

# Embracing Colour

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BEYOND FLOORING

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We offer top-quality products, impeccable service, innovative, sustainable production and a proven track record... But most of all, we love helping to achieve your goals.

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## Embracing colour

**Colour can be used to achieve more than just reflecting corporate identity, playing a significant role in defining the space.**

While it is common practice to use colour to reflect brand and identity within commercial interiors, it can play a far more instrumental role in how users interact with their space.

The influence of colour on psychological wellbeing is well documented, with colours known to generate a particular response. This can be used to create commercial interiors that reinforce their role, such as using blue to stimulate productivity or green to fuel contemplation.

With the rise in interiors that embrace a more open way of working, relaxing, collaborating and learning; the use of colour can be evolved yet further. Individual areas can be identified for a given activity, simply by altering the predominant colour within that space.

With less in the way of physical barriers, these more open style interiors also

mean the floor's role in achieving successful implementation is more important than ever. As a dominant surface with a space, its role as an effective way to define areas through zoning will see it need to respond through a wide colour choice.

The floor becomes an integral component in developing a positive emotional response to the space, yet it must achieve this within the confines of practical expectation. Not only diverse in available colours, the floor must also provide universal performance throughout the palette.

Whether wear resistance, ease of maintenance, acoustic absorption or slip-resistance; it's a multi-function role that few floors are truly capable of delivering upon. With 273 options across acoustic, safety and heavy duty solutions, Heterogeneous Vinyl from IVC is in that elite.

“

Colour is a universal non-verbal language that everyone speaks and understands.

Angela Wright,  
The Beginner's Guide to Colour Psychology.



LAB  
04





# Colourful solutions

Heterogeneous Vinyl from IVC can fulfil the need for a wide colour choice as well as the obligation of the floor to be a surface that offers wear resistance and ease of maintenance. A versatile and hardwearing solution, it can uphold colour flexibility and performance across an extraordinary amount of projects.

## 273 ways to embrace colour

Available in 91 colours, as well as a further 182 wood and material looks, IVC Heterogeneous Vinyl is a powerful way to unlock the floor's role in communicating a colour palette that positively contributes to wellbeing, while also defining the use of an area.

## Versatile performance

Using a high-quality decor beneath a durable and low maintenance wear layer that can withstand heavy commercial use, Heterogeneous Vinyl is adaptable to a range of environments. From education and healthcare locations through to hospitality and leisure, retail, housing and office projects; IVC Heterogeneous Vinyl collections offer an ideal combination of aesthetics and performance.

Specialised solutions are also available for noise reduction, slip-restraint and loose-lay applications, bringing further scope to Heterogeneous Vinyl's multi-purpose possibilities.

## Flexible design

Available in multiple widths and easily cut to shape, IVC Heterogeneous vinyl is adaptable to any layout. Whether zoned areas that enhance activity and which also double up as effective safe distancing markers, graphics and fluid shapes; Heterogeneous Vinyl can deliver on the tightest of design briefs.

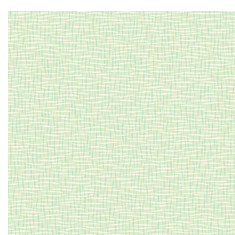
## Made with the future in mind

At IVC, we make our Heterogeneous Vinyl floors in Belgium. Using highly-efficient manufacturing, we deliver projects a solution made with the future in mind.

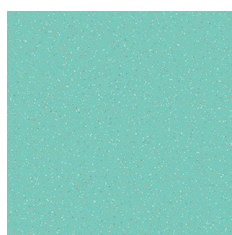
**Visit [ivc-commercial.com](http://ivc-commercial.com) for more.**

## Working palette 01.

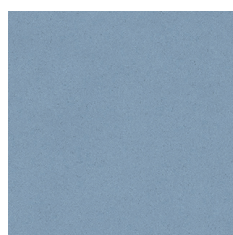
These colours can support activities in tones that are fairly bright but not particularly strong.



Harlem T71  
 Concept 70



Populo T74  
 Concept 70



Sabbia 573  
 Isafe 70 Colours



Populo T55  
 Concept 70

The use of confident yellow in Isafe Sabbia Mustard 550 will stimulate creativity in this art room, while using it alongside the hue of Isafe Sandstone 531 brings a combination grounded in nature to instil a sense of calm.





COMPUTER INFORMATION

INTERNET POINT

LOGIN: HIGH SCHOOL

PASSWORD: 14356





# Colours in the right solution

Ascertaining the practical aspects of a floor is equally as important as the colour you choose. By combining the two factors, it not only becomes possible to define the principle activity, but also harness physical benefits.

## Improved acoustics

Unwanted sound is a factor that is commonly attributed to a user's enjoyment and perception of the space, as well as a known factor in detracting from productivity.

With IVC's **Optimise 70** collection, you can reduce impact noise by 19dB while using its 24 colours to create an interior that fosters positive mental wellbeing.

## Reduced accidents

Minimising the risk of accidents is of central importance in many projects, but particularly aged care and healthcare environments. There's also good reason to use the positive effects of colour in these spaces.

With IVC's **Isafe** safety flooring collection, projects can enjoy a PTV of 40, enough to provide low potential for slip. And in 14 colours, as well as wood and material effects, the Isafe collection provides sufficient choice for improving wellbeing.

## Heavy duty

The need to zone and create activity areas within open plan spaces without

compromising a floor's ability to cope with heavy duty wear makes **Concept 70** the ideal choice.

In 21 colours, Concept 70's Class 43 rating can take on the busiest of commercial spaces, while delivering a design that embraces colour to aid zoning and define activity.

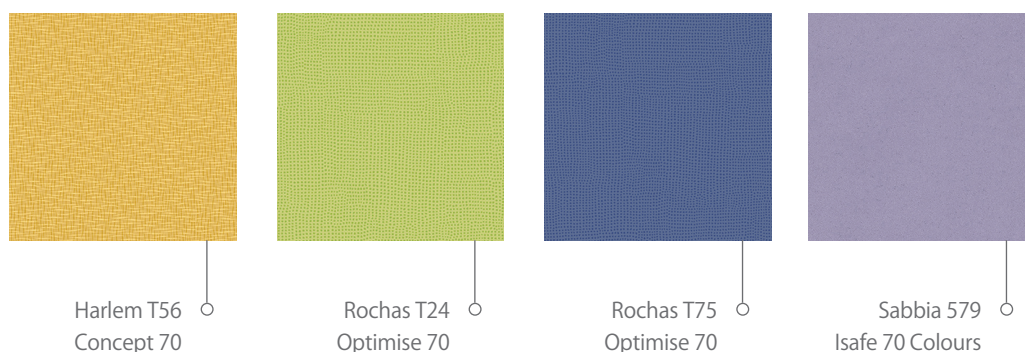
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”

## Working Palette 02.

This is a bolder palette that supports activities but which never feels heavy.



The combination of Rochas T75 and Rochas T75 from Optimise 70 encourages productivity and learning in education environments.





Growing Up





# Zoning through colour

With the wide choice across IVC's Heterogeneous Vinyl, zoning through colour is easy, even if the project requires a specialised solution such as acoustic or safety flooring.

By using combinations that support the activity of the area, zoning can be achieved in a manner that fosters wellbeing, while ensuring that practical needs such as acoustics and low maintenance are met.

Take the Optimise 70 acoustic flooring collection as an example. Capable of

reducing impact noise by 19dB, the floor makes an excellent choice for areas where wellbeing centres on providing an environment that encourages productivity.

Available in 26 colours, as well as wood and material effects, it can be used to create clear zones in colours that support the intended activity of that space. For example, creative areas may benefit from the confidence-inspiring yellow of Harlem T55, while quiet contemplation areas from the green of Harlem T71.

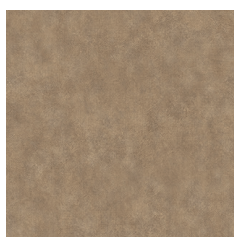
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## Working Palette 03.

These off-beat colours support activities in tones that are subdued.



Papilio T82  
 Concept 70



Sabbia 572  
 Isafe 70 Colours



Sabbia 521  
 Isafe 70 Colours



Sabbia 561  
 Isafe 70 Colours

The successful zoning of an open space using Concept 70 Harlem T71 can encourage contemplation. By opting for subdued, greyed-off tones the effect remains distinct without become too overbearing for infants.



MODERN ART MUSEUM





# Colour zoning for the future

There is no doubt that future projects will need to embrace safe distancing within layouts, but they will need to do so without compromising the aesthetic principles of the interior. As a universal language that everyone speaks and understands, colour can be a good way to overcome this challenge.

With Heterogeneous Vinyl from IVC, projects can fulfil both these needs while also providing a surface that is easy to maintain and in some solutions, protected with Sanitec anti-microbial treatment.

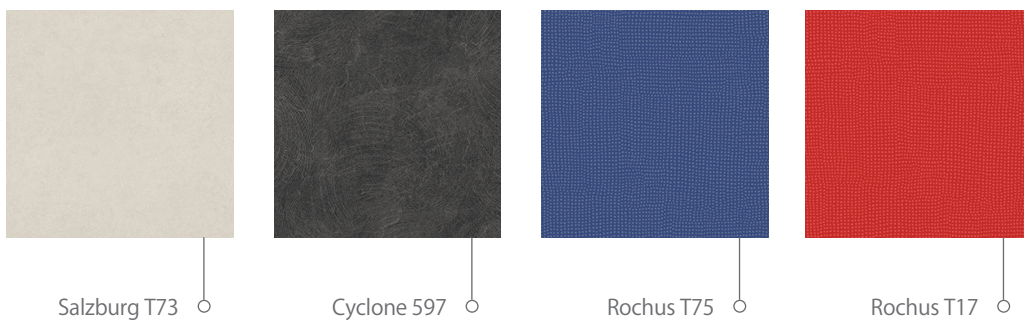
By ensuring zones or an alternating colour layout at a minimum radius or width of 1.5m (2m in the UK), the floor can go from a design based around sound colour and wellbeing principles to one that can be immediately turned to mark safe distances when necessary.

Equipped with Sanitec, floors can also serve to provide a direct health benefit by inhibiting bacteria growth. Tested to be 100% effective against bacteria such as MRSA, e-coli and staphylococcus aureus, Sanitec lasts for the lifetime of the floor.

“  
 There is no doubt that future projects will need to embrace safe distancing within layouts.  
 ”

## Working Palette 04.

These colours help to define activity and create maximum contrast between areas.



Using colour as a way to outline zones can also play a dual-role in making safe distance measures more obvious to users. With a minimum gap of 1.5m, this entrance lobby design using colours in Harlem from Concept 70 can double as a marker of safe distances between users.







# Solutions for today's challenges

At IVC we never stop innovating and our Heterogeneous Vinyl floors are a perfect example of our drive to create solutions that respond to the dynamic needs of today's environments.

## Overprint

Overprint is our brand-new technology for incorporating on-demand graphics into IVC Heterogeneous Vinyl floors.

An additional layer between the decor and wear surface, Overprint makes a standard safe distance graphic part of the floor itself. Set at intervals of 1.5m, It is an ideal solution for a range

of environments. Fully protected by our hardwearing wear layer and Hyperguard+ PUR treatment, Overprint lasts for the lifetime of the floor.

## Invisiweld

Invisiweld is our bond technology for the visually seamless installation of Heterogeneous Vinyl floors.

Leaving an invisible join between areas, Invisiweld is suitable for creating zones without compromising the integrity of the design, making it ideal for colour and material effects.

As well as its aesthetic benefits, Invisiweld leaves a stronger joint that's less prone to failure and gives nowhere for dirt to build-up.

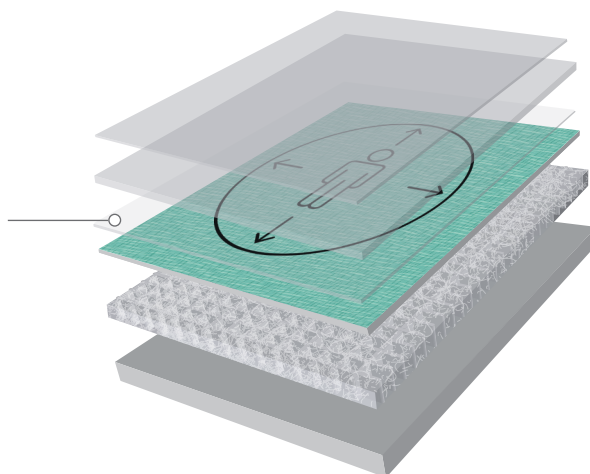
Discover more at [ivc-commercial.com](http://ivc-commercial.com).

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We never stop innovating.

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Our new Overprint technology allows an on-demand safe distance graphic to be included within the make up of the floor. Protected by a heavy duty wear layer and Hyperguard+ PUR, these graphics will not scratch or wear off.



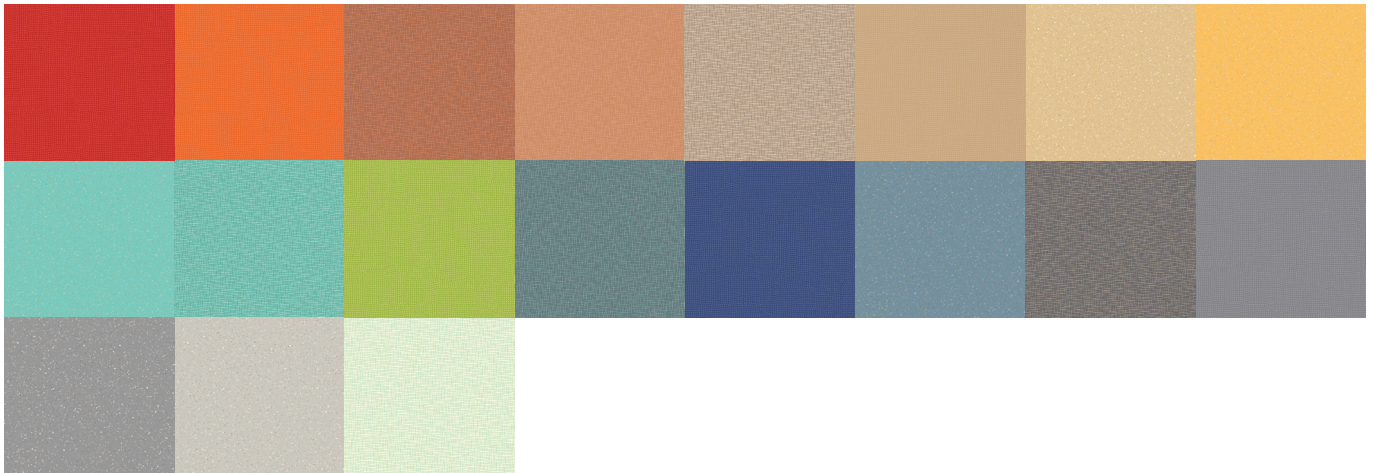
By harnessing the acoustic benefits of Optimise 70's Harlem T26, education projects can achieve a balance between good acoustics and colour that encourages productivity to improve a user's wellbeing in line with the activity of the area.



# Colour gamut

Our Heterogeneous Vinyl solutions are available in more than 90 colours across acoustic, safety, loose lay and heavy duty applications, including these colour heroes:

Concept 70. Heavy duty applications.



Optimise 70. Acoustic duty applications.



Isafe 70. Safety applications.



Discover more colours from IVC Heterogeneous Vinyl collections: [ivc-commercial.com](http://ivc-commercial.com)



# About IVC



IVC is the commercial division of IVC Group, dedicated to creating unique floors for corporate & office, retail, hospitality & leisure, housing, education and healthcare projects.

Founded in 1997, IVC Group is Europe's leading manufacturer of Carpet Tiles, Luxury Vinyl Tiles (LVT) and Heterogeneous Vinyl. With 1,600 employees and 10 production units in Belgium, Luxembourg, the United States of Russia, IVC Group produces over 180 million m<sup>2</sup> of flooring per year.

As of 2015, IVC Group is part of Mohawk Industries Inc., the world's market leader in all things flooring, with a heritage of craftsmanship that spans more than 130 years. This broadens IVC's global reach - bringing us closer to you, wherever you go.



**Heterogeneous Vinyl: easy, durable and versatile**

Our Heterogeneous Vinyl collections are the solution for a stunning floor that's easy to install and maintain.



**Carpet Tiles: unique colours that last a lifetime**

Our Carpet Tiles are the solution for a truly unique floor that complements the spaces you design.



**Luxury Vinyl Tiles: each plank has its own personality**

Our LVT collections reflect nature, while offering the easy installation and maintenance of vinyl floors.



**Entrance Barrier Carpet Tiles: stopping dirt for lasting floors**

Our Step Up entrance barrier Carpet Tiles stop dirt and moisture to keep floors from IVC looking fabulous.

## Get in touch

Want to learn more about IVC's flooring solutions, or need help tackling an exciting project? We've got you covered.

Go to [ivc-commercial.com](http://ivc-commercial.com) or make an appointment with our dedicated team by sending us an email via [info@ivc-commercial.com](mailto:info@ivc-commercial.com).

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