

URWELCOME™

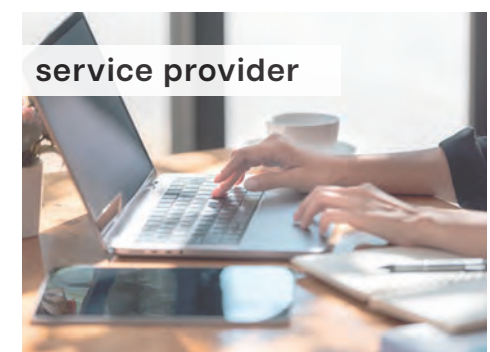
every hard floor deserves a soft touch





Redefining Excellence in Soft Flooring

ROYAL FLOORING is a dynamic company uniting several distinguished Belgian specialists in the soft flooring market. Each partner has earned their stripes across various domains, such as: sourcing, production, designing and service provision. By grouping their extensive expertise, market knowledge, and innovative spirit, they aim to revolutionize the categories of mats, runners and rugs.



A Reliable Partner Nearby

Located in Belgium, the heart of Europe, ROYAL FLOORING is perfectly positioned to deliver exceptional service and support to retail clients throughout Western Europe. This strategic location enables us to provide comprehensive and far-reaching assistance, ensuring that our retail partners receive unparalleled value and service.

URWELCOME™

every hard floor deserves a soft touch

We are thrilled to introduce you to URWelcome, a strong soft flooring service concept that exemplifies our commitment to excellence from start to finish. In this magazine, we invite you to explore how ROYAL FLOORING is setting new standards in the industry, driving forward with passion, precision, and a dedication to delivering premium solutions to the soft flooring market.

- ✓ **Fits into every store concept**
- ✓ **Always on stock**
- ✓ **Fast: unpack & place in store**
- ✓ **Visually appealing**
- ✓ **Simplifies the decision-making process**

Our Strengths: Creating Opportunities

INNOVATION

We bring mats, runners and yoga mats to new & challenging environments through product innovation.

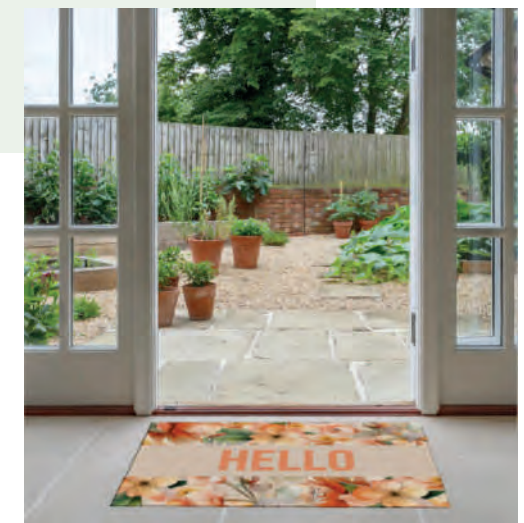


EXPERIENCE

Our years of experience in the sector ensure that we can tailor our products to the customer's wishes. We support consumers by informing them about the added value of our mats, runners and rugs with our clear sales concept.

FLEXIBILITY

We keep stock of our products so we can always deliver quickly. We keep on watching trends to be continuously up-front.



URWELCOME™

A Unique Soft Flooring Retail Concept

Introducing URWelcome, a unique soft flooring retail concept designed to meet and exceed market demands.

THE COLLECTION

Is where it all begins, crafted meticulously to respond to current market trends and consumer needs. Our talented designers have developed a commercial collection that adds significant value, drawing inspiration to create balanced assortments of **mats, runners and yoga mats**. Each collection is thoughtfully structured to guide the end consumer seamlessly in their selection process.

With a strong focus on sales and the end consumer, URWelcome ensures that retailers can cater to diverse preferences. As a retailer, you have the flexibility to choose the entire collection or selectively cherry-pick pieces that best suit your clientele. This approach allows you to tailor your offerings precisely, enhancing the shopping experience and driving sales effectively.



mats



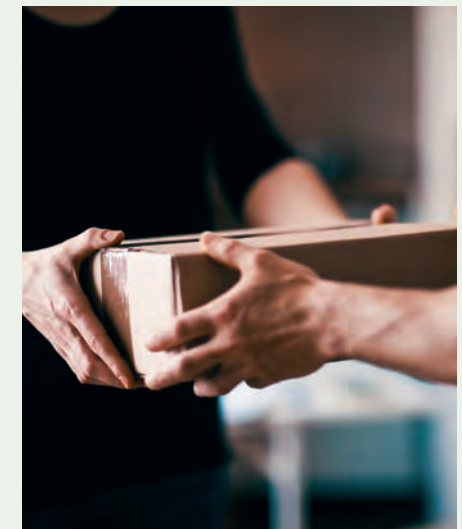
runners



yoga mats

STOCK

At ROYAL FLOORING, we believe the best story is inventory. We don't just handle the design and collections; we also manage the stock. Our entire catalog is stored in the southwest of West Flanders, ensuring prompt availability. As a retailer, you don't need to invest in inventory. We can deliver any reference in small MOQs within 72 hours across all of Western Europe. This efficient stock management system allows you to meet customer demands swiftly and effectively, enhancing your service and satisfaction levels.



SMART DISTRIBUTION BOX

We proudly introduce the SMART DISTRIBUTION BOX, designed to meet all retail norms while providing our customers with the flexibility and service they expect.

This box is the result of extensive market knowledge and a deep understanding of retailers' challenges. It offers two different packaging solutions in one: flat packed, and rolled up.

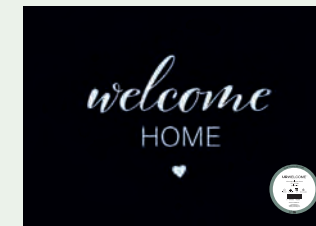
The box seamlessly fits into any retail presentation, is appealing to the end consumer, and guides them through the retailer's display. Additionally, it simplifies the process for retailers—just unpack and place it in the store.

Minimum order quantities (MOQs) are straightforward and easy to manage, making reordering convenient and efficient. This innovative packaging solution ensures that both retailers and consumers experience maximum convenience and satisfaction.



DIFFERENT PACKAGING METHODS

Mats - small / medium size



→ Packed flat in the displaybox

→ Information on full color label

Mats & runners - large size



→ Packed rolled in the displaybox

→ Information on full color banderolle

MARKETING SUPPORT

We also provide robust marketing support to enhance your retail experience. Our team takes care of visuals and content, ensuring that your promotional materials are compelling and effective.

Last but not least, we present the URWelcome display concept. This modular and customizable system allows you to tailor the URWelcome collections to fit your store's unique needs. With our marketing support, you can confidently engage customers and boost your sales with professional, eye-catching displays and materials.

*Organize easily
your display*



DISCOVER OUR PRODUCTS

We understand the importance of finding the right products for your store. That's why we offer an opportunity to explore our range of premium products. Whether you're interested in our doormats, runners or carpets, you can now request a sample box to experience the quality and variety we provide.

Our sample box includes 10 different sample mats, allowing you to see, touch and feel the textures and styles of our products. Along with the samples, you'll receive a detailed information brochure that highlights the features and benefits of each product.



INTERESTED?

Request your sample box today and take the first step in discovering our unique sales concept. Please don't hesitate to contact us via +32 (0)56 25 43 13 or info@royal-flooring.com.

URWELCOME™

Product range | mats

Explore our assortment of **mats**, each with its own specific characteristics and designs.

INDOOR

***	****	*****
SMALL 40x60 cm	MEDIUM 50x75 cm	MEDIUM 50x75 cm
MEDIUM 50x75 cm	LARGE 60x90 cm	LARGE 60x90 cm

OUTDOOR

***	****	*****
MEDIUM 50x75 cm	MEDIUM 50x75 cm	MEDIUM 50x75 cm

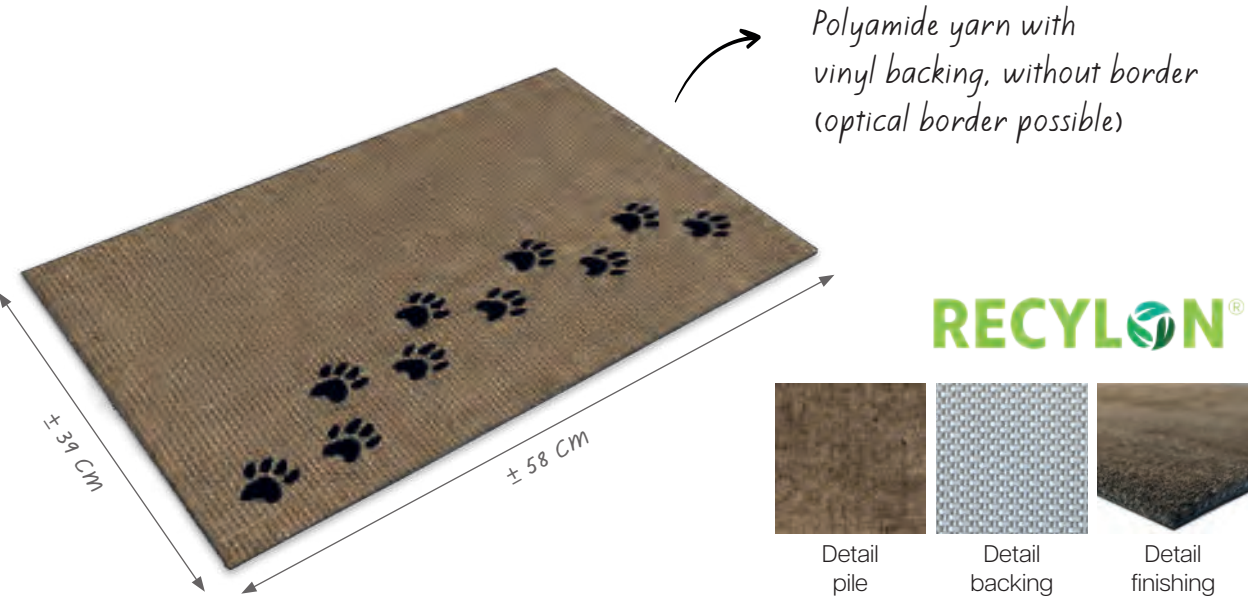
↙
The mats are categorized according to their specific characteristics:

- *** good price-quality balance
- **** focussing on scraping and moisture absorbing characteristics
- ***** best performing and 100% recyclable with recycled content

Indoor

SMALL - ★★★

40 units in a box



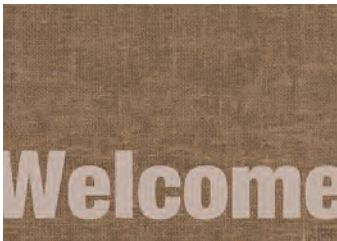
Specifications

- Pile composition: 100% tufted PA/nylon (polyamide)
- Backing: grey RECYLON® TPE backing
- Weight: $\pm 300\text{ gr/pc}$

References



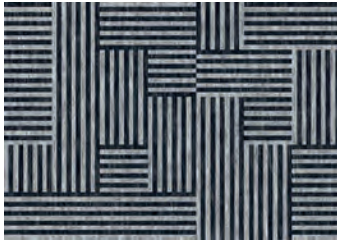
INDOOR-SMALL-3STAR-001
EAN 540 700 571 003 6



INDOOR-SMALL-3STAR-002
EAN 540 700 571 004 3



INDOOR-SMALL-3STAR-003
EAN 540 700 571 005 0



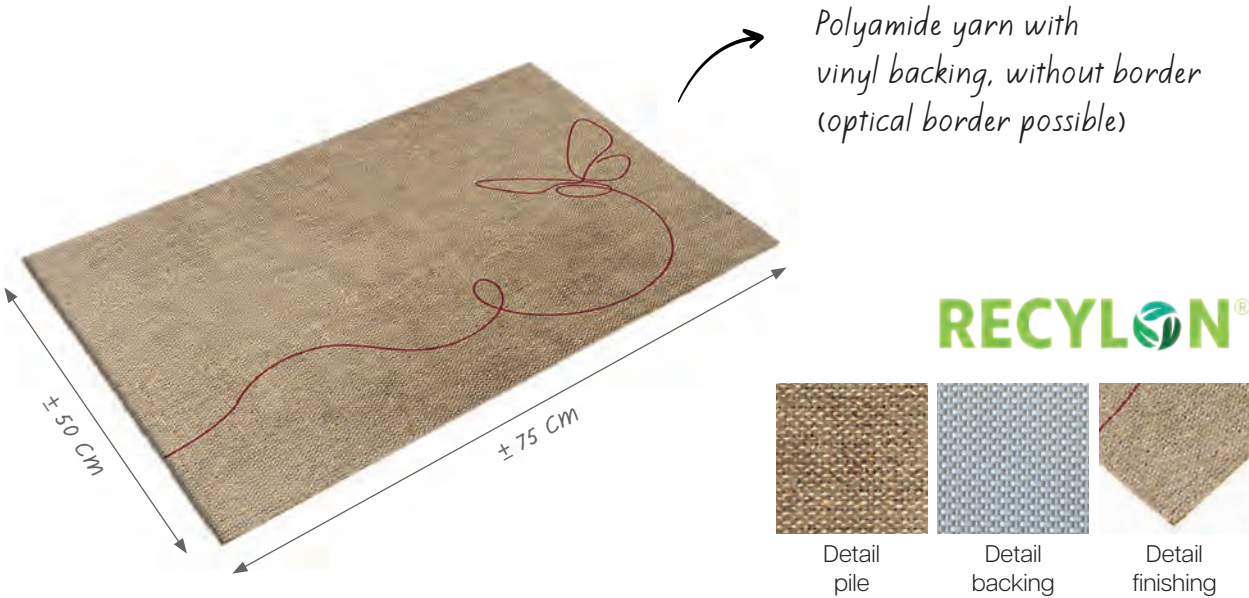
INDOOR-SMALL-3STAR-004
EAN 540 700 571 006 7

tailor made design upon demand.

Indoor

MEDIUM - ★★★

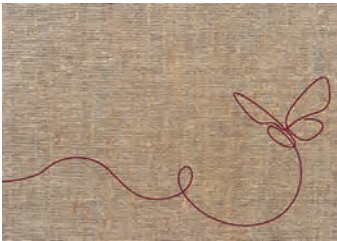
20 units in a box



Specifications

- Pile composition: 100% tufted PA/nylon (polyamide)
- Backing: grey RECYLON® TPE backing
- Weight: $\pm 500\text{ gr/pc}$

References



INDOOR-MEDIUM-3STAR-001
EAN 540 700 571 007 4



INDOOR-MEDIUM-3STAR-002
EAN 540 700 571 008 1



INDOOR-MEDIUM-3STAR-003
EAN 540 700 571 009 8



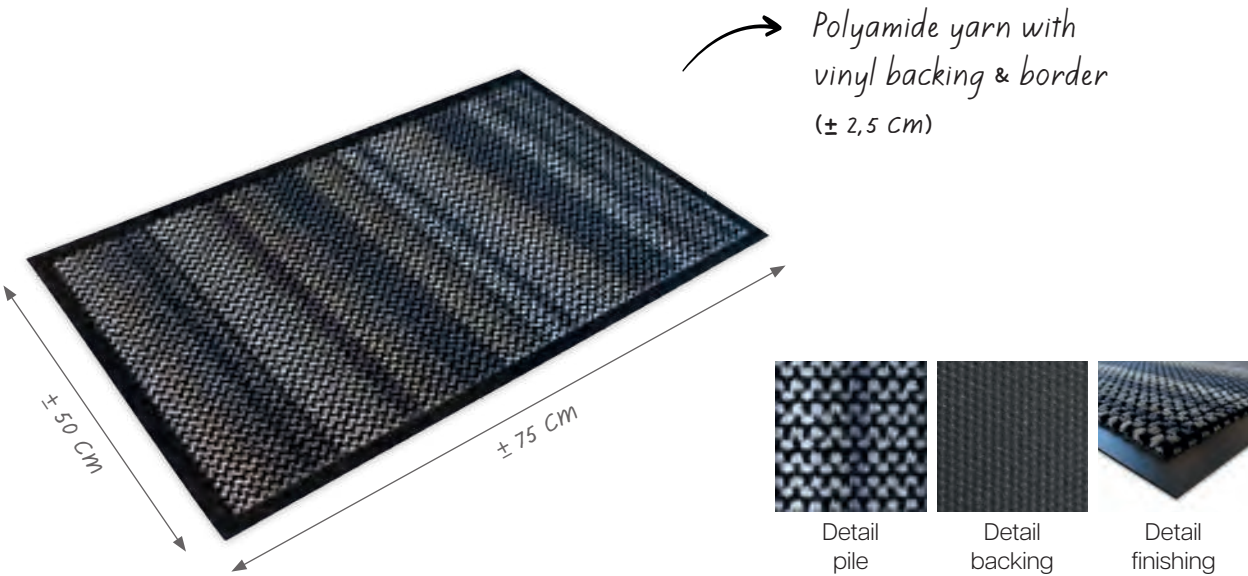
INDOOR-MEDIUM-3STAR-004
EAN 540 700 571 010 4

tailor made design upon demand.

Indoor

MEDIUM - ★★★★★

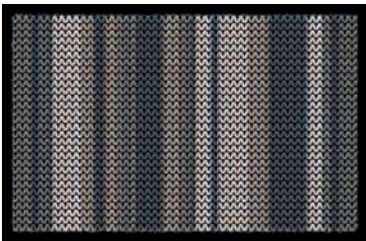
20 units in a box



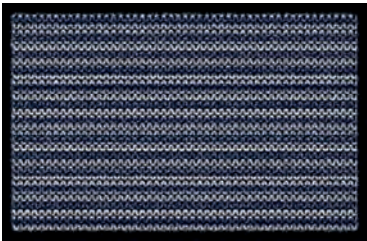
Specifications

- Pile composition: 67% tufted PA (polyamide) & 33% tufted PP (polypropylene)
- Backing: black elasto-vinyl
- Weight: $\pm 900\text{ gr/pc}$

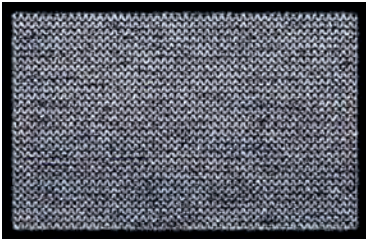
References



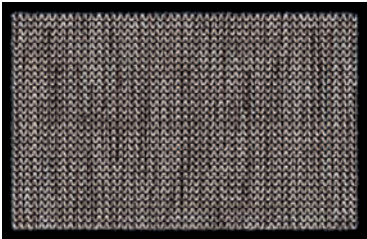
INDOOR-MEDIUM-4STAR-001
EAN 540 700 571 011 1



INDOOR-MEDIUM-4STAR-002
EAN 540 700 571 012 8



INDOOR-MEDIUM-4STAR-003
EAN 540 700 571 013 5



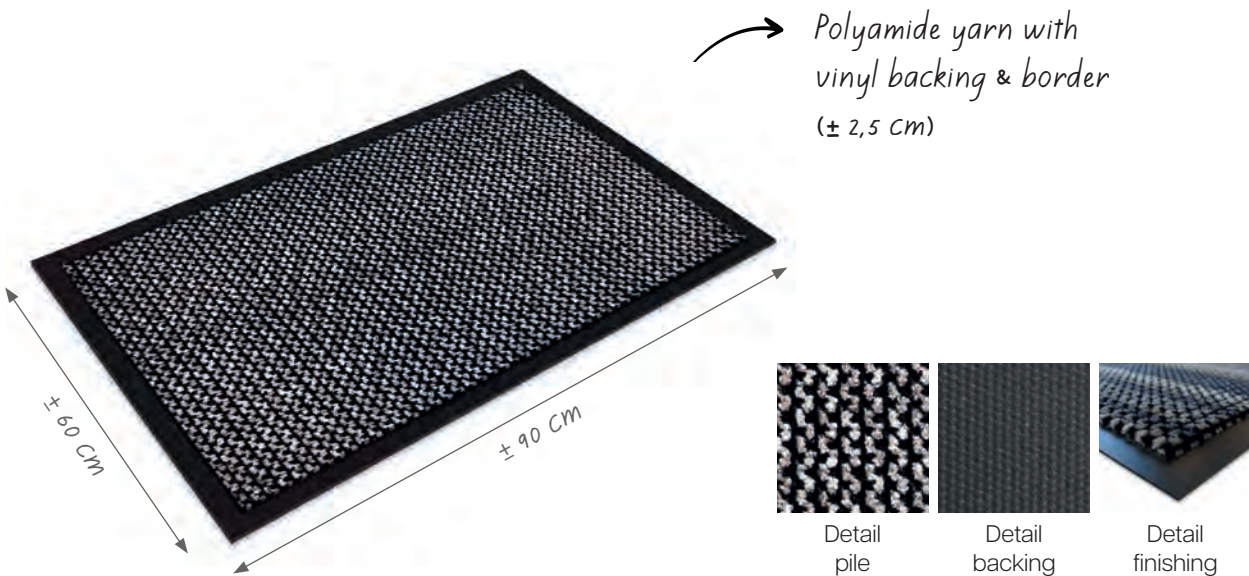
INDOOR-MEDIUM-4STAR-004
EAN 540 700 571 014 2

tailor made design upon demand.

Indoor

LARGE - ★★★★★

12 units in a box



Specifications

- Pile composition: 67% tufted PA (polyamide) & 33% tufted PP (polypropylene)
- Backing: black elasto-vinyl
- Weight: $\pm 1.300\text{ gr/pc}$

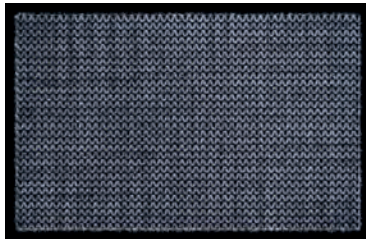
References



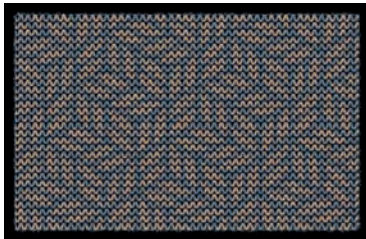
INDOOR-LARGE-4STAR-001
EAN 540 700 571 015 9



INDOOR-LARGE-4STAR-002
EAN 540 700 571 016 6



INDOOR-LARGE-4STAR-003
EAN 540 700 571 017 3



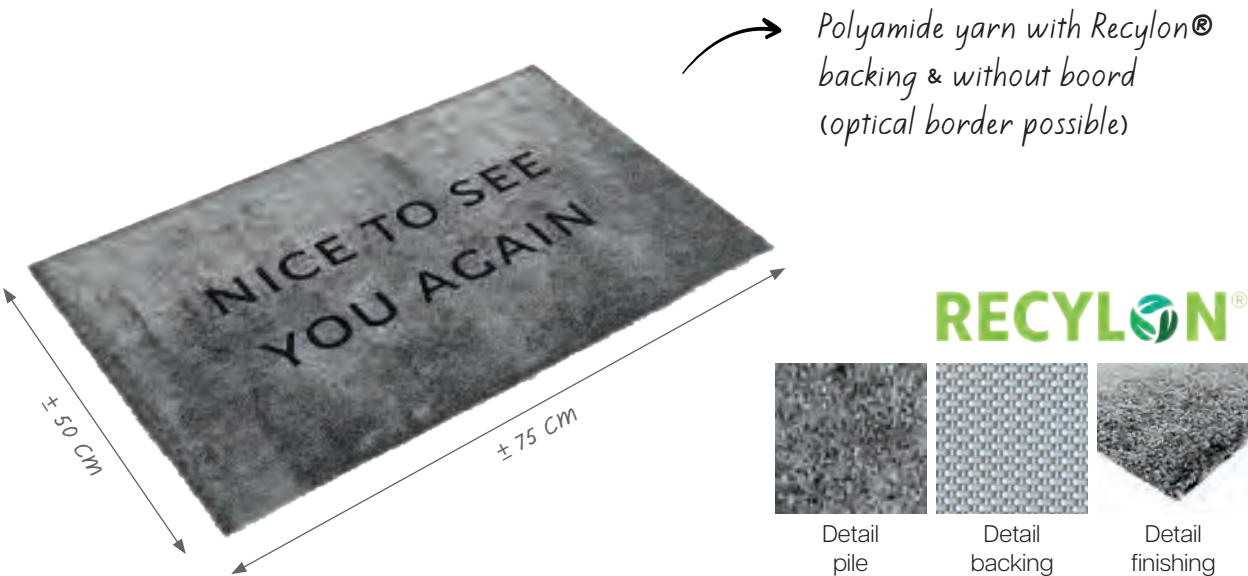
INDOOR-LARGE-4STAR-004
EAN 540 700 571 018 0

tailor made design upon demand.

Indoor

MEDIUM - ★★★★★

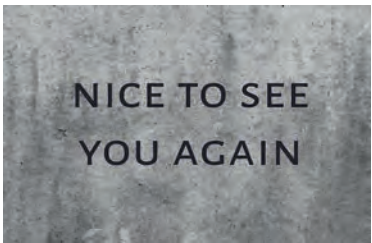
20 units in a box



Specifications

- Pile composition: 100% tufted PA/nylon (polyamide)
- Backing: grey RECYLON® TPE backing
- Weight: ± 750 gr/pc

References



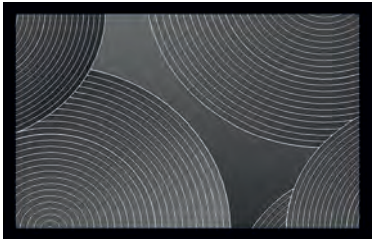
INDOOR-MEDIUM-5STAR-001
EAN 540 700 571 019 7



INDOOR-MEDIUM-5STAR-002
EAN 540 700 571 020 3



INDOOR-MEDIUM-5STAR-003
EAN 540 700 571 021 0



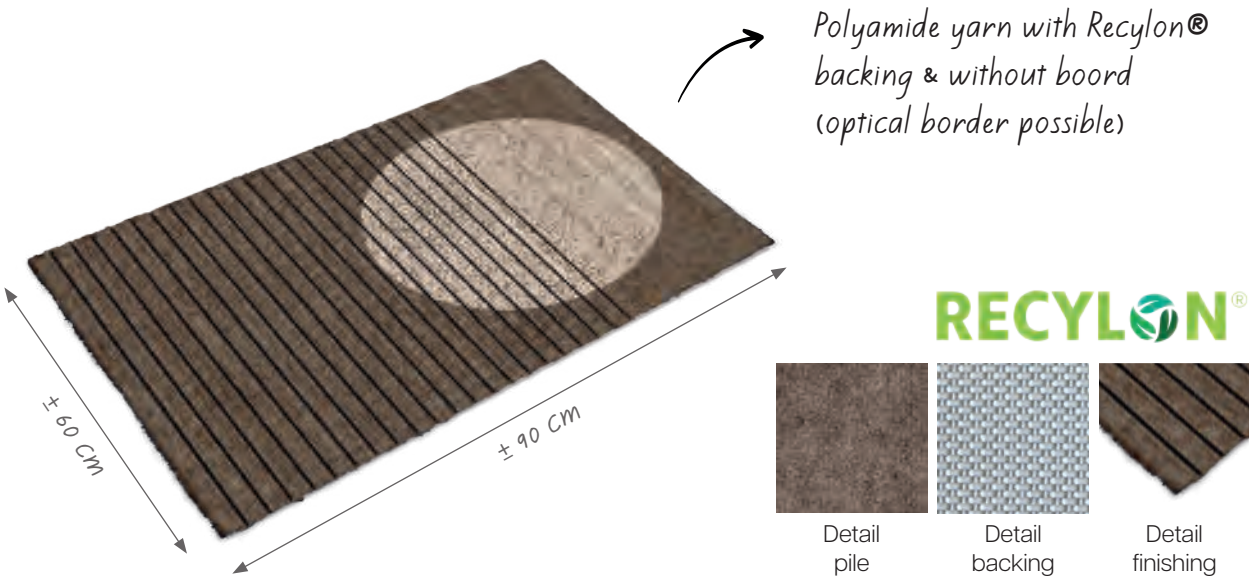
INDOOR-MEDIUM-5STAR-004
EAN 540 700 571 022 7

tailor made design upon demand.

Indoor

LARGE - ★★★★★

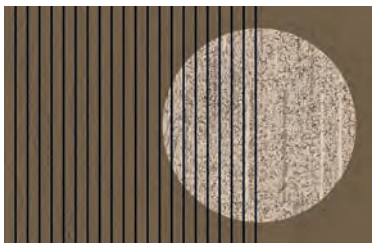
12 units in a box



Specifications

- Pile composition: 100% tufted PA/nylon (polyamide)
- Backing: grey RECYLON® TPE backing
- Weight: ± 1.000 gr/pc

References



INDOOR-LARGE-5STAR-001
EAN 540 700 571 023 4



INDOOR-LARGE-5STAR-002
EAN 540 700 571 024 1



INDOOR-LARGE-5STAR-003
EAN 540 700 571 025 8



INDOOR-LARGE-5STAR-004
EAN 540 700 571 026 5

tailor made design upon demand.

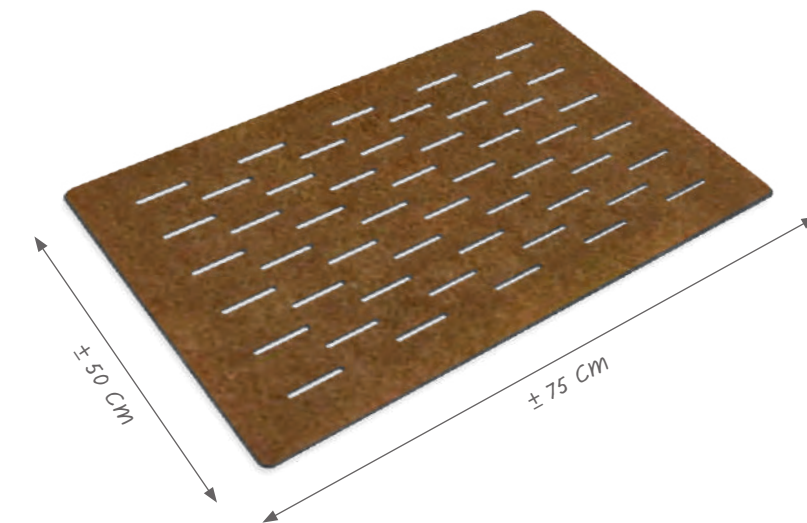


Outdoor

MEDIUM - ★★★

12 units in a box

4 units of each reference

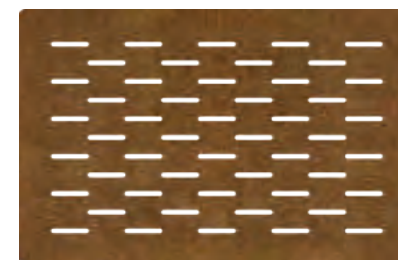


Specifications

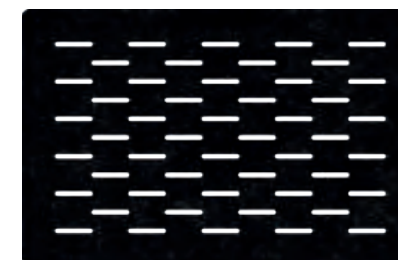
→ Constitution: 100% PET + TPE

→ Weight: ± 950 gr/pc

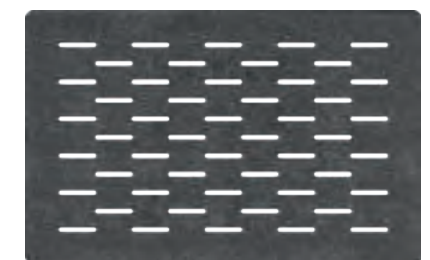
References



OUTDOOR-MEDIUM-3STAR-001
EAN 540 700 571 027 2



OUTDOOR-MEDIUM-3STAR-002
EAN 540 700 571 028 9



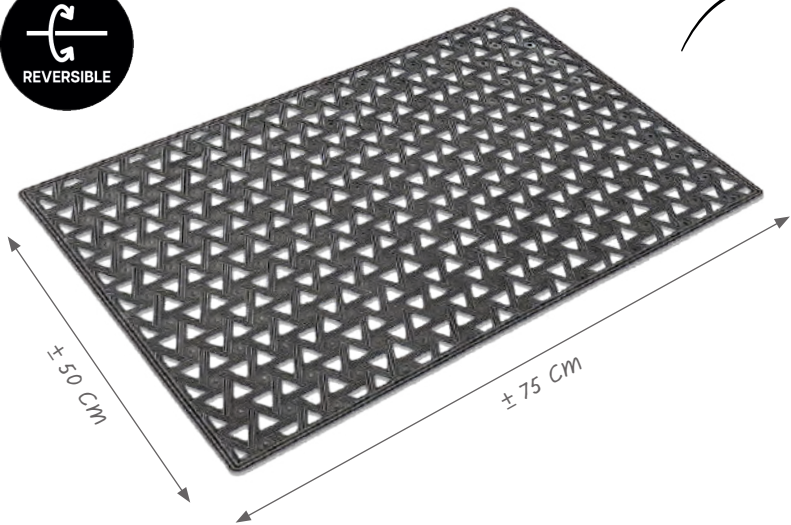
OUTDOOR-MEDIUM-3STAR-003
EAN 540 700 571 029 6

Outdoor

MEDIUM - ★★★★★

12 units in a box

4 units of each reference



A unique outdoor mat made of TPE with recycled content



Detail top view



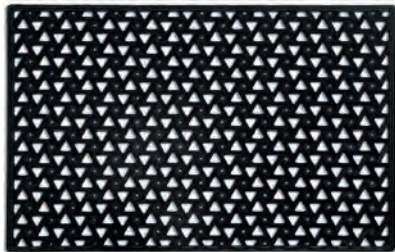
Detail side view

Specifications

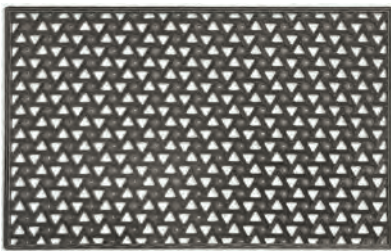
→ Constitution: 100% TPE (thermoplastic elastomer) with > 10% recycled content.

→ Weight: ± 1.550 gr/pc

References



OUTDOOR-MEDIUM-4STAR-001
EAN 540 700 571 030 2



OUTDOOR-MEDIUM-4STAR-002
EAN 540 700 571 031 9



OUTDOOR-MEDIUM-4STAR-003
EAN 540 700 571 032 6

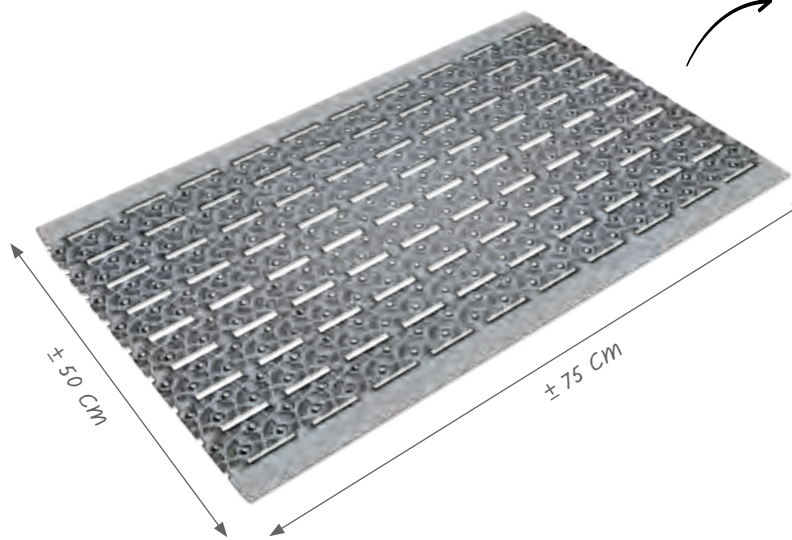


Outdoor

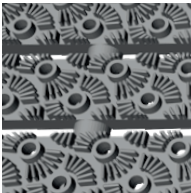
MEDIUM - ★★★★★

10 units in a box

4 units 001 + 3 units 002 + 3 units 003



A unique outdoor mat made of TPE with recycled content



Detail top view



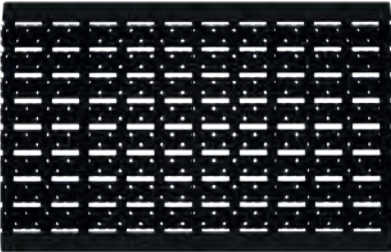
Detail side view

Specifications

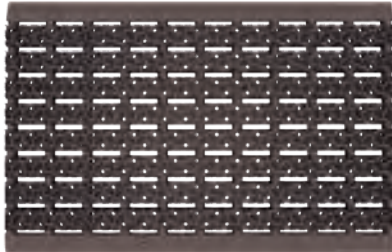
→ Constitution: 100% TPE (thermoplastic elastomer) with > 20% recycled content.

→ Weight: ± 2.000 gr/pc

References



OUTDOOR-MEDIUM-5STAR-001
EAN 540 700 571 033 3



OUTDOOR-MEDIUM-5STAR-002
EAN 540 700 571 034 0



OUTDOOR-MEDIUM-5STAR-003
EAN 540 700 571 035 7



URWELCOME™

Product range | runners



ANTI-FATIGUE

High quality unique foam
Maximum standing comfort & balance
Anti fatigue



WATER-ABSORBING

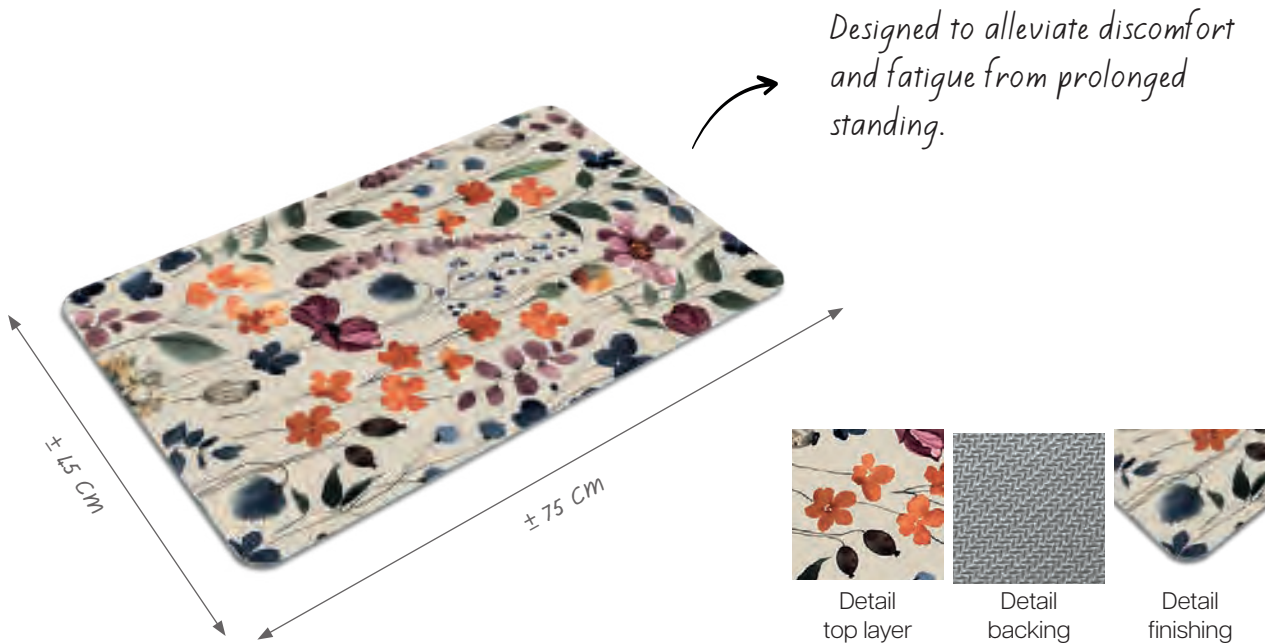
Absorbs water and remains dry
Suitable for bathroom & kitchen
Anti slip top layer

Anti-fatigue

MEDIUM

20 units in a box

5 units of each reference



Specifications

- Composition: 100% foam vinyl
- Height: ± 8 mm
- Weight: ± 800 gr/pc

References

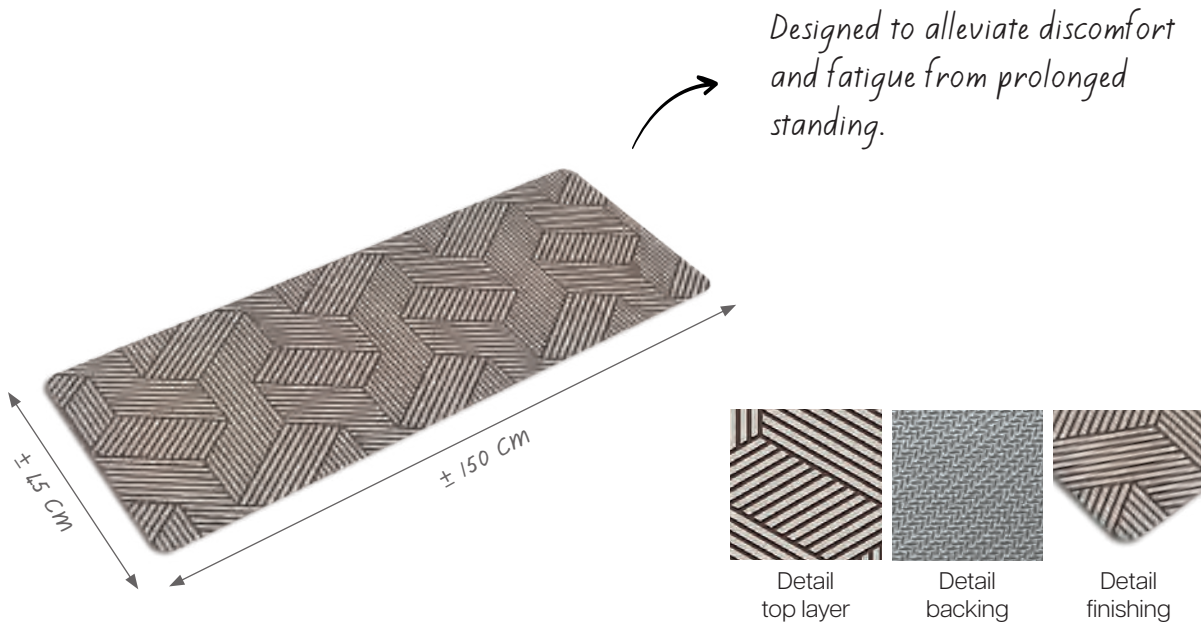


Anti-fatigue

LARGE

8 units in a box

2 units of each reference



Specifications

- Composition: 100% foam vinyl
- Height: ± 8 mm
- Weight: ± 1.600 gr/pc

References

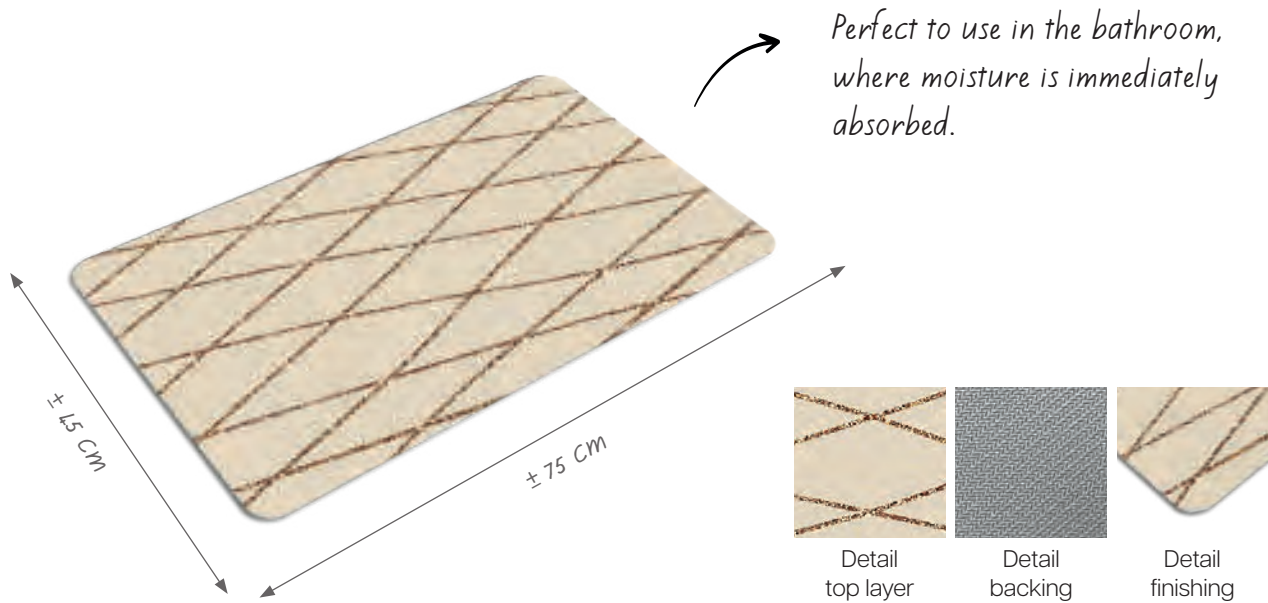


Water-absorbing

MEDIUM

20 units in a box

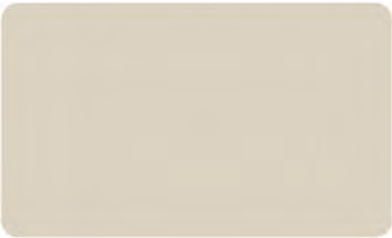
5 units of each reference



Specifications

- Top layer: 100% PU
- Backing: ± 4 mm rubber backing
- Weight: ± 800 gr/pc

References



WATERABSORBING-MEDIUM-001
EAN 540 700 571 044 9



WATERABSORBING-MEDIUM-002
EAN 540 700 571 045 6



WATERABSORBING-MEDIUM-003
EAN 540 700 571 046 3



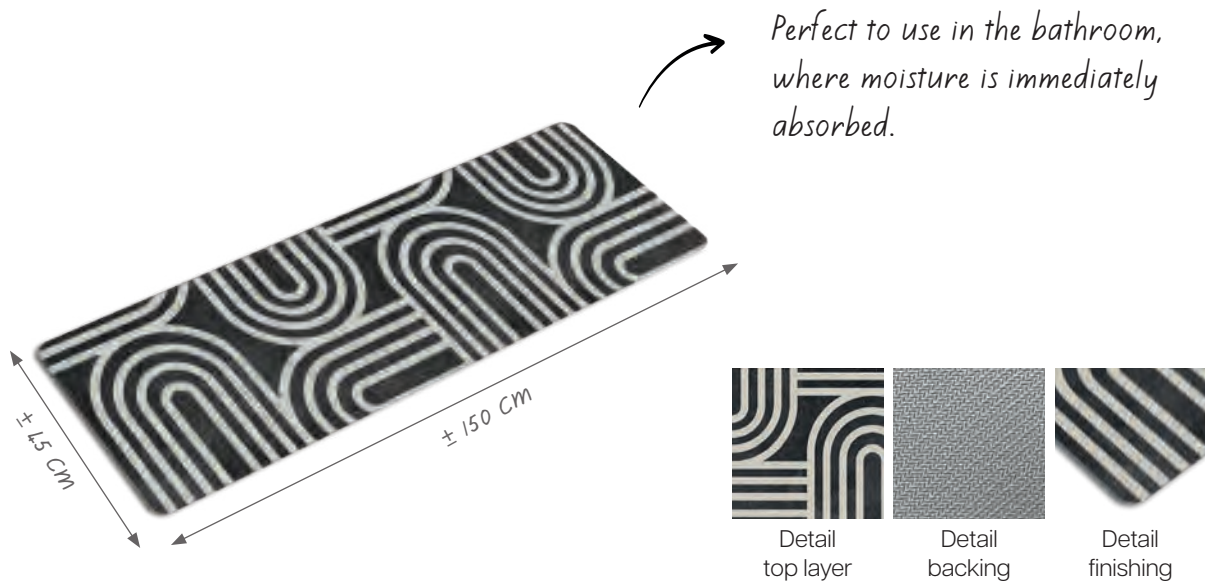
WATERABSORBING-MEDIUM-004
EAN 540 700 571 047 0

Water-absorbing

LARGE

12 units in a box

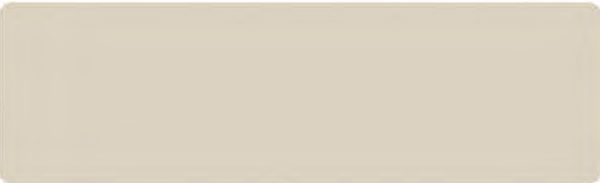
3 units of each reference



Specifications

- Top layer: 100% PU
- Backing: ± 4 mm rubber backing
- Weight: ± 1.600 gr/pc

References



WATERABSORBING-LARGE-001
EAN 540 700 571 048 7



WATERABSORBING-LARGE-002
EAN 540 700 571 049 4



WATERABSORBING-LARGE-003
EAN 540 700 571 050 0



WATERABSORBING-LARGE-004
EAN 540 700 571 051 7

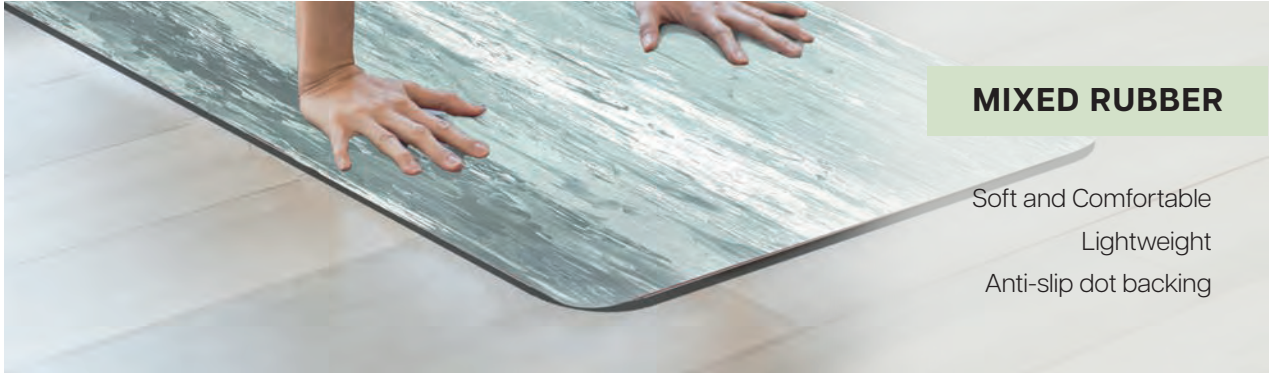
URWELCOME™

Product range | yoga mats



CORK

100% natural cork
Natural feel
Stability and durability



MIXED RUBBER

Soft and Comfortable
Lightweight
Anti-slip dot backing

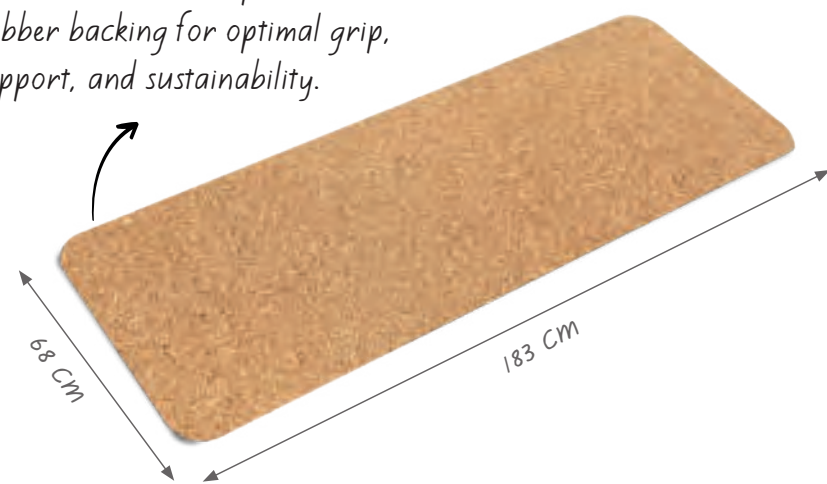
Yoga mats

CORK

6 units in a box

3 units of each reference

1 mm natural cork top with 3 mm rubber backing for optimal grip, support, and sustainability.



Specifications

- Sustainable
- Natural warm feeling
- Antimicrobial / antibacterial
- Rubber backing
- Sweat-absorbing
- Easy to wipe

References



YOGA-CORK-001
EAN 540 700 571 060 9



YOGA-CORK-002
EAN 540 700 571 061 6

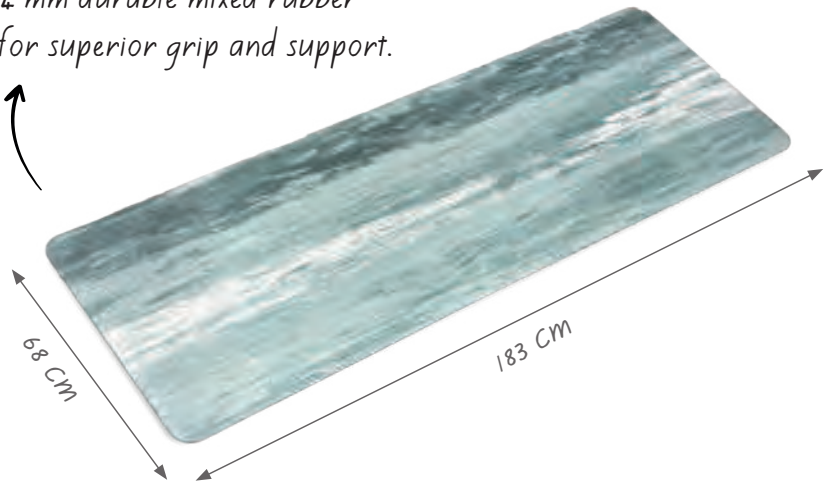
Yoga mats

MIXED RUBBER

6 units in a box

3 units of each reference

4 mm durable mixed rubber for superior grip and support.



Specifications

- Soft and comfortable feel
- Anti-slip dot backing
- Mixed rubber core
- Nature touch rubber
- Light and convenient
- Azur or Grey

References



YOGA-RUBBER-001
EAN 540 700 571 064 7

References



YOGA-RUBBER-002
EAN 540 700 571 065 4

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*Don't hesitate to contact us if
you have any questions,
we are happy to help you.*



MATS



RUNNERS



YOGA MATS