

NEW

ter Hürne

Avatara
Pro
inclusive

The healthy one and as beautiful as nature

My Avatara Design Floor

Lived values

Editorial



The floor in your home is much more than just a covering.

It's where your children learn to crawl before they take their first steps. Lego towers are built there and pictures are painted, guests come in and out, not to mention pets. There is no doubt about it: the floor plays a major role in creating a really great atmosphere for your home. And by the way, it just happens to be the largest piece of furniture in the room in terms of its surface area.

At ter Hürne, we know all about the importance of your floor, because our love of wood and its positive, natural properties have formed the basis of our company for more than 60 years. We have made a name for ourselves in the industry as one of the leading manufacturers of engineered hardwood flooring in Europe. Today, we apply all of our expertise to produce innovative floors that are ideally suited to life with all its different requirements, while also protecting the environment.

Healthy living is our key promise to you. Our portfolio in the real wood segment and our natural-looking collections in the wood and design floor segments all have something in common. We do not make compromises in manufacturing: not in the design, the feel, the quality or the function – and certainly not when it comes to healthy living. Throughout the entire process, from the initial concept to product development and manufacturing, all ingredients are designed to have a positive impact on the health and well-being of occupants. With us, living is naturally healthy – and simply beautiful. And that's something you can rely on – no ifs or buts.

Bernhard ter Hürne

Chief Executive Officer ter Hürne

Stay curious

Our contents for you

Product philosophy

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Now
also available
in clever
2 in 1 system.
More information
on page 20

AVATARA

The healthy one

At ter Hürne, we know that we have a big responsibility. Whether we're at home, in office buildings, medical practices or nurseries, we spend up to 90 percent of our lives inside closed rooms. The quality of the air determines our well-being and our health.

With its large surface area, flooring in particular, plays a very significant role in a healthy room climate – and its importance continues to grow. With the continuing improvement in the thermal insulation of buildings, there has been a reduction in natural ventilation, and pollutants from wallpaper, furniture and conventional floors remain in the inside air for much longer.

This is not the case with Avatara: Our design flooring offers a healthy home environment far beyond the legal requirements and does not release any harmful emissions. It's a promise!

Did you know?

Avatara easily meets the challenges of the top class of independent test institutes.



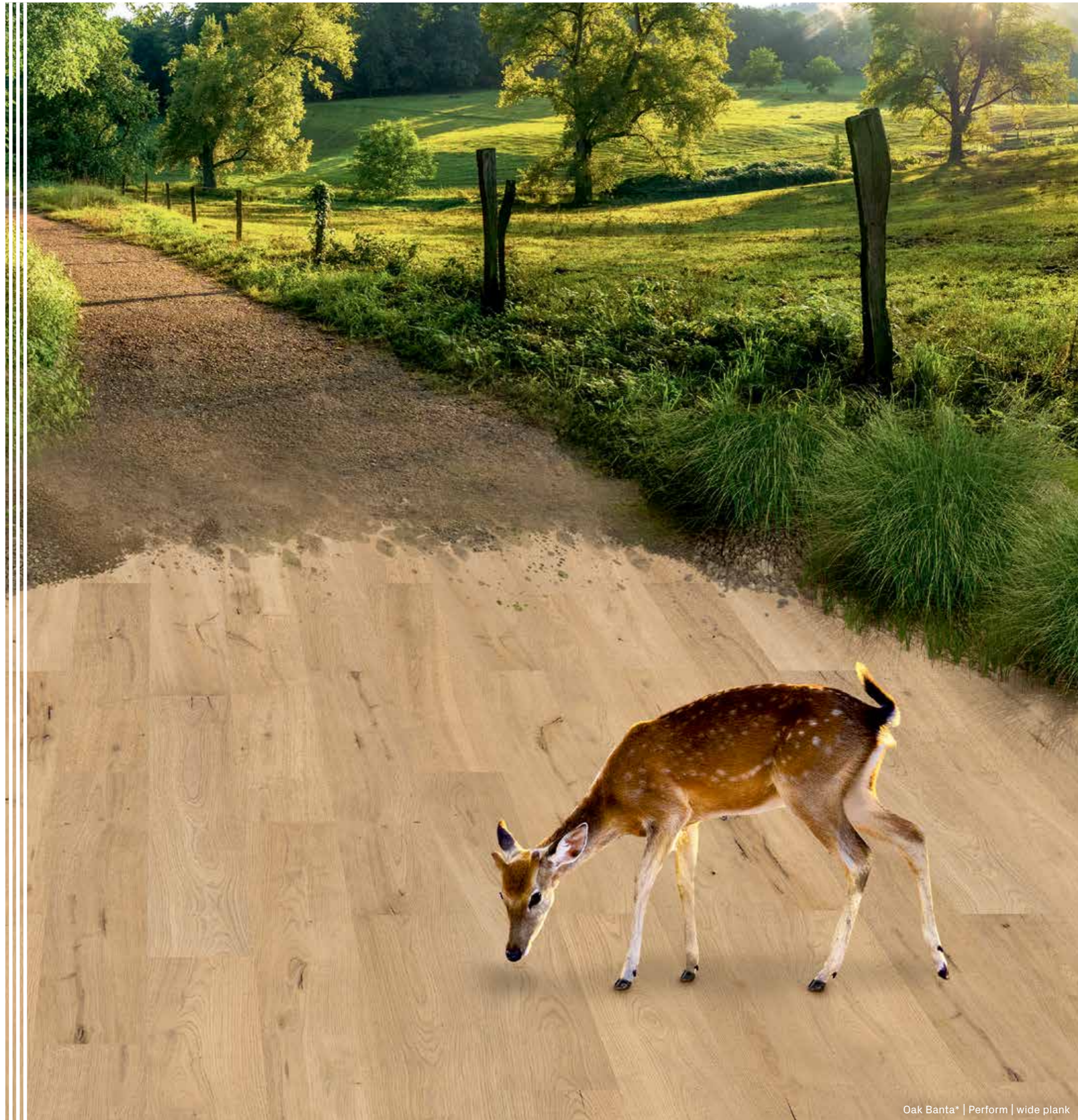
As one of only a few polymer-based design floors, Avatara is certified by the eco-Institut in Cologne. The independent laboratory is considered to be particularly stringent and represents the world's highest standards for indoor air quality and the prevention of indoor air emissions.



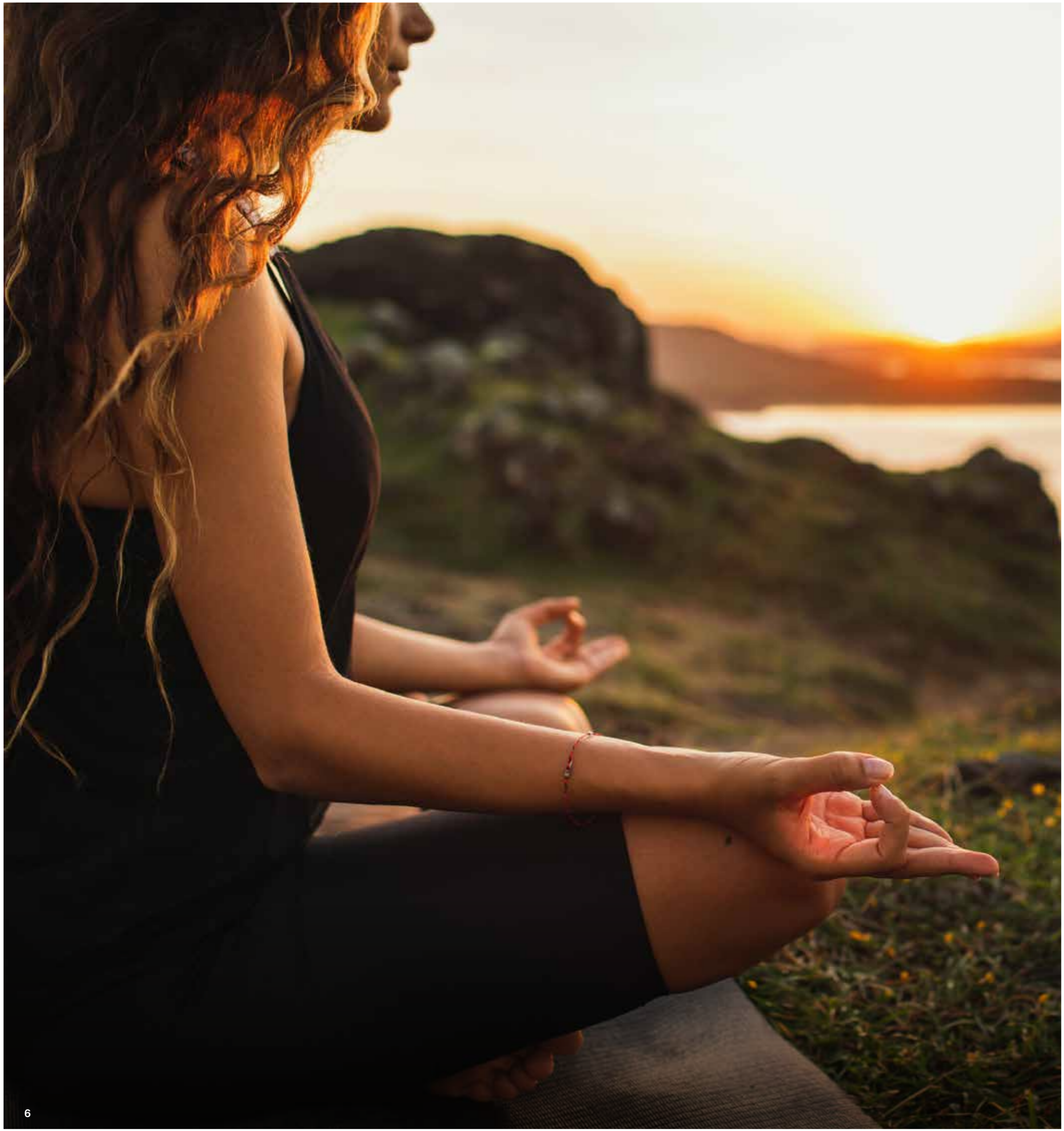
Germany's best-known eco-label, "Blue Angel", guarantees high standards for the protection of the environment and health. The Blue Angel therefore not only verifies the sustainability of our floors, but also certifies that Avatara has particularly low emissions and offers a healthy home environment.

Consistently green: Avatara is also particularly resource-friendly and 100% recyclable.

→ Read more about it on page 18.



Oak Banta* | Perform | wide plank



HEALTHY LIVING

Healthy for you

Avatara is the design floor from ter Hürne with the best properties compatible with a healthy home environment. It is free from chlorine, phthalates, plasticisers and solvents and is made from Talcusan[®], the new, intelligent material we use instead of PVC.

Talcusan[®] mainly consists of chalk and silicates plus a small proportion of polypropylene. Polypropylene is harmless to health and is therefore also used for the production of food packaging and baby bottles.

With its ingredients, Avatara is the leading healthy home environment design floor in the European flooring market – and clearly superior to conventional design vinyl floors.



**free of
PVC**



**free of
phthalates**



**free from
chlorine**



**free from
plasticizers**



**free from
solvents**



**Informations sur le niveau d'émission de substances volatiles dans l'air intérieur, présentant un risque de toxicité par inhalation, sur une échelle de classe allant de A+ (très faibles émissions) à C (fortes émissions).*



Antibacterial, allergy-friendly, saliva-proof

The perfect housemate for your family

Avatara is made for life. Thanks to its sophisticated composition, our design floor offers numerous features that make your everyday life much easier. For example, the special surface structure ensures that allergenic substances such as pollen and mites do not stick to it. That is not the case with many other floors. Dirt and dust also have no chance of settling, Avatara is particularly easy to clean.

Avatara gives everyone a good feeling, even small children. That's because our floor is saliva-proof and guaranteed not to release any harmful substances into the indoor air.



It also has a nice side benefit:

Thanks to the hygienic, antibacterial surface, Avatara retains its look much better than conventional vinyl floors. Dirt does not permanently settle in the surface structure avoiding unsightly effects.



Avatara Design Floor



Conventional Vinyl Floors





NATURAL DESIGN

Beautiful as nature

Our Avatara floors display their beauty in many facets: whether wood or natural stone – every design is on par with nature.

The fact that our design floor is so convincingly genuine not only at first glance during the sales consultation, but also later in the overall appreciation of the floor, has a lot to do with our know-how and the processes we use.

In principle, it is an interplay of different aspects that create the unique and genuine Avatara look: For example, we rely on innovative digital printing in HD quality, which creates pin-sharp decors. Each of our planks is also unique and, with a total of 20 planks per design, we offer you significantly more variety than conventional floors. These often only have six variants. Your benefit: The Avatara floor unfolds the beauty of nature, especially in the overall surface effect.

Avatara is also made particularly authentic by the soothing soft-touch structure and the matt surface. The floor feels soft and natural and shows the beauty of the décor even when backlit, for example with floor-to-ceiling windows.

Good to Know: Avatara is practically repetition-free over the surface. This is particularly important because frequent repetition of the same floor features, such as knots, cracks or veins, will otherwise make your floor covering look artificial across the surface.



varied

with up to 20
different planks



natural

thanks to
digital direct
printing
in HD



lively

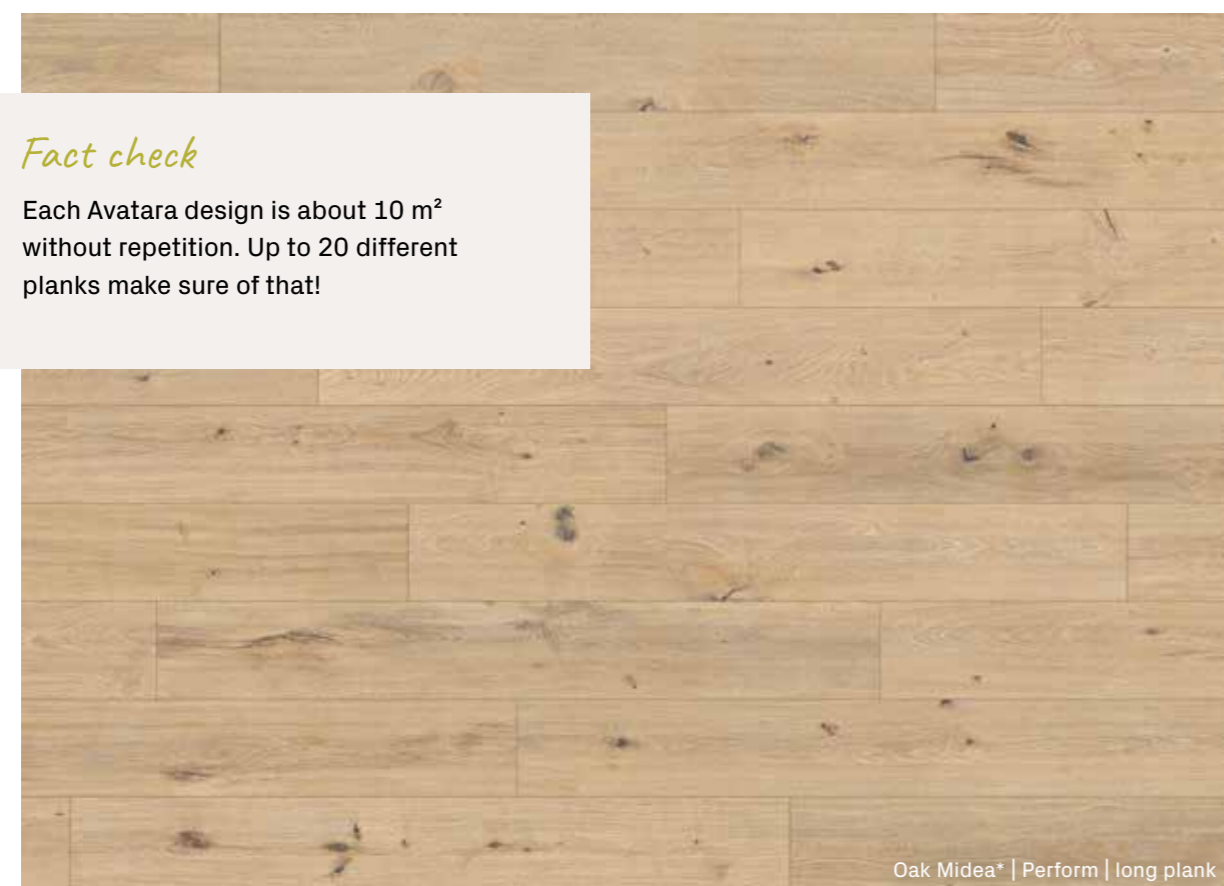
with distinctive
features

PRINTED WITHOUT REPETITION

Every floor pattern is unique

Each Avatara design is developed with great attention to detail by our designers. They determine the colour, structure and distinctiver features such as knots, which create the character of the floor. The conventional production of the decor image can be compared with the printing of the page of a newspaper. A roller prints the same content at regular intervals. And so repetitions occur.

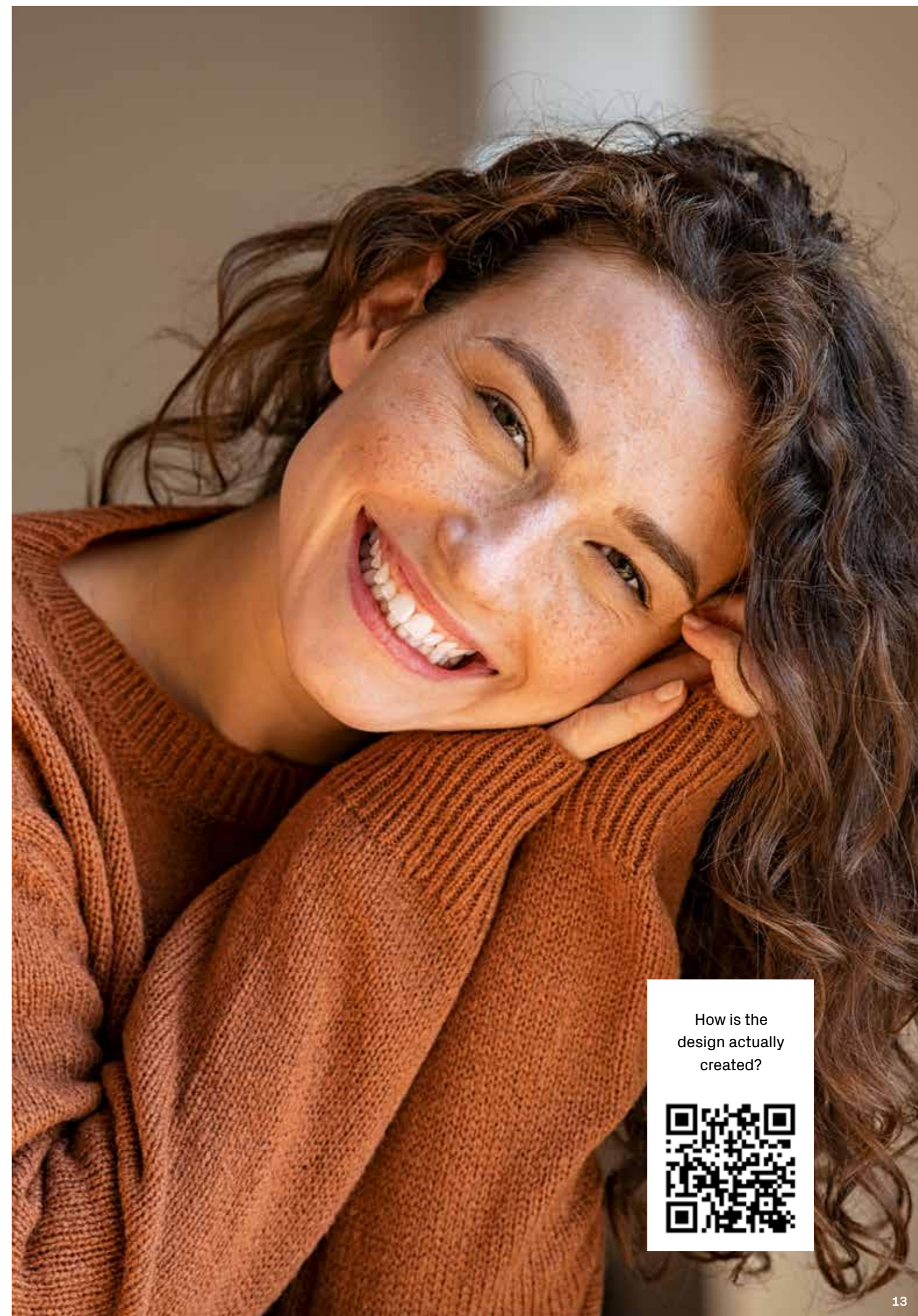
Digital printing technology, as used in Avatara, largely overcomes the “law of repetition”. Our decor developers therefore have creative freedom and can do what rotary printing can only do to a limited extent: produce decors that are in no way inferior to nature and are therefore particularly convincing as floor surfaces.



Fact check

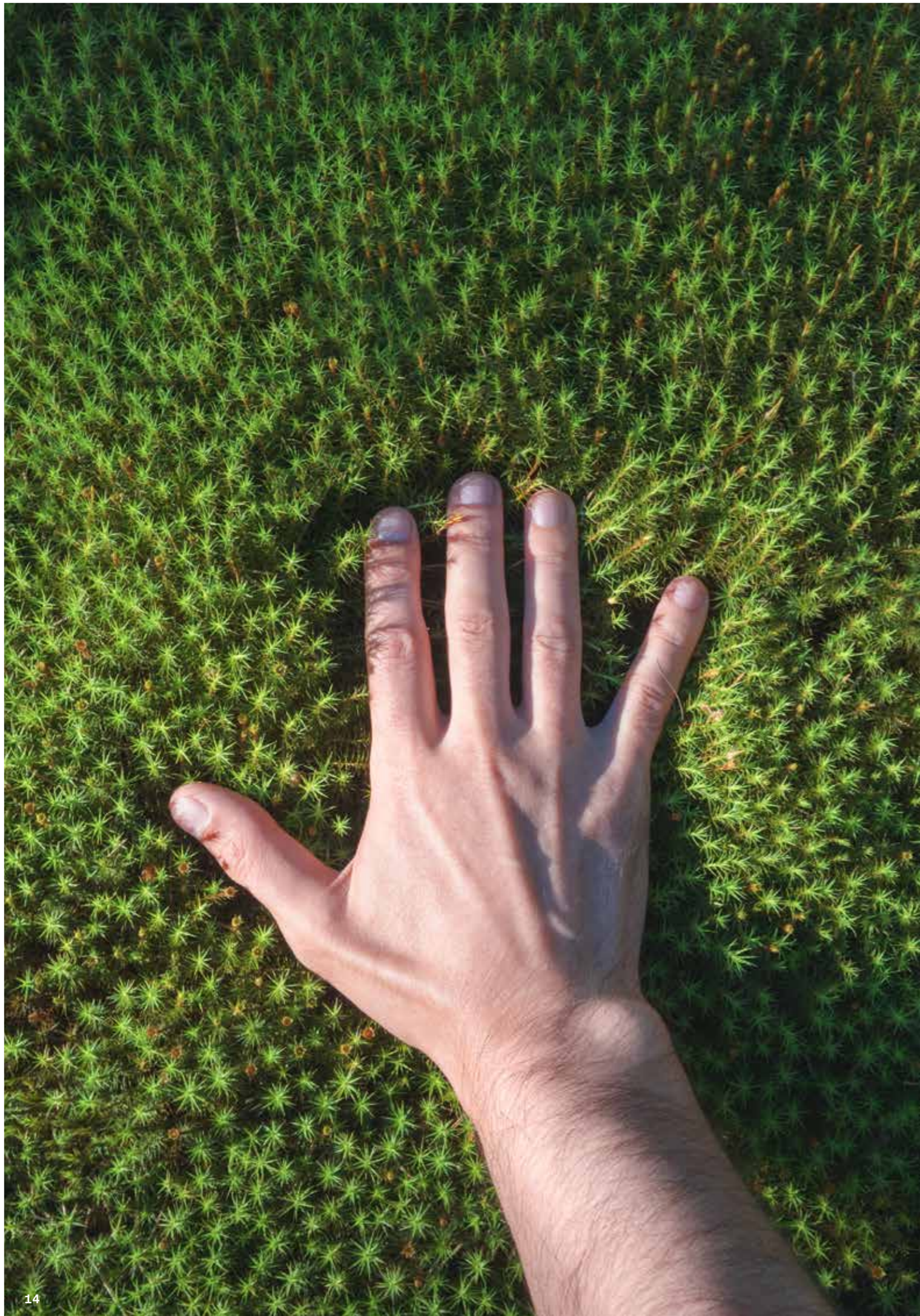
Each Avatara design is about 10 m² without repetition. Up to 20 different planks make sure of that!

Oak Midea* | Perform | long plank



How is the design actually created?





Your barefoot floor

Feel the difference

Avatara is the barefoot floor for your home. One touch and you can feel it: this design floor uses nature as a model. To achieve this natural feel and look, we rely on beautifully shaped and premium details and provide all our surfaces with a brushed structure that is pleasing to the touch. The extra-matt soft-touch surface then makes the natural look perfect and also ensures that it is visually convincing as a natural eye-catcher from every angle and regardless of the lighting conditions.



Brushed

Following the example of natural wood, we emphasise the structures, which are harder in wood. You see a surface that looks brushed: As with the natural material, the parts that are softer appear slightly deeper. Touch it, feel it – feel good.



Sanded

Tiles are a natural product – and to embody this naturalness, our decors are given a particularly fine-looking stone structure. You feel a velvety-smooth surface that is hardly distinguishable from the original due to its matt quality.



SMART PROPERTIES

Technologically superior

Avatara is not just a floor covering. It is smartly conceived, extremely cleverly constructed and offers you maximum added value.

Starting with the product composition, the materials used, the joining technology and the sealing: at ter Hürne, we coordinate everything with huge precision so that the result is something you can take for granted: a high-quality and beautiful floor that makes your life a little easier.

The Avatara bonus: our design floor is twice as scratch-resistant as conventional vinyl flooring and also scores with a higher usage class.



robust and scratch-resistant



easy to care for



waterproof



quiet underfoot



no telegraph effect



lightprotect

SUSTAINABLE & CIRCULAR

Goodbye yoghurt pot, hello Avatara!

Avatara not only creates a beautiful and healthy home environment, but also contributes to more sustainability in our world through upcycling and 100% recyclability. The design floor consists primarily of the innovative, healthy raw material formulation Talcusan®, which in addition to chalk and silicate, is also 30% composed of the polymer polypropylene. And 67% of the polypropylene we use comes from the German dual recycling system, which you also know as the “Green Dot”. This means that a yoghurt pot is turned into a fundamental component of the floor – and this is guaranteed without compromising on quality and healthy living.



excellent
Recyclability
PLASTSHIP



THE 2-IN-1 SYSTEM

One design, two smart options

Your Avatara design floor is available in 24 different designs. And in a wide variety of decors, colours and formats. On the technical side, you are also in good hands with us.

You get your favourite design in two different versions. Your floor, your vision, for your very own home.

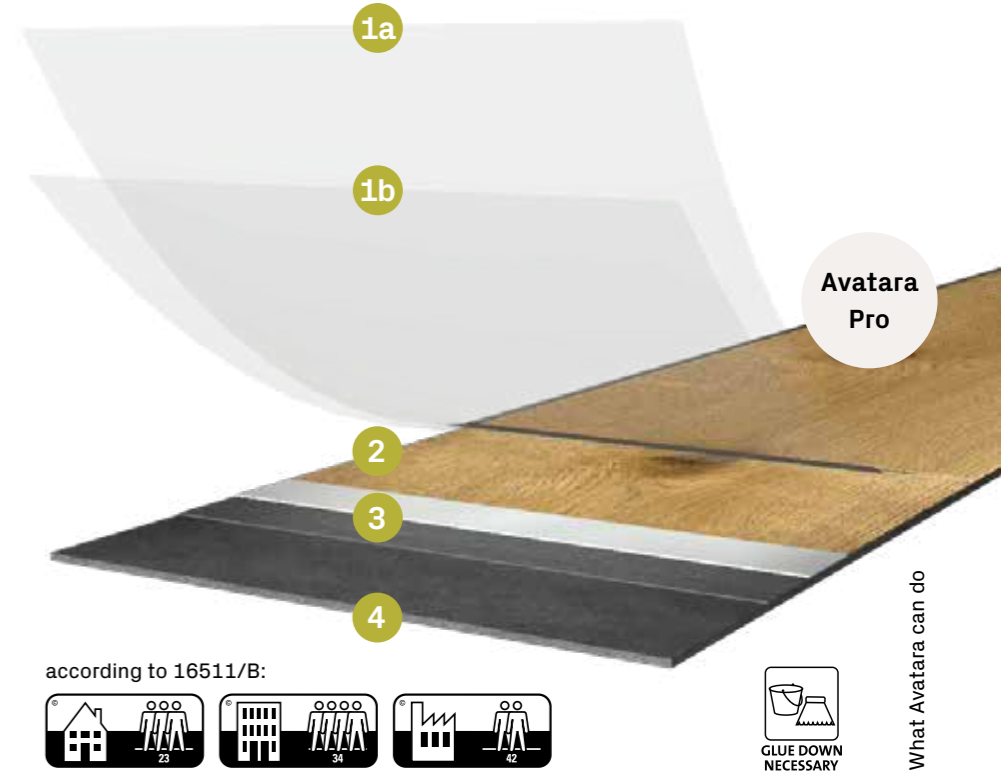
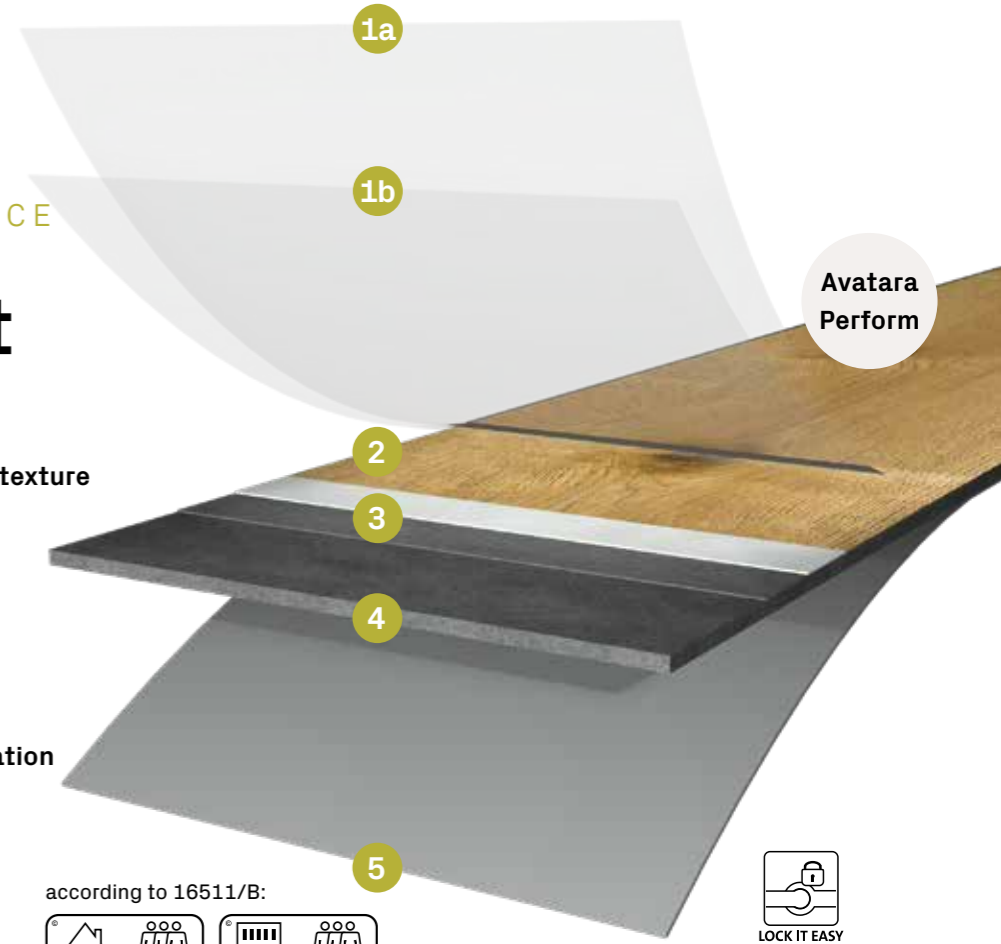


PRODUCT INTELLIGENCE

Made smart

- 1a Supermatt soft-touch surface texture
- 1b Elastic functional layer
- 2 Digital printing in HD-Quality
- 3 Micro-levelling with primer
- 4 Talcusan® baseboard
- 5 SoftSense impact sound insulation

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| | | |
| | | |
| | | |
| Wood decors only. Stone decors have R10. | | |
| | | |



*Suitable for water-based and electric underfloor heating systems. Heating systems with reverse cycle cooling must be fitted with an automatic control unit for dew point regulation. Only suitable for electric surface heating systems fitted with gentle warm-up technology and a control unit for automatic dew point regulation.

FORMATS AND DESIGNS

The right dimension for your sense of spaciousness



Walnut Tiaki* | Perform | long plank

Wood Edition

Perform
1800x246x6mm



Oak Deimos* | Perform | wide plank
Oak Lyra* | Pro | wide plank

Wood Edition

Pro
1290x253x2.5mm

Perform
1290x246x6mm



Stone Dia* | Pro | tile
Stone Atria* | Perform | tile

Stone Edition

Pro
1190x595x2.5mm

Perform
776x387x6mm

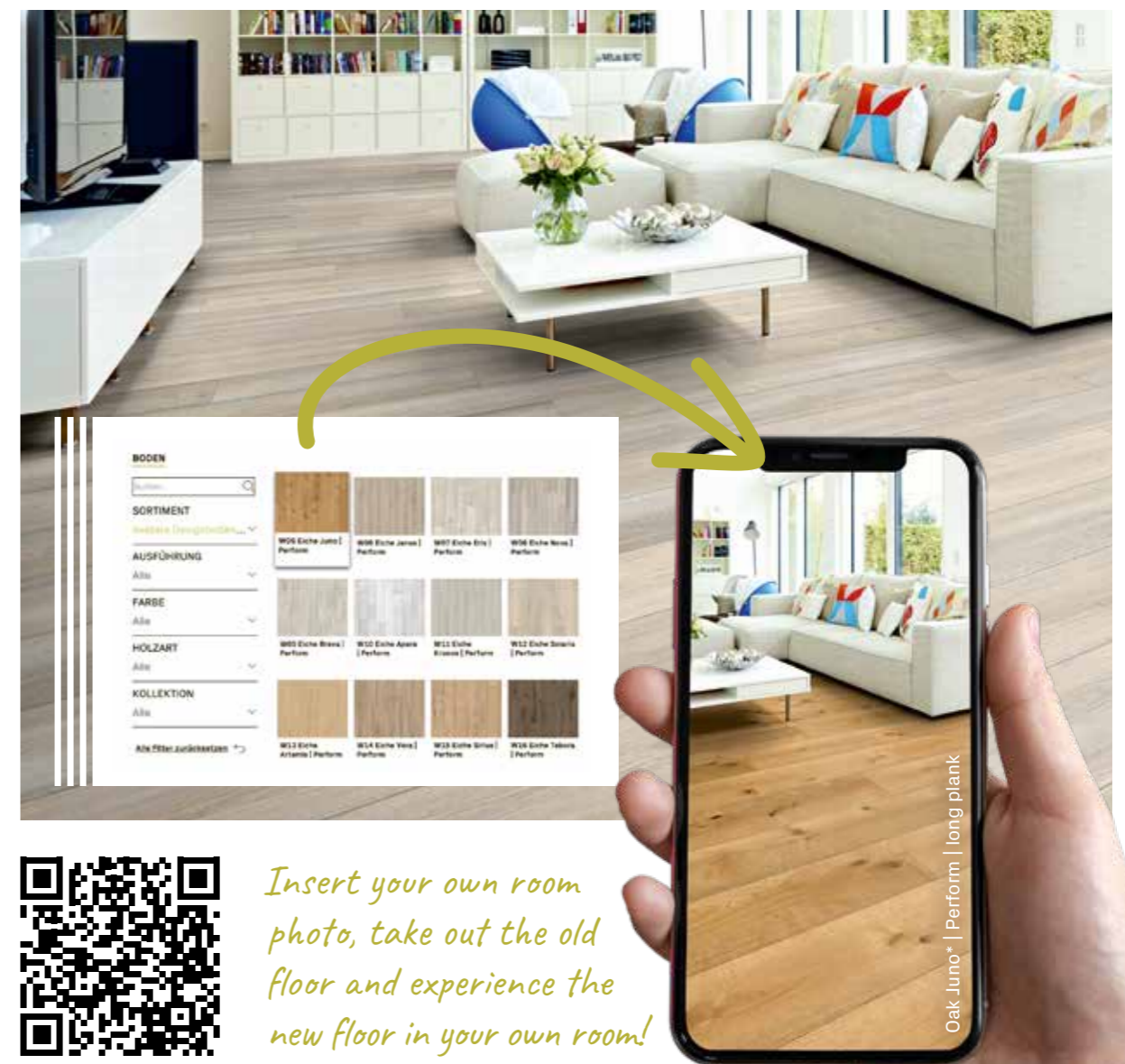
MY VIRTUAL FLOOR

My Room Studio

With our virtual Room Studio you can view all of our floors in your own home. Here and now. Just use your smartphone. As soon as you are in the Room Studio you have two options:

- 1 You can either take a picture of your room with your smartphone and select your preferred floor, which you lay virtually.
- 2 Or you can select room images from our gallery and virtually lay your preferred floor there.

With our virtual Room Studio you can look at all of our floors in the comfort of your own home either on your laptop, tablet or desktop computer. Due to the size of the display, this is sometimes the better alternative. Just click on the "Room Studio" button on the right-hand side of the screen.



Insert your own room photo, take out the old floor and experience the new floor in your own room!

Oak Juno* | Perform | long plank



PLANKS | LONG PLANKS

Wood Edition (Pro/Perform)



Oak Askella*

Perform 1101250405 | 1290x246x6mm | wide plank

Pro 1101270109 | 1290x253x2.5mm | wide plank



Oak Banta*

Perform 1101250400 | 1290x246x6mm | wide plank

Pro 1101270106 | 1290x253x2.5mm | wide plank



Oak Deimos*

Perform 1101250404 | 1290x246x6mm | wide plank

Pro 1101270103 | 1290x253x2.5mm | wide plank



Oak Capella*

Perform 1101250407 | 1290x246x6mm | wide plank

Pro 1101270110 | 1290x253x2.5mm | wide plank





Oak Kuma*

Perform 1101250408 | 1290x246x6 mm | wide plank
Pro 1101270102 | 1290x253x2.5 mm | wide plank



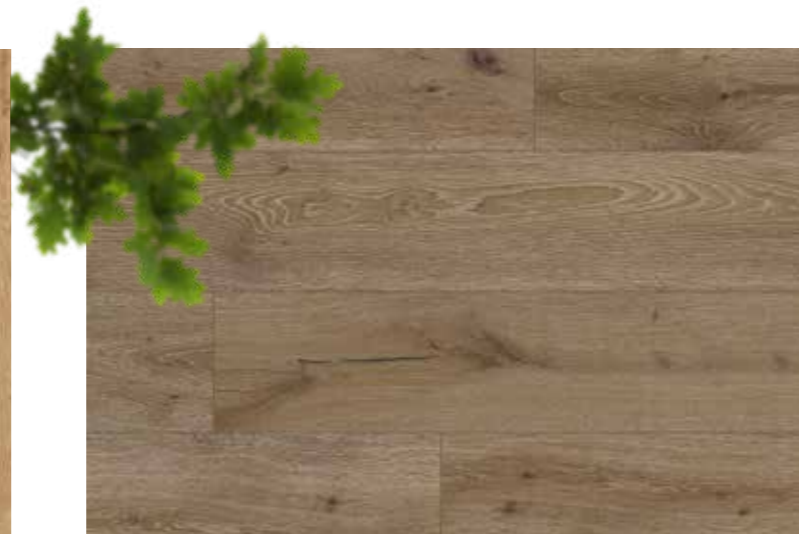
Oak Juno*

Perform 1101250214 | 1800x246x6 mm | long plank
Pro 1101270112 | 1290x253x2.5 mm | wide plank



Oak Libra*

Perform 1101250406 | 1290x246x6 mm | wide plank
Pro 1101270105 | 1290x253x2.5 mm | wide plank



Oak Lyra*

Perform 1101250218 | 1800x246x6 mm | long plank
Pro 1101270104 | 1290x253x2.5 mm | wide plank



Chestnut Rana*

Perform 1101250409 | 1290x246x6 mm | wide plank
Pro 1101270107 | 1290x253x2.5 mm | wide plank



Chestnut Rana* | Perform | wide plank



Oak Midea* | Pro | wide plank



Oak Artemis*

Perform 1101250216 | 1800x246x6mm | long plank



Oak Miram*

Perform 1101250410 | 1290x246x6mm | wide plank



Oak Midea*

Perform 1101250215 | 1800x246x6mm | long plank



Oak Perseus*

Perform 1101250217 | 1800x246x6mm | long plank



Spruce Polaris*

Perform 1101250221 | 1800x246x6mm | long plank



Oak Venus*

Perform 1101250220 | 1800x246x6mm | long plank



Walnut Tiaki*

Perform 1101250219 | 1800x246x6mm | long plank



Walnut Tiaki* | Perform | long plank



FLIESEN

Stone Edition (Pro/Perform)



Stone Alasco*

Perform 1101250315 | 776x387x6 mm | tile

Pro 1101270307 | 1190x595x2.5 mm | tile



Stone Orion*

Perform 1101250319 | 776x387x6 mm | tile

Pro 1101270306 | 1190x595x2.5 mm | tile



Stone Nemesis*

Perform 1101250318 | 776x387x6 mm | tile

Pro 1101270301 | 1190x595x2.5 mm | tile



Stone Dia*

Perform 1101250317 | 776x387x6 mm | tile

Pro 1101270304 | 1190x595x2.5 mm | tile



Stone Hamal*

Perform 1101250321 | 776x387x6 mm | tile



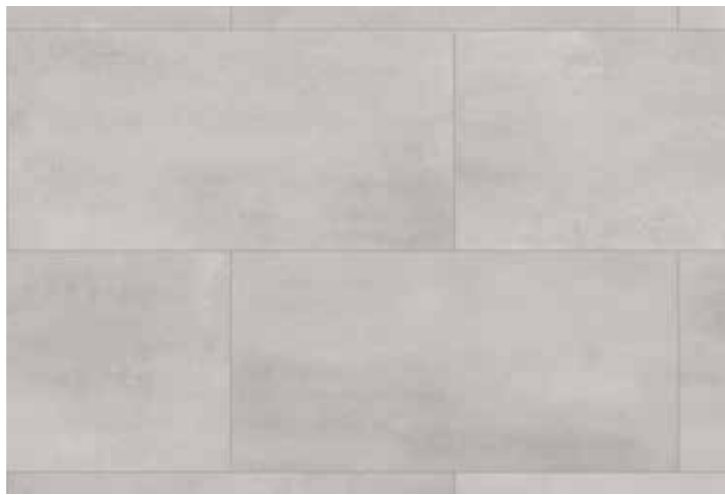
Stone Dorsum*

Perform 1101250320 | 776x387x6 mm | tile



Stone Heka*

Perform 1101250322 | 776x387x6 mm | tile



Stone Atria*

Perform 1101250316 | 776x387x6 mm | tile



*You can always find
all Avatara products
in the floor finder:*



www.terhuerne.com

**Original Zubehör
für originale Qualität**



**Original accessories
for original quality**



ORIGINAL ACCESSORIES

The big Plus

There are so many good reasons to choose a floor from ter Hürne. One of them is that our quality management also perfectly matches the accessories to our collections in our own test laboratory.

“Our experience clearly shows that compromises in accessories are expensive in the long run. Maximum quality and longevity in flooring are always demonstrated in the interaction with the complete system: how does a certain adhesive interact with the floor undertemperature fluctuations? Which underlay material causes material to become fatigued more quickly? We ask ourselves questions like these and others every day in the laboratory and therefore know that choosing a system of proven quality is also the best way to save in the long run.”

4 good reasons why you too should rely on ter Hürne system solutions:

- **Smart:** You get a consistent system for every floor concept, which ensures easy and quick installation.
- **Quality:** The smart ter Hürne system is a guarantee for a floor with maximum quality and longevity. Because all components are perfectly coordinated with each other.
- **Healthy living:** We only use materials for a healthy home environment and, of course, this also applies to the accessories.
- **Visual appearance:** All ter Hürne floors perfectly match our skirting and step systems. This gives you a successful floor concept in terms of appearance.

Bernd Kernebeck
QA technician at ter Hürne



ter Hürne GmbH & Co. KG
Ramsdorfer Straße 5
46354 Südlohn
Germany
Phone: +49 2862 701-313
www.terhuerne.com