

the genero **collection**



GENERO ZENITH
Design Featured: Glenmore Oak

GENERO
collection

 **Choices**
Flooring

The floor you've been searching for

choicesflooring.com.au



GENERO
collection

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luxury
vinyl
choices



GENERO DESIGN PLATINUM
Design Featured: Bleached Chestnut

why choose luxury vinyl?

Luxury vinyl flooring has come a long way since it first made an impact on homes in the 1930's. Due to a number of advances over the years, the latest evolution features stylish designs that are water and stain resistant, incredibly durable and affordable.

Luxury vinyl is one of the fewer flooring options that are really easy to care for, all it requires is a quick sweep followed by a damp mop. If you follow the correct care and maintenance routine, it is expected to last well over 20 years, making it extremely durable.

Luxury vinyl flooring is designed with a clear wear layer, which acts as a surface barrier, protecting your floor from stains and spills. It is also a great option for wet areas such as bathrooms, kitchens or laundries as it is water-resistant.

There is a large assortment of colours and styles, including some that replicate stone and timber, meaning it will give you a luxe look for less.

before you buy

Throughout this brochure you may notice a colour variation between the room and swatch images. Both are the best possible representation of that product within two different photographic environments. It is important to keep in mind that there are a number of variances in addition to lighting that may affect the way your hard flooring looks. This can include paint colour on walls, furniture and décor items that can alter the appearance of your floors.

HOW LIGHTING AFFECTS THE LOOK OF YOUR FLOOR

Flooring is one of the biggest surface areas in your home and a key design element to any interior. When selecting your hard flooring, colour plays just as much of an important role as price, style and quality.

It is important to take into consideration how your selected hard flooring may look once it is installed in your home as the lighting in the room will have a significant impact on the way the colour is perceived.

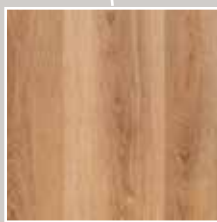
For example, hard flooring that is laid in a room that receives little to no natural light will appear drastically different to a room that has a lot of natural light coming in. It will also appear different as the light changes throughout the day and transitions from morning to night.

THE EFFECTS OF ARTIFICIAL LIGHTING

Natural sunlight is not the only lighting that has an impact on the colour of your hard flooring; the type of light fixtures you have in the room will also play a part in how the hard flooring will look in your room.

Indirect lighting, such as a wall bracket aims light toward ceilings or walls, whereas a lampshade or floor lamp has a wider spread of light, therefore the light displayed will rebound against walls and floor.

For the best representation, we recommend going into your local Choices Flooring store and request to take a sample of your desired colour home. In addition, take a sample that is a shade darker so you can compare the two shades in both natural and artificial light at various times throughout the day to ensure you are happy with the true colour of the product within your room.



The actual swatch appears most like the mid to dark sections of the room image.



Depending on the sheen and texture of the product, under natural light your flooring can appear drastically lighter.



Wall colour and furniture can appear to change the tone of your flooring due to colour reflection.

For more information, visit choicesflooring.com.au or speak with your sales consultant at your local Choices Flooring store.

luxury vinyl

CARE & MAINTENANCE GUIDE

Luxury vinyl flooring is not only popular because of how affordable and versatile it is, but it is also incredibly hard wearing and easy to take care of day-to-day. As with any flooring in the home it will need some care and maintenance.

This simple guide will assist you in maintaining the longevity of your luxury vinyl flooring.

EVERYDAY CLEANING

Sweep or vacuum as often as necessary to remove any loose dirt or grit before it can scratch the floor. When mopping, only use a slightly damp mop (warm or cold water) alongside a gentle approved cleaner from your local supermarket or Choices Flooring store. Ensure you don't wet the luxury vinyl too much when mopping. Although it's resistant to moisture and humidity, splashing too much water on it will do it no good over time.

HARSHER SPILLS

If a spill occurs, promptly soak up the bulk liquid. Liquids that are acidic such as soft drinks and other sugar-based substances can be harder to clean the longer they're left. You won't need to use anything harsher than warm water and a gentle approved cleaner to wipe up spills.

For more information regarding the care & maintenance of luxury vinyl, visit [choicesflooring.com.au](https://www.choicesflooring.com.au)



GENERO DESIGN PLATINUM
Design Featured: Coastal Gum





GENERO collection

Ideal for any home.

Influenced by the patterns and textures of timber, the inspirational luxury vinyl designs within the Genero Collection will provide the perfect flooring solution for your lifestyle.

The luxury vinyl flooring solutions within the Genero Collection also eliminate the noisy foot-falls that are often associated with real timber and stone flooring, to create a quieter and warmer environment in your space.

featured brands

GENERO
coastal

GENERO
deluxe

GENERO
design

GENERO
design platinum

GENERO
design

GENERO
longboard

plus

(Available from July 2022)

GENERO
multi-lay

GENERO
zenith

wide board

GENERO LONGBOARD
Design Featured:
Natural Wormy Chestnut



Genero Coastal Loose Lay Flooring is the culmination of years of research and development which brings to you the best of engineering and design. Genero Coastal Loose Lay Flooring has been manufactured specifically to endure the harsh Australian climate.





GENERO COASTAL
Design Featured: Palermo

CURRENT COLLECTION



Arrawarra Blackbutt



Bowral Spotted Gum



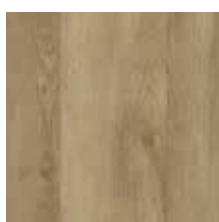
Como



Lisbon



Marsala



Palermo

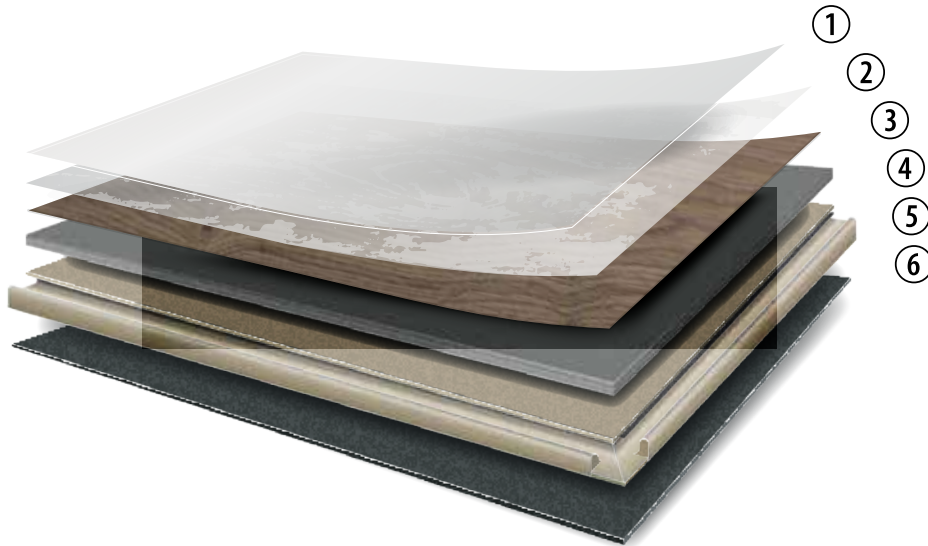


Sorrento



Vittoria

HOW IT'S MADE



① Matt PU Protective layer.
Exceptional resistance to heavy foot traffic,
indents, scratches and scuffs.

② Commercial grade wear layer. A hard
wearing surface with high impact resistance
and natural wood embossing. 0.5mm

③ Colourfast inks. 40% higher than the
European standard. High resistance to fading
when exposed to the harsh Australian sun.

④ New extra dense smart composite core.
Free of harmful content, waterproof, extra
stable and extra sound absorbent.

⑤ Slip resistance. R9.

⑥ High grip backing creates
strong bond to adhesive.

SPECIFICATIONS

Board dimensions: 1,524mm x 228.6mm

Pieces per carton: 6

Area per carton: 2.09m²

Wear layer: 0.5mm

Installation: Loose Lay Gluedown

Slip resistance: R9

Thickness: 5.0mm

Manufactured specifically to endure the harsh Australian climate, offering style, comfort and durability.



GENERO COASTAL
Design Featured: Lisbon

GENERO deluxe

Genero Deluxe is the perfect flooring solution for your home. Featuring natural characteristics of timber floors with all the benefits of luxury vinyl planks. Some of these include being waterproof and scratch-resistant meaning Genero Deluxe is truly a stress-free flooring alternative.



GENERO DELUXE
Design Featured: Ashen Oak

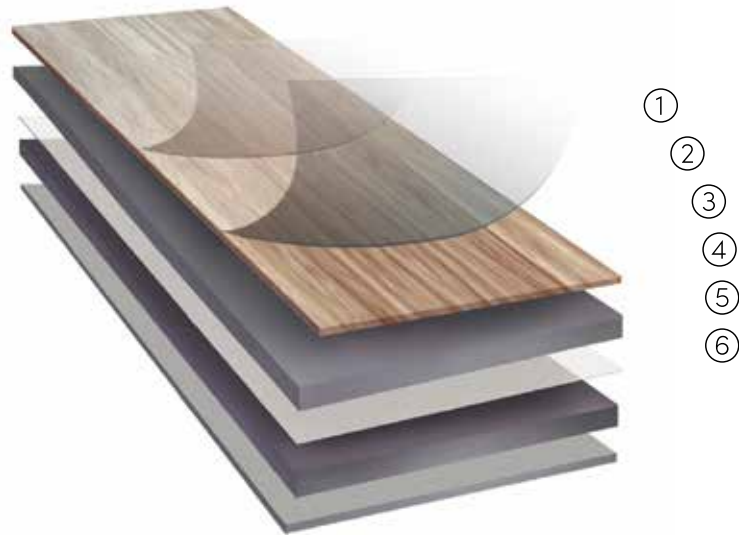


GENERO DELUXE
Design Featured: Fawn Oak

CURRENT COLLECTION



HOW IT'S MADE



① PU coating

The factory applied UV surface treatment provides superior cleaning benefits and life cycle maintenance savings.

② Wear Layer

This transparent layer protects the decoration of flooring. It also creates the highly authentic effect of surface embossing.

③ Decoration Layer

A broad and attractive range of designs for you to create a look unique to your space.

④ Stabilisation Layer

Lifetime dimensional stability is achieved by using our innovative, health friendly stabiliser formula.

⑤ Glass Fibre Layer

Enhances the stability of the product.

⑥ Backing Layer

This layer creates the elasticity and pleasant underfoot feeling.

SPECIFICATIONS

Board dimensions: 1,524mm x 229mm

Pieces per carton: 7

Area per carton: 2.44m²

Wear layer: 0.55mm

Slip resistance: P3

Thickness: 4.5mm



GreenTagCert™ Certified Flooring

Genero Design has achieved a GreenTagCert™ GOLD Plus Rating, meaning it has a very good status as a sustainable product that is healthy for use in any home or commercial project. Global GreenTagCert™ is the only ACCC (Australian Competition and Consumer Commission) approved National Certification Mark in the green building materials sector. Meaning you can be sure that you are purchasing a product that is independently certified as environmentally preferred. GreenTagCert™ is an independent third party, green product rating and certification ecolabel, underpinned by rigorous scientific and Life Cycle Assessment (LCA) processes. In short, GreenTagCert™ helps the consumer identify products that are environmentally preferred, for use in their home via an independently audited and industry recognised whole of life cycle certification system. Ecospecifier's GreenTagCert™ is recognised by the Green Building Council of Australia (GBCA) and the New Zealand Green Building Council (NZGBC). Visit gbca.org.au or nzgbc.org.nz for more information.



GENERO DELUXE
Design Featured: Ashen Oak



Ideal for any home, Genero Design luxury vinyl planks feature timber designs that are as soft on your feet as they are on your budget.



CURRENT COLLECTION

SIZE ONE
(102mm x 914mm)



Oak Classic

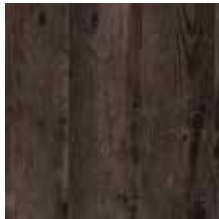


Oak Light



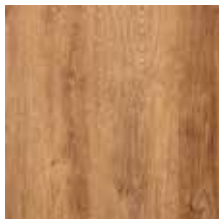
Spotted Gum

SIZE TWO
(152mm x 914mm)

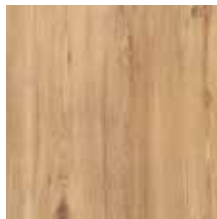


Grey Brown
Rustic Wood

SIZE THREE
(152mm x 1,219mm)



Amber Classic Oak



Classic Oak



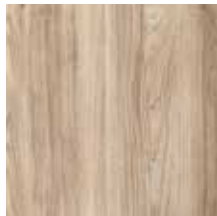
Coastal Spotted Gum



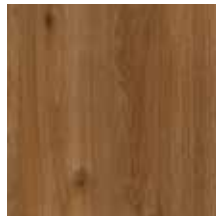
Heartwood
Spotted Gum



Honey Classic Oak



Light Elm



Rich Valley Oak

SIZE FOUR
(184mm x 1,219mm)



Ash



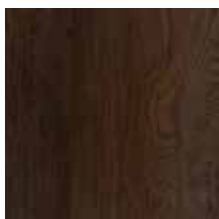
Chestnut



Cornish Blond Oak



Red Maple



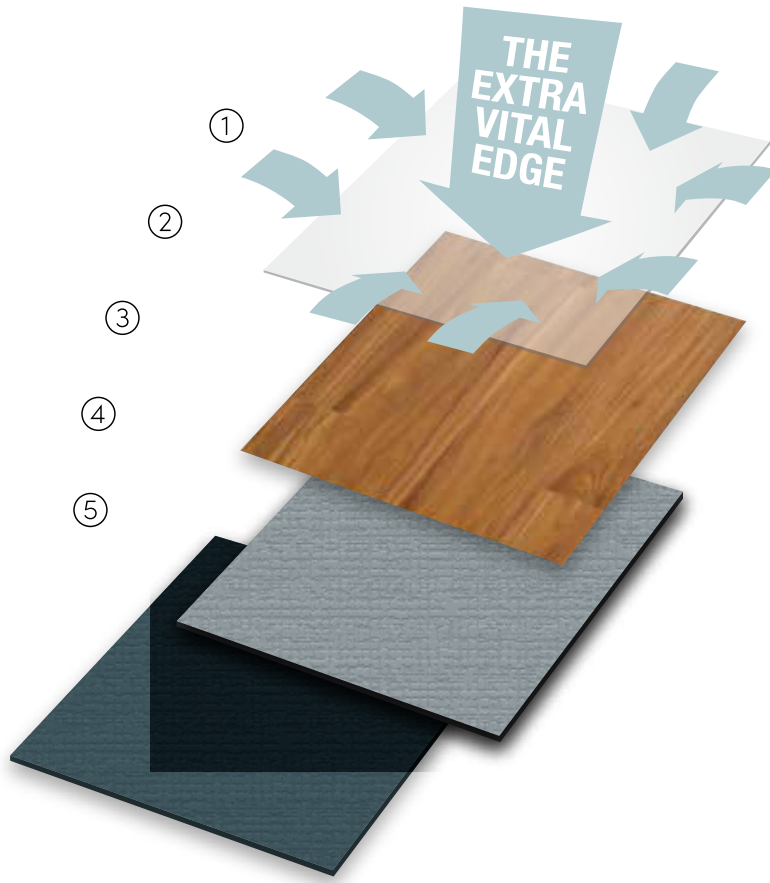
Refined Oak



GENERO DESIGN
Design Featured: Refined Oak

Please Note: Swatch colour and room image can differ due to light conditions.

HOW IT'S MADE



① Polyurethane

The benchmark for performance with its ultra hard, clear surface coating.

② 0.2mm PVC wear layer

Provides superior protection from everyday wear and tear.

③ High definition photographic layer

Showcasing the unique design of each product; handcrafted for one of a kind beautiful floors.

④ Stability layer

This layer assists with dimensional stability and aids indentation resistance and recovery.

⑤ Base

The binder in the core is composed of 100% PVC (no wood flour) to ensure stronger, more stable core for installation over most existing hard floors without the worry of exposing subfloor imperfections.

SPECIFICATIONS

SIZE ONE PLANKS

Board dimensions: 102mm x 914mm

Pieces per carton: 36

Area per carton: 3.34m²

Wear layer: 0.2mm

Thickness: 2mm

SIZE THREE PLANKS

Board dimensions: 152mm x 1,219mm

Pieces per carton: 18

Area per carton: 3.34m²

Wear layer: 0.2mm

Thickness: 2mm

SIZE TWO PLANKS

Board dimensions: 152mm x 914mm

Pieces per carton: 24

Area per carton: 3.34m²

Wear layer: 0.2mm

Thickness: 2mm

SIZE FOUR PLANKS

Board dimensions: 184mm x 1,219mm

Pieces per carton: 15

Area per carton: 3.37m²

Wear layer: 0.2mm

Thickness: 2mm



RECOFLOOR™

Genero Design is 100% recyclable and recycled in Australia and New Zealand through the Recofloor – luxury vinyl take back scheme. The Recofloor scheme reduces the amount of luxury vinyl flooring going to local landfill. Through the localised scheme, flooring off-cuts from the installation process are recycled back into new flooring. Uplifted or end of life material is downcycled into traffic calming products such as traffic cone and road barrier bases. The factory applied polyurethane (Pu) surface treatment protects the floor providing a low maintenance regime with sealing not required.



GENERO DESIGN
Design Featured: Oak Light

GENERO

design platinum

Influenced by the distinctive patterns and textures of timber,
Genero Design Platinum luxury vinyl planks provide inspirational designs for your space.





GENERO DESIGN PLATINUM
Design Featured: Rose Birch

CURRENT COLLECTION



HOW IT'S MADE



① PU protective layer

Provides added protection and makes maintenance easy, thanks to a coating of K Guard+.

② Clear PVC embossed wear layer

Protects the floor's design from high traffic wear and tear, while giving the product its unique timber-like texture.

③ High definition photographic layer

Provides a realistic and natural timber appearance.

④ Core layer

Enhances the floor's dimensional stability and mechanical strength.

⑤ PVC backing layer

Balances the floor's core layer for secure bonding, to provide quality and long term durability.

SPECIFICATIONS

Board dimensions: 1,219mm x 178mm

Pieces per carton: 15

Area per carton: 3.25m²

Wear layer: 0.5mm

Surface: PU (Polyurethane)

Slip resistance: R10

Thickness: 3.0mm

Featuring stunning long planks, Genero Design Platinum luxury vinyl planks will provide a sense of space in your room.



GENERO DESIGN PLATINUM
Design Featured: Timeless Oak



Genero Design Plus luxury vinyl planks are available from July 2022.

SPECIFICATIONS

SIZE ONE PLANKS

Board dimensions: 184.2mm x 1,219.2mm

Pieces per carton: 15

Area per carton: 3.37m²

Wear layer: 0.55mm

Thickness: 2.5mm

SIZE TWO PLANKS

Board dimensions: 184.2mm x 1,524mm

Pieces per carton: 12

Area per carton: 3.37m²

Wear layer: 0.55mm

Thickness: 2.5mm

AVAILABLE FROM
JULY 2022



GENERO ZENITH
Design Featured: Odell Oak

GENERO longboard

Featuring native Australian species, this collection offers a contemporary palette that makes the most of its extra length and loose lay format.



GENERO LONGBOARD
Design Featured: Limed Blackbutt



GENERO LONGBOARD
Design Featured: Smoked Pine

CURRENT COLLECTION



Bleached
Spotted Gum



Limed Blackbutt



Natural Wormy
Chestnut



Sawn Blackbutt



Smoked Pine



Washed Spotted Gum

HOW IT'S MADE



- ① K-Guard+ Surface Protection
- ② Clear PVC Embosses Wear Layer
- ③ High Definition Photographic Layer
- ④ Stability Layer
- ⑤ K-Wave Friction Grip Backing

① K-Guard+ Surface Protection

Our surface protection system uses PU technology to provide a hygienic and durable finish.

② Clear PVC Embosses Wear Layer

Protects the floor's design from wear and tear.

③ High Definition Photographic Layer

Highly realistic and natural appearance.

④ Stability Layer

The fibreglass enhanced layer helps the product to lay flat and level, increasing dimensional stability and mechanical strength.

⑤ K-Wave Friction Grip Backing

Creates a strong bond to the subfloor using a combination of weight and friction.

SPECIFICATIONS

Board dimensions: 1,500mm x 250mm

Pieces per carton: 8

Area per carton: 3.00m²

Wear layer: 0.5mm

Slip resistance: R10

Thickness: 4.5mm

Our Genero Longboard collection offers extra-large planks for visual impact, quick and easy installation and acoustic properties for quieter interiors.



GENERO LONGBOARD
Design Featured: Washed Spotted Gum

GENERO
multi-lay
wide board

Genero Multi-Lay Wide Board designs will open up any space,
and provide a seamless transition in open plan areas.





GENERO MULTI-LAY WIDE BOARD
Design Featured: Boleyn Oak

CURRENT COLLECTION



Almond Oak



Aragon Oak



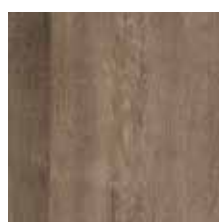
Boleyn Oak



Butter Oak



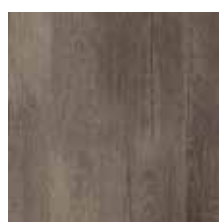
Cocoa Oak



Cocoon Oak



Cromwell Oak

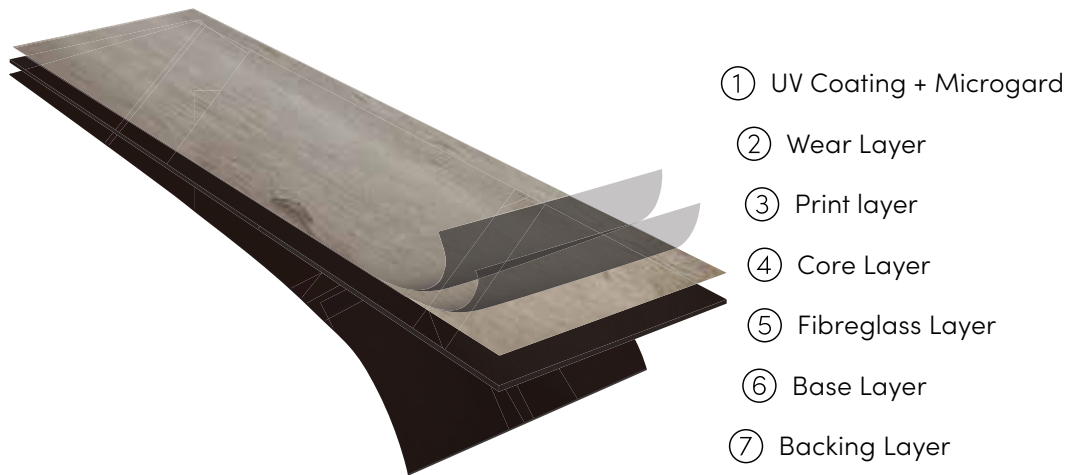


Indian Oak



Sandpaper Oak

HOW IT'S MADE



① UV Coating – A UV Surface treatment provides superior cleaning benefits. Microgard protects your family as it's an Anti-Microbial Anti- Bacterial treatment which lasts the lifetime of the product.

② Wear Layer – This transparent wear layer protects the print layer making it look true to life.

③ Print Layer – High Resolution print design layer providing you a more realistic print.

④ Core Layer – gives the product added strength.

⑤ Fibreglass Layer – adds extra dimensional stability.

⑥ Base Layer – sound proofing and thermal layer.

⑦ Backing layer – provides a secure bond for the existing layers.

SPECIFICATIONS

Board dimensions: 1,219mm x 228mm

Pieces per carton: 8

Area per carton: 2.23m²

Wear layer: 0.50mm

Surface: PU (Polyurethane) Anti-microbial

Slip resistance: P2

Thickness: 4.5mm



You can breathe easy with Genero Multi-Lay Wide Board vinyl planks which are FloorScore certified - the most recognised indoor air quality certification for flooring, making it suitable for sensitive individuals.



GENERO MULTI-LAY WIDE BOARD
Design Featured: Cocoa Oak

GENERO zenith

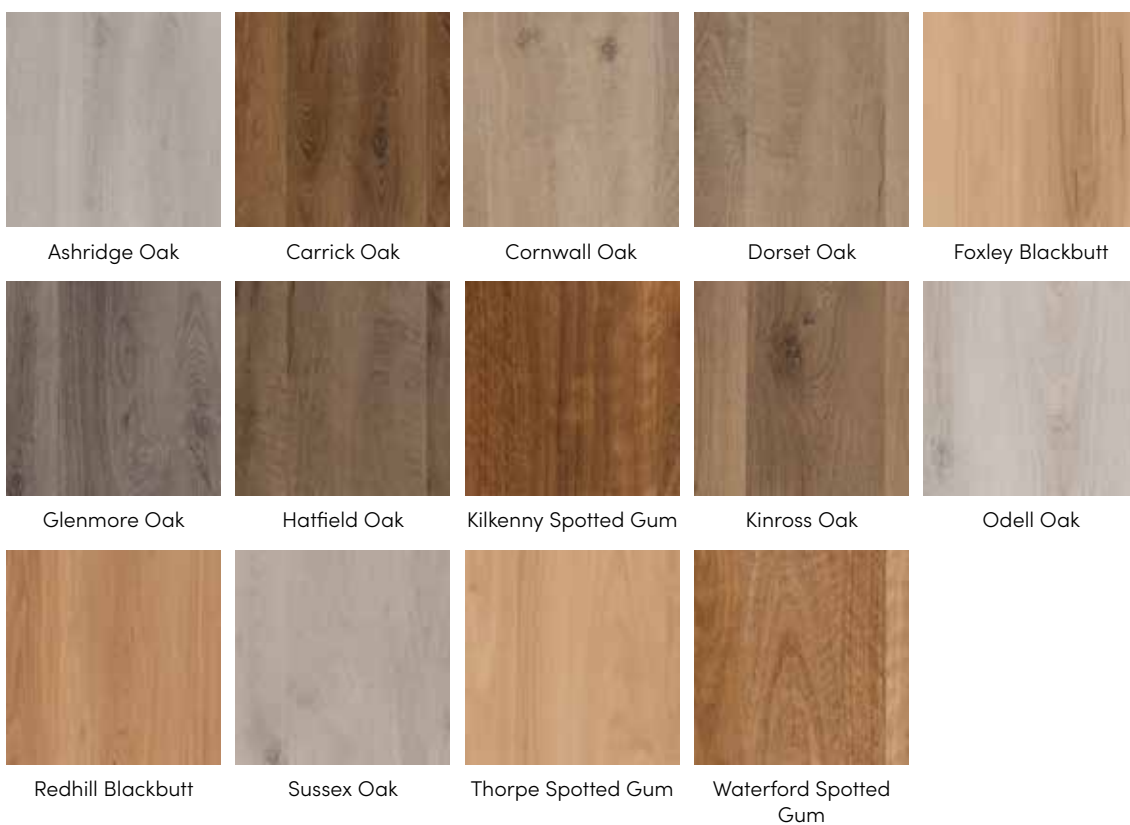
Genero Zenith luxury vinyl planks feature beautiful Australian species as well as striking oak designs to suit any décor.



GENERO ZENITH
Design Featured: Ashridge Oak



CURRENT COLLECTION



HOW IT'S MADE



- ① UV Coating
- ② Wear Layer
- ③ Decoration Layer
- ④ Stabilisation Layer
- ⑤ The Base Layer

① UV Coating

The factory applied UV surface treatment provides superior cleaning benefits and lifespan.

② Wear Layer

This transparent layer protects the decoration layer and creates a highly authentic surface embossing effect.

③ Decoration Layer

Genero Zenith offers a broad and attractive range of designs to create unique looks.

④ Stabilisation Layer

Lifetime dimensional stability is achieved by the innovative, health friendly stabiliser formula.

⑤ The Base Layer

This layer creates the elasticity and feels great underfoot.

SPECIFICATIONS

Board dimensions: 1,532mm x 236mm

Pieces per carton: 10

Area per carton: 3.62m²

Wear layer: 0.55mm

Surface: PUR

Slip resistance: P3

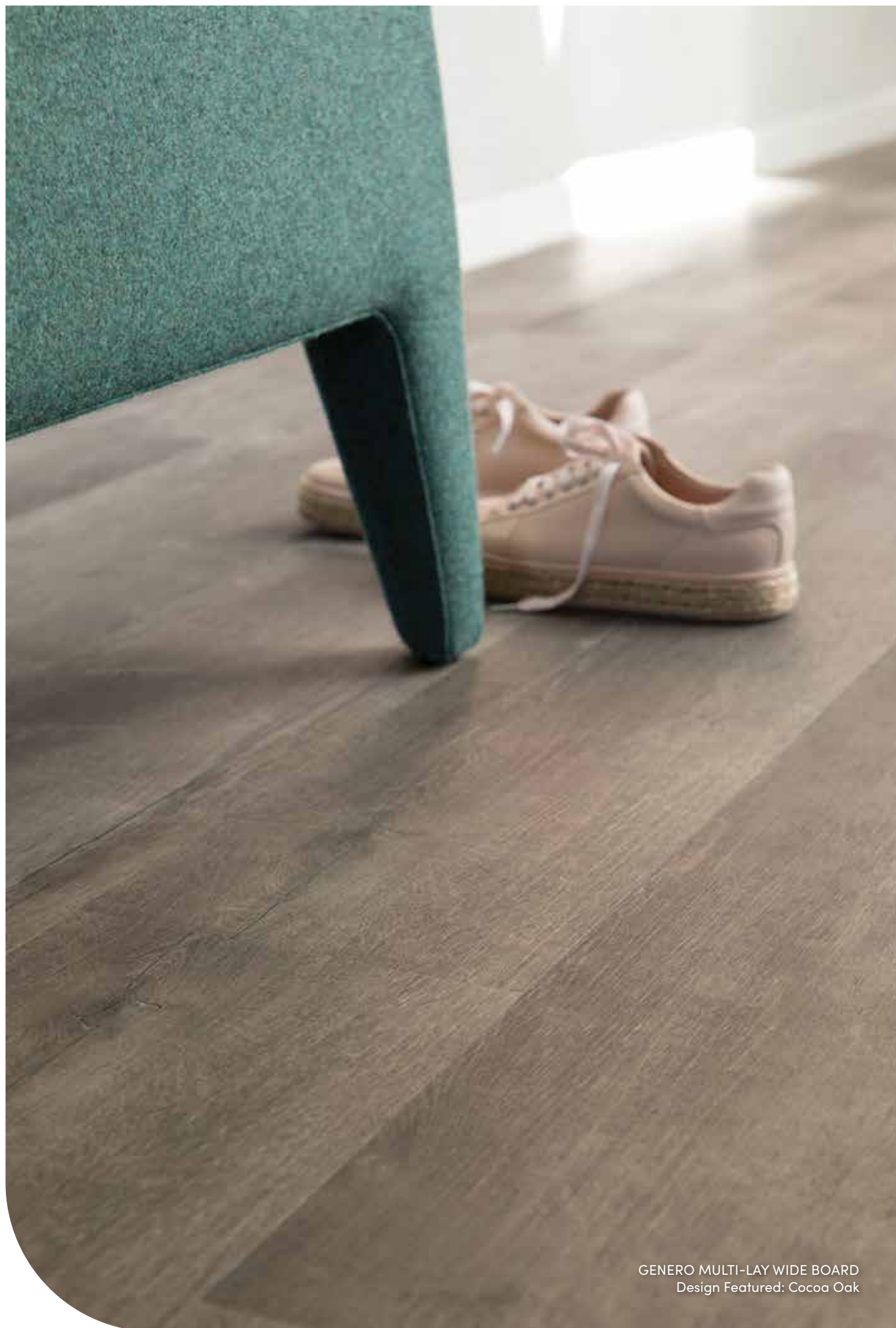
Thickness: 2.5mm



You can breathe easy with Genero Zenith vinyl planks which are FloorScore certified - the most recognised indoor air quality certification for flooring, making it suitable for sensitive individuals.



GENERO ZENITH
Design Featured: Cornwall Oak



GENERO MULTI-LAY WIDE BOARD
Design Featured: Cocoa Oak

KEY FEATURES

	Genero Coastal	Genero Deluxe	Genero Design	Genero Plus	Genero Design Platinum	Genero Longboard	Genero Multi-Lay Wide Board	Genero Zenith
Allergy Friendly	✓	✓		✓	✓	✓	✓	✓
Anti-Slip	✓	✓		✓	✓	✓	✓	✓
Bathroom Friendly	✓	✓	✓		✓	✓	✓	✓
Colour Fastness to Artificial Light	✓					✓		
Durable	✓	✓	✓	✓	✓	✓	✓	✓
Easy Cleaning	✓	✓	✓	✓	✓	✓	✓	✓
Eco-friendly	✓	✓		✓	✓	✓	✓	✓
Exclusive to Choices Flooring	✓	✓	✓		✓	✓	✓	✓
Family Friendly	✓	✓	✓	✓	✓	✓	✓	✓
Hard Wearing	✓	✓	✓	✓	✓	✓	✓	✓
Laundry Friendly	✓	✓	✓	✓	✓		✓	✓
Low Maintenance	✓	✓	✓	✓	✓	✓	✓	✓
Natural Fibre								
Pet Friendly	✓	✓	✓	✓	✓	✓	✓	✓
Quiet Underfoot	✓	✓	✓	✓	✓	✓	✓	✓
Rental Friendly	✓	✓	✓	✓	✓	✓	✓	✓
Sound Absorption	✓	✓	✓	✓	✓	✓	✓	✓
Stain Resistance	✓	✓			✓	✓	✓	✓
Underfloor Heating Suitability	✓	✓	✓	✓	✓	✓	✓	✓
Water Resistance	✓	✓	✓	✓	✓	✓	✓	✓



GENERO MULTI-LAY WIDE BOARD
Design Featured: Boleyn Oak

IF YOUR GENERO COLLECTION LUXURY VINYL FAILS TO PERFORM

Your selected Genero Collection luxury vinyl will be covered
by one or more of the below warranties.

35, 25, 20, 15 or 10 Year Residential Wear Guarantee

10 Year Light Commercial Wear Warranty

Please check with your Choices Flooring consultant in regards to which
warranty or guarantee information is applicable to your selected Genero
Collection luxury vinyl, or for more information visit **choicesflooring.com.au**



*Warranties and guarantees are provided by the manufacturer and are in addition to other rights and remedies of the consumer under a law in relation to the goods. Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if goods fail to be acceptable quality and the failure does not amount to a major failure. Variations in colour within the one reference can occur across all timber designs. Actual colour samples shown in this brochure may vary due to the printing process. View a true representation of the range at your local Choices Flooring store. All information is correct at the time of printing (June 2022).

Join our online community



The floor you've been searching for

choicesflooring.com.au