



# Avatara – MultiSense-Floor®

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For all your senses



**Naturally beautiful.  
Technologically superior.**

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*Avatara – MultiSense-Floor®*







# ter Hürne

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## *A decision for quality*

As a German family-owned business from the Münster region we have dedicated ourselves for more than 50 years to developing products that are sustainable and are conducive to healthy living, while setting the highest standards in terms of function and aesthetics.

Taking nature as our example, we use our passion, expertise and flair for good design to create floors that bring together the latest designs and sophisticated technology combined with maximum resource efficiency for our shared environment.

The Avatara – MultiSense-Floor combines natural beauty with superior technology in one floor that is a truly unique statement of individuality.

### Film

[www.terhuerne.de/en/image-film](http://www.terhuerne.de/en/image-film)



### More

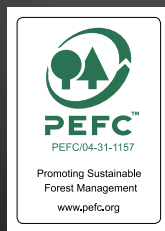
[www.terhuerne.de](http://www.terhuerne.de)



# Responsibility

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*ter Hürne is an FSC® and PEFC™-certified company.*



More



[www.ic.fsc.org](http://www.ic.fsc.org)



[www.pefc.org](http://www.pefc.org)



The eco-Institut has been a leading provider of emission and pollutant testing of construction and furnishing products for over 25 years. The independent and

accredited testing institute operates over 85 emission testing chambers in varying sizes up to 5 m<sup>3</sup> and assesses products according to national and international requirements and criteria. The eco-Institut label has been awarded for the past nine years and is one of the leading international quality seals for products low in harmful substances and emissions.

More



[www.eco-institut.de/en](http://www.eco-institut.de/en)

# Act sustainably

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*Because we need the environment — and not the other way round*

We have nature to thank for the material wood, which is why the responsible handling of this valuable resource is one of our basic operational principles.

ter Hürne is an FSC® and PEFC™-certified company and supports the environmental and social aspects of an end-to-end traceable and sustainable forestry industry. The careful selection of the growth regions and the trees growing within them are crucial for the high quality standards of ter Hürne.

The principle of sustainable economic and resource-saving trade is a fundamental part of our philosophy and extends to all areas and processes of our company.



## Living in a healthy home environment

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### *You can breathe deeply with us*

Clean, uncontaminated room air is more than ever vital for health, well-being and a high quality of life. As manufacturers of products for interior design we have a responsibility for healthy living which we fulfil conscientiously and transparently.

That is the reason why we voluntarily undergo to an annual external audit by the renowned eco-Institut. In order to achieve certification from this organisation, tested products must be particularly low in emissions and thus suitable for healthy home living.

We are happy to undergo this inspection because the very demanding standards of the eco-Institut go far beyond those of the legal requirements. That is why we are particularly proud that all of our eco-certified products are well below permitted pollution limits. So choosing ter Hürne is always also a good decision for healthy living and the environment.





**Inspiration**



**Perfection**

# Contents

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*\*Product images:* Wood reproduction. Colour reproductions are not binding.







# **What is MultiSense?**



# MultiSense

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It's not parquet, not laminate and not LVT.

Avatara the MultiSense-Floor® is an innovative floor finish that is a sensory experience, is visually convincing and thanks to its excellent characteristics, has proved to be highly effective in everyday use.

Use your senses to discover a product that is completely safe and compatible with a healthy home environment.  
See, feel and experience the MultiSense-Floor®.



More:  
[www.terhuerne.de/en/avatara](http://www.terhuerne.de/en/avatara)





*Outstandingly clear*

**image**

---

Natural appearance  
&  
precise designs in HD quality





*Authentically tactile*

## **surface texture**

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Tactile sensuousness  
&  
warm to the touch







*Smooth and comfortable*

**to walk on**

---

Soft to walk on  
&  
pleasant to hear





*Certified*

**healthy living**

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Free from harmful substances  
&  
pleasantly odourless







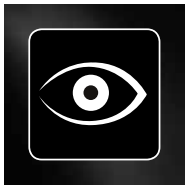
*Long-lasting*

**resistance**

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Outstanding quality  
&  
resilient surface finish





# HD quality visual appearance

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## *High tech for the eyes*



Avatara is a unique floor finish, which owes its incomparable natural appeal to the latest production technology. Unlike other types of flooring, the decorative image of the MultiSense-Floor® is digitally printed directly on to the base-board, which has previously been prepared in several stages through micro-levelling, primer and base coating. High definition printing enables a significantly more precise printed image in seven different dot sizes and more than a million colours. The result is a significantly more accurate representation of the original compared to laminate or LVT flooring, where the image is

printed on a separate paper and then pressed into the core. This is how MultiSense-Floor® gets its naturally authentic appearance that is virtually indistinguishable from the real thing.

The surface layer consists of a special polymer coating that makes for the perfect finish. Due to its complete transparency, it presents the realistic printed image to its best advantage without losing any colour brilliance.

## *Unique – authenticity with almost no repetition*

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**UNIQUE**

Nature creates an unimaginable diversity of forms and colours in which no detail is exactly like another. The uniqueness of the Avatara-Floor lies in the perfect reproduction of these details, - from changing plays of colour to graining and fine cracks and knots that even an expert would have difficulty in distinguishing from reality.

Traditional laminate and vinyl flooring have a decorative image that is produced by means of rollers. With this process the decorative image is repeated at regular intervals on the surface – comparable with the printing of a newspaper page. In order to prevent this repetitive effect on the installed floor, manufacturers

often avoid the use of unique, recognisable design features in the decorative pattern.

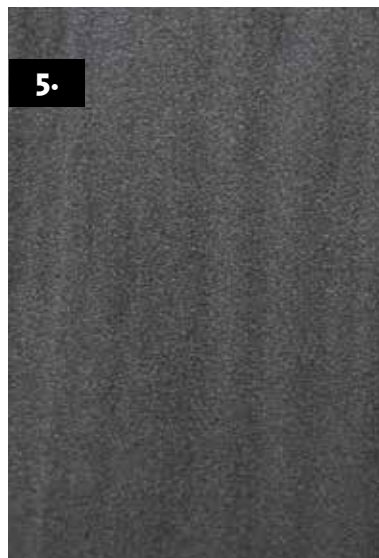
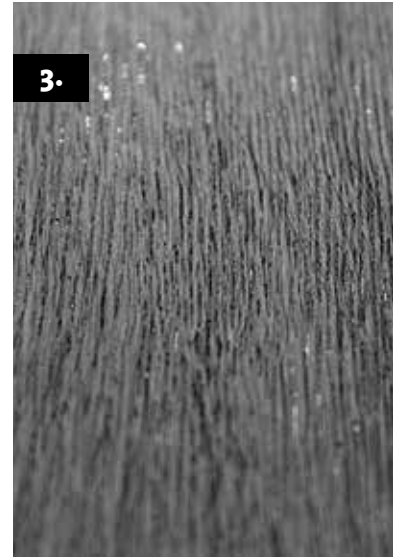
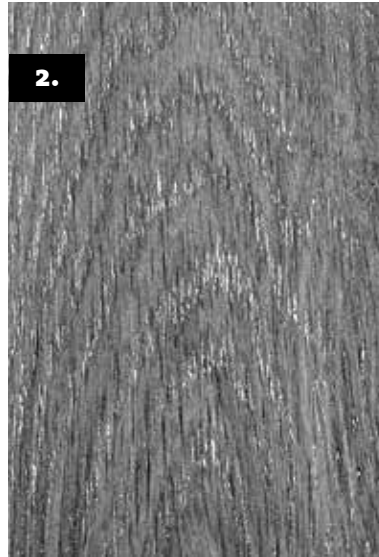
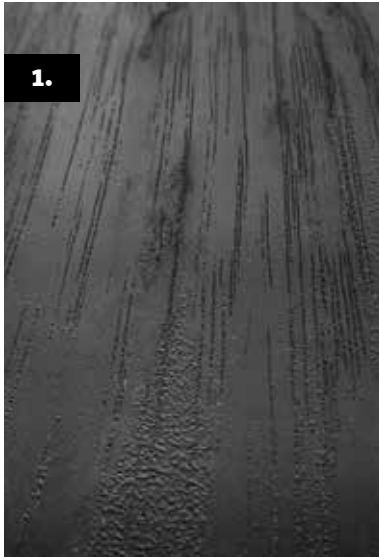
Avatara makes use of a new digital printing technology that enables a much wider range of designs – up to five times. This process allows us to do things that others cannot do. We consciously use distinctive features such as knots or colourings to create a surface that has a unique effect when laid – on a par with nature.

# Authentic surface texture

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## *Visible and tactile depth effect*

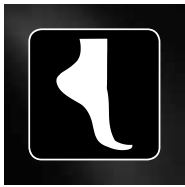


Avatara is in every respect a genuine MultiSense-Floor®: The surface structures provide tactile sensuousness and an authentic image.

The special polymer coating gives the MultiSense-Floor® the perfect finishing touch. Unlike laminate flooring, Avatara has a soft surface with a pleasant touch sensation. The interplay of an embossed structure and a matt polymer finish creates a flattering and natural appearance in any design, thus giving every plank its unique sensuous feel.

1. hand-scraped
2. register embossed/deep pore structured
3. deep pore structured
4. softly brushed
5. softly sanded





## Smooth and comfortable to walk on

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### *Warm and noticeably quieter underfoot*

With a continuous polymer layer as a surface finish, the MultiSense-Floor® provides a noticeably warmer impression and a pleasant room acoustic.

The slight elasticity of the floor and the absorption of footstep sounds create a comfortable walking sensation. This is impressive in everyday use and ensures the high value of your floor is sustained.

### *Quiet and strong*

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IMPACT SOUND  
INSULATION

The majority of the Avatara range have an impact sound backing that is perfectly matched to the MultiSense-Floor®.

This high quality backing reduces impact noise by about 18 dB and adds to walking comfort.



## Long-lasting resistance

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### *Robust surface finish*

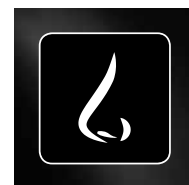
Floors are constantly subject to high stresses. Careful processing and high quality materials provide the basis for trouble-free, intensive use at all times.

Avatara gets its extraordinary resilience from its robust and light elastic polymer layer. The special surface finish enables the floor to withstand easily even the severe stresses of everyday use. All Avatara floors have a swell-resistant HDF baseboard with maximum moisture resistance.



# Certified healthy living

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## *Healthy for the body*

Our homes must be a place of well-being, providing us with the quality of life that we want. It therefore goes without saying that all Avatara MultiSense-Floors® have to undergo the stringent examination of the renowned eco-Institut.

The results are impressive because our products lie well under the permissible exposure limits.

## ***Excellent!***

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The impressive special qualities of the MultiSense-Boden® floor are also confirmed in the October 2014 edition of Öko Test, the consumer product testing magazine. In the test for alternative floor coverings, our Maple sand beige Design 1361 in 2 strip format achieved the overall rating of 'very good'.



**Let yourself  
be inspired**







## Multi strip

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*Traditional right down to the bevels*



#### Installation option 1



#### Installation option 2



Four of our Avatara MultiSense-Floors® are designed to recreate traditional installation patterns. The skilful installation techniques offer various installation options and depending on the offset, allow the creation of various patterns.

The HD printing technology not only enables a perfect reproduction of various species of wood, but can even the recreate the characteristic appearance of historic floors. In doing this we exploit the technical opportunities and attach importance to an authentic representation – which includes the originally manually produced imperfections in the transitions between the planks.

The design of our multistrip retro cognac oak flooring consists of alternating squares composed of staves turned through 90 degrees. The chequer board pattern so formed creates a geometrical surface in the space that seems to go on for ever.

#### Installation option 1



#### Installation option 2



This creates a generousness that also lends smaller rooms an appearance of increased width. With the silver grey oak historic we have succeeded in creating a modern homage to the old German pattern in which the staves are laid half offset in parallel double rows. At the end joints there is a shorter stave turned through 90 degrees. Whether laid with a half or quarter bond, this traditional method of installation creates unique basket weave patterns that can be combined with modern minimalist interior styles.



# Herringbone

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*A new composition of a classic*



**A09**



With two new herringbone patterns we have breathed new life into this classic installation pattern.

The individual staves in our herringbone patterns are laid at an angle of 45°, creating a particularly elegant effect, especially in large rooms.

A real eye-catcher with a unique interplay of light and shade.

**B05**



# Driftwood

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*Simply drifting...*





The characteristic features of the driftwood look are various wood species of different grades and colours that are combined to form a floor surface. Every single plank stands out with its own characteristics and together they produce the typical nautical look that can be used in practically every home setting.

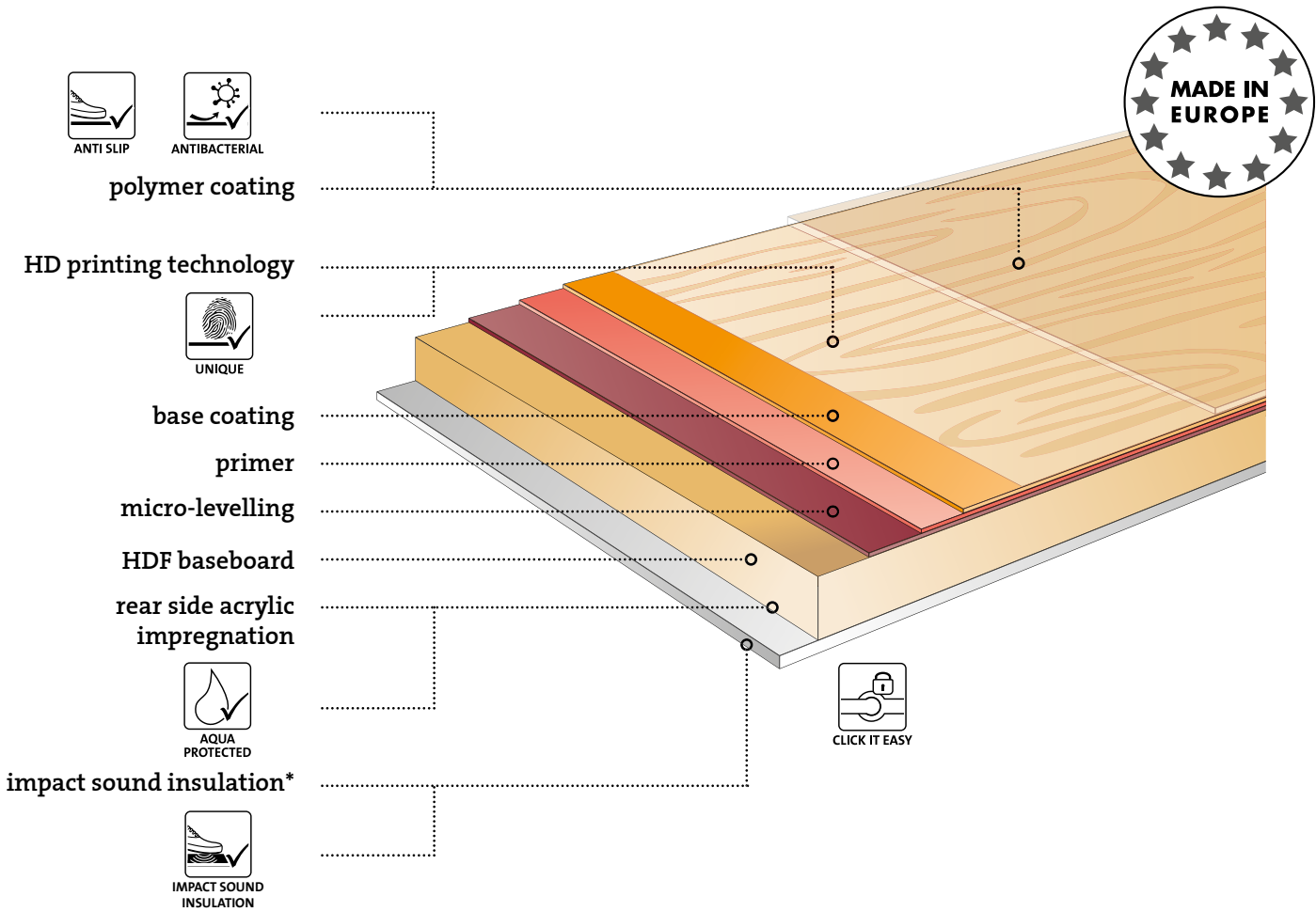
The driftwood design derives its appeal from the variety and variation of the various woods over the floor surface. The HD-printing technology of our Avatara Multi-Sense-Floors® ensures there is almost no repetition in the layout pattern thus maximising the technological possibilities of the range. In addition, the completely transparent polymer layer ensures an undistorted and brilliant appearance, so that individual boards are hardly distinguishable from a genuine wooden floor.



With Avatara MultiSense-Floors® in driftwood look you can bring the nautical lifestyle into your home. Our shell white, grey beige and sand driftwood versions have an impressive brightness and soft tones that, with their natural and fresh appearance, make them a perfect fit for our Pure Edition.

# Product construction

Perfectly matched



30-year warranty



The mark of responsible forestry

Avatara Multisense-Floors® are FSC®-certified



suitable for warm water underfloor heating systems



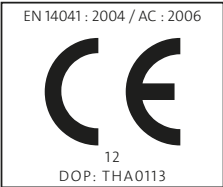
healthy living certification



slip-proof and flame-resistant



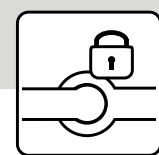
for domestic areas exposed to intensive use and commercial premises exposed to average use



# Installation method

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*Simple, quick, secure and: self-installed*



**CLICK IT EASY**

With CLICKitEASY you can install your floor yourself like a professional – simply, quickly and securely. That is thanks to our ingenious, patented connection system based on the door lock principle. The head ends of the planks click together with only light pressure. A tongue made from stable plastic incorporated into the head end ensures that both planks lock together simply and securely like a door lock. This ensures a permanent and strong joint. CLICKitEASY is the perfect system for a floating floor installation without adhesive, hammer and tapping block or for glue down installation.

*The film:*

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[www.terhuerne.de/en/floor/clickiteasy-gb/](http://www.terhuerne.de/en/floor/clickiteasy-gb/)



# Formats and designs

## *Spatial effect*

The proportions of the planks not only determine the appearance of the floor, they also have a decisive influence on the overall ambiance.

So for example, long planks will give your home a feeling of extra spaciousness while narrow planks lend the space a sense of refined elegance and balance.

### *Impact sound insulation*



IMPACT SOUND  
INSULATION

All Avatara -MultiSense-Floors®, with the exception of the long classic planks, have an integrated impact sound lining






# Formats and designs

## *Spatial effect*









**What colour type  
are you?**

# Colour counts

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*Clear and rapid orientation*







**bright & fresh**

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Colour has a special emotional effect on living and home furnishings. Each of our colour collections represents a particular colour space, that will lead you through our range.

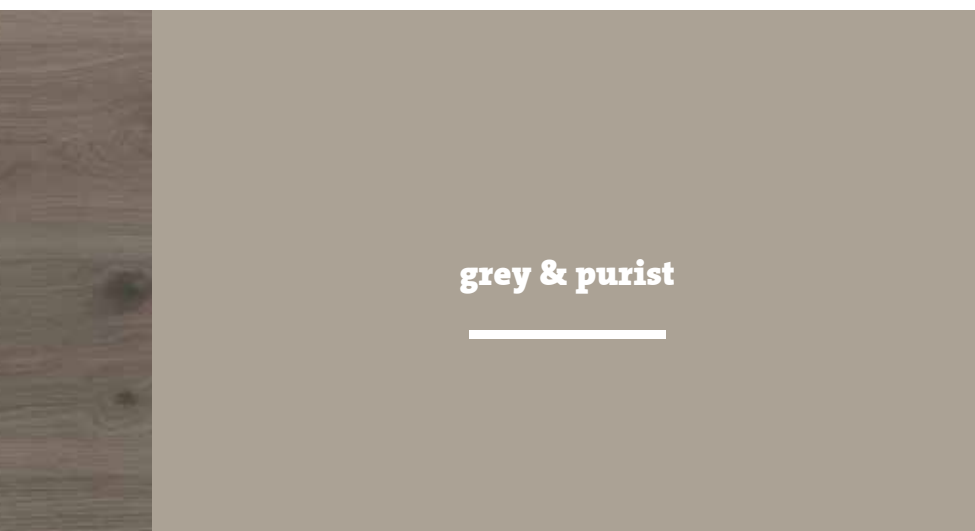
Pure Edition



**beige brown & friendly**

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Bright Edition



**grey & purist**

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City Edition

# Product worlds

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*The results of our work*

## Pure Edition

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*bright & fresh*  
38-43



## Bright Edition

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*beige brown & friendly*  
44-49



## City Edition

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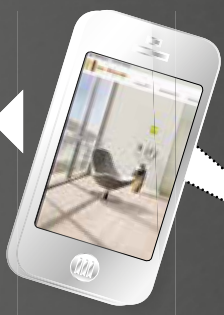
*grey & purist*  
50-55



# Key


To make it easier to find your way around

Room studio

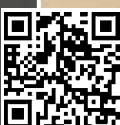


1

Ao4



2



3

Art no.: 1101170083 | 1280 x 192 x 12 mm

4

5

Oak mother-of-pearl\* | plank | hand-scraped | matt

1

Ao4

.....o

ID no.

2



 /  /  / 

.....o

direct link to the room studio

3

Art no.: 1101170083

.....o

Article no.

4

1280 x 192 x 12 mm

.....o

Length x width x thickness (mm)

5

Oak mother-of-pearl\* | plank | hand-scraped | matt

.....o

Product name | Design | Surface | Gloss





# **Pure Edition**

---

*bright & fresh*



**Ao4**

Oak mother-of-pearl\* |  
plank

Feeling a fresh breeze, closing your eyes and enjoying, switching all your senses from daily mode to focus on this very moment. There are some situations we want to hold on to forever. We want to capture them, keep them, and immerse ourselves in them.

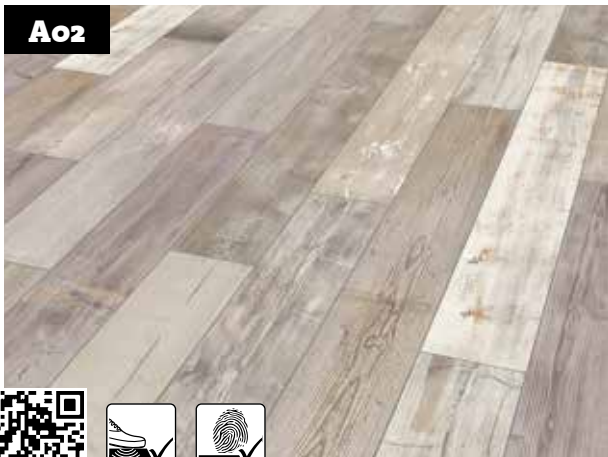
Our daily life is dominated by deadlines and days with too few hours. By other people's expectations that weigh ever heavier on our shoulders. By a mobile world that cannot wait for a

moment. That is why it is so important to create your own oasis of peace, to find your balance and to relax.

This lifestyle can be achieved through our interior design and furnishing in order to create this very oasis. Pure Edition Avatara – MultiSense-Floor® features bright, rather cool shades which can be combined with many interior design styles and are very versatile. They make for a light lifestyle, for a perfect basis for relaxing and connecting to our inner self.

# Pure Edition

A02



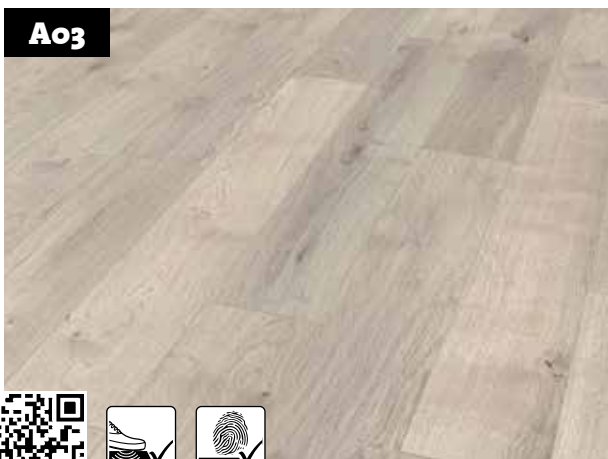
IMPACT SOUND  
INSULATION

UNIQUE

Art no.: 1101170055 | 1280 x 163 x 10 mm

**Driftwood grey beige\*** |  
plank | deep pore structured | matt

A03



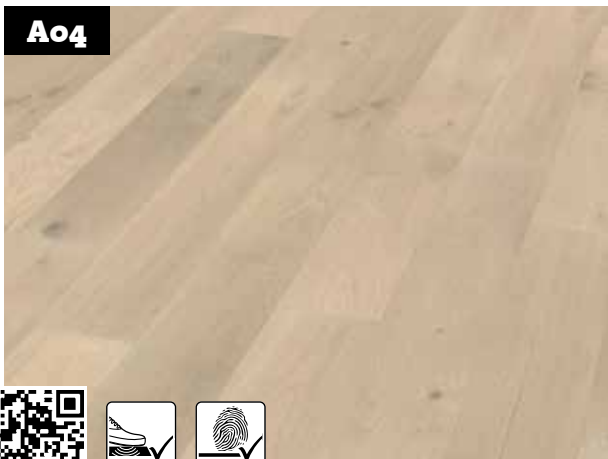
IMPACT SOUND  
INSULATION

UNIQUE

Art no.: 1101170075 | 1280 x 192 x 12 mm

**Oak pastel grey\*** |  
plank | deep pore structured | matt

A04



IMPACT SOUND  
INSULATION

UNIQUE

Art no.: 1101170083 | 1280 x 192 x 12 mm

**Oak mother-of-pearl\*** |  
plank | hand-scraped | matt

A01







IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170077 | 1280 x 163 x 10 mm

**Driftwood shell white\*** | plank | deep pore structured | matt

# Pure Edition

A07

Pure Edition



IMPACT SOUND  
INSULATION



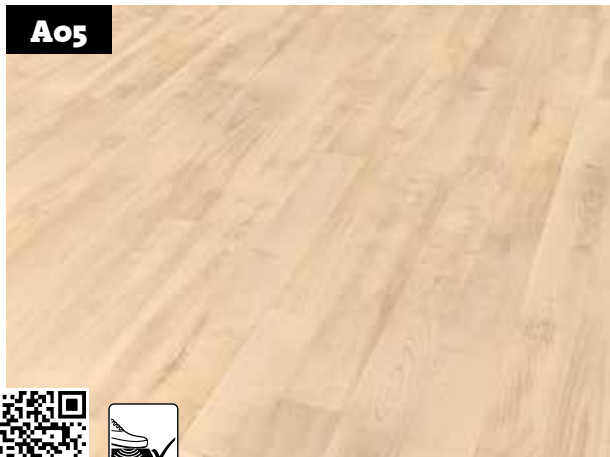
UNIQUE

Split oak light\* | plank | deep pore structured | matt

Art no.: 1101170079 | 1280 x 192 x 12 mm

# Pure Edition

**A05**



IMPACT SOUND  
INSULATION

Art no.: 1101170062 | 1280 x 192 x 10 mm

**Maple sand beige\* |**  
2-strip | softly sanded | extra matt

**A06**

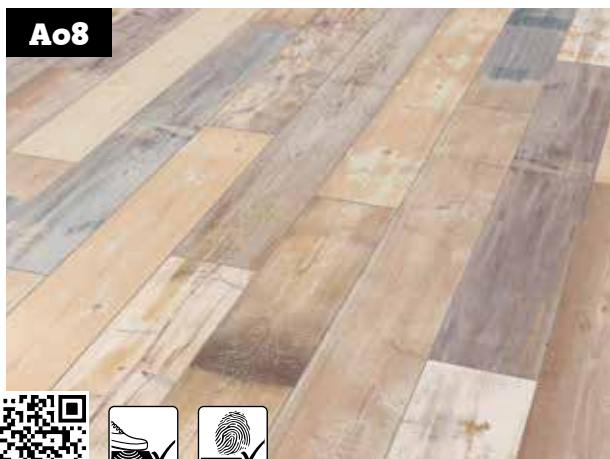


IMPACT SOUND  
INSULATION

Art no.: 1101170061 | 1280 x 192 x 10 mm

**Yew grey beige\* |**  
2-strip | softly sanded | extra matt

**A08**



IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170044 | 1280 x 163 x 10 mm

**Driftwood sand\* |**  
plank | deep pore structured | matt

**A09**



IMPACT SOUND  
INSULATION

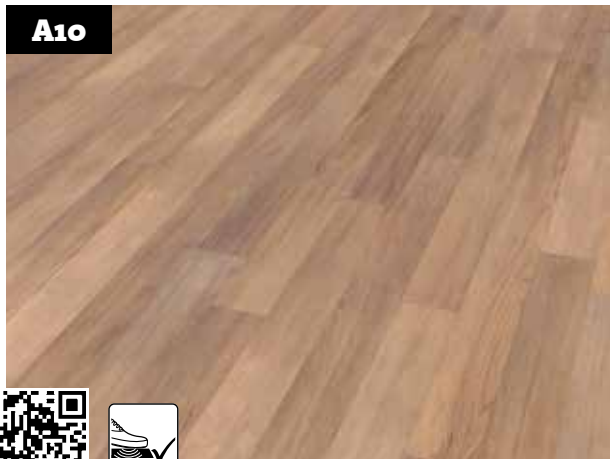


UNIQUE

Art no.: 1101170087 | 1180 x 295 x 12 mm

**Oak light limed Hungarian\* |**  
herringbone | softly sanded | extra matt

**A10**



IMPACT SOUND  
INSULATION

Art no.: 1101170063 | 1280 x 192 x 10 mm

**Pear smoked brown\* |**  
2-strip | softly sanded | extra matt





# **Bright Edition**

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*beige brown & friendly*





**Bo2**

Oak nature beige\* |  
long plank

Feeling in the morning that this day will be a special one. Embracing the first step of the day, ignoring the time for once, enjoying the moment. Feel our breathing slowing down, pausing and letting our gaze wander. Regaining strength for new things, for adventure, for the moment and for encounters. Focusing on what lies ahead, knowing the next steps will be important. Living.

We all experience moments and situations which are exhausting, unpleasant or unnecessary. Everyone needs a source to recharge their batteries, to restore their balance.

For many of us, nature and its tranquility provides this source. This is only natural when we open our eyes to the diversity nature reveals to us every day. Bright Edition Avatara – MultiSense-Floor® features soft, warm colours which radiate this naturalness and quiet effect. They bring nature from outside into our home.

# Bright Edition

**Bo1**



IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170076 | 1280 x 192 x 12 mm

**Oak nature beige\* |**  
plank | deep pore structured | matt

**Bo2**



UNIQUE

Art no.: 1101170051 | 2400 x 234 x 10 mm

**Oak nature beige\* |**  
long plank | deep pore structured | matt

**Bo4**



UNIQUE

Art no.: 1101170093 | 2400 x 234 x 10 mm

**Oak nature light\* |**  
long plank | hand-scraped | matt

**Bo5**



IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170088 | 1180 x 295 x 12 mm

**Oak nature Hungarian\* |**  
herringbone | softly sanded | extra matt

**Bo6**



IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170084 | 1180 x 295 x 12 mm

**Oak cognac historic\* |**  
multi strip | softly sanded | extra matt

**Bo7**



IMPACT SOUND  
INSULATION

Art no.: 1101170065 | 1280 x 192 x 10 mm

**Pear light brown\* |**  
2-strip | softly brushed | matt

# Bright Edition

Bo3



IMPACT SOUND  
INSULATION



UNIQUE

Oak nature light\* | plank | hand-scraped | matt

Art no.: 1101170081 | 1280 x 163 x 10 mm

Bright Edition



# Bright Edition

B10



Bright Edition



IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170085 | 1280 x 192 x 12 mm

**Old wood whisky brown\*** | multi strip | deep pore structured | matt



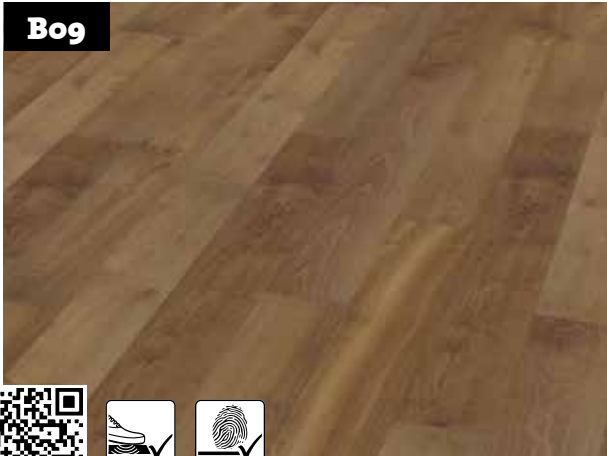
# Bright Edition



IMPACT SOUND  
INSULATION

Art no.: 1101170042 | 1280 x 192 x 12 mm

**Oak grey brown\* |**  
plank | register embossed/deep pore structured | matt



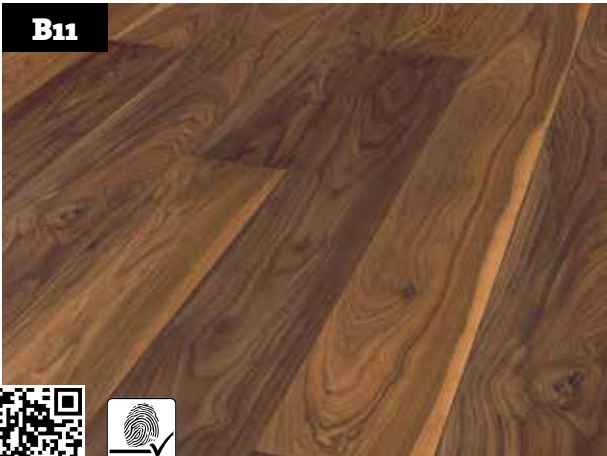
IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170082 | 1280 x 163 x 10 mm

**Oak brown magma\* |**  
plank | hand-scraped | matt



UNIQUE

Art no.: 1101170048 | 2400 x 234 x 10 mm

**Walnut dark brown\* |**  
long plank | softly sanded | extra matt



# City Edition

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*grey & purist*



**Co6**

Oak silver grey historic\* |  
multi strip

Our life, our daily routine and our cities are in a constant process of development. The possibilities are almost infinite and standstill is virtually impossible.

Allowing yourself to be excited, inspired and motivated enables you to discover and exploit new potential and take the steps that count for you – that is lifestyle. Increasing diversity, embracing a mixture of styles and making clear statements: that is what City Line stands for.

City Edition Avatara – MultiSense-Floor® stands out due to the modern design in elegant grey shades. In perfect arrangement, modern grey creates a warm effect with a cosy ambience. Especially when combined with coloured furniture, grey is an ideal basis and enables you to bring that urban feeling to your own city.

# City Edition

Co1



City Edition



**Oak pearl grey\*** | plank | hand-scraped | matt

Art no.: 1101170086 | 1280 x 192 x 12 mm



# City Edition



Co2



UNIQUE

Art no.: 1101170091 | 2400 x 234 x 10 mm

**Oak pearl grey\* |**  
long plank | hand-scraped | matt

Co3

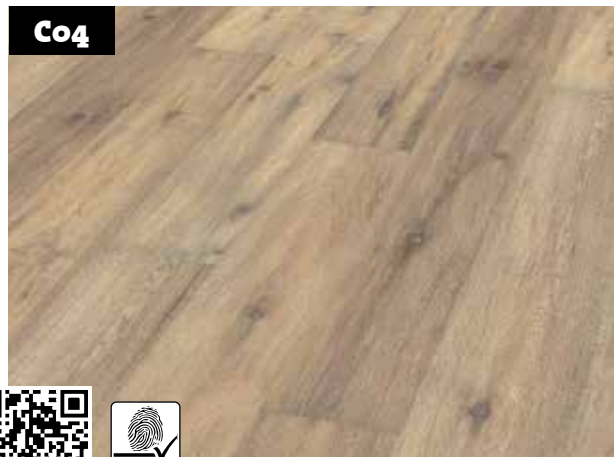


IMPACT SOUND  
INSULATION

Art no.: 1101170054 | 1280 x 192 x 12 mm

**Oak blue grey\* |**  
plank | register embossed/deep pore structured | matt

Co4



UNIQUE

Art no.: 1101170092 | 2400 x 234 x 10 mm

**Oak wild beige\* |**  
long plank | hand-scraped | matt

# City Edition



**Co5**



IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170080 | 1280 x 192 x 12 mm

**Retro wood pastel\* |**  
plank | deep pore structured | matt



**Co6**



IMPACT SOUND  
INSULATION



UNIQUE

Art no.: 1101170090 | 1180 x 295 x 12 mm

**Oak silver grey historic\* |**  
multi strip | softly sanded | extra matt



**Co8**



IMPACT SOUND  
INSULATION

Art no.: 1101170060 | 1280 x 192 x 12 mm

**Oak black grey\* |**  
plank | register embossed/deep pore structured | matt



**Co7**



Art no.: 1101170094 | 2400 x 234 x 10 mm

**Oak platinum grey\*** | long plank | hand-scraped | matt

# Accessories — perfectly matched

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*Because your floor is worth nothing less*

What constitutes a perfectly installed floor? On one hand, it looks beautiful and on the other — and you only notice this over time — it stands out due to its durability. To achieve this, what you need above all are the right accessories — both before and after the installation. Our underlay material and care products are perfectly matched to the specifications of our floors, significantly increasing their durability, appearance and feel. And with our functional transition profiles and decorative skirtings you will achieve the perfect finishing touches.

## *Underlay material*



## *Metal profiles*







*More*

[www.terhuerne.de/en/  
accessories](http://www.terhuerne.de/en/accessories)

## *Care and maintenance*

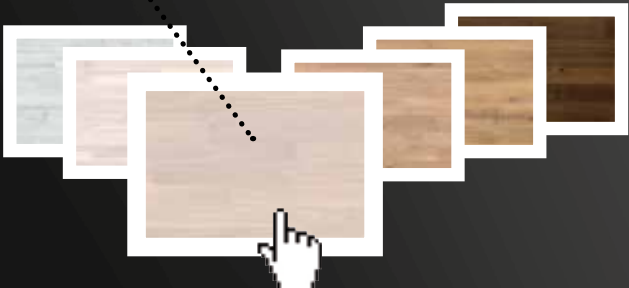
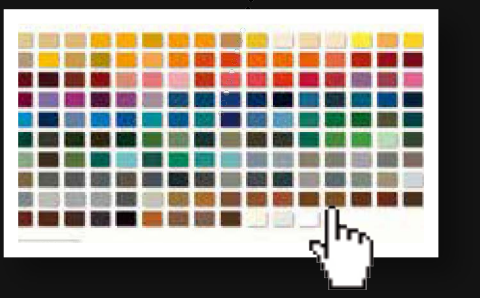
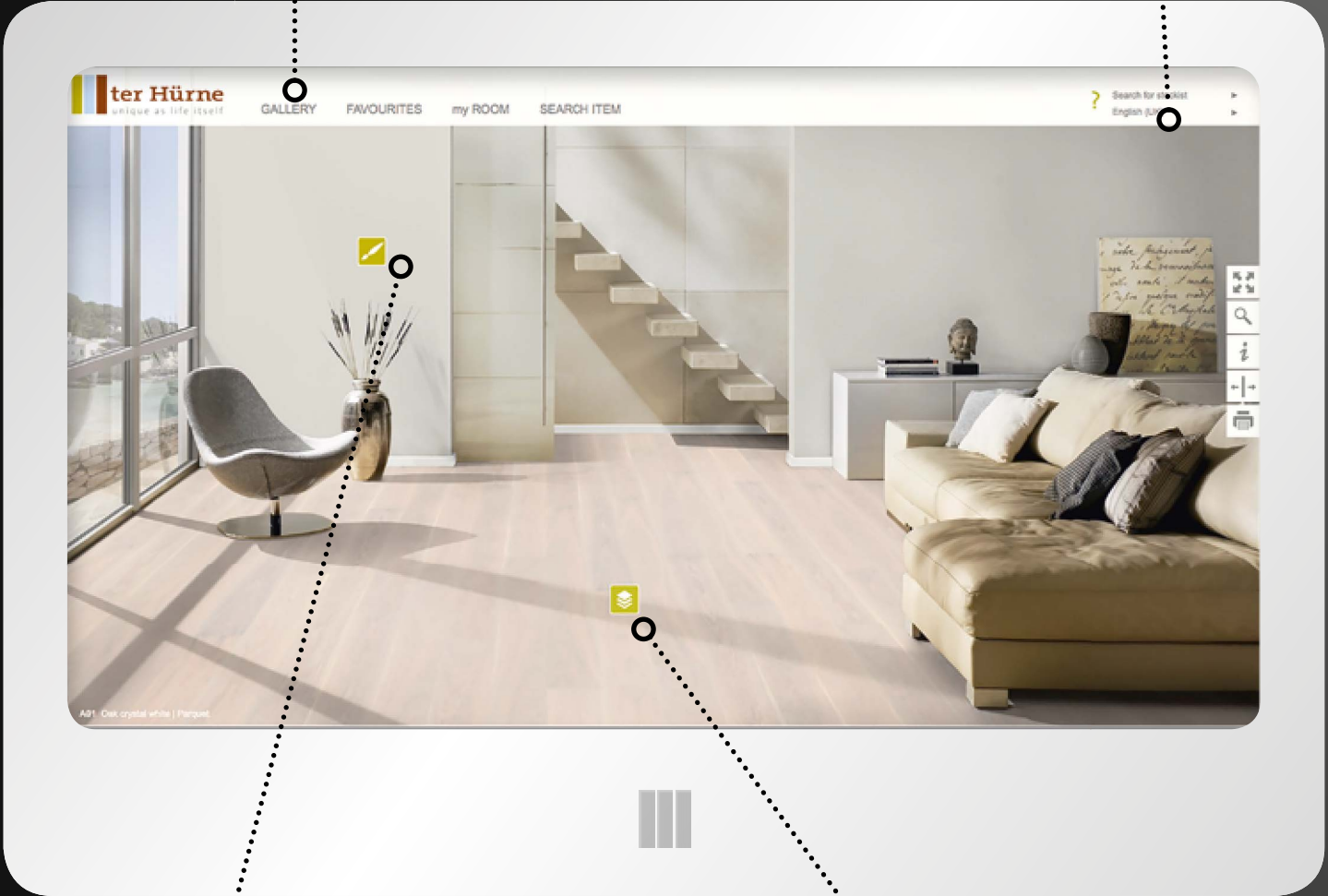


## *Skirtings*



# Try the room studio

*Just try laying your own virtual floor*



## Product information

### FLOOR



D17 Oak alpine deep brown expressive plank

Parquet  
STRAIGHT COLLECTION

► Alternative

#### Product details

Article no.: 1101010685

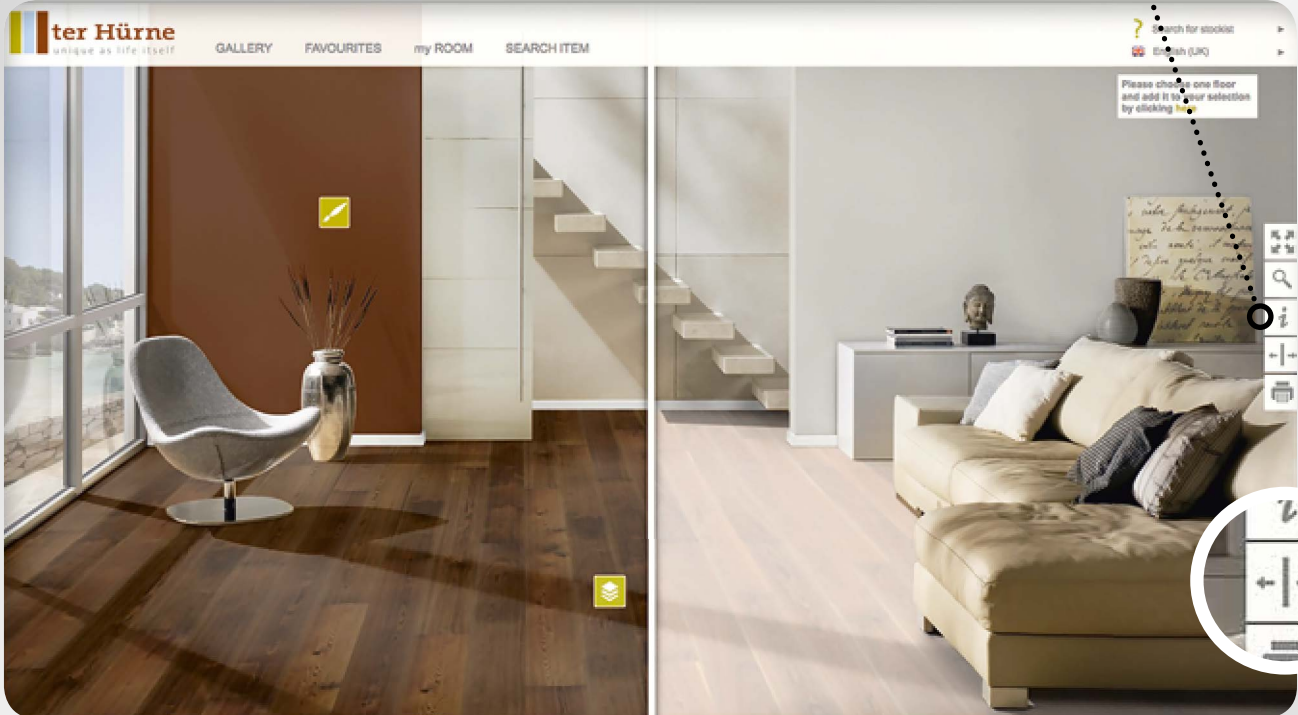
Product group:	Parquet
Product name:	Oak alpine deep brown plank
Profile/Design:	sculptured/brushed/coloured/natural oil-treated
Surface structure:	—
Gloss:	—
Board dimension:	Thickness (mm): 13
	Length (mm): 2390
	Width (mm): 200

Further product properties:	Aqua protected
Groove:	round bevel/ 4-sided
Connection techniques:	CLICK&EASY
Warranty (years):	30
Surface no. / Decor / Design:	1555
Packing unit:	Contents per box (piece): 7
	Contents per box (m²): 3,346
	Weight of box (kg): 22

► Add combination to watch list

► Calculate amount

Colour reproductions are not binding. \*Reproduction wood/stone.



D

[www.terhuerne.de/raumstudio](http://www.terhuerne.de/raumstudio)



GB

[www.terhuerne.de/roomstudio](http://www.terhuerne.de/roomstudio)



F

[www.terhuerne.de/studio-virtuel](http://www.terhuerne.de/studio-virtuel)



# Contact

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