إسرق الأوسط ذ.م.م





ERAM FLOORS

Middle East W.L.L.

أينما الى الأبد

WHEREVER. FOREVER.















agnella



TEKA ...

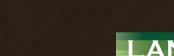
















QATAR

P.O. Box 20795, Grand Hamad Street, Mackeen Holding Building, Zone - 5 Area, Tel.:+974 4488 0038, Fax:+974 4488 0068

BAHRAIN

ERAM FLOORS Middle East W.L.L P.O.Box. 24642, Dream Building Kingdom of Bahrain. Tel: +973 1729 7555, Fax: +973 1727 1556

KSA

P.O.Box. 4228, King Fahad Street 25th Cross, Kingdom of Saudi Arabia 31952. Tel.: +966 13 893 3770 / 893 0337. Fax: +966 13 893 3771



















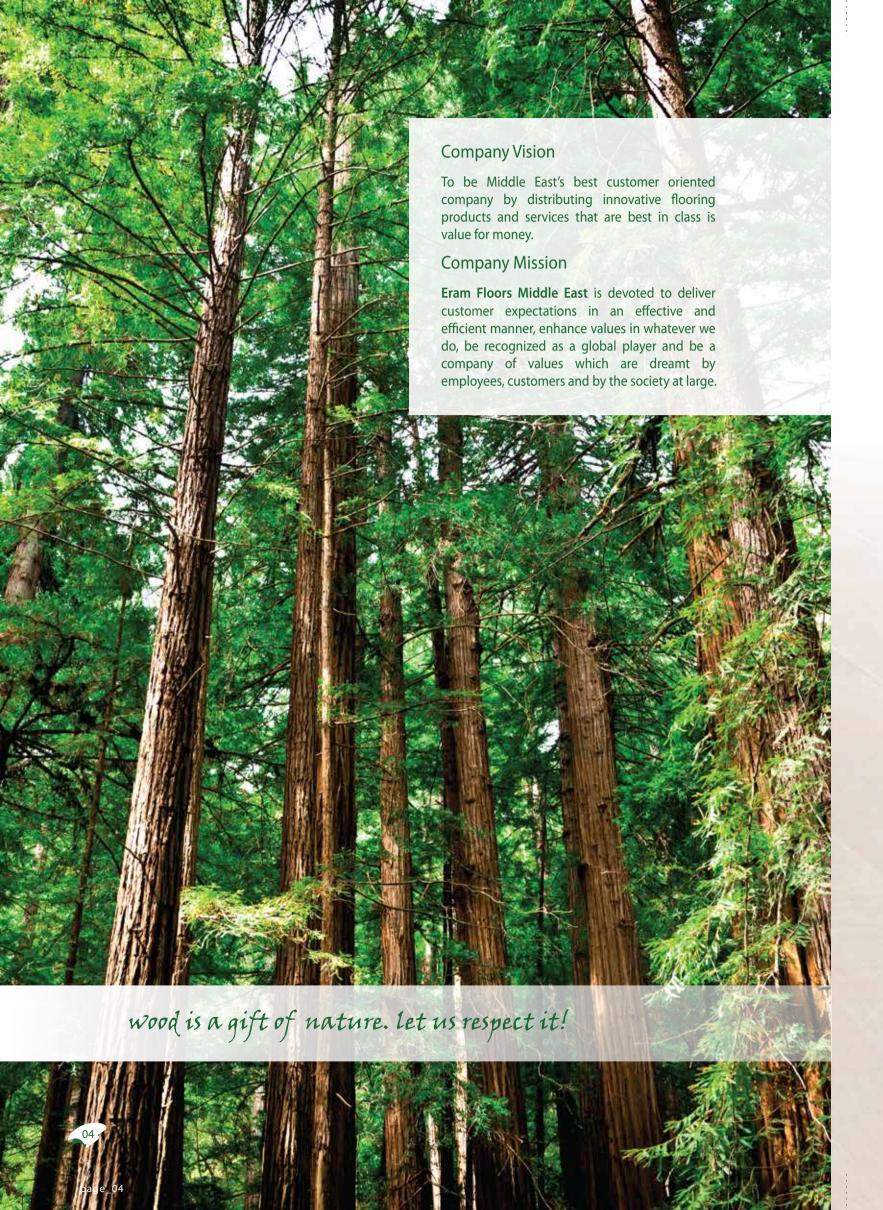














Dear Guest,

Welcome to Eram Floors Middle East

The economy of our region is in the growth trend unlike many other European or American regions. The trends and opportunities are promising and motivating. Needless to say that a company like our's, dealing with best in class products and services has gained much more importance and opportunities like never before.

We believe that the approach that are driven by the Philosophy of quality, promptness, admiration, and ownership plays a very vital role in the growth and diversification of any business. This makes us more committed, accountable and responsible as a business Organization.

Our success is based upon the degree of satisfaction that we are able to deliver to our customers, employees and the society. We are aware about the impact of the above in creating values and hence we take care of each and every aspects in the best possible and efficient manner. Our employees are our strength and they are the voice of our company and they promote business in an ethical manner and have a sense of ownership in whatever they do. Customers are the King for any business and for us they are our Brand ambassadors as well. We have been able to deliver more than the expectations of our customers and have delighted them and thereby converted them as our spokes men and ambassadors.

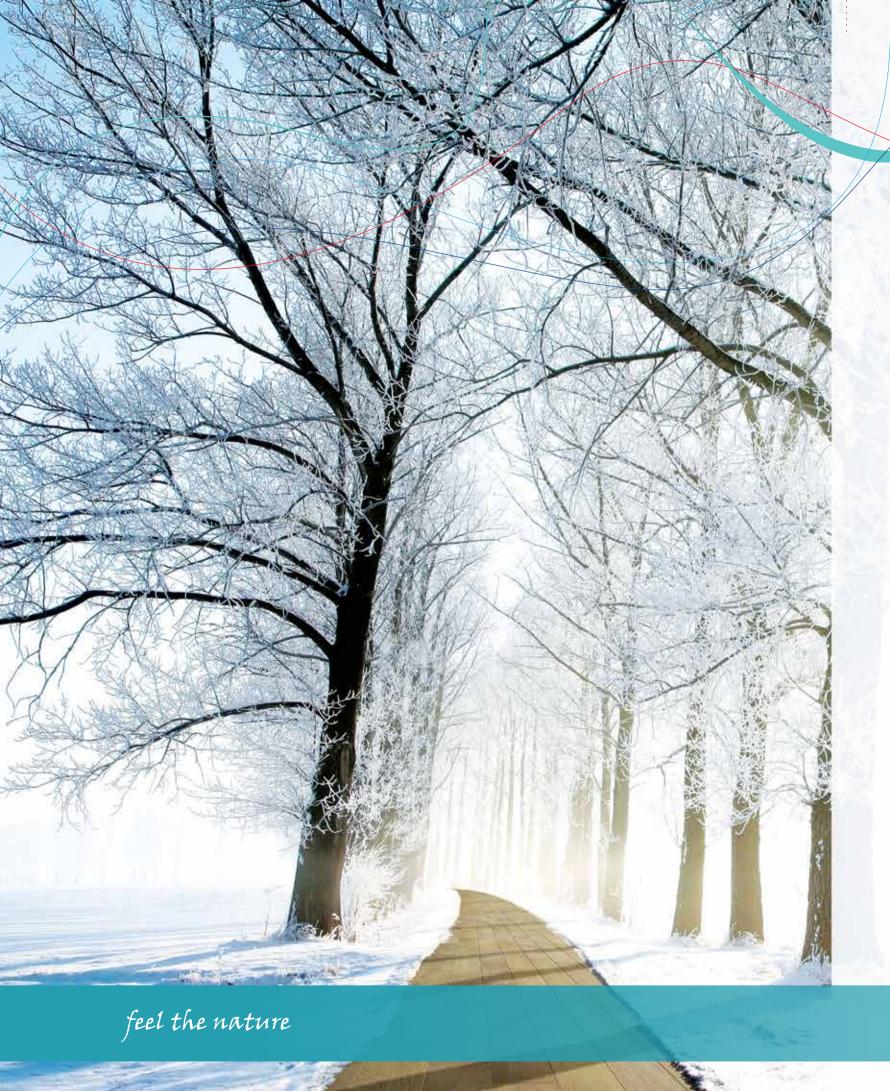
We have a very strong and value based Vision and Mission and we ensure that it is delivered to the maximum possible extent in all that we do.

To conclude, I would like to extend my sincere appreciation & thanks to our customers who have always shown their choice and loyalty towards us and our team of employees for making the company what it is today.

Yours sincerely,

Dr. Siddeek AhmedChairman and Managing Director. **ERAM Group**









BerryAlloc is a new brand in floor and wall covering that will replace the former Berry Floor brand and the Alloc brand.

BerryAlloc is a powerful force and a global international player comprising: High-Tech Laminate, Laminate, Parquet, Click Vinyl, Walls & each with accompanying accessories.

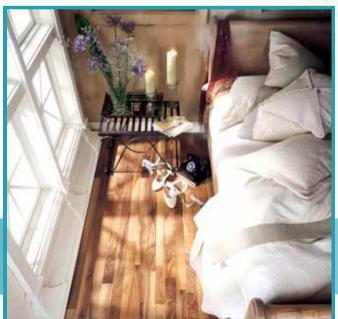
Berry Alloc is a leading creator of interior design and home decoration for residential and commercial projects.

Berry Floor is a laminate flooring company located in Menen, Belgium. It was established in 1998 by Mr Luc De Clerck.

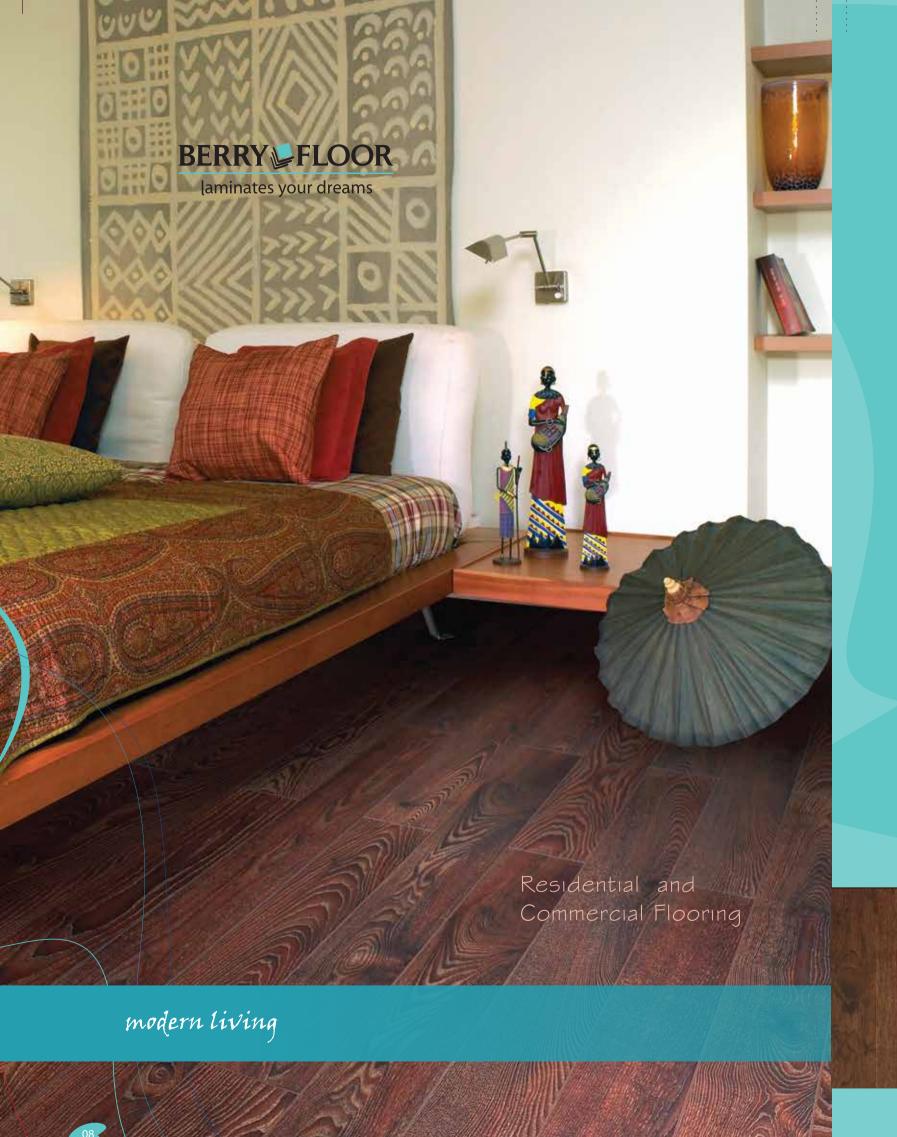
Berry Floor has grown into an important player in the laminate flooring market. Our products are sold in more than 40 countries. From 2005 to 2009 Berry Floor was part of the Beaulieu International Group. In 2009 the wood division was rearranged. Berry Floor, Berry Wood and Alloc are now part of a new holding, which employs about 600 people worldwide.

Berry Floor guarantees quality and service; that is our force. Berry Floor is also known as a trendsetter. Our collections include timeless colours alternated with modern decors. Our R&D department constantly comes up with new developments. This enables us to present our customers with the latest innovations.

www.berryalloc.com







Once upon a time...

BERRY FLOOR LAMINATE

Berry floor fulfils your wildest and more importantly, your oldest dreams because buying a laminate floor is always done with the intention of having it looking beautiful for as long as possible all the more reason only to be satisfied with a floor that looks attractive adds value to your home of durable and easy to maintain for this and no other reason we will enjoy leading you around the world of berry floor on the following pages.

You will be introduced to eleven beautiful collection with over a hundred decores and a complete ranges of extra additions and accessories to complete your floor with this brochure our website and the sales people in your local store we will help you to make a well considered choice that fits perfectly with your personality home and budget.

So allow yourself to be carried along by our range and features all just as seductive as the photographs attached to them. So don't be afraid to dream it is difficult not to once you see how numerous the options are for Berry floor laminate.



Why choose Berry Alloc?



Fashionable colours and a variety of sizes

Over 14 collection and no less than 170 decors in different types of wood with surprising combinations and a variety of colours and accessories you can choose from extra long and wide planks (Elegance or grandioso) short and wide planks(Residence) or very narrow planks (Regency collection) but you will also find standard formations in our collection.



Perfectly finished

Subtle beveling impressive natural wood or tile structure wood patterns that endlessly flow from one plank to the next efficient noise absorption non standard sizes matt varnish BerryAlloc uses all of the latest technologies LaserCut is one of these technologies. It is a lasder-guided system for cutting planks so that every plank is perfect.



Water and moisture resistant

The reviera Titanium collections with Hydroplus guarantee that your floors cannot be damaged by water or vapour. A special treatment gives it infallible protection.



Top Quality

All our laminate floors are at least class 32 but go up to class 33 and even class 34! They are not only suitable four your living room, dining room or kitchen but also for commercial use such as in shops, restaurants, schools and places where there is considerable pedestrian traffic. Therefore you can rest assured that they are strong enough for installation in your home. Needless to say all our products are subject to the most stringent product requirements and thorough quality checks.



Berry Alloc respects the environment

The entire Berry Alloc collection has been awarded a "programme for the endorsement of forest certification (PEFC). This guarantees that our products come from sustainably managed forests.





Top locking systems Best LOC®

Thanks to the revolutionary and patented Best Loc® system you do not need to be an expert to install your own laminate floor! When you install your floor you do not need adhesive, a hammer or tapping block. Yet it stays firmly in place.



Best Loc® X-treme. For Super-Fast installation

Best loc® X-treme is available in the Titanium, Grandioso, Elegance, Naturals, Residence, Vintage tiles and loft collections and goes a step beyond the best loc® system. Not only does it have a considerably stronger locking mechanism. It is also easier to install thanks to its enclosed lip which means that installation is upto 30% faster



laminates your dreams









Prestige

Commercial

Commercial Stone









Original

Vintage

Loft Woodsound



Essentials



Titanium



Elegance

Residence



Grandioso

Riviera





Unique



Naturals

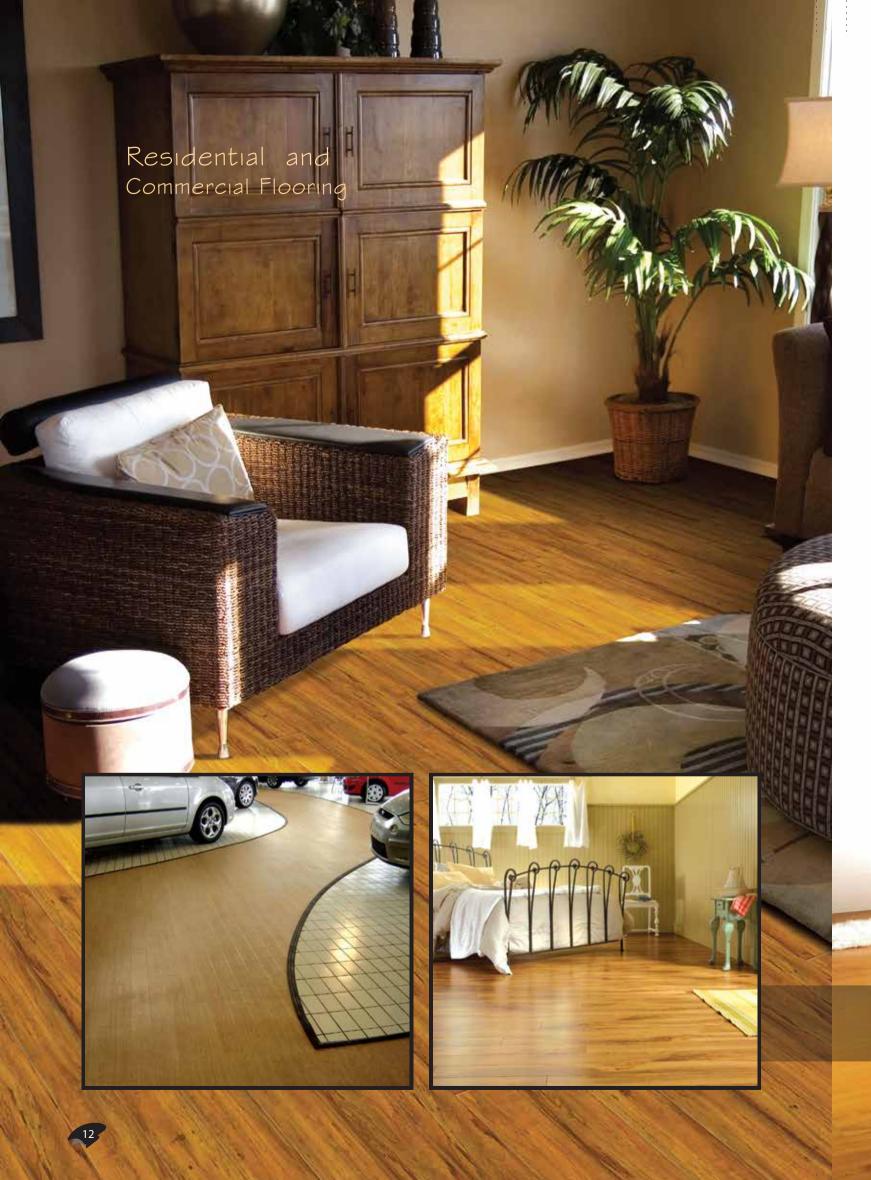


Exquisite



Regency

endlessly beautiful...



ALLOC

Alloc has been producing high-quality laminate floors since 1992. In 1996 we revolutionised the floor industry with our locking system that made it possible to lay laminate floors without using glue. With our patented locking system, the floorboards are clicked together fast and easily. The laying result is perfect and the laminate floor will retain its qualities for a very long time.

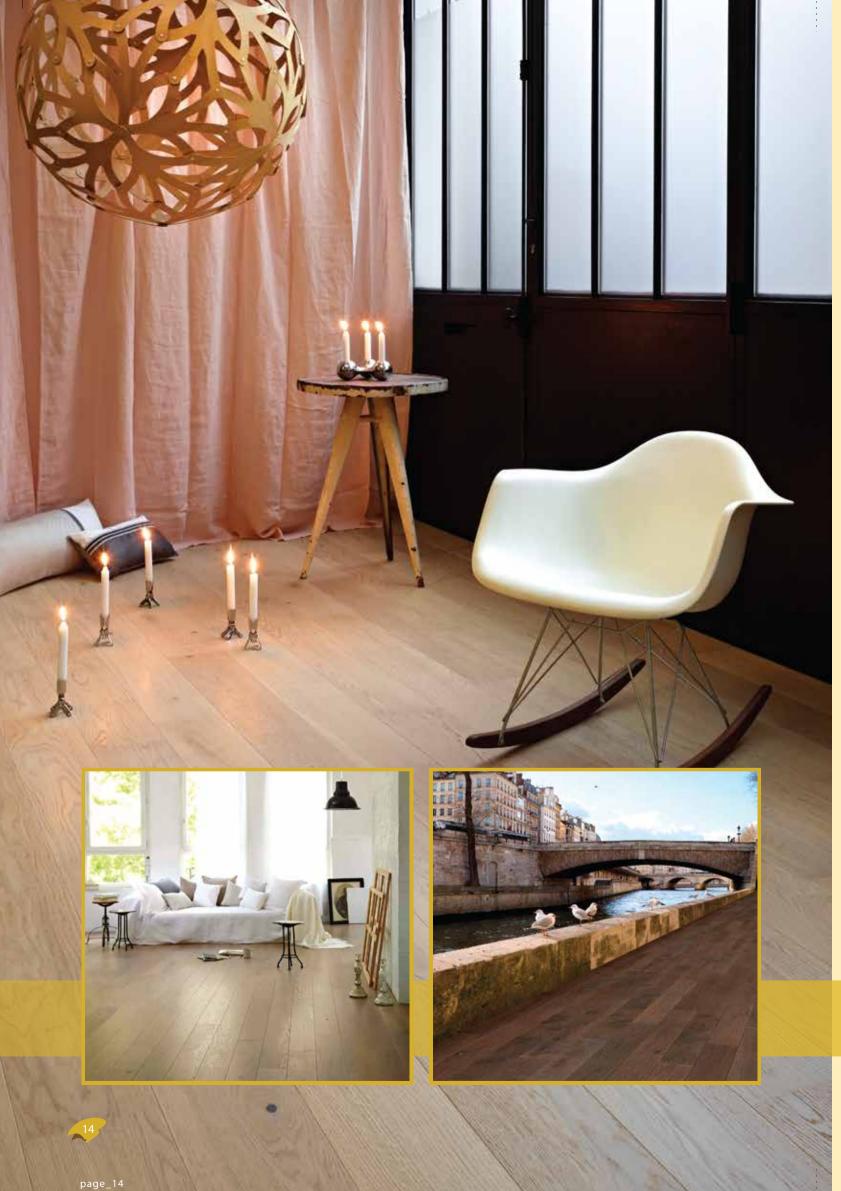
Since the start, Alloc has focused continuously on innovation and product development, and today offer a complete range of flooring products and accessories to fit all needs. Alloc – Floors for living, are just as well suited for the warm atmosphere of a living room as the high-class style of a reception area or office.

Alloc is owned by the Belgian group Beaulieu International Group, which in 2004 had a turnover of 500 mill. EUR and approx. 2000 employees. Beaulieu International Group is divided into three divisions; the Wood Products division, the Yarn division and the Carpet division. Visit www.bintg.com for more information about Beaulieu International Group.

Alloc is a member of the Association of European Producers of Laminate Flooring EPLF. Learn more about the organisation and laminate flooring at www.mylaminate.eu

Välinge Aluminium AB works in the field of mechanical locking systems for floorings. This work comprises the development of locking systems together with production equipment and techniques. Members of the staff of Välinge Aluminium invented and introduced the laminate flooring in 1977, at that time as employees of Perstorp AB. The floor-lock technology of Välinge Aluminium AB is protected world wide by several different patents, and the right to utilize this technology is licensed to several key partners, such as the Berry Group and Alloc AS. Visit www.valinge.se for more information about Välinge Aluminium AB.

the world of alloc





Parquet

The interior décor of your home, be it the living room or bedroom is very important to everyone.

One of the essential elements that makes up this interior décor is the flooring. It is just as important in fact as the colour you choose for your walls, the style of your furniture or lighting design.

Our Berry Floor Parquet floors are specially designed to offer you solutions that combine the natural aspect of the different species of wood with finishes that show the effects and relief of these materials to their greatest effect and a selection of finishes from mat, oiled, limed satin and gloss that create wonderful backdrop for the play of light on your floor.

Each board is unique as your floor will be thanks to our Berry Floor Parquet, made in France at Berry wood, located in Meaulne in the very heart of France. In the center in fact of the famous foret de Troncais with its age-old oaks.

In this brochure you will find our complete selection of Woods and accessories along with all the information and reasons why you should choose our parquet is enhance your living space. Berry Floor Parquet is designed to enhance the pleasure of both you and your family.

feel better at home





French oak engineered flooring



Panaget was established in 1929. Panaget is one of the leading French manufacturers of wooden floors, with an annual production of over 1 million m² of engineered wood flooring. Panaget guarantees that the production of its two sites is 100% French (only the accessories, mosaics and exotic solid woods are bought abroad)

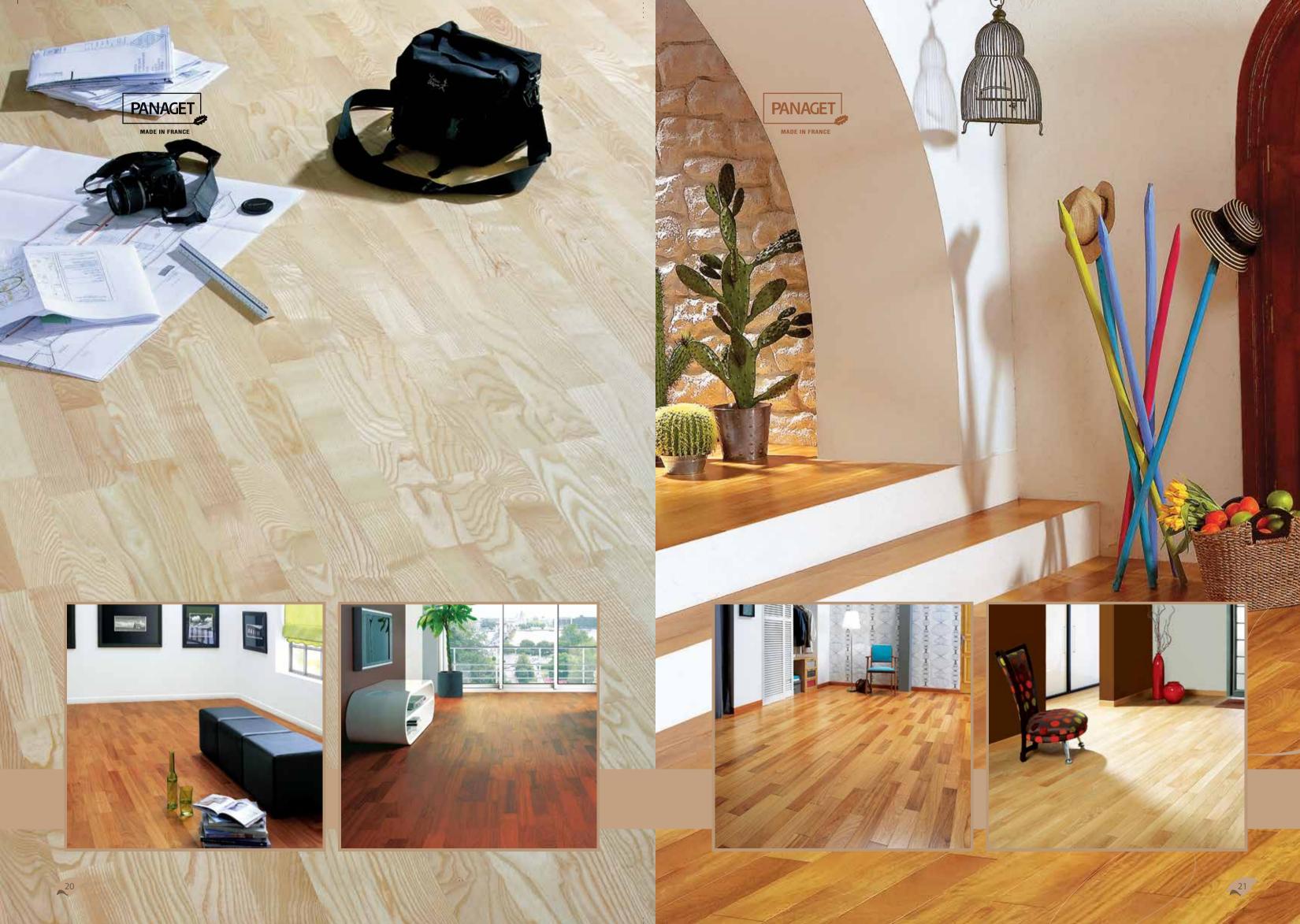
Bourgbarré:

Bourgbarré, covering 11 hectares, is the original site and specialises in production of 2 strip boards and solid wood French oak.

Redon:

The new site at Redon has played a part in production since January 2005. With an investment of 6 million euros, this factory covering 15,000 m² is dedicated to processing single strip flooring over 4 production lines, namely, glueing, machining, varnishing and packaging.





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unique parquet tiles for a special living atmosphere



Unusual ways of design combinations can be experienced with the completely new range of design Parquet tiles from TEKA. From modern to classic, handscrafted, intentionally to look antique to combined with a furniture mix of different styles TEKA Design tiles offer you a different way of living. These special tiles can be installed floating or glued down. They are also suitable for installation on hot water floor heating systems.

TEKA design tiles are produced in caring hand work to exclusive designs with using only most precious wood species. All tiles will be delivered ready for installation.

TEKA design parquet creates a special atmosphere in every room – at home, in a boutique, in you office or in lobbies as well as in meeting rooms in hotels or residences.





CHOOSE GREEN.

CHOOSE MODEL

- ▶ FSC® certified
- Products that contribute to LEED credits
- ▶ Buildings and kilns heated using production waste
- Company recycling program
- Eco-design criteria integrated into our product development process
- COV-free (Volatile Organic Compounds) and formaldehyde-free finishes
- 90% of raw material supplies originate from sources less than 120 km away
- Ongoing investigation to increase material yield and reduce power consumption

Species available with the FSC® certification





You are unique, and so are we!



The company encompasses two corporations: PG Hardwood Flooring Inc. and Model Hardwood Inc. PG manufactures flooring boards ready for factory finishing or varnishing on the premises after installation. PG is the exclusive supplier of Model Hardwood, a company specializing in prefinished hardwood flooring.

The PG acronym consists of the first letters of the last names of Julien Paré and Richard Garneau, co-founders in 1979 of PG Hardwood Flooring Inc.

As early as 1982, PG sales reached two million board feet. In 1990, Richard Garneau bought back the shares of his associate, Julien Paré, and in 1991, Claude, Hélène and Julie Garneau became sole owners of PG Hardwood Flooring.

Model Hardwood started operations in 1997. Today, the company ranks among the largest hardwood flooring manufacturers in Canada. Model, specialist in the production of prefinished hardwood flooring, is renowned for the exceptional quality of its hardwood floors and has established an enviable reputation, thanks to the unique balance achieved in the finish applied to each board.

Constantly moving forward, PG Group continues to stand apart, investing more than three quarters of a million dollars in Model Hardwood in 2008 and more than \$3.5 million in a brand new production line at PG in 2010. Both investments have been successful, allowing the Group to remain at the cutting edge of innovation and product quality.

To pave the way for a new generation and pursue their goal of excellence, PG Hardwood Flooring and Model Hardwood established an important partnership in June 2010 with the shareholders of Scierie Dion, their largest supplier of hardwood. This strategic association will ensure quality and quantity of supply.

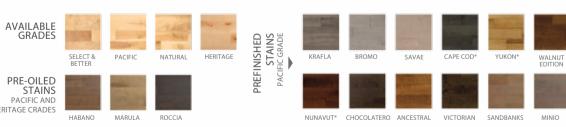


THE BEST CHOICE IN THE INDUSTRY

THE PERFECT BALANCE OF OUR FINISH IS RESPONSIBLE FOR THE BEAUTY AND REPUTATION OF MODEL FLOORING. More than 5000 possibilities: we offer 16 colours for application on solid hardwood and engineered wood based on an established selection of species, grades and widths.



BIRCH



*Also available in Heritage grade.

Model Classic Collection / Solid Hardwood



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MAPLE



*Also available in Heritage grade.

ASH



*Also available in Heritage grade.

SILVER MAPLE



*Also available in Heritage grade.







WIDTH: 57.15 mm: 82.55mm, 107.95mm: 133.35mm SANDING Up to 7 times

UNIQUE COLLECTION



SOLID HARDWOOD

PREFINISHED

BIRCH

MAPIE

RED OAK









E SERIES

GEISHA

MAPIE













PRE-OILED







ORIGINE SERIES







DION



PELLETIER

OLIVER

SILVER MAPIE





METEORA SANIBEL

FORTUNE SERIES







FAMILIA







Model Engineered widths: 82.55mm and 132mm



MODEL HARDWOOD



Modelloc widths: 87mm and 132mm





ModelSmart widths: 112.7mm



You are Unique, and so are we!









CHARACTERISTICS AND ADVANTAGES

PG Hardwood Flooring Inc. manufactures unfinished hardwood flooring boards for factory finishing or finishing on the premises once installed. Backed by more than 35years of experience, PG chooses only the very best hardwood suppliers and applies the highest industry standards to grading in order to deliver exceptional quality flooring.

PG, an industry reference, uses only the finest hardwood species.

Pads

Square pad		3/8 in thick (3 in long x 2 1/4 in wide (9.53mm thick (76.2mm long x 57.55mm wide))
Round pad		7/16 in thick (2 in diameter) (11.11mm thick (50.8mm diameter))
Conical, round		3/4 in thick (1 1/2 in diameter) (19.05mm thick (38.1mm diameter))

Sanding Up to 10 times

Each purchase of one of our flooring products will offer you pease of mind.

Widths:

44.45mm 50.80mm 57.15mm





