

AVATARA

Design Floor 3.0

Time for the
next generation



ter Hürne
unique as life itself

Avatara Design floor 3.0

Time for the next generation

SINCE 1959
MADE
IN
GERMANY

Superior design meets healthy living

Since its introduction, Avatara has stood for one thing above all else: Authentic design in terms of aesthetics and feel – on a par with nature. To achieve this, we have employed a manufacturing technology in which, among other things, digital printing was used for the first time. This involves producing decorative images which, unlike rotary press printing, are almost free of repetition – one of the main reasons that makes Avatara so unique and successful.

After 10 years we have set ourselves the goal of raising a good product to the next level, which due to its components ingredients, creates the basis for an independent and distinctive position in the market. We are keeping that which Avatara has always stood for: **superior design**. We are retaining the positive features which design floors are well-known for in terms of suitability for everyday use. And we are incorporating a benefit which is becoming increasingly important for consumers: **healthy living!**

As a result, we have achieved more than we had planned: We have completely redesigned Avatara – looks, feel, dimensions, material, features, design– just about everything to combine great **design with healthy living**.

The digitally printed Avatara decor is created in a new production process that produces a pattern almost free of repetition and which then immediately adds a surface structure in sync with the decor using 3D printing – an innovative technology that is being used for Avatara for the first time.

We only use biologically safe and completely harmless components in the manufacture of our Design Floor 3.0: The result is a 100% free of PVC floor, chlorine chemicals, plasticisers, phthalates and naturally, low in emissions. Of course, it is tested and certified by independent institutes.

Superior design and healthy living have been perfected with new and intelligent features. Avatara is also available in a waterproof version for the first time, including integrated impact sound insulation - and applicable for all articles, as is our patented CLICKitEASY connection technology. Find out on the following pages why you should not miss out on Avatara.

3D structure printing

authentic structures - naturally beautiful

HD digital printing

almost no repetitions - each pixel is unique

superior
design

healthy
living

smart
features

free from all harmful ingredients
free from PVC

smart and comfortable features
intelligent technology



Superior design meets healthy living: Avatara is German engineering and design art at the highest level and will secure a leading position in the category of „healthy living Design Floors“. We are convinced that this will create a new flooring category „healthy living Design Floors“ in which our product Avatara Design Floors 3.0 will play a leading role in the future.

Bernhard ter Hürne

On a par with nature

Fundamentally different

Unlike other types of flooring, the décor image of the Avatara Design Floor is digitally printed directly on to the baseboard, which has first undergone several preparation stages including micro-levelling, primer and base coating.

Digital printing in ultra HD quality enables a significantly more precise printed image with numerous different dot sizes and more than a million colours.

The result is a significantly more accurate representation of the original compared to laminate or luxury vinyl tiles, where the image is printed on separate paper and then pressed into the core.

This is how Avatara Design Floor 3.0 gets its naturally authentic appearance that is virtually indistinguishable from the real thing.

Digital printing in HD

Almost without repetition

Traditional laminate and luxury vinyl tiles have a décor image that is produced by means of rollers. With this process the décor image is repeated at regular intervals on the surface – comparable with the printing of a newspaper page. In order to prevent this visible 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 decors and virtually eliminates repetition in an average sized room. This process allows us to do things that others cannot do: We deliberately use distinctive features such as knots or colourings to create a surface that has a unique effect when installed – on a par with nature.

MultiSense polymer layer

Feel what you see

The special polymer coating gives the Avatara Design Floor 3.0 Floor the perfect finishing touch. Unlike laminate flooring, this has a soft, quiet surface that is easy to care for with a pleasant touch sensation. Selected decors have a synchronous surface structure which is applied to the digital printing by a newly

developed technology. Using state-of-the-art printing technology synchronous and micrometer precise ridges and depressions for the décor pressing are printed into the still fluid MultiSense-Polymer layer, which are then cured with UV light one blink of an eye later.



Authenticity

without repetition

Excellent. Healthy living.

The demand for Design Floors remains high. Consumers appreciate the special features such as the robust and easy-care surface, the walking comfort and the versatility of these floors. The question of ecologically harmless, healthy living products is becoming more and more important to customers and is making them seek other solutions. This is exactly where we come in with the Avatara Design Floor 3.0. We provide all the benefits of a modern design floor

without having to compromise on the issue of healthy living. All materials are low in emissions, carefully selected, tested and processed, allowing a 100% PVC-free floor without the addition of chlorine, phthalates and other plasticisers.

A decision for ter Hürne is always also a good decision for healthy living and the environment.



www.blauer-engel.de/uz120

www.blauer-engel.de/uz176



A decision for
healthy living

AVATARA

Comfort

SINCE 1959
MADE IN GERMANY

MultiSense
Polymer coating

Digital direct printing

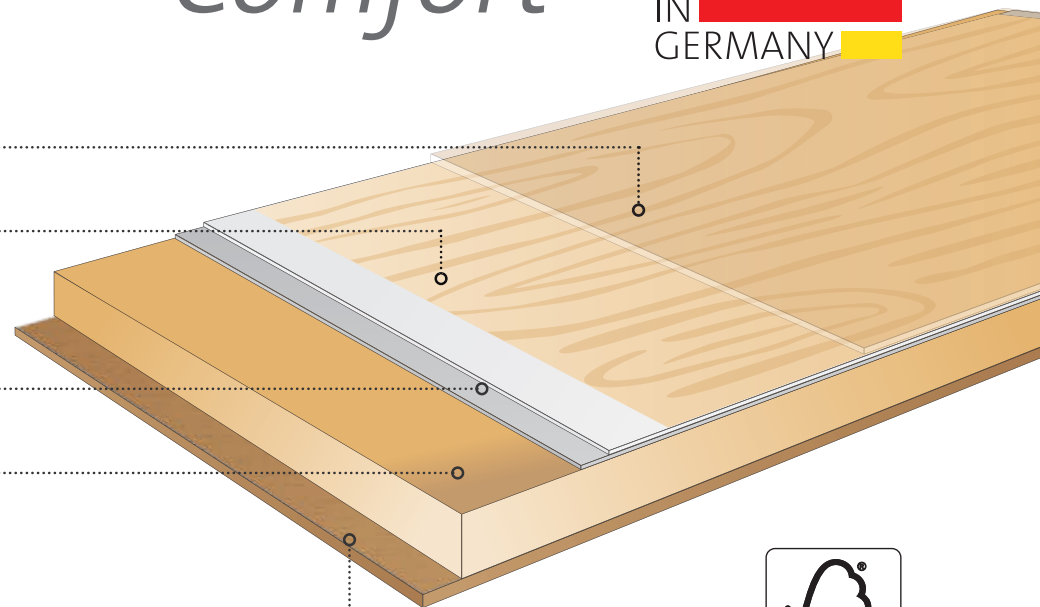


Micro-levelling
with primer

HDF baseboard



Cork impact sound insulation



Das Zeichen für verantwortungsvolle
Waldwirtschaft
Avatara Design floor
Comfort is FSC® certified.



Underfloor heating

Avatara Design Floor by ter Hürne is suitable for use on warm water underfloor heating systems.

20 years
domestic usage
WARRANTY

10 years
commercial usage
WARRANTY

Warranty

Avatara Design Floors are characterised by the highest quality made in Germany. All Avatara Design Floors are guaranteed for 20 years for domestic use and 10 years for commercial use.



Healthy living

All Avatara design floors by ter Hürne are particularly low in emissions, proven to be free from pollutants and therefore healthy for living. This certainty is provided by the strict test catalogue of the renowned eco-institute. In addition, all Avatara products are awarded with the Blue Angel label.

AVATARA

PERFORM

SINCE 1959
MADE IN GERMANY

MultiSense
Polymer coating

Digital direct printing

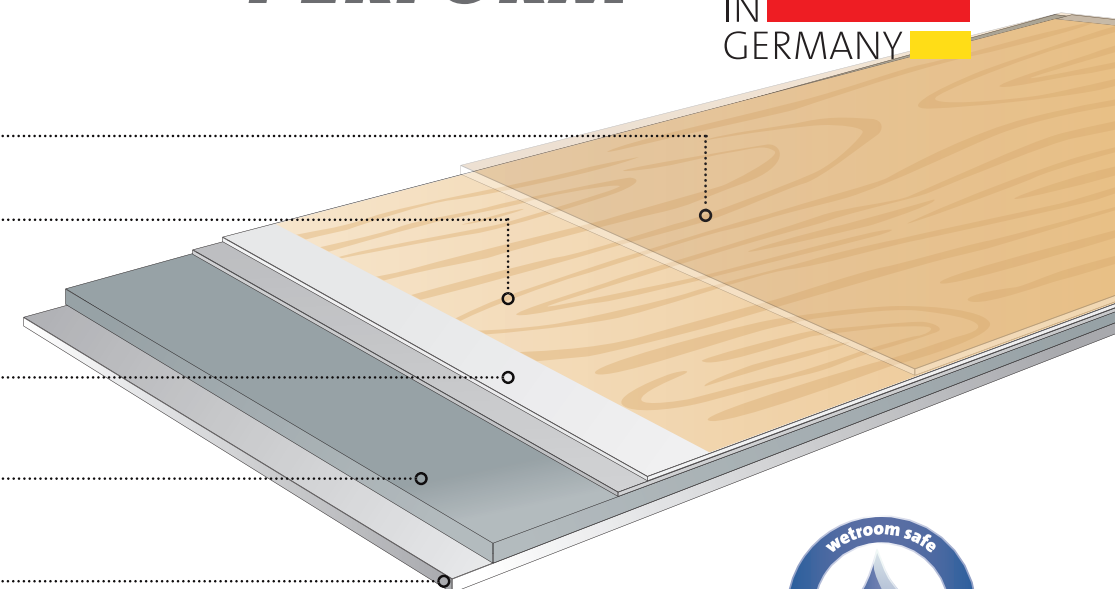


Micro-levelling
with primer

TALCUSAN®

Talcusan®
baseboard

SoftSense impact
sound insulation



Underfloor heating

Avatara Design Floor by ter Hürne is suitable for use on warm water underfloor heating systems.

20 years
domestic usage
WARRANTY

10 years
commercial usage
WARRANTY

Warranty

Avatara Design Floors are characterised by the highest quality made in Germany. All Avatara Design Floors are guaranteed for 20 years for domestic use and 10 years for commercial use.



Healthy living

All Avatara design floors by ter Hürne are particularly low in emissions, proven to be free from pollutants and therefore healthy for living. This certainty is provided by the strict test catalogue of the renowned eco-institute. In addition, all Avatara products are awarded with the Blue Angel label.

TALCUSAN®

Talcusan®

We use the new intelligent material Talcusan® for our Avatara PerForm, which mainly consists of silicates, chalk and the addition of the ecologically harmless material polypropylene. Thus, the entire range is free of PVC, chlorine, plasticisers and other solvents. Ideal for low-emission, healthy building and living.



according to EN 15468/AC4



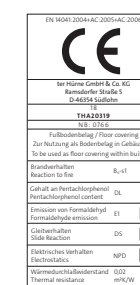
slip-proof and flame-resistant



according to EN 16511/B



slip-proof and flame-resistant





Oak Apera silver grey*



Oak Bellatrix pastel*



Oak Eris mist grey*



Oak Nova grey beige*



Oak Brava soft brown*

*Wood reproduction. Colour reproductions are not binding.



Pine Xara pastel beige*



Pine Elioth grey*



Oak Vega light brown*



Oak Aurora natural beige*

*Wood reproduction. Colour reproductions are not binding.



Oak Hera natural light*



N01

Oak Sirius mist brown*



N02

Oak Banta light brown*



N03

Oak Demeter wild beige*



N05

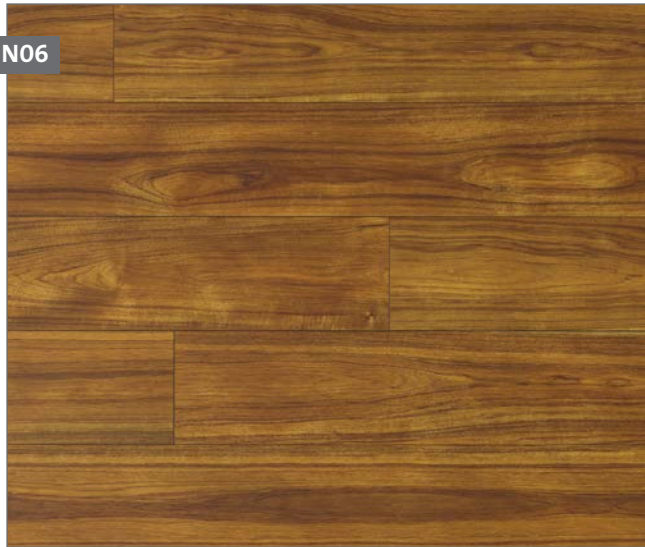
Elm Calleido red brown*



N04

Oak Juno gold brown*

*Wood reproduction. Colour reproductions are not binding.



N06

Teak Maia clay brown*



N07

Oak Luna sepia brown*



N08

Oak Gemma brown*



N10

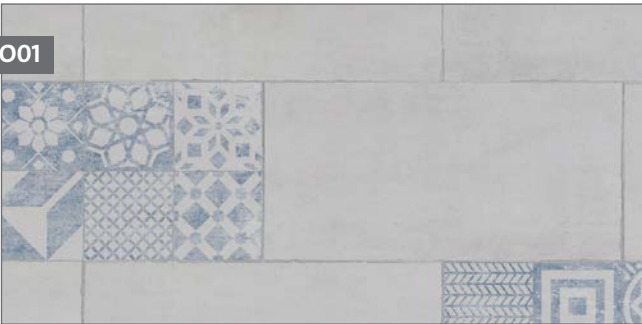
Oak Antares black grey*

*Wood reproduction. Colour reproductions are not binding.



N09

Pine Argo deep brown*



Stone Pandora old white*



Stone Talos cement grey*



Stone Asterion grey beige*



Stone Mitra sand grey*



Stone Terra sand*



Stone Alioth sand beige*



Stone Zelos grey*



Stone Devox nature grey*



Stone Minos slate grey*



Stone Atlas dark grey*

*Stone reproduction. Colour reproductions are not binding.

Dimensions for limitless design

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

A special highlight are the dimensions in the PerForm version. Thanks to state-of-the-art production technology, wetroom-safe plank flooring with a length of 1800 mm can be produced. Just as convincing is the new tile format for the Stone Edition, which is used for all tile designs.

Tile

PERFORM

387 x 776 x 6 mm

Plank

Comfort

194 x 1286 x 9 mm

PERFORM

203 x 1290 x 6 mm

Long plank

PERFORM

246 x 1800 x 6 mm

Comfort

238 x 2030 x 9 mm

Contact

ter Hürne GmbH & Co. KG
Ramsdorfer Str. 5 · 46354 Südlohn
Phone.: +49 2862 701-313
E-Mail: export@terhuerne.de
www.terhuerne.de