYL LAMINATE

## ● GERFLOR COMFORT AND QUALITY



Quick  
Installation



Waterproof



Easy to clean



Tough



Quiet

Thickness	<b>2 mm</b>
Wear Surface	<b>0.20 mm</b>
Weight per m <sup>2</sup>	<b>3920 g/m<sup>2</sup></b>

Dimensions	<b>91.4 x 15.2 cm</b>
Box of 91.4 x 15.2 cm	<b>16 planks = 2.2 m<sup>2</sup></b>
Warranty	<b>10 year usage in the home</b>

## ● PLAN YOUR HOME DECOR PROJECT

**My room's measurements:** .....

**My style:** .....

**My finish:** .....

**My reference:** .....

**Notes:** .....



## ● FLOORS FOR YOUR HOME AND YOUR HEALTH

Senso is manufactured from hazard-free raw materials (no heavy metals, no known plasticizers harmful to human reproduction, no formaldehyde).  
Once installed, Senso planks and tiles emit very little V.O.C.  
Vinyl is one of the few 100% recyclable building materials.

● **LET YOURSELF BE SEDUCED:  
6 RANGES, 39 COLOURS, 3 TYPES OF FINISH**

Range	Number of colours	Finish	Page	
CLASSIC		8	VSTYLE	08
RUSTIC		11	ANTIQUE STYLE	10
NAUTIC		6	VSTYLE OR BOAT STYLE	14
FUTUR		8	VSTYLE	16
ORIGIN		3	VSTYLE	18
ROMANCE		3	VSTYLE	20



# *Senso* CLASSIC

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## ● **IF YOUR STYLE IS...**

Elegant and stylish. A lifestyle that blends the best of all that is traditional and modern.

You like furniture that gives an immediate sense of comfort and warmth.

## ● **GO FOR SENSO CLASSIC!**

Both simple and elegant, the Classic line fits perfectly with your environment.

With their natural wood to white tones, these planks help create a soft yet bright atmosphere.

Enjoy an interior that brings together warmth and style.





VSTYLE



**NOYER NATUREL**  
3280 0018



**MERBAU EXOTIC**  
3280 0019



**new 2011**  
**OAK PINE**  
3280 0296



**new 2011**  
**HONEY PINE**  
3280 0297



RELIEF  
TECHNO

RELIEF  
TECHNO

Gerflor

# Senso

LAME VINILE STRUTTURE ADOSSATE • MULTISTRATIFICATO PER • CARAMELLO  
SUL SOGGETTO LAMINATE VINIL PLANK • LAME VINILE STRUTTURE ADOSSATE  
LAME VINILE STRUTTURE ADOSSATE • MULTISTRATIFICATO PER • CARAMELLO  
LAME VINILE STRUTTURE ADOSSATE • MULTISTRATIFICATO PER • CARAMELLO  
LAME VINILE STRUTTURE ADOSSATE • MULTISTRATIFICATO PER • CARAMELLO  
LAME VINILE STRUTTURE ADOSSATE • MULTISTRATIFICATO PER • CARAMELLO

CLASSIC

10mm

2,2m

1,8m



**new 2011**  
**SILVER WOOD**  
3280 0298



**new 2011**  
**OLIVE MAPLE**  
3280 0299



**new 2011**  
**BEECH WHITE**  
3280 0322



**new 2011**  
**BEECH HONEY**  
3280 0323



**Gerflor**

# Senso

## RUSTIC

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### ● IF YOUR STYLE IS...

An interior that is inspired by nature.  
Solid wood furniture that is rich with history and full of memories.

### ● GO FOR SENSO RUSTIC!

Indulge in the aged look and authentic rendering of the Rustic line.  
The raw materials and the textured feel of the planks give your interior a natural, warm appearance that is sure to reflect your personality.





**ANTIQUE  
STYLE**



**new  
2011**  
**MUSCADE**  
3325 0306



**new  
2011**  
**NOISETTE**  
3325 0311



**new  
2011**  
**PECAN**  
3325 0511



**new  
2011**  
**CACAO**  
3325 0307



**Gerflor** *Senso*

LINEE PER LE SOLLECITAZIONI PIÙ AVANZATE • SUBSTRATO IN ACCIAIO INDEFORMABILE  
 PER ADERIRE LEGGERE SUI PAVIMENTI • LAME FINITE CON UNO DEI TRATTAMENTI  
 A BASE DI OLI ESCLUSIVI ANTISCIVOLI • COLLETTORI PER L'UMIDITÀ  
 E IL RUMORE • LAMINE IN PVC FACILMENTE SOSTITUIBILI • SOTTOPAVIMENTO  
 ESCLUSIVO ANTISTATICITÀ ANTIRIFLESSI • SEMPLICE INSTALLAZIONE

**ANTIQUE  
STYLE**

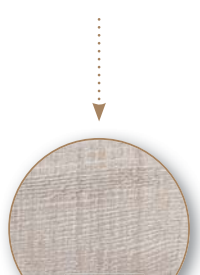
**RUSTIC**

**10** ANNI DI GARANZIA

**2,2** m<sup>2</sup>

**12** mm

**12** mm



**new  
2011**  
**KOLA**  
3325 0309



**new  
2011**  
**PEANUT**  
3325 0269



**new  
2011**  
**CHESNUT**  
3325 0270



**new  
2011**  
**WALNUT**  
3325 0310



# *Senso*

## RUSTIC

## TILES

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### ● **IF YOUR STYLE IS...**

A rustic atmosphere that is both warm and relaxing. Painted or aged wood, decorative details that complement a chic and elegant interior.

### ● **GO FOR SENSO RUSTIC!**

With soft tones and a style reminiscent of parquet, Senso Rustic planks create a sense of lasting strength.





**V**STYLE



**LODGE**  
3336 0571



**CAYENNE**  
4595 0242



**new  
2011**

**COCONUT**  
4599 0292



**Gerflor**

*Senso*  
RUSTIC

**NEW NOUVEAU**

**15** Garantie 15 ans

**3** ans

**1,8m<sup>2</sup>**  
44,5 cm x 111 cm

# Senso

## NAUTIC

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### ● IF YOUR STYLE IS...

The art of living close to nature. The allure of the open seas. Linen, brass, wood, and blue, red, and white stripes. You love materials and decorations that evoke boats and ocean waves.

### ● GO FOR SENSO NAUTIC!

With the effect of a stylish teak boat moored in Biarritz, this line lets your mind drift asea and transforms your home into a virtual seaside marina.





**BOAT  
STYLE**

**V  
STYLE**



**TECK BOAT**  
3326 0328



**new  
2011**  
**MALIBU**  
3326 0292



**new  
2011**  
**DURBAN**  
3326 0293

**BOAT  
STYLE**

*Senso*

LANE PAVIMENTO STRUTTURATO ANTISCIVINO • SUPERASSORBENTE PER L'UMIDITÀ  
ECCELLENTI CARATTERISTICHE ANTIPOLLUCIONE • LUNGA VITA • GARANZIA 10 ANNI  
SOTTO CARICO • ANTIRIFLESSO • ANTISCIVINO • ANTIBACILLI • ANTIGRAFFIO  
ANTISCIVINO • ANTISCIVINO • ANTISCIVINO • ANTISCIVINO • ANTISCIVINO • ANTISCIVINO  
ANTISCIVINO • ANTISCIVINO • ANTISCIVINO • ANTISCIVINO • ANTISCIVINO • ANTISCIVINO

**NAUTIC**

**10 ANNI**  
ANTISCIVINO  
ANTIRIFLESSO  
ANTIBACILLI  
ANTIGRAFFIO  
ANTIPOLLUCIONE

2,2 m<sup>2</sup>



**new  
2011**  
**BIARRITZ**  
3326 0294



**CERUSE BLANC**  
3326 0301



**new  
2011**  
**HAWAII**  
3326 0295

**Gerflor**



# Senso

## FUTUR

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### ● IF YOUR STYLE IS...

Clean shapes, modern materials.  
Style-savvy objects and designer furniture make up the look  
of your apartment.

### ● GO FOR SENSO FUTUR!

Simple yet trendy, this flooring line fits your style.  
Contemporary planks will illuminate your living space.  
You'll love its dramatic, black-and-white ambience.





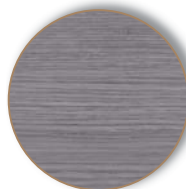
VSTYLE



**WHITETECH**  
3285 0315



**BLACKTECH**  
3285 0316



**GREYTECH**  
3285 0317



**GREYTECH LIGHT**  
3285 0275



*Senso*

LANE VITRE • STRATIFICAZIONE AUTOCADENTE • ALTERNATIVE PER LAMINATI  
ELEGGENTI, LAMINATI VINIL PLANK • LAMINATI VINCHE E STRATIFICAZIONE AUTOCADENTE  
LAMINATI STRATIFICAZIONE AUTOCADENTE • STRATIFICAZIONE VINIL • STRATIFICAZIONE  
LAMINATI RESIST-CANALIA PER PAVI AUTO-GESTIONE • PAVI STRATIFICAZIONE AUTOCADENTE  
LAMINATI STRATIFICAZIONE AUTOCADENTE • STRATIFICAZIONE PER VITRE

**FUTUR**

**10** ANNI DI GARANZIA

**2,2** mm

**100%** RESISTENZA ALLE MACCHIE

**100%** RESISTENZA ALLE STROFIE

**100%** RESISTENZA ALLE DENTATURE

**100%** RESISTENZA ALLE RASCHIATURE

**100%** RESISTENZA ALLE IMPRESIONI

**100%** RESISTENZA ALLE DENTATURE

**100%** RESISTENZA ALLE RASCHIATURE

**100%** RESISTENZA ALLE IMPRESIONI



**FILAMENT**  
3285 0238



**PLUMTECH**  
3285 0277



**CHERRYTECH**  
3285 0278

**Gerflor**

# Senso

## ORIGIN

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### ● IF YOUR STYLE IS...

A thirst for life, a desire for cultural exchange and new experiences and emotions. Your decor themes and ideas originate from your travels and from exotic locations.

### ● GO FOR SENSO ORIGIN!

Make your adventures last with warm, rich tones from the Origin line. The exotic colours and patterns of the planks will match your souvenirs and love of far-away places perfectly.





VSTYLE



**BAMBOO LIGHT**  
3324 0314



**BAMBOO DARK**  
3324 0267



**new  
2011**  
**EBONY**  
3324 0268



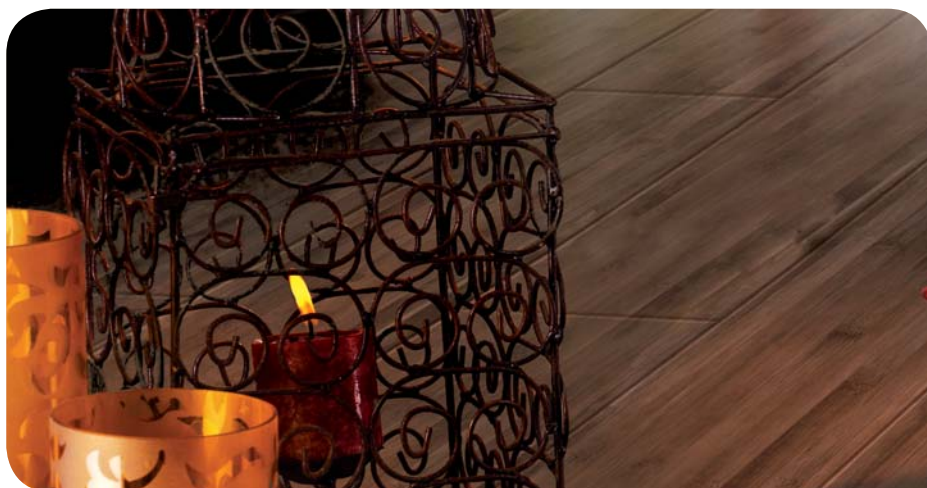
Gerflor

# Senso

LAME VINILE STRUTTERE ADIACENTE • SUBSTRATO IN PVC • LAMINA  
 CON SPUNTA • ANTOUR VINIL PIANO • LAMINAZIONE STRUTTURALE INNOVATIVA  
 LAMINAZIONE STRUTTURALE INNOVATIVA • LAMINAZIONE VINIL ANTIACQUA  
 LAMINAZIONE IN PVC CON SPUNTA • LAMINAZIONE ADIACENTE

ORIGIN

**10** ANNI GARANZIA  
 2,2 mm  
 1,2 m



# *Senso*

## ROMANCE

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### ● **IF YOUR STYLE IS...**

The charm of pastel colours, the gentle touches of femininity. Your interior is refined, poetic.

### ● **GO FOR SENSO ROMANCE!**

The soft, mellow mood of this line gives your home a romantic feel. Grey-blue tones add a bright softness to your home, in perfect harmony with your interior.





**V**STYLE



**TENDER TAUPE**  
3281 0348



**PATINA CREAM**  
3281 0349



**new  
2011**

**WHITE SATIN**  
3281 0254



Gerflor

# Senso

LAMELLE STRATIFIEE ACQUA-RESISTENTE • MULTISERVIZIO PER LAMINATO  
PER COPERTURE INTERNE E PER PAVIMENTO • ALTO RESISTENTE STRUTTURALE  
LAMELLE STRATIFIEE ACQUA-RESISTENTE • MULTISERVIZIO PER LAMINATO  
INTERNO PER COPERTURE INTERNE E PER PAVIMENTO

ROMANCE

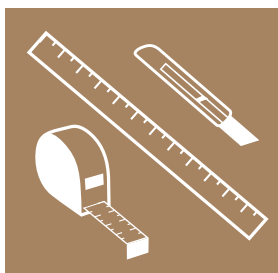
**10** ANNI DI GARANZIA

**2,2** m

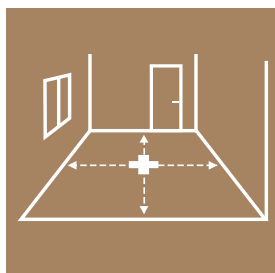
**118** mm



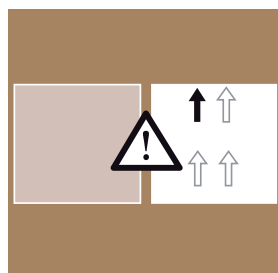
## ● INSTALLATION AND MAINTENANCE



**1.** Equip yourself with a ruler, 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

# Senso

SELF-ADHESIVE VINYL LAMINATE

## ● 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 leveling 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 planks or tiles, unwrap the packages and lay the planks or tiles flat for 24 hours in a room where the temperature is above 15°C. Check that all the planks or tiles have the same batch number.

## ● FLOOR TYPES

✓ POSSIBLE	<b>Cement or uneven floor, tiles</b> ▶	Only if patched (fibre-enhanced on wood) and coated with primer
	<b>Carpeted floor, flexible PVC</b> ▶	Only if carpeting removed, floor patched and coated with primer
✗ IMPOSSIBLE	<b>Heated floor:</b> heating (T>28° C), heating and cooling systems, OSB	
	<b>Veranda:</b> Behind picture windows or Velux	
	<b>Acoustic sub-flooring for laminate</b>	

Detailed version of installation instructions inside each pack.