



Choices
Flooring

choicesflooring.com

the genero
COLLECTION

A U S T R A L I A

GENERO
collection



WHY CHOOSE THE LUXURY VINYL?

Luxury vinyl flooring has come a long way since it first made an impact on homes in the 1930's. Due to a number of advances over the years, the latest evolution features stylish designs that are water and stain resistant, incredibly durable and affordable.

Luxury vinyl is one of the fewer flooring options that are really easy to care for, all it requires is a quick sweep followed by a damp mop. If you follow the correct care and maintenance routine, it is expected to last well over 20 years, making it extremely durable.

Luxury vinyl flooring is designed with a clear wear layer, which acts as a surface barrier, protecting your floor from stains and spills. It is also a great option for wet areas such as bathrooms, kitchens or laundries as it is water-resistant.

There is a large assortment of colours and styles, including some that replicate stone and timber, meaning it will give you a luxe look for less.



GENERO collection

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BEFORE YOU BUY

Throughout this brochure you may notice a colour variation between the room and swatch images. Both are the best possible representation of that product within two different photographic environments. It is important to keep in mind that there are a number of variances in addition to lighting that may affect the way your hard flooring looks. This can include paint colour on walls, furniture and décor items that can alter the appearance of your floors.

HOW LIGHTING AFFECTS THE LOOK OF YOUR FLOOR

Flooring is one of the biggest surface areas in your home and a key design element to any interior. When selecting your hard flooring, colour plays just as much of an important role as price, style and quality.

It is important to take into consideration how your selected hard flooring may look once it is installed in your home as the lighting in the room will have a significant impact on the way the colour is perceived.

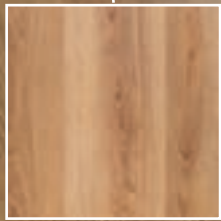
For example, hard flooring that is laid in a room that receives little to no natural light will appear drastically different to a room that has a lot of natural light coming in. It will also appear different as the light changes throughout the day and transitions from morning to night.

THE EFFECTS OF ARTIFICIAL LIGHTING

Natural sunlight is not the only lighting that has an impact on the colour of your hard flooring; the type of light fixtures you have in the room will also play a part in how the hard flooring will look in your room.

Indirect lighting, such as a wall bracket aims light toward ceilings or walls, whereas a lampshade or floor lamp has a wider spread of light, therefore the light displayed will rebound against walls and floor.

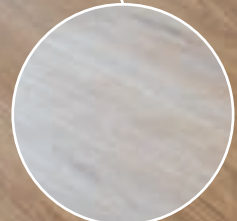
For the best representation, we recommend going into your local Choices Flooring store and request to take a sample of your desired colour home. In addition, take a sample that is a shade darker so you can compare the two shades in both natural and artificial light at various times throughout the day to ensure you are happy with the true colour of the product within your room.



The actual swatch appears most like the mid to dark sections of the room image.



Depending on the sheen and texture of the product, under natural light your flooring can appear drastically lighter.



Wall colour and furniture can appear to change the tone of your flooring due to colour reflection.

For more information, visit [choicesflooring.com](https://www.choicesflooring.com) or speak with your sales consultant at your local Choices Flooring store.

LUXURY VINYL

Care & Maintenance Guide

Luxury vinyl flooring is not only popular because of how affordable and versatile it is, but it is also incredibly hard wearing and easy to take care of day-to-day. As with any flooring in the home it will need some care and maintenance.

This simple guide will assist you in maintaining the longevity of your luxury vinyl flooring.

EVERYDAY CLEANING

Sweep or vacuum as often as necessary to remove any loose dirt or grit before it can scratch the floor. When mopping, only use a slightly damp mop (warm or cold water) alongside a gentle approved cleaner from your local supermarket or Choices Flooring store. Ensure you don't wet the luxury vinyl too much when mopping. Although it's resistant to moisture and humidity, splashing too much water on it will do it no good over time.

HARSHER SPILLS

If a spill occurs, promptly soak up the bulk liquid. Liquids that are acidic such as soft drinks and other sugar-based substances can be harder to clean the longer they're left. You won't need to use anything harsher than warm water and a gentle approved cleaner to wipe up spills.



For more information regarding the care & maintenance of your flooring, visit [choicesflooring.com](https://www.choicesflooring.com)

GENERO collection

Ideal for any home.

Influenced by the patterns and textures of timber, the inspirational luxury vinyl designs within the Genero Collection will provide the perfect flooring solution for your lifestyle.

The luxury vinyl flooring solutions within the Genero Collection also eliminate the noisy foot-falls that are often associated with real timber and stone flooring, to create a quieter and warmer environment in your space.

featured brands

GENERO
boulevard

GENERO
coastal

GENERO
deluxe

GENERO
design

GENERO
design

GENERO
grove

plus

GENERO
longboard

GENERO
multi-lay

GENERO
zenith

wide board



For more information regarding the care & maintenance of your flooring, visit [choicesflooring.com](https://www.choicesflooring.com)



Genero Boulevard is perfect for any room of your family home.

Genero Boulevard is durable, hard-wearing, low maintenance and backed by a lifetime warranty helping your home be as stress free as can be.

Choose from a variety of expertly curated wood designs featuring Australian species and Oaks designed to effortlessly suit the style of any room.

CURRENT COLLECTION



AUBURN OAK



BATUMI OAK



CAMDEN BLACKBUTT



CANOPY NATURAL
OAK



KIMBERLEY SPOTTED
GUM



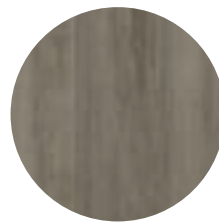
NEWPORT
TASMANIAN OAK



PALM OAK



PARKLAND OAK

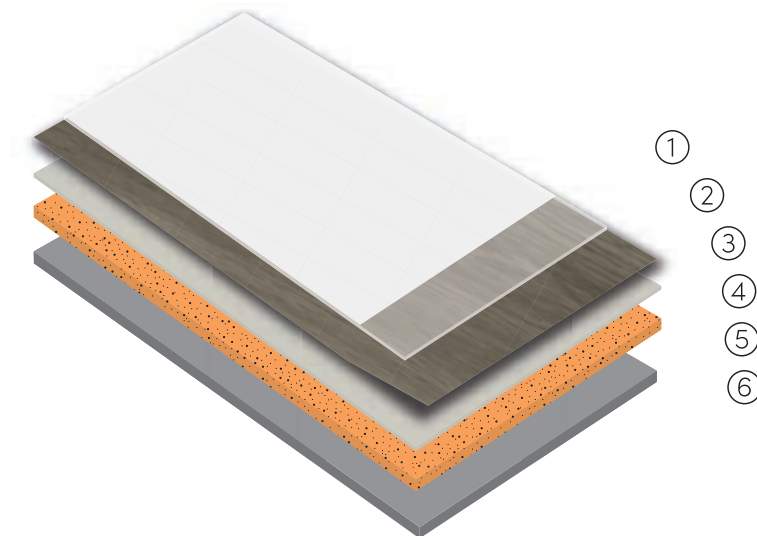


RIVER GREY GUM



SPRINGVALE
SPOTTED GUM

HOW IT'S MADE



① PU Coating:

Finishing layer creates a tough barrier against wear and tear, as well as allowing for easy cleaning and creating a hygienic environment.

② Clear Embossed Wear Layer:

A clear layer providing further protection against wear and tear, and providing structural protection.

③ HD Photographic Layer:

Showcasing anyone of your choice of designs, this photographic layer is rendered in high definition to give you visually stunning and unique floors.

④ Stabilising Layer:

Fibreglass layer providing dimensional stability, the stabiliser ensures quality and security.

⑤ Core:

Dimensionally stable core giving acoustic properties, strength and resistance.

⑥ Backing:

create a securing bond to support long term durability

SPECIFICATIONS

Board dimensions: 229mm x 1,524mm x 4.5mm

Pieces per carton: 8

Area per carton: 2.79m²

Commercial Performance: P3







Offering style, comfort and durability.

Genero Coastal Loose Lay Flooring is the culmination of years of research and development which brings to you the best of engineering and design.

Genero Coastal Loose Lay Flooring has been manufactured specifically to endure the harsh Australian climate.

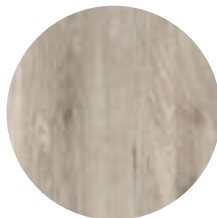
CURRENT COLLECTION



ARRAWARRA
BLACKBUTT



BOWRAL SPOTTED
GUM



COMO



LISBON



MARSALA



PALERMO

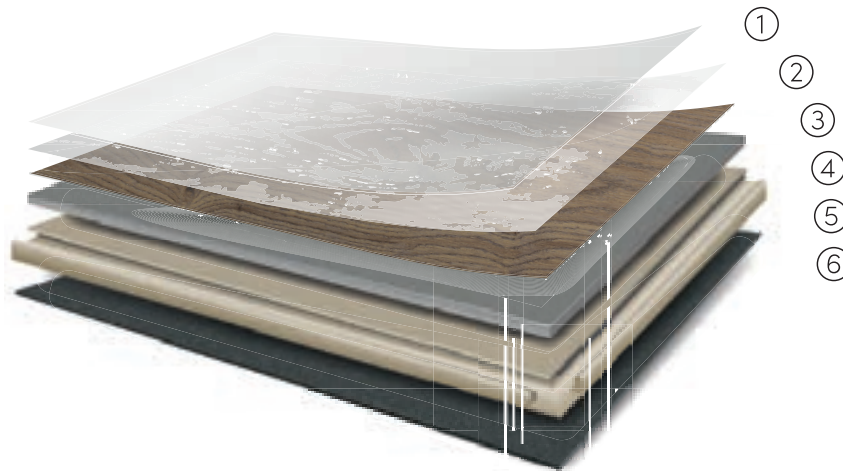


SORRENTO



VITTORIA

HOW IT'S MADE



① Matt PU Protective layer.

Exceptional resistance to heavy foot traffic, indents, scratches and scuffs.

② Commercial grade wear layer.

A hard wearing surface with high impact resistance and natural wood embossing. 0.5mm

③ Colourfast inks.

40% higher than the European standard. High resistance to fading when exposed to the harsh Australian sun.

④ New extra dense smart composite core.

Free of harmful content, waterproof, extra stable and extra sound absorbent.

⑤ Slip resistance. R9.

⑥ High grip backing creates strong bond to adhesive.

SPECIFICATIONS

Board dimensions: 1,524mm x 228.6mm

Pieces per carton: 6

Area per carton: 2.09m²

Wear layer: 0.5mm

Installation: Loose Lay Gluedown

Slip resistance: R9

Thickness: 5.0mm





Swatch colour and room image can differ due to light conditions. Refer to page 2.

Genero Deluxe is the perfect flooring solution for your home.

Featuring natural characteristics of timber floors with all the benefits of luxury vinyl planks. Some of these include being water resistant and scratch-resistant meaning Genero Deluxe is truly a stress-free flooring alternative.

CURRENT COLLECTION



ASHEN OAK



BEACH BLACKBUTT



FAWN OAK



NSW SPOTTED GUM



OYSTER OAK



QLD BLACKBUTT



QLD SPOTTED GUM



SAND OAK

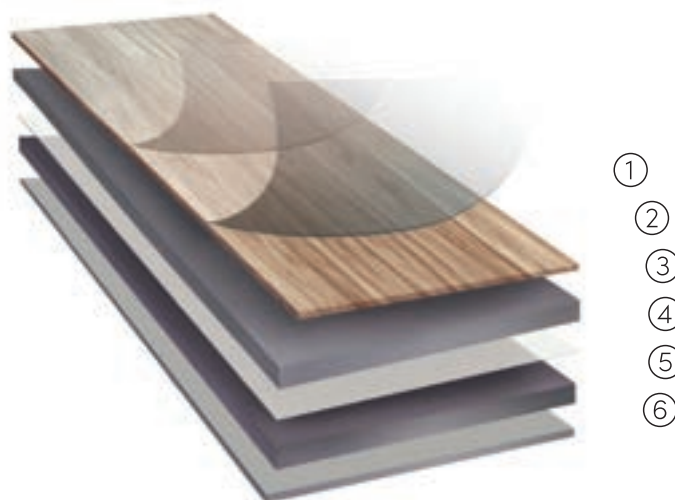


SPICY SPOTTED GUM



STRAND OAK

HOW IT'S MADE



① PU coating

The factory applied UV surface treatment provides superior cleaning benefits and life cycle maintenance savings.

② Wear Layer

This transparent layer protects the decoration of flooring. It also creates the highly authentic effect of surface embossing.

③ Decoration Layer

A broad and attractive range of designs for you to create a look unique to your space.

④ Stabilisation Layer

Lifetime dimensional stability is achieved by using our innovative, health friendly stabiliser formula.

⑤ Glass Fibre Layer

Enhances the stability of the product.

⑥ Backing Layer

This layer creates the elasticity and pleasant underfoot feeling.

SPECIFICATIONS

Board dimensions: 1,524mm x 229mm

Pieces per carton: 7

Area per carton: 2.44m²

Wear layer: 0.55mm

Slip resistance: P3

Thickness: 4.5mm



GreenTagCert™ Certified Flooring

Genero Design has achieved a GreenTagCert™ GOLD Plus Rating, meaning it has a very good status as a sustainable product that is healthy for use in any home or commercial project. Global GreenTagCert™ is the only ACCC (Australian Competition and Consumer Commission) approved National Certification Mark in the green building materials sector. Meaning you can be sure that you are purchasing a product that is independently certified as environmentally preferred. GreenTagCert™ is an independent third party, green product rating and certification ecolabel, underpinned by rigorous scientific and Life Cycle Assessment (LCA) processes. In short, GreenTagCert™ helps the consumer identify products that are environmentally preferred, for use in their home via an independently audited and industry recognised whole of life cycle certification system. Ecospecifier's GreenTagCert™ is recognised by the Green Building Council of Australia (GBCA) and the New Zealand Green Building Council (NZGBC). Visit gbca.org.au or nzgbc.org.nz for more information.



Swatch colour and room image can differ due to light conditions. Refer to page 2.

Ideal for any home.

Genero Design luxury vinyl planks feature timber designs that are as soft on your feet as they are on your budget.

CURRENT COLLECTION



OAK CLASSIC

OAK LIGHT



GREY BROWN RUSTIC WOOD



AMBER CLASSIC OAK

CLASSIC OAK

COASTAL SPOTTED GUM



HEARTWOOD SPOTTED GUM

LIGHT ELM

RICH VALLEY OAK



SIZE FOUR
(184mm x 1,219mm)

ASH

CHESTNUT

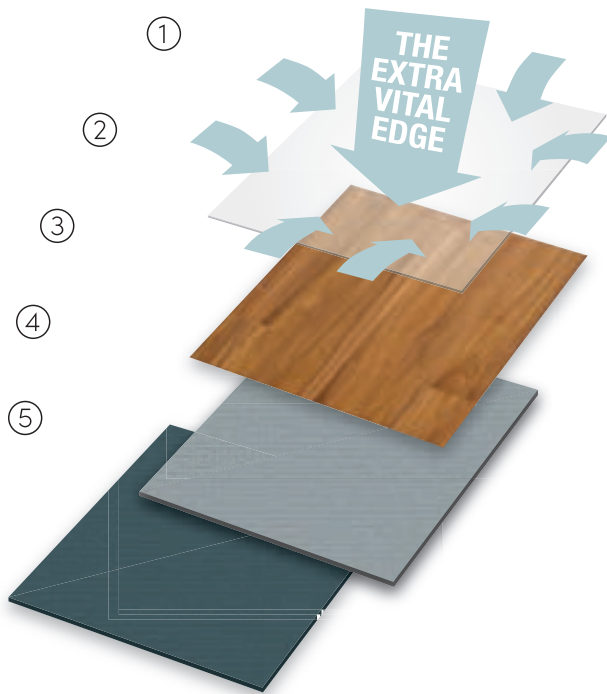
CORNISH BLOND
OAK



RED MAPLE

REFINED OAK

HOW IT'S MADE



① Polyurethane

The benchmark for performance with its ultra hard, clear surface coating.

② 0.2mm PVC wear layer

Provides superior protection from everyday wear and tear.

③ High definition photographic layer

Showcasing the unique design of each product; handcrafted for one of a kind beautiful floors.

④ Stability layer

This layer assists with dimensional stability and aids indentation resistance and recovery.

⑤ Base

The binder in the core is composed of 100% PVC (no wood flour) to ensure stronger, more stable core for installation over most existing hard floors without the worry of exposing subfloor imperfections.

SPECIFICATIONS

SIZE ONE PLANKS

Board dimensions: 102mm x 914mm

Pieces per carton: 36

Area per carton: 3.34m²

Wear layer: 0.2mm

Thickness: 2mm

SIZE TWO PLANKS

Board dimensions: 152mm x 914mm

Pieces per carton: 24

Area per carton: 3.34m²

Wear layer: 0.2mm

Thickness: 2mm

SIZE THREE PLANKS

Board dimensions: 152mm x 1,219mm

Pieces per carton: 18

Area per carton: 3.34m²

Wear layer: 0.2mm

Thickness: 2mm

SIZE FOUR PLANKS

Board dimensions: 184mm x 1,219mm

Pieces per carton: 15

Area per carton: 3.37m²

Wear layer: 0.2mm

Thickness: 2mm



Recofloor™
Vinyl Take-Back Scheme

RECOFLOOR™

Genero Design is 100% recyclable and recycled in Australia and New Zealand through the Recofloor – luxury vinyl take back scheme. The Recofloor scheme reduces the amount of luxury vinyl flooring going to local landfill. Through the localised scheme, flooring off-cuts from the installation process are recycled back into new flooring. Uplifted or end of life material is downcycled into traffic calming products such as traffic cone and road barrier bases. The factory applied polyurethane (Pu) surface treatment protects the floor providing a low maintenance regime with sealing not required.





Swatch colour and room image can differ due to light conditions. Refer to page 2.

Beautifully engineered high design luxury vinyl tiles developed for heavy traffic environments.

Genero Design Plus is an eclectic mix of authentically reproduced wood plank designs, incorporating contemporary and recycled timber patterns.

Suitable for residential applications including bedrooms, kitchen and living areas and also moderate commercial applications such as retail, office, hospitality and aged care.

CURRENT COLLECTION



BAYSIDE BIRCH



EASTPORT OAK



HAMILTON BEECH



SORRENTO BIRCH



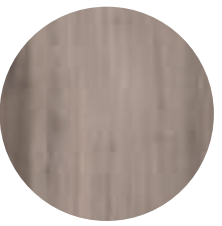
WATERMILL ELM



AGED TERRACE OAK



BLEACHED TERRACE OAK



BURNT TERRACE OAK

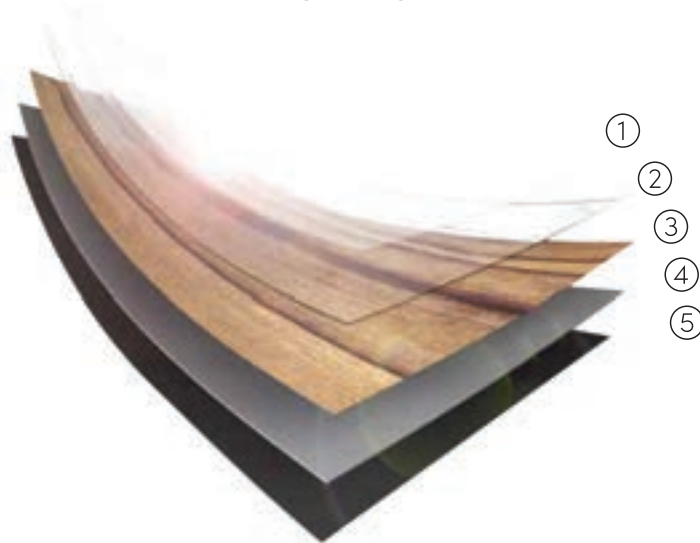


HAMPSHIRE OAK



NATURAL TERRACE OAK

HOW IT'S MADE



① The Polyurethane Reinforcement

Thanks to a factory-applied polyurethane reinforcement, there is less work for you to do to care for your floor.

② The Wear Layer

This transparent, extremely dense layer is hard-wearing and protects the decoration of the product. This allows the surface embossing to create a highly authentic effect.

③ The Decoration Layer

Each design has been specifically developed for Camaro by means of extensive trend research and the commissioning of experienced product designers.

④ The Stabilisation Layer

Improved dimensional stability is achieved by minimising the effect of surrounding physical properties (e.g. temperature fluctuations).

⑤ The Load-Bearing Layer

The basis for the long service life and high performance of Genero Design Plus.

SPECIFICATIONS

SIZE ONE PLANKS

Board dimensions: 184.2mm x 1,219.2mm

Pieces per carton: 15

Area per carton: 3.37m²

Wear layer: 0.55mm

Thickness: 2.5mm

SIZE TWO PLANKS

Board dimensions: 184.2mm x 1,524mm

Pieces per carton: 12

Area per carton: 3.37m²

Wear layer: 0.55mm

Thickness: 2.5mm





Swatch colour and room image can differ due to light conditions. Refer to page 2.

Genero Grove is the ideal flooring choice to create a welcoming home.

Inspired by nature's colour palette featuring Australian species and oaks, Genero Grove is sure to cultivate an air of peace and well-being.

CURRENT COLLECTION



BLACKBUTT



BLEACHED
DRIFTWOOD



COASTAL SPOTTED
GUM



FRENCH OAK



HIGHLAND SPOTTED
GUM



NORTHERN
BLACKBUTT



SMOKED STRINGY
BARK



SOUTHERN
BLACKBUTT

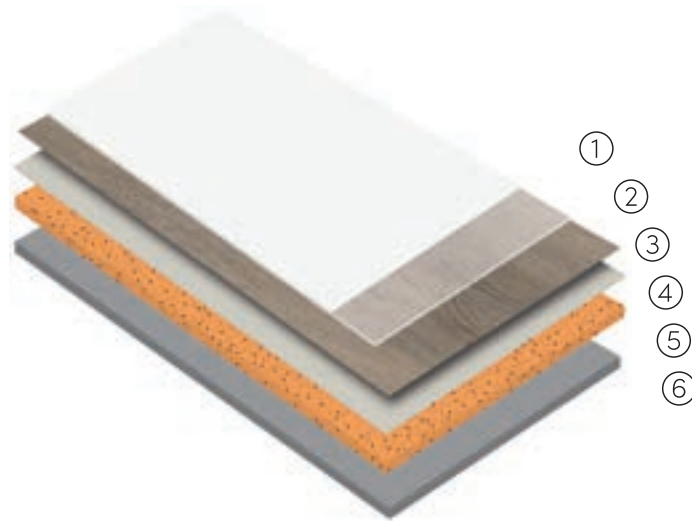


TASSIE OAK



WARM OAK

HOW IT'S MADE



① Clear Embossed Wear Layer:

A clear layer providing further protection against wear and tear, and providing structural protection.

② PU Coating:

Finishing layer creates a tough barrier against wear and tear, as well as allowing for easy cleaning and creating a hygienic environment.

③ HD Photographic Layer:

Showcasing any one of your choice of designs, this photographic layer is rendered in high definition to give you visually stunning and unique floors.

④ Stabilising Layer:

Fibreglass layer providing dimensional stability, the stabiliser ensures quality and security.

⑤ Core:

Dimensionally stable polyvinyl chloride giving acoustic properties, strength and resistance.

⑥ Backing:

Creates a securing bond to support long term durability.

SPECIFICATIONS

Board dimensions:
177mm x 1,219mm x 4.5mm

Pieces per carton: 10

Area per carton: 2.17m²

Product thickness: 4.5mm





Swatch colour and room image can differ due to light conditions. Refer to page 2.



Featuring native Australian species, this collection offers a contemporary palette.

Genero Longboard collection offers extra-large planks for visual impact in a loose lay format. This makes for easy installation and acoustic properties for quieter interiors.

CURRENT COLLECTION



AGED EUROPEAN
OAK



BURNISHED OAK



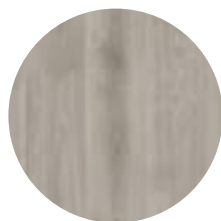
FLORENTINE OAK



NATURAL
EUROPEAN OAK



SAWN BLACKBUTT



SMOKEHOUSE OAK

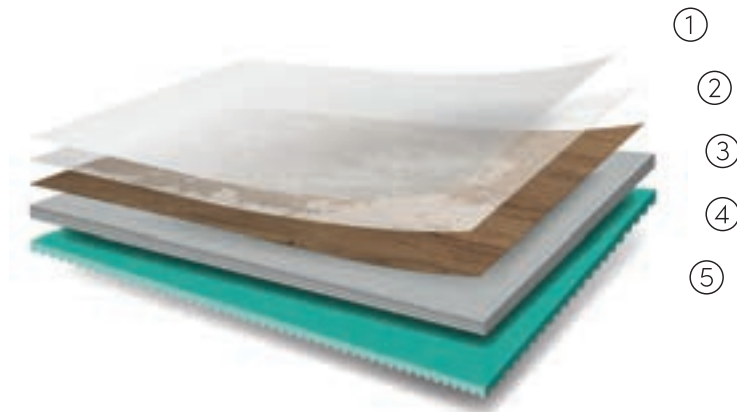


WHISPER OAK



WILD HARVEST OAK

HOW IT'S MADE



① K-Guard+ Surface Protection

Our surface protection system uses PU technology to provide a hygienic and durable finish.

② Clear PVC Embossed Wear Layer

Protects the floor's design from wear and tear.

③ High Definition Photographic Layer

Highly realistic and natural appearance.

④ Stability Layer

The fibreglass enhanced layer helps the product to lay flat and level, increasing dimensional stability and mechanical strength.

⑤ K-Wave Friction Grip Backing

Creates a strong bond to the subfloor using a combination of weight and friction.

SPECIFICATIONS

Board dimensions: 1,500mm x 250mm

Pieces per carton: 8

Area per carton: 3.00m²

Wear layer: 0.5mm

Slip resistance: R10

Thickness: 4.5mm





Swatch colour and room image can differ due to light conditions. Refer to page 2.



Genero Multi-Lay Wide Board designs will open up any space, and provide a seamless transition in open plan areas.

CURRENT COLLECTION



ALMOND OAK



ARAGON OAK



BRAGA BLACKBUTT



BUTTER OAK



CROMWELL OAK



MOREL SPOTTED
GUM

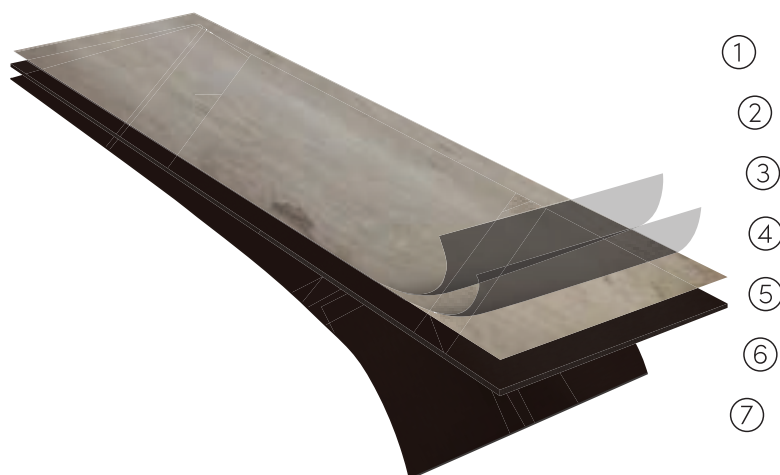


ORIENT SPOTTED
GUM



SANDPAPER OAK

HOW IT'S MADE



① UV Coating

A UV Surface treatment provides superior cleaning benefits. Microgard protects your family as it's an Anti-Microbial Anti- Bacterial treatment which lasts the lifetime of the product.

② Wear Layer

This transparent wear layer protects the print layer making it look true to life.

③ Print Layer

High Resolution print design layer providing you a more realistic print.

④ Core Layer

Gives the product added strength.

⑤ Fibreglass Layer

Adds extra dimensional stability.

⑥ Base Layer

Sound proofing and thermal layer.

⑦ Backing layer

Provides a secure bond for the existing layers.

SPECIFICATIONS

Board dimensions: 1,219mm x 228mm

Pieces per carton: 8

Area per carton: 2.23m²

Wear layer: 0.50mm

Surface: PU (Polyurethane) Anti-microbial

Slip resistance: P2

Thickness: 4.5mm

GENERO MULTI-LAY WIDE BOARD
Design Featured: Aragon Oak



You can breathe easy with Genero Multi-Lay Wide Board vinyl planks which are FloorScore certified - the most recognised indoor air quality certification for flooring, making it suitable for sensitive individuals.



Swatch colour and room image can differ due to light conditions. Refer to page 2.

Genero Zenith luxury vinyl planks feature beautiful Australian species as well as striking oak designs to suit any décor.

You can breathe easy with Genero Zenith vinyl planks which are FloorScore certified - the most recognised indoor air quality certification for flooring, making it suitable for sensitive individuals.

CURRENT COLLECTION



ASHRIDGE OAK



CARRICK OAK



CORNWALL OAK



DORSET OAK



FOXLEY BLACKBUTT



GLENMORE OAK



HATFIELD OAK



KILKENNY SPOTTED GUM



KINROSS OAK



ODELL OAK



REDHILL BLACKBUTT



SUSSEX OAK

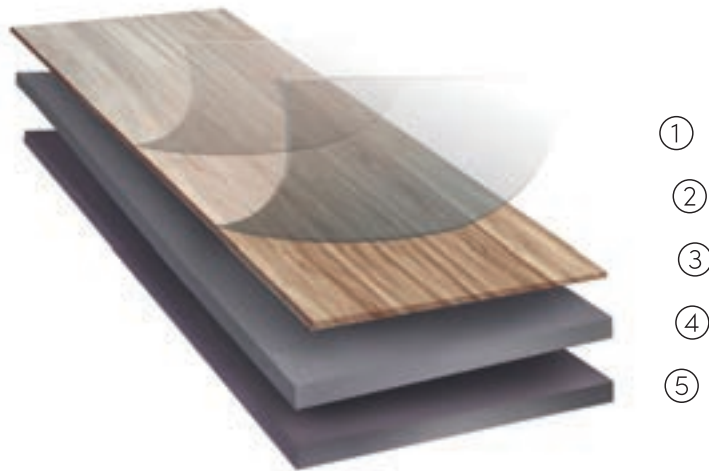


THORPE SPOTTED GUM



WATERFORD SPOTTED GUM

HOW IT'S MADE



① UV Coating

The factory applied UV surface treatment provides superior cleaning benefits and lifespan.

② Wear Layer

This transparent layer protects the decoration layer and creates a highly authentic surface embossing effect.

③ Decoration Layer

Genero Zenith offers a broad and attractive range of designs to create unique looks.

④ Stabilisation Layer

Lifetime dimensional stability is achieved by the innovative, health friendly stabiliser formula.

⑤ The Base Layer

This layer creates the elasticity and feels great underfoot.

SPECIFICATIONS

Board dimensions: 1,532mm x 236mm

Pieces per carton: 10

Area per carton: 3.62m²

Wear layer: 0.55mm

Surface: PUR

Slip resistance: P3

Thickness: 2.5mm



You can breathe easy with Genero Zenith vinyl planks which are FloorScore certified - the most recognised indoor air quality certification for flooring, making it suitable for sensitive individuals.

KEY FEATURES

	Genero Boulevard	Genero Coastal	Genero Deluxe	Genero Design	Genero Design Plus	Genero Grove	Genero Longboard	Genero Multi-Lay Wide Board	Genero Zenith
Allergy Friendly	✓	✓	✓	✓	✓		✓		✓
Anti-Slip	✓	✓	✓		✓		✓		✓
Colour Fastness to Artificial Light	✓	✓					✓		
Durable	✓	✓	✓	✓	✓	✓	✓	✓	✓
Easy Cleaning	✓	✓	✓	✓	✓	✓	✓	✓	✓
Eco-friendly	✓	✓	✓				✓	✓	✓
Exclusive to Choices Flooring		✓	✓	✓			✓	✓	
Family Friendly	✓	✓	✓	✓	✓		✓	✓	✓
Hard Wearing	✓	✓	✓	✓	✓	✓	✓	✓	✓
Low Maintenance	✓	✓	✓	✓	✓	✓	✓	✓	✓
Natural Fibre									
Pet Friendly	✓	✓	✓	✓	✓		✓	✓	✓
Quiet Underfoot	✓	✓	✓	✓	✓		✓	✓	✓
Rental Friendly	✓	✓	✓	✓	✓		✓	✓	✓
Sound Absorption	✓	✓	✓	✓	✓		✓	✓	✓
Stain Resistance	✓	✓	✓				✓	✓	✓
Underfloor Heating Suitability	✓	✓	✓	✓	✓	✓	✓	✓	✓
Water Resistance	✓	✓	✓		✓	✓	✓	✓	✓

IF YOUR GENERO COLLECTION PRODUCT FAILS TO PERFORM...

Your selected GENERO COLLECTION product is covered by one or more warranties as stated in the warranty information. For more information on the applicable warranties or guarantees on your selected flooring, please check with your local Choices Flooring consultant, or for more information visit the warranty section of the product on **[choicesflooring.com](https://www.choicesflooring.com)**



**VIEW WARRANTY
BROCHURE ONLINE**

*Warranties and guarantees are provided by the manufacturer and are in addition to other rights and remedies of the consumer under a law in relation to the goods. Our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage.

You are also entitled to have the goods repaired or replaced if goods fail to be acceptable quality and the failure does not amount to a major failure. Variations in colour within the one reference can occur across all timber designs. Actual colour samples shown in this brochure may vary due to the printing process. View a true representation of the range at your local Choices Flooring store. All information is correct at the time of printing (May 2023).



choicesflooring.com

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