FloorLaBs
One Step Ahead



Brand Deck

Laminate flooring · SPC flooring · Skirting · Underlay

2026 · FLOORLABS.CO · FLOORLABS.NL

ABOUT FLOORLABS

A flooring brand that makes its own products

FloorLaBs produces laminate and SPC flooring in its own factories, and completes every floor from one brand with skirting, underlay and adhesives. Our slogan is **One Step Ahead**: one step ahead in production, design and delivery.

100+
laminate decors, 10 collections

70
SPC decors

100+
skirting colours, 10 profiles

50+
export countries



Logo and colour codes



FloorLaBs Red

HEX **#FE1C00** · RGB **254 28 0**
CMYK **0 95 100 0** · Pantone ≈ **Bright Red C**



Charcoal

HEX **#3A3843** · RGB **58 56 67**
CMYK **13 16 0 74**

White

HEX **#FFFFFF**
Logo and text colour on red

Off-white

HEX **#F6F4F0**
Background for decks, catalogues and stores

Packaging accent colours



Laminate Orange
#E8602F



Laminate Grey
#5C6063



SPC Navy
#201F47



SPC Teal
#2BA4A6



SPC Orange
#CB5B36

Colours were sampled from the current logo and packaging prints. CMYK and Pantone values are approximate and should be confirmed with a print proof. Always use the logo from the original file, never distort it, and keep clear space around it at least the height of the letter "F".

PRODUCT RANGE

Four product groups, one complete floor



Laminate Flooring

8, 10 and 12 mm · AC3–AC5 · 10 collections, 100+ decors



SPC Flooring

100% waperproof stone plastic composite · 5 mm (4+1) · 70 decors



Skirting

Decor-matched MDF and PVC · 1–24 cm · 100+ colours



Underlay

Foam, XPS, cork, metallised and underfloor-heating underlays

LAMINATE FLOORING

10 collections

COLLECTION	THICKNESS	WEAR	CLASS	EDGE	DECORS
Classic	8 mm	AC3	31	Square	8
Super	8 mm	AC4	32	Square	18
Elite	8 mm	AC4	32	4V	19
Beyond XL	8 mm	AC4	32	4V	11
Galactic Wide	8 mm	AC4	32	4V · 244×1200	5
Dream	10 mm	AC4	32	4V	10
Concept	10 mm	AC4	32	4V · narrow 100 mm	8
X Herringbone	10 mm	AC4	32	4V · herringbone	9
Select	12 mm	AC5	33	4V	16
Nature	8 / 12 mm	AC5	33	4V	8

Click system 2G/5G. Decor counts are taken from the collection folders in Drive.















LAMINATE · CLASSIC COLLECTION

Timeless oak for every room

8 mm | AC3 · Class 31 | 1200 × 192.5 mm | Box: 8 planks · 1.85 m²



9322 Oak Barcelona



9323 Oak Wien



9324 Oak Rio



9325 Oak Rome



9326 Oak Helsinki



9327 Oak Lisbon



9328 Oak Cairo



9329 Oak Madrid

SPC FLOORING

100% waterproof stone composite flooring



5 mm (4+1 IXPE) | 228.6 × 1219.2 mm | 0.55 mm wear layer | Drop-lock click | Integrated acoustic underlay



F30129-22 Columbus



F30129-22B Ural



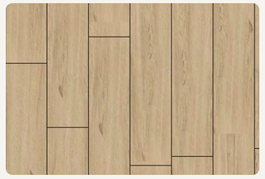
F40147-2 Kansas City



F40209-3 Denver



F40274-1 Newark



F40226-29 Rome



F40274-8 London



F40209-5 San Jose



F40226-0 Seattle



F3751-2 Brooklyn



F34165-7 Light Concrete



F34181-0 Dark Concrete



F34165-3 Antrachite

70 decors in wood and concrete looks. 13 of them are shown here.


SPC · F30129-22 OAK COLUMBUS


F40274-8 OAK LONDON


F34181-0 DARK CONCRETE

SKIRTING

Skirting to match every floor

MDF skirting that matches every FloorLaBs laminate decor, with corner and end pieces. Door casings, thresholds and T-profiles are also produced.

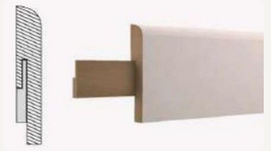
- 1–24 cm height
- Any thickness
- 100+ foil colours
- PVC: 15+ colours
- Length 2400 mm



Denver



New York



Florida



Boston



Indiana



Colorado



Texas



Atlanta

Orlando



Amsterdam



EXISTING SHOWROOM DISPLAY

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The right underlay for a quiet, long-lasting floor



F102 White foam

Economical, basic underlay for laminate



F222 Fold XPS

XPS boards, quick to lay, levels the subfloor



F203 Styrofoam XPS

High compressive strength, thermal insulation



F302 Metallised

Foil surface with moisture barrier



F402 Cork

Natural, sound-absorbing roll



F627 Cork & rubber

Impact absorption for heavy traffic



F501 Underfloor heating

Underlay designed for heat transfer



F315 Aluminium tape

For underlay seams

Every collection has its own box







Every box repeats the FloorLaBs logo along the long side, with the collection name and click system on the short end, so brand and collection read from a distance even on a full pallet. (Real shipment photos)

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SPC box and skirting pack



SPC box front · navy background, orange logo band, teal line pattern. 9" × 48" (228.6 × 1219.2 mm), 5 mm, 1 mm IXPE underlay, 22 mil wear layer.





Packing and production line at the factory (real photos)



SKIRTING · ORANGE PACK

01

Store concepts

Proposed concepts for FloorLaBs stores, displays, sample cards and warehouses. The visuals are 3D renders made with real FloorLaBs decors and the logo; they will be finalised with an architectural plan before build-out.

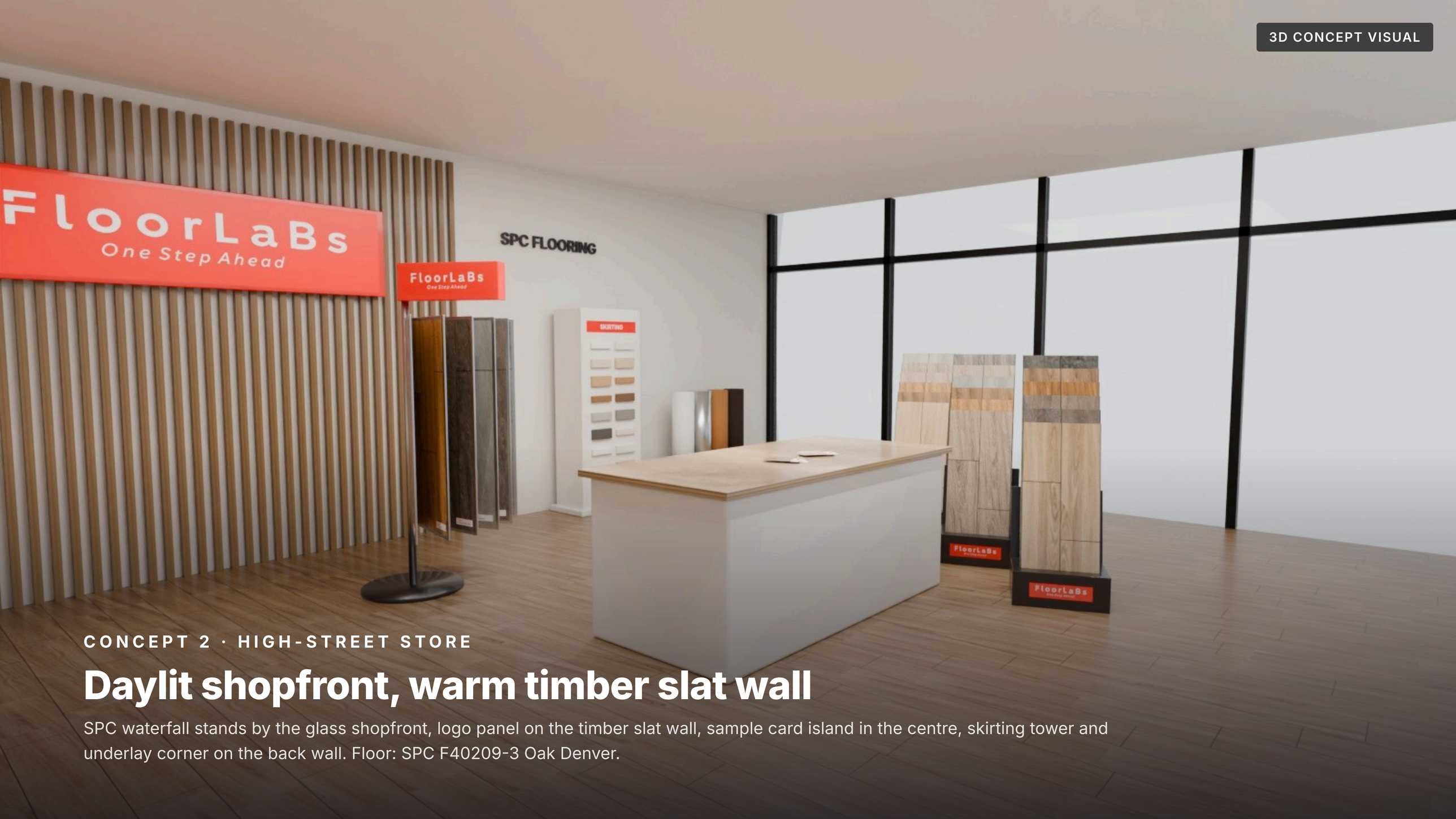
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CONCEPT 1 · SHOWROOM

Charcoal walls, illuminated logo, product zones

Laminate sample wall and waterfall stands on the left, reception counter in the centre, SPC wall and SPC wing display on the right. Sample card desk in front. Floor: Classic 9329 Oak Madrid.



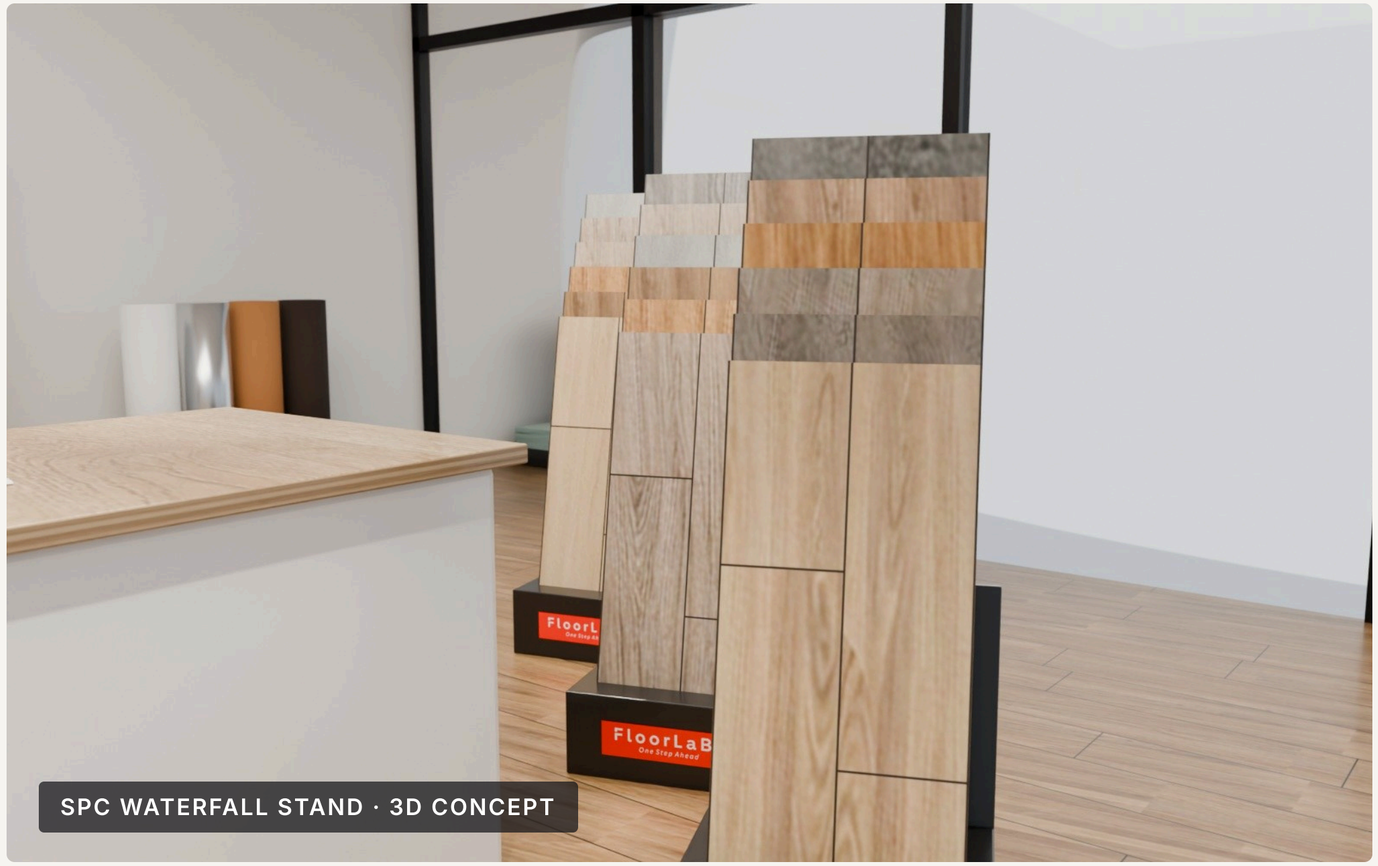
3D CONCEPT VISUAL

CONCEPT 2 · HIGH-STREET STORE

Daylit shopfront, warm timber slat wall

SPC waterfall stands by the glass shopfront, logo panel on the timber slat wall, sample card island in the centre, skirting tower and underlay corner on the back wall. Floor: SPC F40209-3 Oak Denver.

Laminate and SPC sample displays





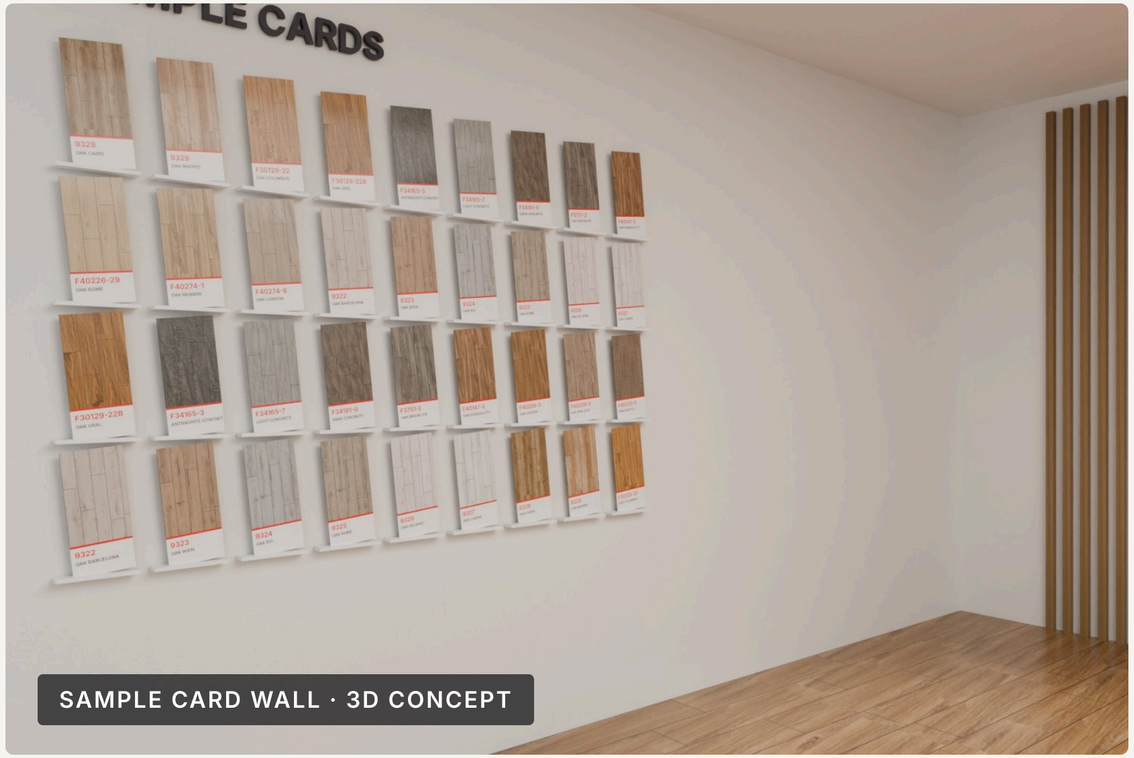


Waterfall stand: black frame, six 46 × 122 cm sample panels, red logo plate on the front. Wing display: eight double-sided 60 × 130 cm panels with a red logo header.

Sample cards and sample card wall

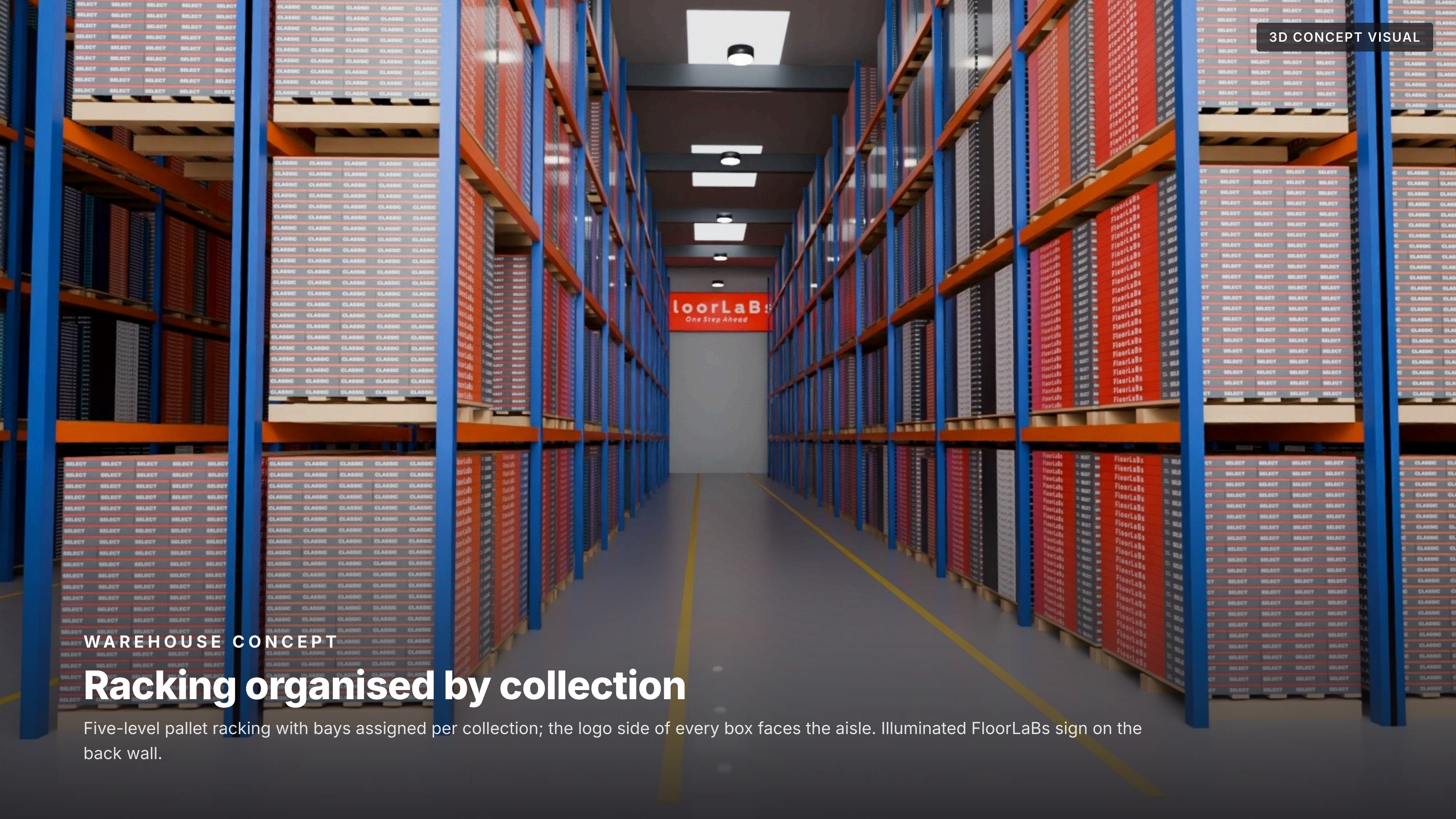


LAMINATE AND SPC SAMPLE FANS · 3D CONCEPT



SAMPLE CARD WALL · 3D CONCEPT

Card size 10 × 22 cm: real decor on top, a red line, decor code and name below. The fan is held by a single pin; on the wall each decor has its own pocket, so customers can take a card home.

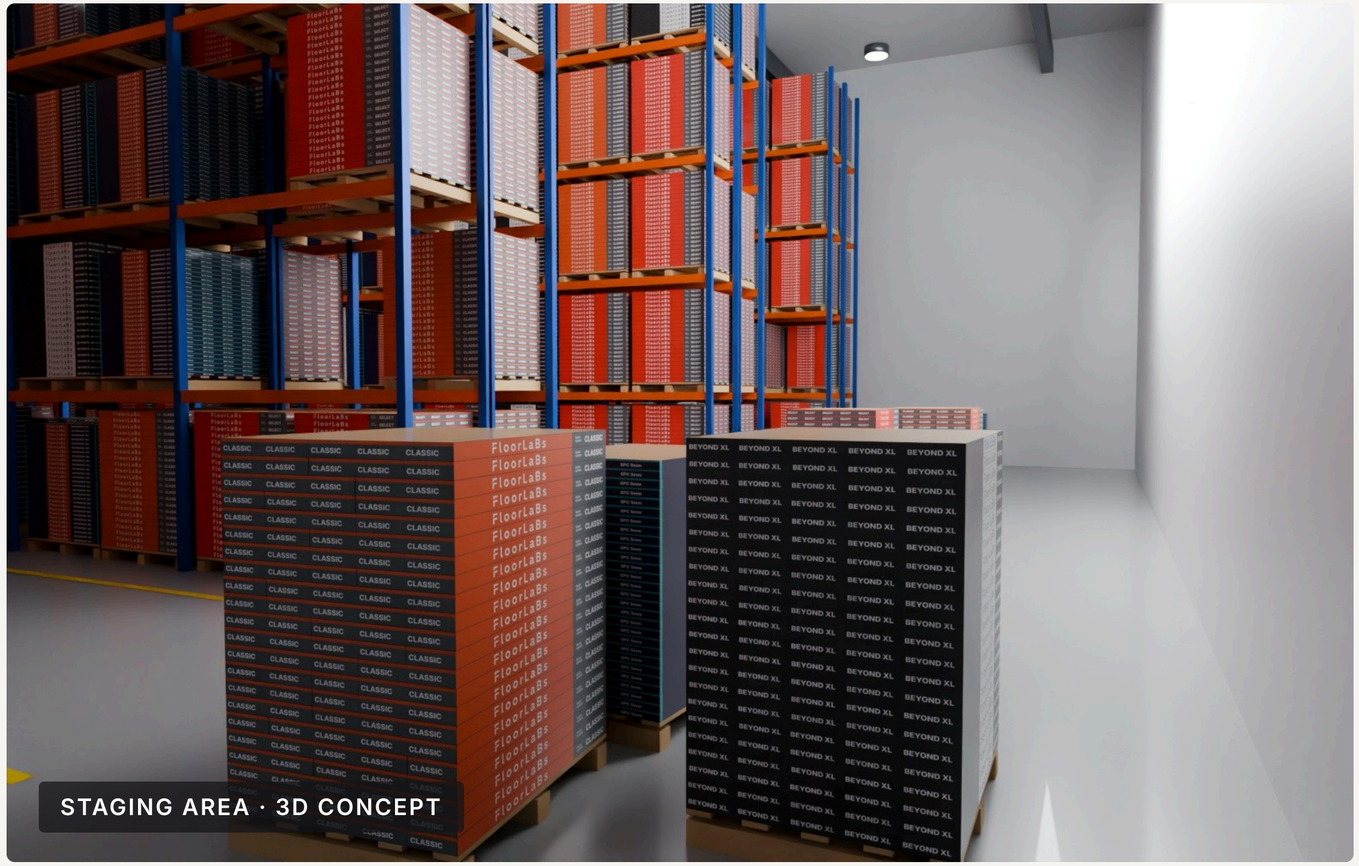


WAREHOUSE CONCEPT

Racking organised by collection

Five-level pallet racking with bays assigned per collection; the logo side of every box faces the aisle. Illuminated FloorLaBs sign on the back wall.

Shipping area



STAGING AREA · 3D CONCEPT


REAL SHIPMENT


PRODUCTION SITE

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