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TILES



RCB vs SPC



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Cross-section



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RCB vs SPC

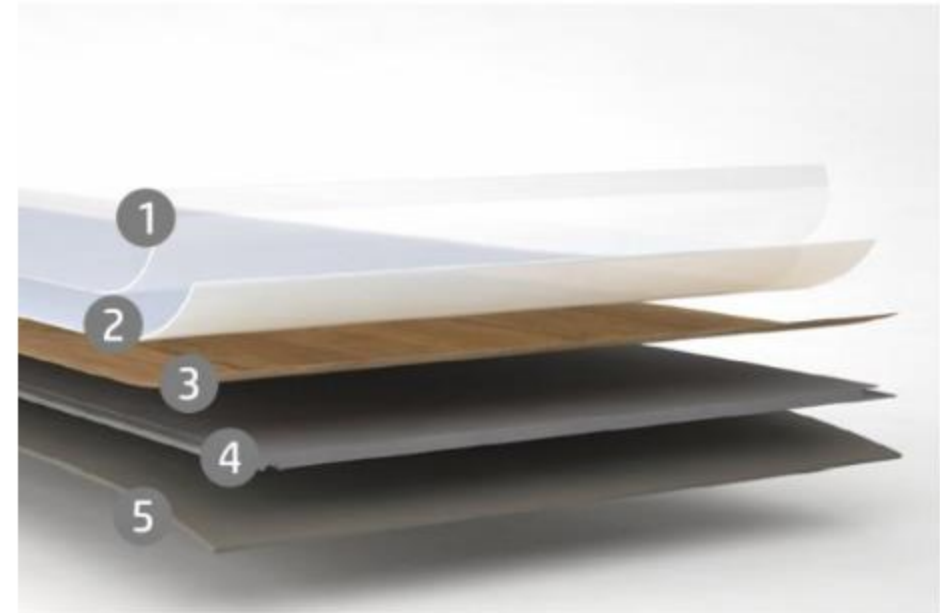
RCB



1. Hardwearing PU protection
2. Wear layer
3. Decorative film
4. Co-extrusion layer
5. Rigid Core Board
6. Waterproof soundproof underlay

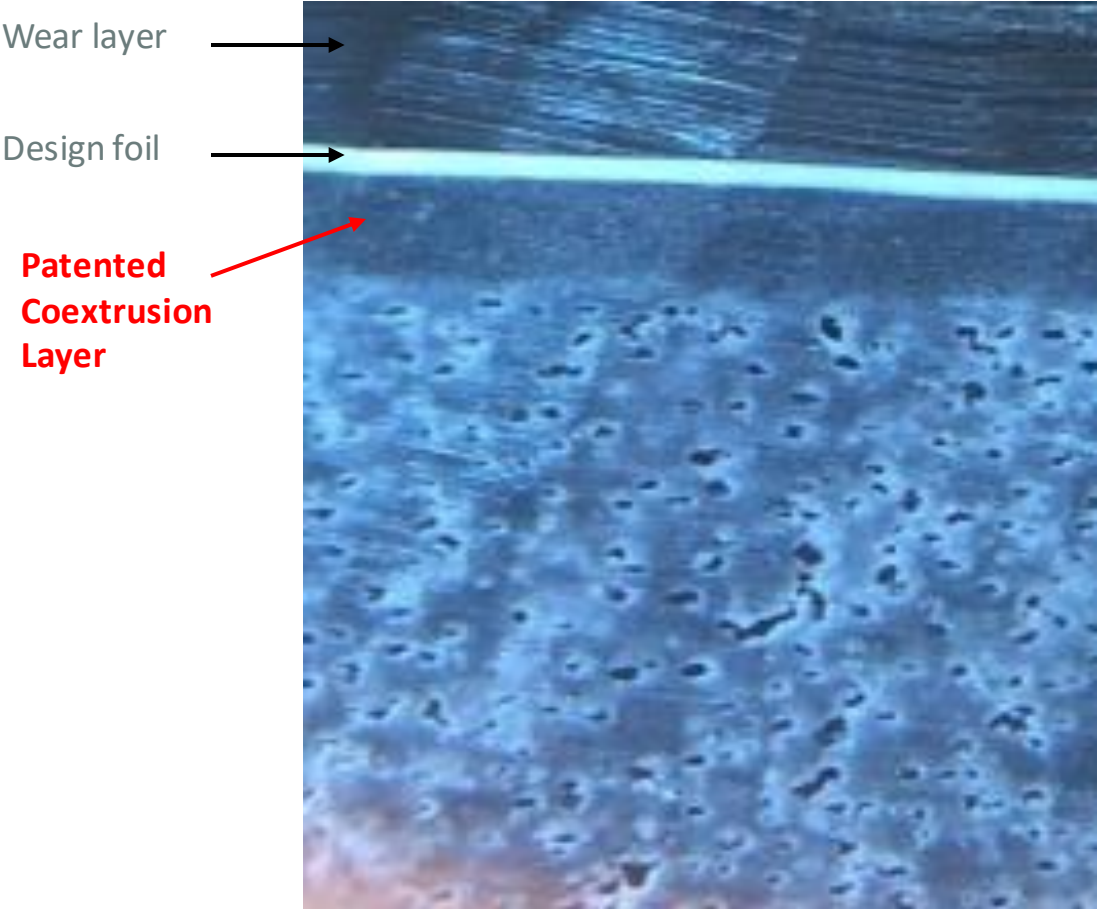
RCB[®]
**patented
technology**

SPC

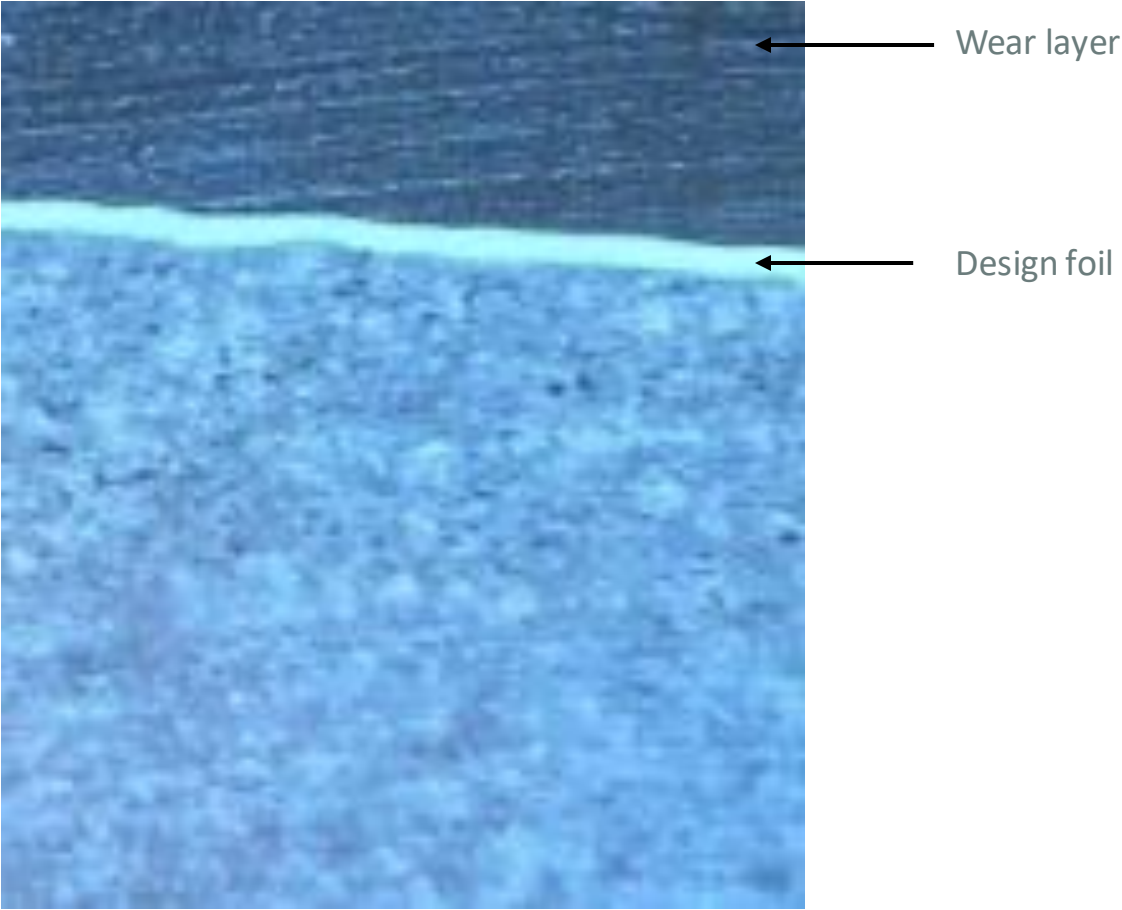


1. Protection
2. Wear layer
3. Decorative film
4. SPC
5. Underlay

RCB



SPC





Co-extrusion Technology



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Co-extrusion layer

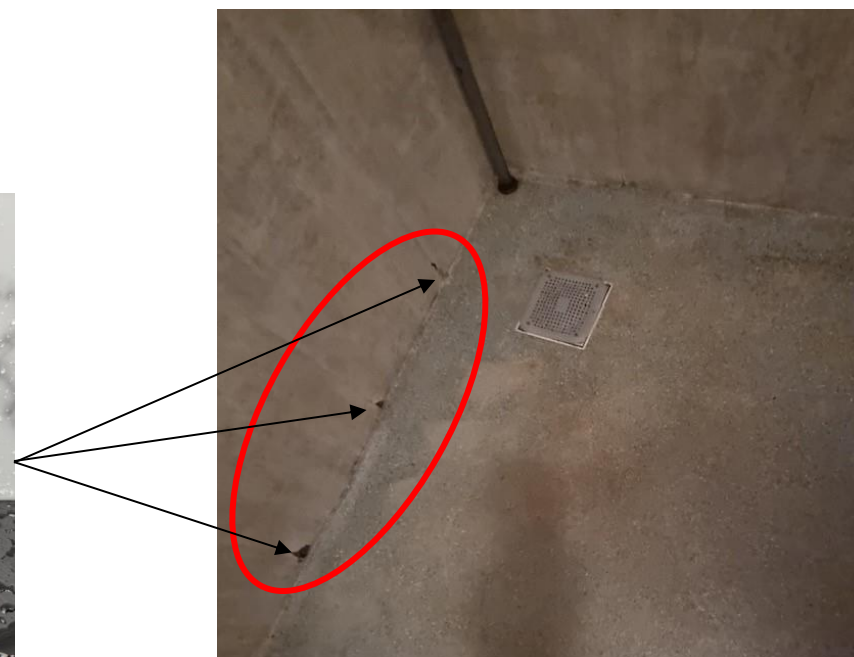
- Perfect cohesion between film and panel → no detachment possible
- Proven technology for 10 years → no complaints
- Co-ex technology: product patent



SPC

High chalk content → poorer adhesion of foil due to lower PVC content

- Foil can peel off due to temperature difference and high humidity in the bathroom
(with SPC there is a greater difference between carrier board and foil)
- Moisture absorption at V-groove joint between carrier and foil
- Chance of complaints as seen on photos (SPC product)





Lower chalk content

- Less brittle
- Higher flexibility (easier to handle in confined spaces)
- Extended larger tongue and groove



RCB PANEL



For flooring products:

Soft co-ex layer also provides improved walking sound

Contact sound insulation ISO10140-3 → ΔL_w 21dB





Thermal Stability



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STRESSLESS EXTRUSION

Lower product tension with RCB

- Lighter product → less product stress → low thermal expansion (0,1% vs 0,6%!)
- Open joints are avoided
- Water infiltration is avoided (mould formation)
- Less trouble returning to “original” shape

“Stressless extrusion” = patented!



Water Absorption (Coated/ Uncoated)

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Advanced technology

- More durable “coated” chalk → less water absorption
- Digital printing is possible → More variety in decors
- Super high-gloss designs possible



High-gloss designs



Ease of Installation



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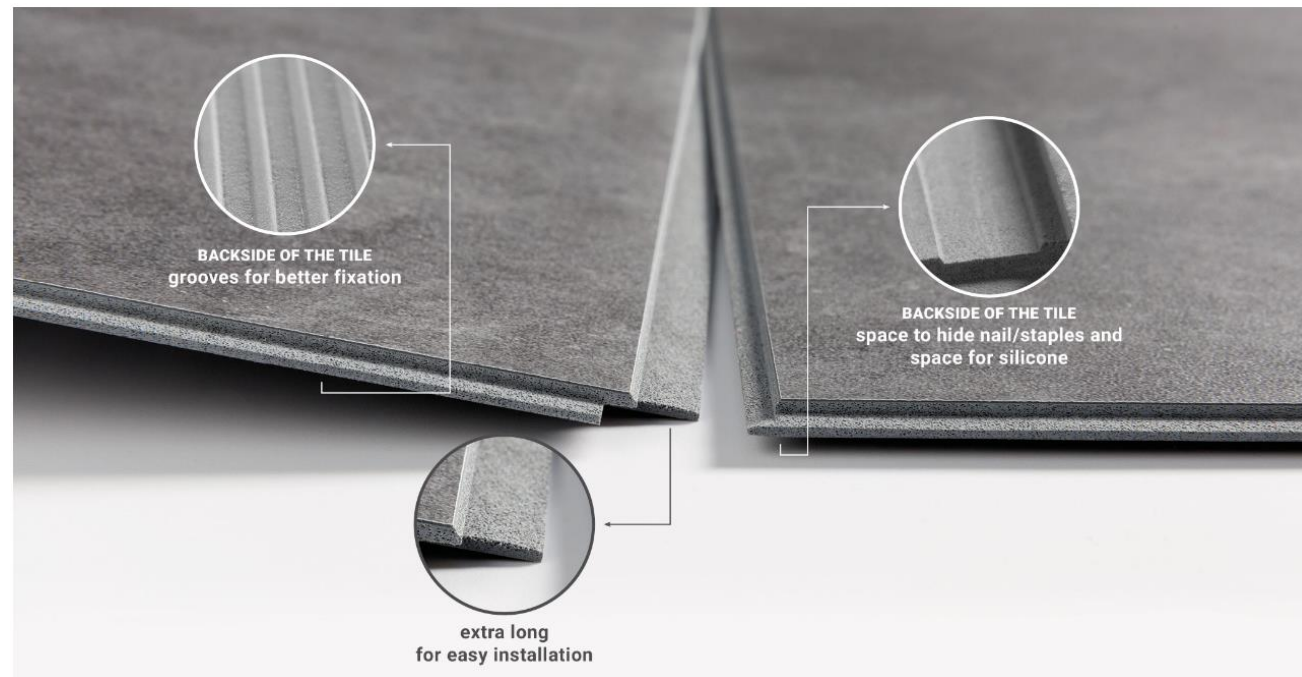


SPC = only glue

Can be nailed, stapled or glued on top of OSB, MDF, etc.

→ Relevant in modular housing or small houses to be transported by truck

- Easy Installation
 - Large boards can be connected seamlessly + combination with tiles possible
 - Special features below





- More possibilities
 - Panels of 260 x 90 possible with connection (tongue and groove)
 - Also panels of 260 x 120 cm available
 - Tongue and groove suitable for wall installations
 - Not a floor click (which is very hard to install on walls)

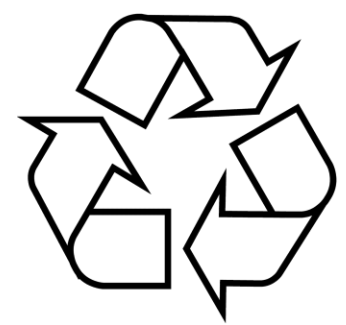
Carbon Footprint

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- **Smaller carbon footprint**
 - Lighter product per m³
 - Only transport from Belgium
 - More sustainable and comfortable to handle
- **Circular Production**
 - Closed recycling system with recovery of production waste
- **Quality control**
 - REACH compliant
 - Full control of raw material quality: production in own compound department
 - Production in Belgium from start to finish





Summary



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	RCB	SPC
Minerals	Coated minerals	Uncoated minerals
	Less water absorption	More water absorption
PVC	↑ PVC / ↓ CHALK	↓ PVC / ↑ CHALK
	Less brittle, more flexible	More brittle, less flexible
Durability	Light weight	Heavy weight
	Lower CO ₂ Footprint	Higher CO ₂ Footprint
	Belgian production	Non-EU production
	Circular production	Mixed
Decor foil	Coex Adhesion	No coex adhesion
	No delamination	Risk for delamination
Technology	Patented	No patents
Thermal stability	Higher stability	Lower stability
Designs	More variety	Less variety
	Digital designs	
	Super High Gloss	
Sound absorption	Improved walking sound	Standard walking sound

RCB vs Ceramics

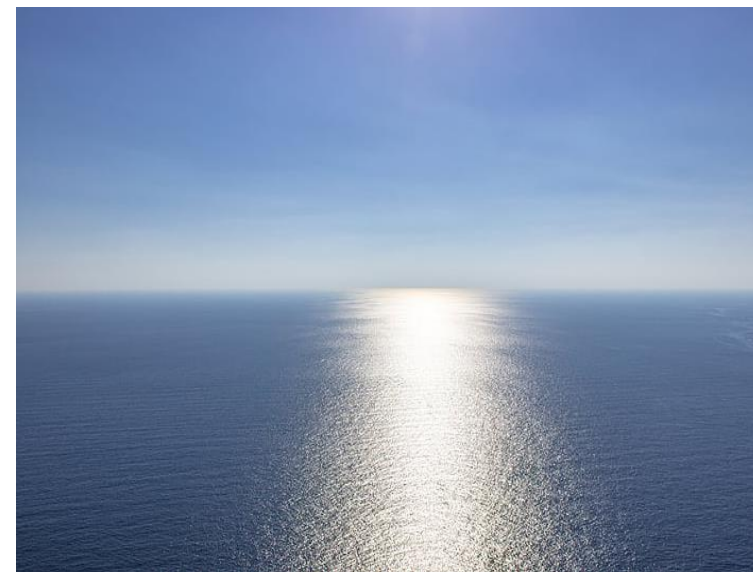
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Golden opportunity with the Ultra Tiles product range

- Big blue ocean because of very limited competition
- A big market in ceramic tiles for wall application
- Easy “story telling”: very clear product advantages
- Proven track record with no quality issues and ongoing growing sales



Market segmentation

- Building materials :
 - Prefab construction
 - Modular construction
 - Chalet construction
 - Newbuild
 - Bathroom renovation
 - Real estate maintenance
 - Contractors
- Sanitary distribution:
 - Tile outlets
 - Sanitary installers
- Tile distributors / wholesale
- Project sector (hotels, sport centers...)
- Holiday sector (camping, holiday homes, mobile homes)
- PVC distribution



Product Advantages

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Ultra Tiles are more interesting as a new product for tiling application



Ultra Tiles are **lower in weight** than tiles:

- a) More sustainable
- b) Easier and more comfortable to handle



Ultra Tiles are **easier to install**



No special cutting devices: only cutter knife is OK
No dust, cleaner work



Ultra Tiles are **easier to install**



No additional distance holders needed during installation



Ultra Tiles are **easier to install**



No additional grouting needed the next day after day of installation



Ultra Tiles are **easier to install**



Can be nailed, stapled or glued on top of OSB, MDF, etc.

→ Relevant in modular housing or small houses to be transported by truck



Ultra Tiles are **easier to install**



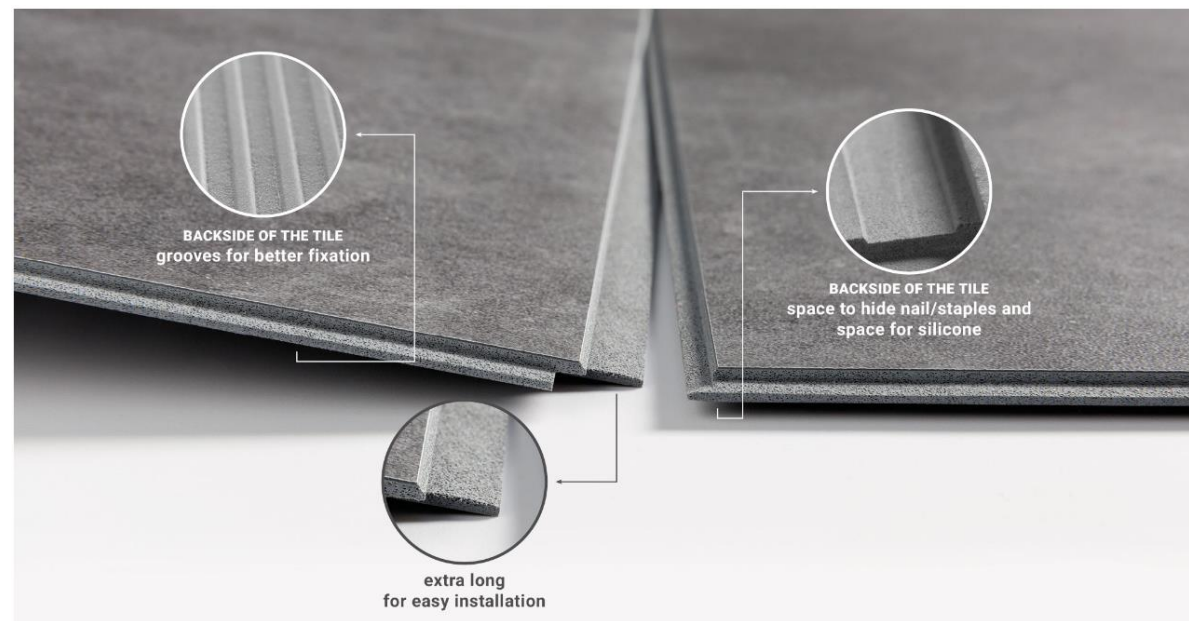
No demolition work needed: can be glued on top of existing tiles
→ Impossible for ceramic tiles



Combination of sizes: big XL panels with smaller tiles



Fancier product: small V-groove and no grout





Higher Flexibility

Ideal for transport in lifts, small staircases
or other confined spaces

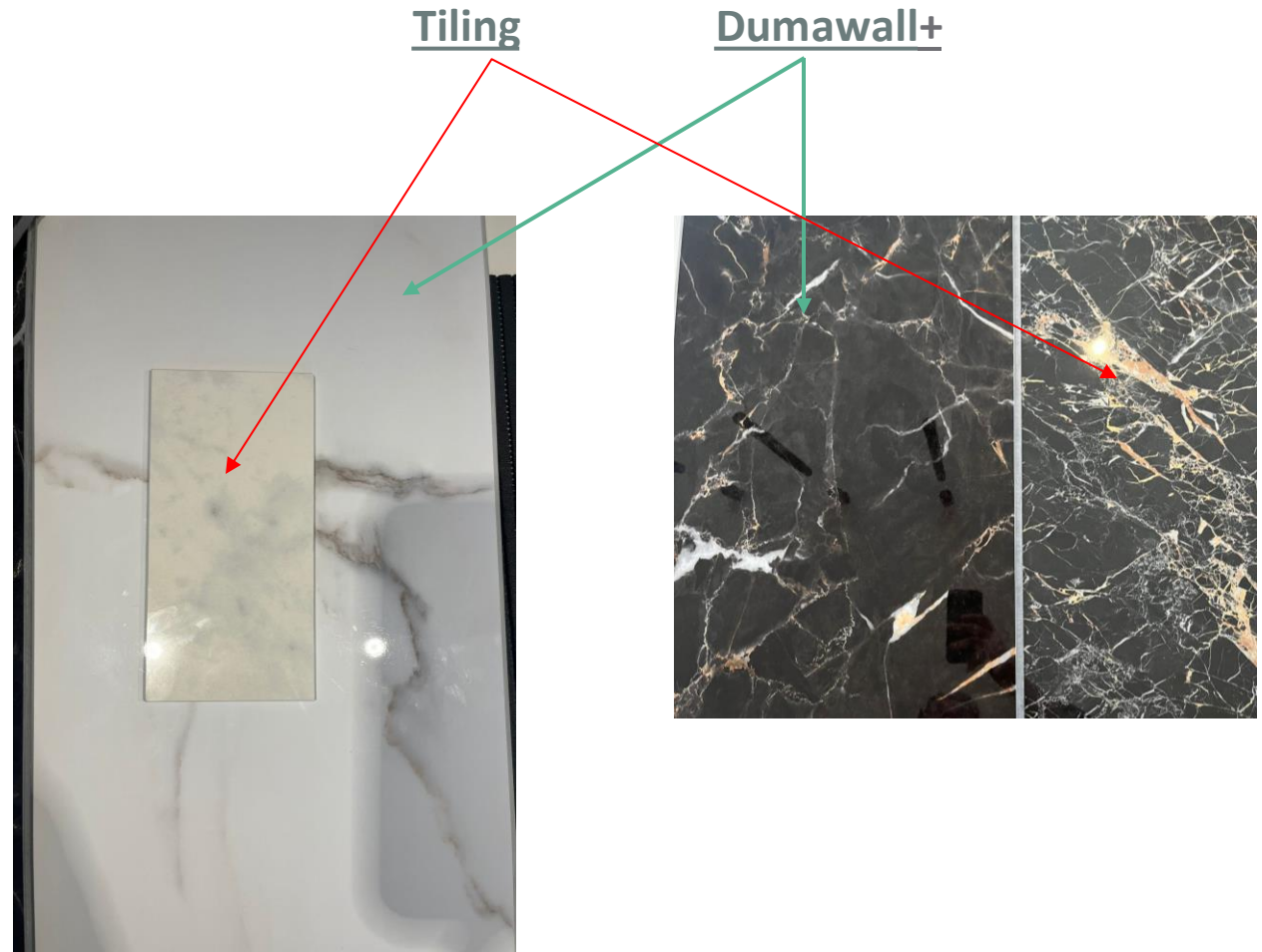


Hint: finish off external corners without profiles


More vivid colours

The designs of Dumawall+ are often clearer than their equivalents in tiling

→ Deeper black, brighter white













		Price installed
CERAMICS	30 x 60 total cost	75 - 110 €/m ²
	30 x 90 total cost	120 - 160 €/m ²
	90 x 250 total cost	300 - 500 €/m ²
UltraTiles	Tiles	59 - 78 €/m ²
	XL Panels	90 - 105 €/m ²



Cheaper than tiling (full cost after installation)

30% to 50% cheaper with the same dimension equivalent

Ceramic tiles	Ultra Tiles		Ceramic tiles
<ul style="list-style-type: none"> Wall preparation: removing existing tiles, risk damaging existing plumbing, paying for construction waste, levelling the wall, drying time 	 <p>Adhere directly to existing wall, no construction waste, no damage to plumbing</p>		
<ul style="list-style-type: none"> Cutting and installing ceramic tiles: lots of noise, dust, nuisance. Expensive labour materials 	 <p>Fast, quiet, dust-free, clean Expensive work equipment</p>		
<ul style="list-style-type: none"> Long drying time of the glued tiles. Grouting the tiles. Removal of the cement residue 	 <p>Bonded after 20 min No grouting No cement residue</p>		<div> <div>day 1</div>  </div> <div> <div>day 2</div>  </div>
<ul style="list-style-type: none"> Total time spent 	One-off installation – Time 4x less		

Patented technology

1. Stressless extrusion for thermal stability
2. Co-extrusion technology for best foil adhesion





Ultra Tiles
Can be glued on top of existing tiles
Can be cut easily with cutter knife (no need for special tools)
Work cleaner: no dust from tile cutting
Easy tongue and groove installation
Quicker installation: no need for distance holders
Quick use of bathroom after installation: no grouting
Cheaper than tiling (full cost after installation)
Flexible product
Nail, staple or glue
Lower carbon footprint
Light weight: easier to handle
Belgian production
Circular production
High gloss designs
Patented techology (2 patents)
Combination XL panels + tiles is possible



Thank you

