



**PRIMERRA  
FLOORING**





F R E E D O M   B E G I N S

# at home

At VOX, we believe that true freedom starts at home, and the spaces we live in have a profound influence on our lives. That's why our goal is to continually innovate and provide complete solutions — ranging from decorative walls, furniture, doors, and flooring collections to top-quality facade cladding and ceilings. In 2018, the VOX brand expanded into the Indian market. Today, our presence spans over 250 cities across India, supported by a strong network of distributors, dealers, and installers. In 2023, VOX India launched its own production, reaffirming our dedication to the "Make in India" initiative.





# PRIMERRA. POSSIBILITY OF CHOICE



To meet various needs and preferences, we have expanded the offer of Primerra flooring to include floors laid in a herringbone pattern. 12 oak colours of Primerra Wood create a collection of classic floor while Primerra Herringbone collection available in 3 oak colours is the perfect solution for those who appreciate the more elegant effect. Regardless of which floor you choose, you can be sure that it will be durable and easy to maintain. Discover both Primerra collections and choose the one that will make your interior unique.







# PRIMERRA WOOD LINE. UNIVERSAL FLOOR

At VOX we know that decorating a home may be a challenging experience full of difficult choices. To make this task easier we have designed the floor which combines both aesthetics and functionality and let you finish your home with pleasure. Primerra wood line offers 12 decors inspired by natural wood pattern. The floor is resistant to water and stains, which guarantee long lasting impression in residential space.







OAK MIST



OAK MIST



GOLDEN OAK





WESTERN OAK



IMPERIAL OAK



IMPERIAL OAK





NORDIC OAK



NORDIC OAK



WALNUT OAK





CHERRY OAK



OAK EBONY



EBONY OAK





CARAMEL OAK



CARAMEL OAK



MALT OAK





NATURE OAK



CONCRETE OAK



CONCRETE OAK



# SUMMARY OF DECORS

Choose one of twelve beautiful decors resembling wood structure. The planks not only look like natural wood but also give a soft touch and feel while walking on the floor.  
Dimensions: 1220 x 183 x 4 mm

GOLDEN OAK



NORDIC OAK



CARMEL OAK



OAK MIST



WALNUT OAK



MALT OAK



IMPERIAL OAK



OAK EBONY



NATURE OAK



WESTERN OAK



CHERRY OAK



CONCRETE OAK

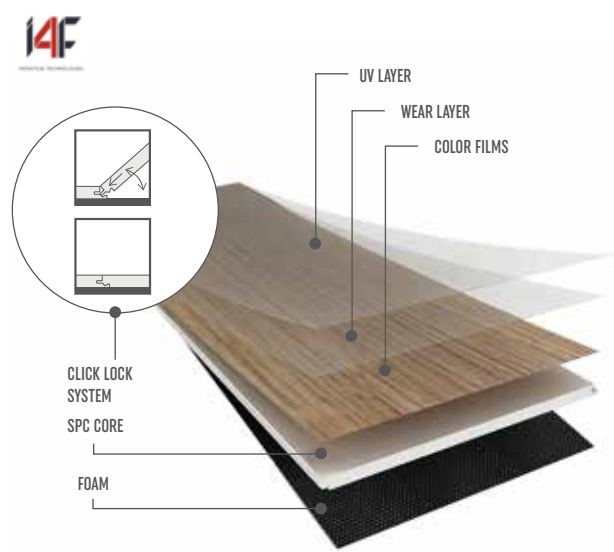


WESTERN OAK



# LAYER STRUCTURE

The multi layer design and unique construction make Primerra floor extremely durable, providing it scratch and stain resistance. The product specifications make Primerra floor the most suitable solution for domestic application. Its composition is water and termite resistant and what is more, it maintains thermal insulation at home.



# KEY FEATURES



STAIN  
RESISTANT



WATER  
RESISTANT



COMFORT  
OF WALKING



WEAR LAYER



WARRANTY  
15 YEARS -  
RESIDENTIAL



THICKNESS



FOR UNEVEN  
SURFACE

# PRIMERRA SPC WOOD PARAMETERS

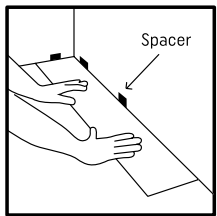
SPC FLOORING FOR INTERNAL USE AS FLOOR COVERINGS - FOR BELOW PARAMETERS TEST DONE AND PASSED		
PARAMETERS	METHOD	REQUIREMENT
Dimensional stability to heat	EN 434	≤ 0.25%
	ISO 23999	≤ 0.12%
	ASTM F2199-20 (70°C,6h)	Residential, (avg,max) ≤ 0.25% Commercial, (max) ≤ 0.2%
Curling after expose to heat	EN 434	≤ 2 mm
	ASTM F2199-20 (70°C, 6h)	≤ 0.080 in
Resistance to heat	ASTM F1514-19	(avg, max) ΔE* < 8
Dimensional variations after change in relative humidity	EN 13329 : Annex C	< 0.9mm
Resistance to Chemicals	ASTM F925-13(2020)	No more than a slight change in surface dulling, surface attack or staining
Residual indentation	EN 433	≤ 0.1 mm
	ASTM F1914-18	Average ≤ 0.18 mm
	ISO 24343-1	≤ 0.07 mm
Abrasion resistance	EN 660-2	Volume loss < 2.0 mm³, T group Abrasion class = 23 , 31
Static load resistance	ASTM F970-17	For commercial only Residual indentation ≤ 0.13 mm
Color fastness	Internal-QUV 200 h	Delta E ≤ 9.95
Resistance to light	ASTM F1515-15	(avg, max) ΔE* < 8
Peeling strength	EN 431	Average ≥ 75N/50mm Single ≥ 70N/50mm
Surface integrity	ASTM F1914-18	No puncture through wear layer/décor into rigid core
Surface soundness	EN 13329	≥ 1.00 N/mm²
Thickness Swell	ASTM F3261-20 8.8	max 2% swell - no attached back max 5% swell - with attached back
Locking strength	ISO 10582 : Annex D	f <sub>max</sub> Short side : ≥15 N/mm
Gap after installation	Internal - Filler gauge	≥0.2 mm



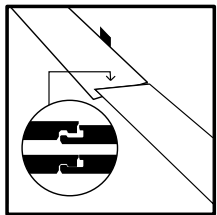


# INSTALLATION

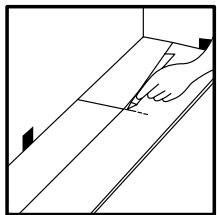
Installation of Primerra floor is fast and easy thanks to the unique click lock system. Click Lock Technology works perfectly for both the long and short sides of the flooring panel and ensures there are no unwanted gaps or spaces between floorboards.



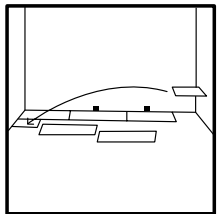
- 1.**  
Start at a corner, place first plank with tongue side facing wall. Use spacers to maintain an expansion space of 8-12 mm between wall and flooring.



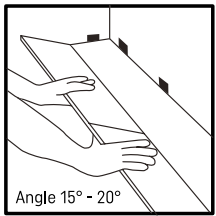
- 2.**  
Insert 2nd plank's end tongue to 1st plank's end groove at an angle of 15° to 20°. The plank will click into place when lowered. Line up the edges carefully. Planks should be flat to the floor.



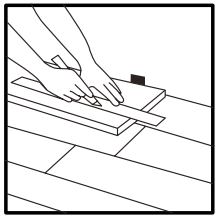
- 3.**  
For the last plank of a row, flip a full plank to its underside and place beside the row. Measure and mark the required length. Use a ruler and utility knife to score the plank and snap off. Insert as in the previous diagram.



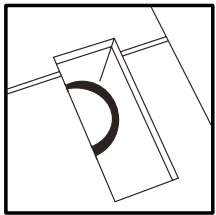
- 4.**  
Begin next row with the last cut off piece from the previous row to stagger the pattern.



- 5.**  
To start the second row, assemble your entire row on the subfloor before attaching it to the first row. To attach, tilt and push the side groove of the first row at an angle of 15° to 20°. Lower and click into place lining the edges up carefully. Continue laying remaining planks in order.



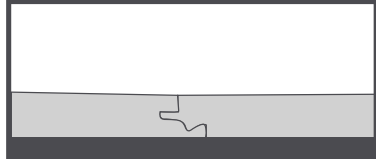
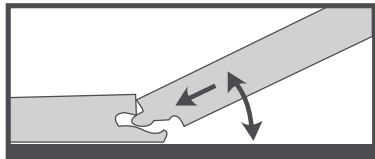
- 6.**  
Begin next row with the last cut off piece from the previous row to stagger the pattern.



- 7.**  
Heating vents require an expansion room. First, cut the plank to the correct length. Place the cut plank at this actual position and use a ruler to measure the areas to be cut out and mark them. Cut out the marked points allowing the necessary expansion distance.



- 8.**  
The gap between the bottom of a door and the vinyl flooring should be 1 cm height. To trim door frames, turn a plank upside down. Place it next to the door frame as per diagram. Use a handsaw and cut the necessary height so that the planks can slide easily underneath the frame.







## PRIMERRA HERRINGBONE. SOPHISTICATED LOOK

Herringbone flooring is not just about style but also about enhancing the structural and aesthetic qualities of the space it is used in. Herringbone patterns offer a sophisticated and timeless look, adding a sense of elegance to any space. The zigzag pattern creates visual interest and movement, making floors stand out. This pattern can make small rooms appear larger and add depth to larger spaces. The interlocking design of the herringbone pattern can add stability and strength to the floor.







IMPERIAL OAK



WALNUT OAK





GOLDEN OAK

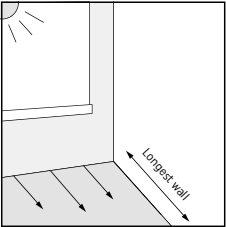
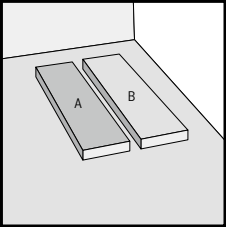
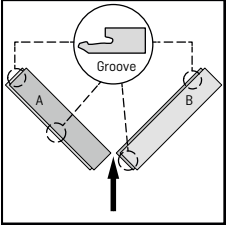
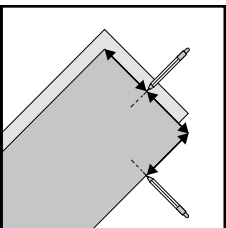
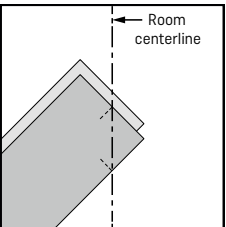
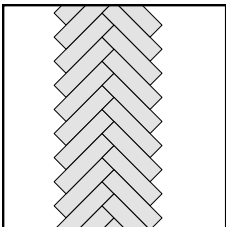




# KEY FEATURES

	STAIN RESISTANT
	WATER RESISTANT
	COMFORT OF WALKING
	WEAR LAYER
	THICKNESS
	FOR UNEVEN SURFACE
	WARRANTY 15 YEARS

# INSTALLATION PATTERN

	Plan the floor along the longest wall or light direction for the most pleasing visual appeal.
	Make sure you have an equal amount of left and right panels.
	Lay down the panels in the correct start position with the groove side pointing away from the starter wall and to the left side of the V.
	Mark the middle of the short side of the panel. Take this distance and mark it on the long side of the panel.
	Align the markings on the panel to the center line of the room to ensure the correct angle of the panel and a straight installation.
	Finish the first V row and then continue to the sides.

# PRIMERRA SPC HERRINGBONE PARAMETERS

Total thickness	4 mm
Thickness of the wear layer	0,3 mm
Lock	UNILIN LOCK TECHNOLOGY
Packaging	2.63 m² (650x150) 27 tiles (PACK A AND PACK B)
Film appearance	No scratches, No tears
Surface scratch	≤2000g, No scratches
Gloss	4-8 (Gu)
Profile accuracy	Smooth, flat cuts No excess plastic
Residual indentation	ASTM F1914 Max: s 3%
Locking strength	Tensile strength 30mm (2 110N) Flexural strength 15mm (23 N)
Dimension Stability	ISO 23999 Dry 80C for 6 hours Max s 0.17%
Abrasion (wear layer 0.3mm )	ASTM D4060-Abrasion resistance tester Mac 4500Rev
Warranty residential use	15 years



# SELECT SKIRTING BOARDS

At VOX, we approach interiors holistically. This is why we have created a flooring system that includes, in addition to the flooring collection, stylistically matching skirting boards.

Espumo skirting boards are made using the innovative Kerracore technology. They are not only lightweight, but also shock-resistant. Good water resistance properties make them suitable for rooms exposed to moisture.

## ESPUMO SKIRTING BOARDS

Baseboard length: 240 cm.



INSTALLATION  
WITH ADHESIVE



SHOCK  
RESISTANCE

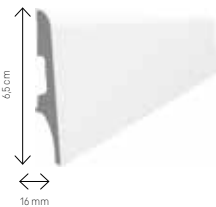


MOISTURE  
RESISTANCE



FINISHING  
ACCESSORIES

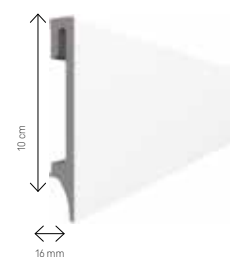
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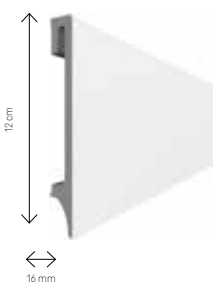
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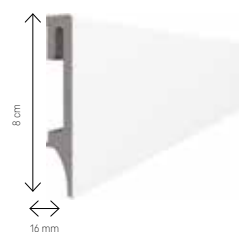
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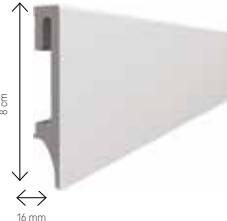
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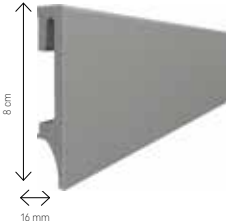
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ESP202



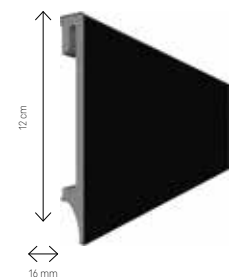
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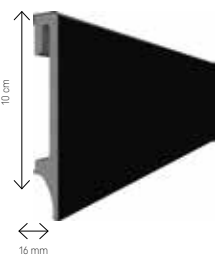
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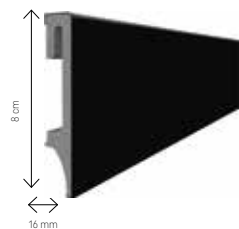
ESP506



ESP406



ESP206



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