



**ALLOC<sup>®</sup>**

**Laminate Flooring**

**Innovation • Design • Style**

Why laminate flooring? With Alloc's advanced quality and designs, the question is really "why not"? Today's laminate flooring is affordable, durable, versatile—and beautiful.



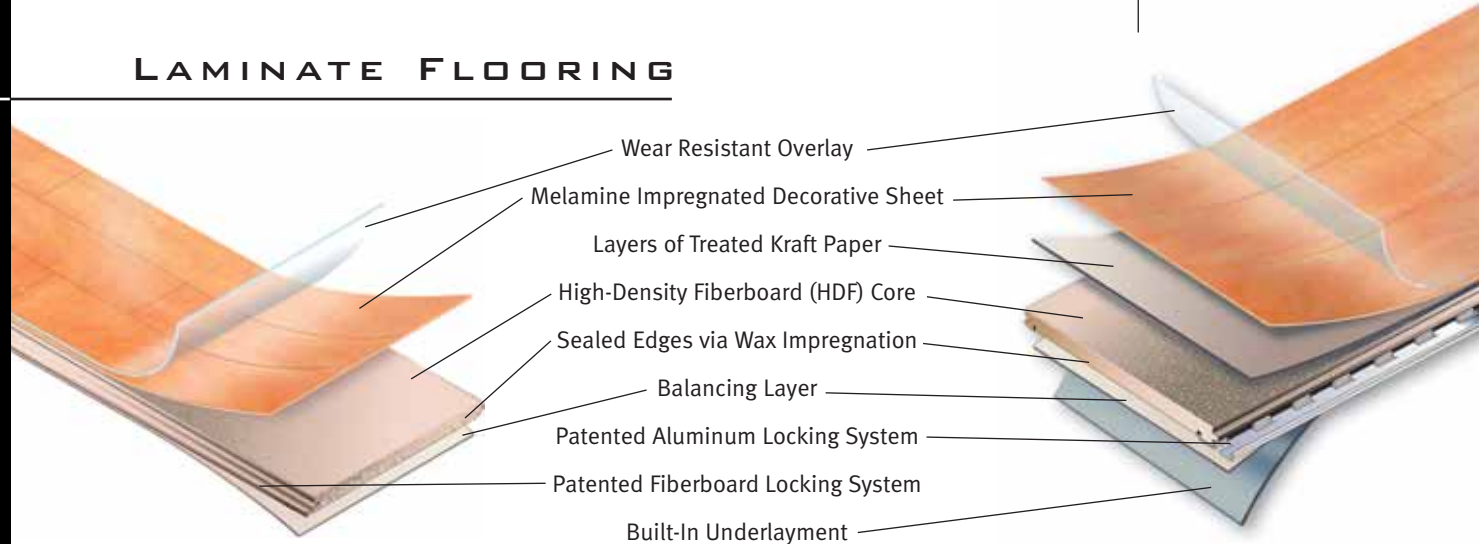
Alloc's products offer convincing representations of real wood, stone and tile—down to the finest details. They install simply and quickly with no glue, and maintain just as easily for years of warranted enjoyment. Time-saving, cost-reducing, design-enhancing... Why not Alloc laminate flooring?

Flooring colors represented throughout this brochure may vary slightly from actual product colors. Please refer to your retailer's samples when making your final decision.

**SUPERIOR LAMINATE CONSTRUCTION ENSURES THAT YOUR FLOORING MAINTAINS ITS BEAUTY.**

Alloc's high pressure and direct pressure laminates provide well balanced and stable floors with chip-resistant edges and superior impact resistance. Our high density fiberboard with wax impregnated edges increases the floor's impact and water resistance. A built-in underlayment in Alloc's Original, Commercial & Domestic lines reduces sound, while saving time and money during installation.

**LAMINATE FLOORING**



**Direct Pressure Laminate (DPL)**  
(Domestic\*, Classics, Home, Basic & Tile)  
\*Has attached underlayment.

**High Pressure Laminate (HPL)**  
(Commercial & Original)

**EXCELLENT WATER RESISTANCE**

Our flooring's wax-impregnated edges seal out surface water, and our fiberboard core provides additional moisture resistance.



**ALLOC FLOORING IS WARRANTED**

Our products are backed by the best warranties in the industry, allowing you to enjoy your flooring worry-free for years to come.

## A GREENER APPROACH

To preserve the nature's bounty, Alloc's floors are produced with a laminate construction. This enables us to bring the beauty of a wood floor to your home with less demand on the environment than lumber-produced hardwood floors. In addition, our flooring can be reused and recycled.

## A CLEANER INDOOR ENVIRONMENT

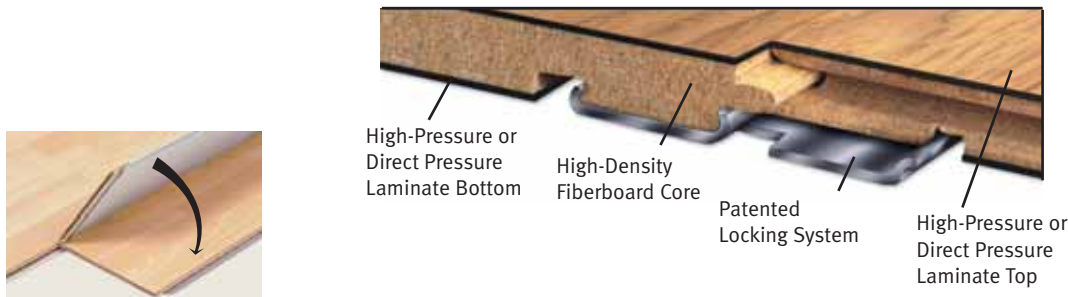
Alloc flooring's smooth surface is easy to clean and will not trap dust or allergens. Plus, you don't have to worry about the irritating smell of glue when you install Alloc.

## DURABLE CONSTRUCTION

No matter what style of Alloc you select, you can depend on it to withstand most wear and tear that may come its way. Our high-performance flooring is designed to maintain its beauty. With the layer of high-pressure or direct-pressure laminate, Alloc flooring is a well-balanced, stable floor.

Our high-density fiberboard core adds to the floor's durability, providing excellent impact and moisture resistance.

Built-in underlayment within the Original, Commercial and Domestic lines helps produce a more natural sounding floor. It also saves you money and time, since you don't need to buy or install a separate underlayment.



## ALLOC'S PATENTED LOCKING SYSTEMS CREATE STRONGER GLUELESS FLOORS WITH TIGHT JOINTS

Alloc flooring's patented locking systems are constructed to form networks of support that absorb and distribute the stresses that act on a floor. This network makes each joint able to withstand high levels of horizontal and vertical forces. Both our precision-made aluminum locking structure and our fiberboard locking mechanism allow the planks to fit together easily and tightly, resulting in better looking floors.

Please refer to our web site at [www.alloc.com](http://www.alloc.com) for the most up to date installation information.

**Alloc Commercial** – superior performance high-pressure laminate with aluminum locking, expressly for demanding commercial use



*pages 4–5*

**Alloc Original** – the category-creator in high-pressure laminates, with our patented aluminum mechanical locking system



*pages 6–9*

**Alloc Domestic** – versatile, durable direct-pressure laminate with aluminum locking system



*pages 10–11*

**Alloc Tile** – all the benefits of laminate flooring in the gorgeous look of Spanish tiles



*pages 12–13*

**Alloc Classics** – the latest designer styles in direct-pressure laminate with the strongest fiberboard locking mechanism



*pages 14–18*

**Alloc Home** – styles with wide appeal, featuring durable direct-pressure laminate and the trusted fiberboard locking system



*page 19*

**Alloc Basic** – affordable quality flooring in 7 attractive designs for your home decor



*page 20*

**Product Lines Comparison Chart** – comparing features, benefits and warranties

*page 21*

**Alloc Essentials** – comprehensive line of accessories is designed to keep your floors in great shape for years to come



*pages 22–23*



# ALLOC COMMERCIAL

CREATE A NEW CANVAS FOR YOUR DESIGNS



674931 Granite / 674951 Slate



734243 / Castle Oak



675909 / Sierra Marble

From offices, healthcare and airports to restaurants and retail, Alloc Commercial Flooring is the right solution for demanding commercial installations.

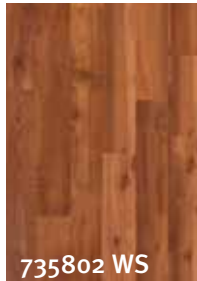
Strong, sophisticated and simple to install, Alloc Commercial offers innovations that fit the styles and standards of today's indoor environments. With the world's first—and best—mechanical locking system, Alloc Commercial is warranted to offer years of superior performance.

## PRODUCT SPECIFICATIONS

Dimensions	Length 47.5", width 7.6"
Thickness	0.43" (including underlay)
Box	8 planks (20.06 sq/ft - 37 lbs.)
Classification	23/34 (EN 13329)
Surface	High-Pressure Laminate (HPL) EN 438
Core material	Alloc Aqua Resist High Density Fiberboard (HDF)
Edges	Impregnated
Back side	High-Pressure Laminate (HPL)
Underlay	Alloc Silent System
Locking system	Patented Aluminum Locking System
Strength of joints	More than 1,000 lb/ft



735872 WS  
Panga Panga



735802 WS  
Acacia



735842 WS  
Canary Wood



734213 TP  
Summer Maple



734023 TP  
Manor House Beech



734832 TP  
Applewood



734243 TP  
Castle Oak



735501 WS  
Northern Oak



734122 TP  
Antique Pine



734372 TP  
Cherry Classic



734393 TP  
Merbau Symphony



674981 ST  
Hearthstone\*



735929 HS  
Gray Granite



674941 SG  
Travertine\*



674971 ST  
Greystone\*



674931 SG  
Granite\*



674951 ST  
Slate\*



675909 SG  
Sierra Marble\*



675919 SG  
Mocha Marble\*



674961 ST  
Terra Cotta\*



674952 SL  
Vermont Slate\*



674962 SL  
Ironite\*

HS - Hammered Structure    ST - Stone  
SG - Standard Gloss        SL - Slate  
TP - Textured Product        WS - Wood Structure

\* Debossed joints have been machined into the patterns for a very natural and authentic appearance reminiscent of grout lines.

**SCV** This product has Significant Color-design Variation from plank to plank which creates an antique look. Refer to roomscene photography when making your final decision.



735872 / Panga Panga



Alloc Commercial offers sophisticated styles and unparalleled quality. When used in heavy commercial applications, it has a 10 year, 4-star plus warranty.



When used residentially, it has a lifetime 5-star plus warranty.



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE



# ALLOC ORIGINAL

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## DISTINCTLY AMERICAN



645601 Vintage Maple



655853 Elegant Walnut



655522 Smoked Oak

Alloc Original laminate flooring is as beautiful as it is durable. The inspired designs feature authentic wood looks in distinctive textures and hues. Our aim is to bring natural beauty to your cherished spaces.

Alloc Original can be used for residential or light commercial use. It has a durable high pressure laminate structure and a patented aluminum locking system. This innovative construction simplifies installation and holds the joints firmly together. Alloc Original is an ideal choice for home or office.

**ALLOG<sup>®</sup>**  
Original

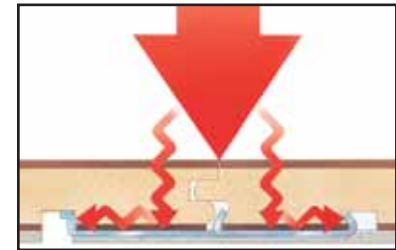
The first and  
the best...  
**Alloc Original**  
offers the  
ideal blend of  
beauty and  
durability.



# ALLOC ORIGINAL



644531 Antique Oak



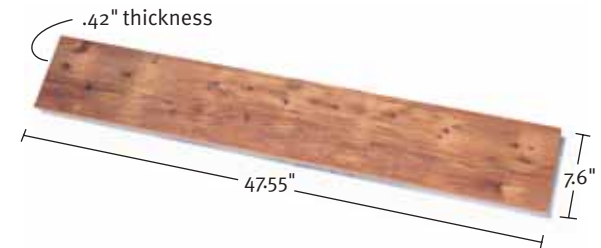
Alloc Original's aluminum locking system is constructed to form a network of support that absorbs and distributes the stresses that act on a floor. This network makes each joint able to withstand high levels of horizontal and vertical forces. The precision-made aluminum structure allows the planks to fit together easily and tightly, resulting in a better looking floor.

LIFETIME FIVE STAR PLUS LIMITED WARRANTY

We stand behind the durability of your Alloc Original flooring for as long as you own it.

We're the first laminate flooring manufacturer to back precision joints from separating or cracking. Our exclusive limited lifetime warranty covers:

- **Joint Integrity** – Alloc's floor planks lock together perfectly to ensure close-fitting seams
- **Stain Resistance** – sure to defend against stains
- **Fade Resistance** – flooring will not fade from exposure to sunlight or normal artificial light
- **Wear Resistance** – decorative surface will not wear in normal residential use
- **Water Resistance** – sure to withstand water in normal use conditions with no swelling, peaking or delaminating at seams – if water is promptly removed and floor is allowed to dry



## PRODUCT SPECIFICATIONS

Product Size	7.6" x 47.55"
Thickness	.42"
Boards Per Carton	8
Carton Weight	36 lbs.
Square Feet Per Carton	20.06





**SCV** These products have Significant Color-design Variation from plank to plank which creates an antique look. Refer to roomscene photography when making your final decision.

**SC** - Scraped  
**SG** - Standard Gloss  
**TP** - Textured Product  
**WS** - Woodstructure  
**WSOT** - Woodstructure with Oiled Touch

Designer Styles

High-Pressure  
Laminate

Aluminum  
Mechanical Locking  
System

Lifetime Warranty  
Residential Use

8-Year Warranty  
Light Commercial Use

Our ISO 9001  
Certification is  
a testament to  
the quality with  
which we operate  
our company.

**ALLOC DOMESTIC**  
**BEAUTY & DURABILITY**  
**FOR A LASTING IMPRESSION**

Alloc Domestic is ideal flooring for your home and living spaces. Featuring our exclusive patented aluminum locking system, Alloc Domestic is innovative and easy-to-install. Whether you install it yourself or hire a professional, this flooring will go down quickly and accurately, for a perfect fit with strong durable joints.

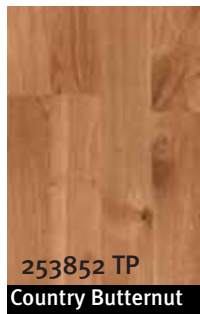
Alloc Domestic is made from direct pressure laminate with a melamine and aluminum oxide surface for excellent durability. The planks are impregnated with moisture resistant wax and backed with Alloc's exclusive Silent System that reduces the sound of footsteps.





Product Size	7.6" x 47.71"
Thickness	.39"
Boards Per Carton	8
Carton Weight	34 lbs.
Square Feet Per Carton	20.14

253852 / Country Butternut



253852 TP  
Country Butternut



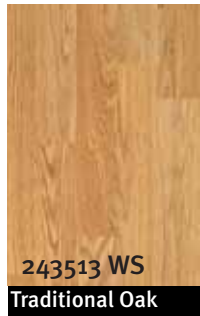
253622 TP  
Rustic Maple



253563 TP  
Classic Oak



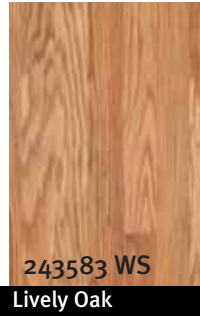
253353 TP  
Elegant Cherry



243513 WS  
Traditional Oak



253352 TP  
Rustic Cherry



243583 WS  
Lively Oak



253833 TP  
Merbau



253612 TP  
Elegant Maple



253443 TP  
Shoreline Beech



253593 TP  
Elegant Dark Oak



253422 MF  
Heart Beech



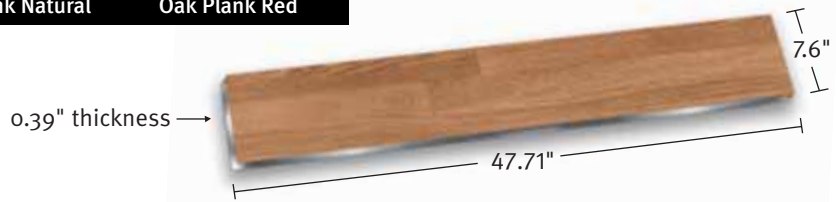
253581 WS  
Oak Plank Natural



253591 WS  
Oak Plank Red

TP - Textured Product  
MF - Matte Finish  
WS - Woodstructure

**PRODUCT SPECIFICATIONS**



Alloc Domestic is a smart and innovative solution for your home flooring needs.

5-Year, 4-Star Plus Warranty  
Light Commercial Use

30-Year Warranty  
Residential Use



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE
- WATER RESISTANCE



ALLOC TILE  
NATURAL BEAUTY



16" x 16" - 137731 / Madrid White

Bring home the natural beauty of stone textures with eleven designs from Alloc laminate flooring. **Registered embossing** – captures the texture of real tile. **Indented** authentic-looking grout lines. **Durable construction** – features our patented integral mechanical locking system.

Random Pattern - 139861 / Solana Slate



12" x 12" Pattern  
(2 planks shown in photo)



131406

Cordoba Mist



131408

Cordoba Sand



131407

Cordoba Canyon



- The beauty of tile without the installation hassle.
- Joint guard® replicates the appearance of grout lines.
- Registered embossing captures the texture of real tile.



Alloc Tile  
brings natural,  
lasting beauty  
to your home.

16" x 16" Pattern  
(2 planks shown in photo)



137734

Cabos Cream



138711

Sevilla Pearl



138712

Barcelona Beige



138713

Granada Jade



137731

Madrid White



137733

Malaga Stone

Random Pattern  
(2 planks shown in photo)



138424

Andorra Slate\*



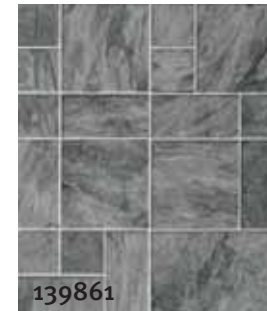
138420

Marbella Slate\*



139876

Alicante Slate†



139861

Solana Slate†



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE
- WATER RESISTANCE

**PRODUCT SPECIFICATIONS**

	12" x 12" Pattern	16" x 16" Pattern	Random Pattern*	Random Pattern†
Product Size	11.4" x 46.78"	15.48" x 46.45"	15.48" x 46.45"	15.47" x 46.85"
Thickness	.32"	.32"	.32"	.32"
Boards Per Carton	5	4	4	4
Carton Weight	28.9 lbs.	31.3 lbs.	31.3 lbs.	31.42 lbs.
Square Feet Per Carton	18.8	19.95	19.95	20.14



**ALLOC**

Classics

Alloc Classics take laminate flooring from “practical” to “prestigious”. With customizable options and uncompromising quality, Classics achieve the look of real wood and exceeds its durability and ease of installation. Elegant for your dining room, rugged for the kids’ bath, Alloc Classics let you have it all – beauty and durability, sophistication and simplicity.

## EVERY HOME SHOULD HAVE THE CLASSICS



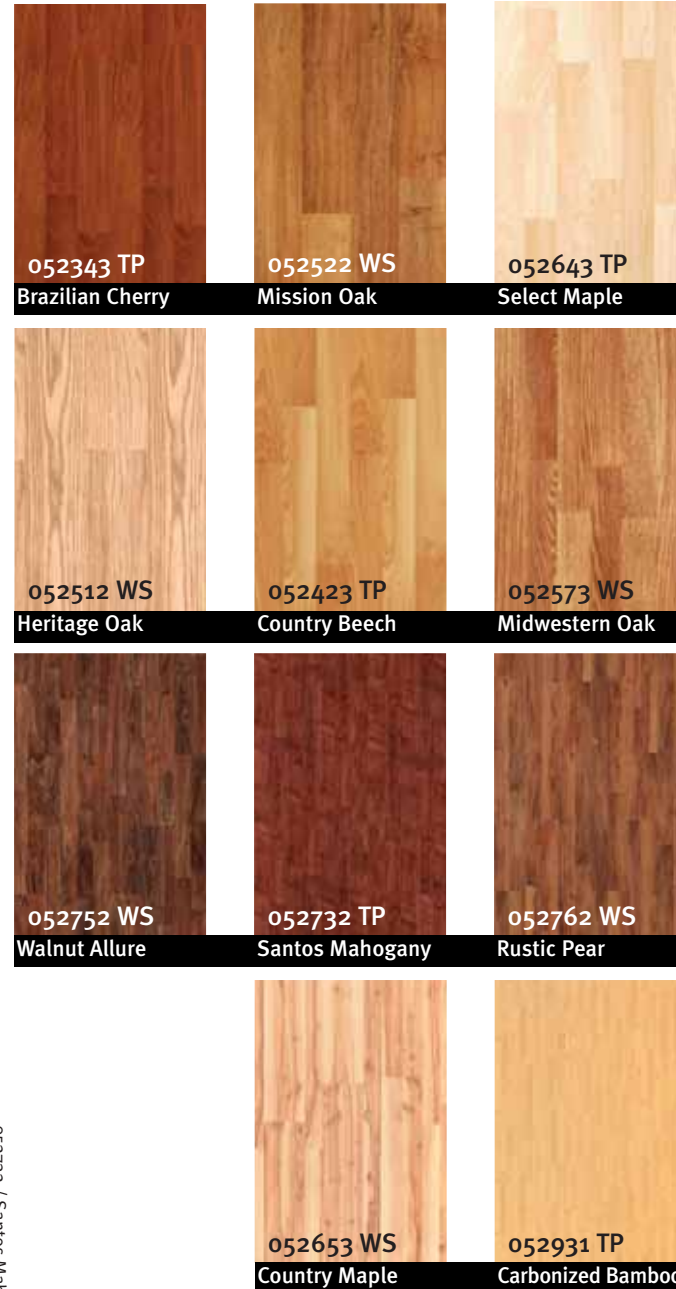




**CLASSIC PLANK**



Alloc Classic Plank's durable construction consists of 8mm direct pressure laminate and features Alloc's strong patented locking mechanism with wax impregnated edges.



052732 / Santos Mahogany



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE
- WATER RESISTANCE

TP - Textured Product    WS - Woodstructure



**CLASSICS MICROBEVEL**

Alloc Microbevel has a small bevel at the edges of each plank simulating a natural wood look. The small v-groove that the beveled edge creates between each plank gives the flooring a more realistic look similar to natural wood flooring.



052231 WS  
Frontier Pine



052221 WS  
Alberta Pine



052621 WS  
Western Maple



052521 WS  
Burled Oak



052531 WS  
Tavern Oak



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE
- WATER RESISTANCE

WS - Woodstructure



052231 / Frontier Pine



052621 / Western Maple

**PRODUCT SPECIFICATIONS FOR MICROBEVEL & CLASSIC PLANK**



Product Size	7.3" x 47.25"
Thickness	.32"
Boards Per Carton	8
Carton Weight	30 lbs.
Square Feet Per Carton	19.22



**PRODUCT SPECIFICATIONS**

Product Size	4.7" x 50.6"
Thickness	.32"
Boards Per Carton	8
Carton Weight	19.84 lbs.
Square Feet Per Carton	13.29



**CLASSICS TIMBERVIEW**



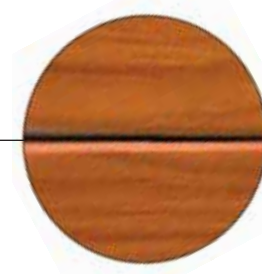
WS - Woodstructure  
SC - Hand-Scraped



Alloc TimberView laminate flooring features a single-wide, 4.7" width plank design and beveled edges on all four sides. TimberView offers the look and feel of authentic wood.



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE







## CLASSICS WOODSTRIP

Alloc WoodStrip replicates the popular look of long, narrow strip wood flooring.

Four-sided decorative grooves add a touch of design and dimension, for a supremely authentic wood look.



563451 EIR  
Dynasty Oak



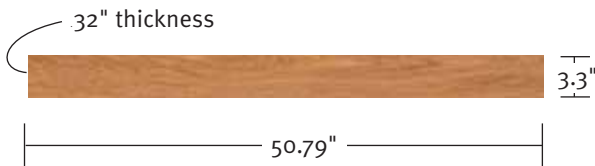
563461 EIR  
Stafford Oak



564461 EIR  
Rustic Oak

With the generous length of 50.79" and lean width of 3.3", WoodStrip planks create a sleek, expansive appearance.

### PRODUCT SPECIFICATIONS



Product Size	3.3" x 50.79"
Thickness	.32"
Boards Per Carton	24
Carton Weight	40 lbs.
Square Feet Per Carton	27.99

EIR - Embossed In Register

563441 / Rustic Oak





# ALLOC HOME

## THE BENCHMARK IN LAMINATE FLOORING

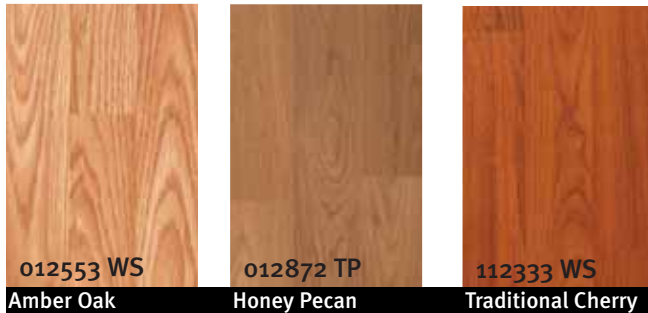
Alloc Home Flooring is the answer for floors that are beautiful and practical. Constructed with strong direct-pressure laminate and our dense fiberboard core, it's a trusted flooring solution for busy families.



012533 WS Harvest Oak    112513 WS Nordic Oak    012572 TP Gunstock Oak



012613 SG Nordic Maple    112231 WS Sacramento Pine    012921 TP Bamboo



012553 WS Amber Oak    012872 TP Honey Pecan    112333 WS Traditional Cherry



012742 WS Rosewood

### PRODUCT SPECIFICATIONS

Product Size	7.32" x 47.25"
Thickness	.28"
Boards Per Carton	8
Carton Weight	26.5 lbs.
Square Feet Per Carton	19.22



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE
- WATER RESISTANCE

112333 / Traditional Cherry





**ALLOC®**

Basic

Alloc Basic provides affordable, quality flooring in seven beautiful designs.



- 15-YEAR STAIN RESISTANCE
- 15-YEAR FADE RESISTANCE
- 15-YEAR WEAR RESISTANCE
- 5-YEAR JOINT INTEGRITY
- 5-YEAR WATER RESISTANCE

## ALLOC BASIC

WARM YOUR HOME



042323 TP  
Country Cherry



042623 TP  
Classic Maple



142543 WS  
Traditional Oak



042523 WS  
Oak Natural



042842 TP  
Hickory



042532 WS  
Liberty Oak



042822 WS  
Cognac Merbau

SG - Standard Gloss  
TP - Textured Product  
WS - Woodstructure

042523 / Oak Natural





PRODUCT LINES COMPARISON CHART

	<b>ALLOG<sup>®</sup></b> Commercial	<b>ALLOG<sup>®</sup></b> Original	<b>ALLOG<sup>®</sup></b> Domestic	<b>ALLOG<sup>®</sup></b> Tile	<b>ALLOG<sup>®</sup></b> Classics	<b>ALLOG<sup>®</sup></b> Home Flooring	<b>ALLOG<sup>®</sup></b> Basic
CONSTRUCTION	HPL	HPL	DPL	DPL	DPL	DPL	DPL
CORE	HDF*	HDF*	HDF*	HDF	HDF	HDF	HDF
BACKING	HPL	HPL	DPL	DPL	DPL	DPL	DPL
THICKNESS	11mm	10.8mm	10mm	8mm	8mm	7.2mm	7.2mm
AC RATING	AC 6	AC 5	AC 4	AC 3	AC 3	AC 3	AC 3
WAX IMPREGNATED EDGES	Yes	Yes	Yes	Yes	Yes†	Yes	No
LOCKING SYSTEM	Aluminum	Aluminum	Aluminum	HDF	HDF	HDF	HDF
JOINT STRENGTH - LB/FT.	1,000	1,000	850	670	670	670	670
UNDERLAYMENT	2mm Silent System	2mm Silent System	2mm Silent System	None	None	None	None
IMPACT RESISTANCE	Superior	Excellent	Good	Good	Good	Good	Good
RESIDENTIAL USE	Yes	Yes	Yes	Yes	Yes	Yes	Yes
LIGHT COMMERCIAL USE	12 Yr. Warranty†	8 Yr. Warranty†	5 Yr. Warranty†	N/A	N/A	N/A	N/A
HEAVY COMMERCIAL USE	10 Yr. Warranty†	N/A	N/A	N/A	N/A	N/A	N/A
WARRANTY COVERAGE	J/W/F/S/X	J/W/F/S/X	J/W/F/S/X	J/W/F/S/X	J/W/F/S/X	J/W/F/S/X	W/F/S
RESIDENTIAL WARRANTY	Lifetime	Lifetime	30-year	30-year	30-year	25-year	15-year

J = Joint Integrity    S = Stain Resistant  
 W = Wear Resistant    X = Water Resistant  
 F = Fade Resistant

Classics Includes:  
 • TimberView  
 • Microbevel  
 • WoodStrip†

\* Aqua Resistant

† Excludes Water Resistance Warranty

Alloc Performance Laminate Moldings feature a unique construction that ensures superior wear resistance and makes them the strongest in the industry.

### Residential Moldings



- Superior wear resistance
- Resists dents
- Strongest in the industry



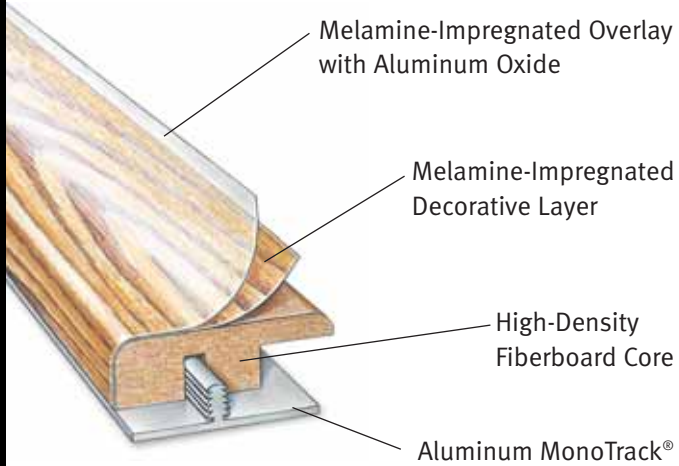
#### MonoTrack Fastener

- Easy to install
- Just snap in place



#### Transitions

- Low-profile
- Transitions to any surface




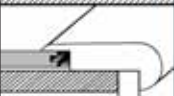





Your Alloc Performance Moldings will last as long as your Alloc floors, so they have the same warranty. We will back them with a warranty that's unmatched in the industry. If your moldings fade, stain, wear through or sustain water damage under normal use, we'll replace them free of charge.



- JOINT INTEGRITY
- STAIN RESISTANCE
- FADE RESISTANCE
- WEAR RESISTANCE
- WATER RESISTANCE

### We offer a variety of moldings to beautifully finish any flooring project.

	<b>Quarter Round</b> - Nicely frames all flooring projects and covers expansion gaps next to walls. Molding Length: 94"
	<b>Dual Reducer*</b> - Bridges the gap between two uneven surfaces, creating a smooth transition. Molding Length: 94"
	<b>Square Nose*</b> - Used as a transition from laminate to carpet, sliding glass doors or areas around fireplaces.
	<b>Stair Nose</b> - A durable trim for the treads and risers on stairways. Molding Length: 94"
	<b>Flush Mount Stair Nose</b> - Creates a flat connection. Molding Length: 94"
	<b>T-Molding*</b> - Bridges the expansion gap between two level surfaces. Molding Length: 94"
	<b>Wall Base</b> - Borders the floor for a finished look and covers expansion gaps next to the walls. Molding Length: 94"

\* These molding items are secured to the subfloor using the Monotrack system, which eliminates face nailing



## Commercial Moldings

Alloc Commercial anodized aluminum moldings properly finish your flooring product. Lap reducers, square noses, stair noses and T-expansion moldings are available in silver, bronze or black – packaged complete with tracking system and screws.

We have the essentials you need to transition smoothly between your Alloc floor and other flooring types.

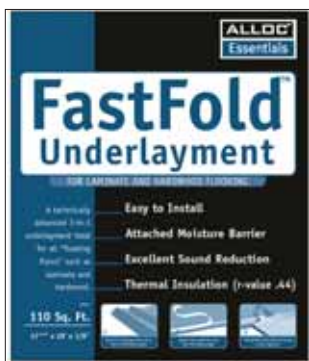


Length 84"	Lap Reducer Kit	Square Nose Kit	Stair Nose Kit	T-Molding Kit
Silver	404210	404510	404910	404810
Bronze	404220	404520	404920	404820
Black	404230	404530	404930	404830



Alloc Essentials' comprehensive line of accessories is designed to keep your floors in great shape for years to come.

## ACCESSORIES



### FastFold™ Underlayment

A technically advanced 3-in-1 underlayment ideal for all “floating floors” such as laminate and hardwood. FastFold provides excellent thermal insulation, aids in sound reduction, acts as a moisture barrier and is easy to install. Packaged in boxes, FastFold is easier to handle and transport than rolls.



### RapidRoll™ 3-in-1 Underlayment

RapidRoll includes padding, vapor barrier and tape in one product. Everything you need to prevent moisture, add underfoot cushion and speed up installation, comes in one roll.

Tested and approved for proper compression resistance.



### Laminate Cleaner

Our cleaner keeps your new floors looking great. Just spray it on and it starts fighting bacteria like E. coli, Staph and Strep. Spray over a dry, clean mop and mop over the affected area until streaks disappear. There's no need to rinse. Simply put the convenient spray bottle away and get on with your day.



## LAMINATE FLOORING

3441 South Memorial Drive  
Racine, WI 53403

[www.Alloc.com](http://www.Alloc.com)

Toll free 1-877-DO-ALLOC

Part # 750034 4/2007 130,000

Alloc Patent #'s: 5,706,621, 5,860,267, 6,023,907, 6,094,882, 6,182,410, 6,205,639, 6,324,803, 6,446,405, 6,510,665, 6,516,579