

# VÉLORA Surfaces

## Core (SPC) & Prime™ Surface Program

VÉLORA Surfaces define the visual, tactile, and performance identity of every plank. The system is engineered to balance natural realism, long-term durability, and consistent production quality across batches and markets.

### Surface Design Goals

- 1 Natural appearance with authentic wood depth and controlled sheen
- 2 Premium tactile feel using refined embossing technologies
- 3 High resistance to scratches, stains, and everyday wear
- 4 Color and texture consistency across large-scale production

#### 1. VÉLORA Core Surfaces (SPC)

VÉLORA Core surfaces are designed for everyday residential and light-commercial use, offering clean, modern realism combined with reliable SPC performance.

- 1 **Visual Layer:** High-resolution décor films derived from natural wood and stone references, with calibrated tone balance to avoid flat or artificial appearance.
- 2 **Texture Options:** Natural Grain Emboss, Linear Brush, and Soft Rustic textures depending on collection.
- 3 **Finish Options:** Ultra-matte for premium feel or soft satin for brighter retail appeal.
- 4 **Edge Details:** Micro-bevel standard, with optional painted bevel for darker designs.
- 5 **Top Protection:** UV-cured coating system providing stain resistance and easy maintenance.
- 6 **Wear Layer Positioning:** Typically 12 mil for value-premium positioning.

#### 2. VÉLORA Prime™ Surfaces (Future Upgrade)

VÉLORA Prime™ represents the next-generation upgrade of the Core platform, focused on luxury realism, enhanced surface protection, and commercial-ready durability.

- 1 **Embossed-In-Register (EIR):** Texture precisely aligned with printed grain for true wood-touch realism.
- 2 **Premium Matte System:** Ultra-matte oil-look finish that reduces reflection and hides micro-scratches.
- 3 **Enhanced Top-Coat:** Improved scratch, scuff, and chemical resistance for high-traffic areas.
- 4 **Grip & Safety:** Optional enhanced slip-resistance for hospitality and wet-entry zones.
- 5 **Edge & Plank Realism:** Precision micro-bevel or painted bevel for stronger plank definition.
- 6 **Wear Layer Options:** 20 mil (0.5 mm) and 28 mil (0.7 mm) for heavy residential and commercial use.

#### 3. VÉLORA Surface Naming System

Each design follows a simple and scalable naming structure suitable for catalogs, dealer systems, and international markets.

- 1 Design Code: V-### (e.g., V-202)
- 2 Design Name: Natural descriptor (e.g., Dark Elm, Nordic Ash)
- 3 Optional Suffixes: M = Ultra-Matte, E = EIR (Prime), B = Brushed Emboss

#### 4. Website-Ready Summary Copy

VÉLORA Surfaces combine high-definition décor, controlled matte finishes, and tactile embossing to deliver realistic wood and stone visuals. Engineered for waterproof SPC performance today, and elevated with EIR texture and enhanced protection in the future Prime line.