

Essence Rigid 55

External Sales Pitch
4Pager

July 2023 launch



الشركة الوطنية للتسويق

Essence Rigid 55

What makes this collection unique



Budget-friendly selected décors

Essential choice of designs tailored for residential areas / private housing.

10 décors
2 formats
semi matt finish for better realism



Essential quality standard

New rigid click profile

New Tarkett patented **GenClick®** system

PU surface treatment for good resistance to scratches, stains, and ultra matt finish

Dimensional stability up to **45°C***

* based on internal tests



The way to better floors

Circular collection **made in Europe**, with **less waste and less emissions**

Lighter and thinner rigid product contributing to low carbon emissions

Optimal indoor quality

30% recycled content on average

ArchDeco

Member of NMC

الشركة الوطنية للتسويق

ZOOM KSP #1

Budget-friendly
selected décors

10 great designs – 2 formats

Natural and sleek semi matt finish
thanks to PU surface treatment

Carefully chosen to add
sophistication and character to any
space.



20,05 x 120,00 cm



32,00 x 64,00 cm

Scratched Cement



Grey

Cool Oak



Classic



Light Beige

Primary Oak



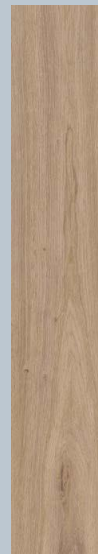
Beige



Natural



Light Brown



Light Grey

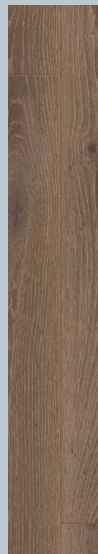
Tribe Oak



Light Natural



Grey



Moka

ZOOM KSP #2

Essential
quality
standard

The beauty of semi-matt finish décors and sustainability in the heart of this new click rigid floor made in Europe

COMFORTABLE



Good acoustic comfort & noise reduction (15dB)



Good dimensional stability (high temperature variations from **10 to 45°C**)



Suitable for **bathroom** (waterproof, watertight and has a high slip resistance (**R10**))



INSTALLATION

GenClick®

Quick and easy installation thanks to GenClick® locking system.



Install directly over **ceramic tiles with joints of 4mm x 2mm***.



Install and walk. No glue and no drying time

RESISTANCE

Good resistance to scratches and abrasions thanks to the PU coating

Better durability and impact resistant, enhanced with the perfect combination of advanced polymers and marble powder, the hardest form of calcium carbonate.



الشركة الوطنية للتسويق

Enhanced with
marble powder

ZOOM KSP #3

Conscious choices for people and planet

The way to better floors.



Production in our European manufacturing plant. Low CO2 emissions versus comparable products.



Collecting and recycling your installation and post-use waste with our ReStart® programme*.

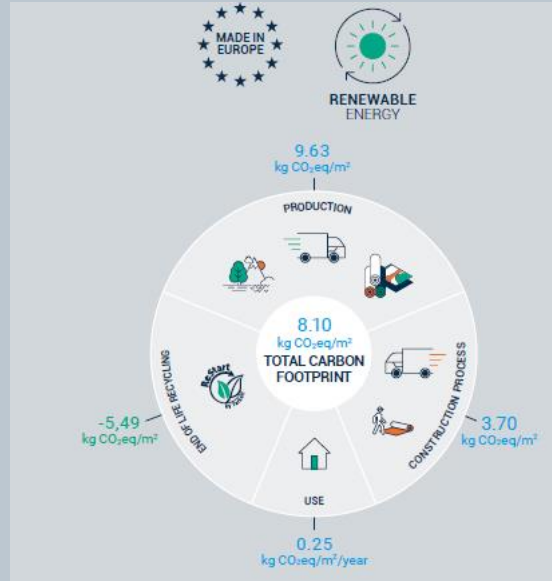


30% Recycled content according to ISO 14021.



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Essence Rigid 55 - Sales pitch – July 2023



Environmental product declarations (EPD) with recycling scenario and material health statements (MHS) available.



Complete transparency from us, peace of mind for you.



Volatile Organic Compounds ≤ 10 $\mu\text{g}/\text{m}^3$. Optimal indoor air quality thanks to ultra-low VOC emissions.



Phthalate-free for a healthier indoor environment.