

Soft Flooring Merchandising Concept



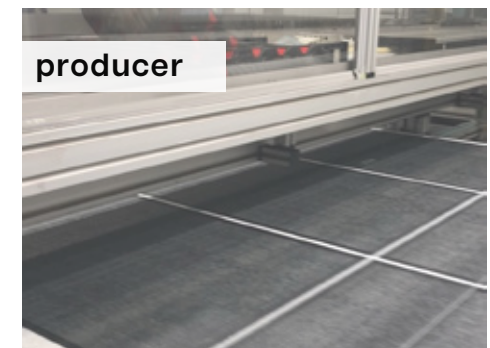


Redefining Excellence in Soft Flooring

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.



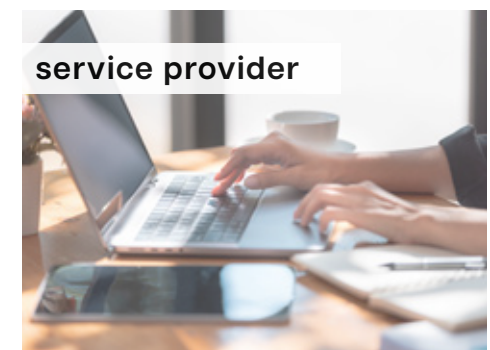
sourcer



producer



designer



service provider

A unique cash & carry concept

PULSE by ROYAL FLOORING redefines ready-to-sell carpets: premium quality, sleek design and easy handling – crafted to drive retail success.

1. Choose your soft flooring

Select from a curated range of timeless, high-quality soft flooring – available in both rolls and ready-to-go rugs.

2. We make it cash & carry

Your selection is cut, packed, and boxed for optimal convenience. No cutting tables, no loose stock, no fuss.

3. Drive in & start selling

We deliver straight to your store. Simply unpack, display, and start generating sales – fast.

4. Margin generator

Drives high turnover with ready-to-sell displays that maximize profit per square meter.

5. On stock

Always available from stock for immediate in-store replenishment and zero lead time.



- ✓ INDOOR/OUTDOOR RUGS
- ✓ BBQ MATS
- ✓ PLAY MATS

SOFT FLOORING MERCHANDISING

The **Soft Flooring Merchandising Concept** is an all-in-one solution for retailers who want to offer premium soft flooring without the complexity. Choose from **rolls in a box** or **rugs in a box** – neatly packed, ready to sell, and designed for effortless in-store presentation.





RUG in a BOX

Style, simplicity, and smart logistics – all in one box

Our **Rug in a Box** concept is designed for modern retail. Each rug is **washable**, **foldable**, and packed for **cash & carry convenience** – making it easier than ever for customers to take home high-quality style on the spot.

- ✓ Delivered in 18 trays, each holding 3 rug boxes
- ✓ A total of 54 ready-to-sell pieces per pallet
- ✓ Minimal floor space, maximum impact



ROLLS in a BOX

Compact. Practical. Ready to sell.

The **Rolls in a Box** concept brings efficiency to the soft flooring category. Each box contains high-quality carpet rolls – **upright-packed**, easy to handle, and perfectly suited for **cash & carry retail**.

We offer two box sizes to match your store's needs:

- ✓ Delivered in 4 boxes
- ✓ Offering 1 collection on 1 pallet
- ✓ Minimal floor space, maximum impact



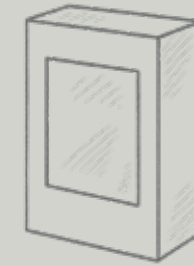
RUG in a BOX

Style, simplicity, and smart logistics – all in one box



soft flooring for all

Discover the convenience of our Rug in a Box collection — versatile rugs that come neatly fold and boxed for easy transport and storage. Available in a range of styles for both indoor and outdoor use, they're lightweight and stylish.



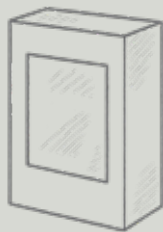
EARTH ESSENCE



EARTH ESSENCE

dimensions 160 x 230cm

in/outdoor washable and foldable



- Backing: TPE
- Knitting: overlocking
- Packaging: rug-in-a-box 47*35*8
- Quality: PILE 260/TPE


in/outdoor


anti slip


easy to clean


family proof


soft touch


foldable


washable


anti-allergen


protecta


uv-resistant



MEDITERRANEAN DREAM - beige/blue
14275



BEACH WAY – soft beige/blue
14277



SHADES OF ROMANCE – multicolor
14278



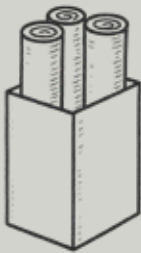
ROYAL MEDINA – green
14279



ROLLS in a BOX

Compact. Practical. Ready to sell.

Discover the convenience of our Rugs and mats in a Box collection — versatile rugs that come neatly rolled and boxed for easy transport and storage. Available in a range of styles for both indoor and outdoor use, they're lightweight and stylish. Whether you're updating your living room or brightening up your patio, these rugs are designed to fit your lifestyle.



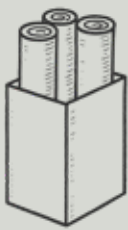
- 1. SOFT BEARS
- 2. BBQ MATS
- 3. PLAY MATS
- 4. PURE HARMONY
- 5. SUMMER OUTDOOR



SOFT BEARS

dimensions 150 x 200cm Medium
160 x 230cm Large

- Backing: TPE
- Knitting: overlocking
- Packaging: roll with banderolle (Ø18cm)
- Quality: Bears 1000/TPE



soft touch



anti-slip



easy to clean



family & pet proof



POLAR – ivory
14172 M / 14280 L



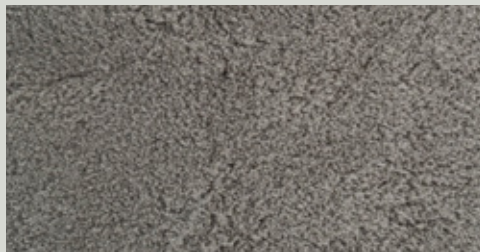
CANADIAN – beige
14171 M / 14281 L



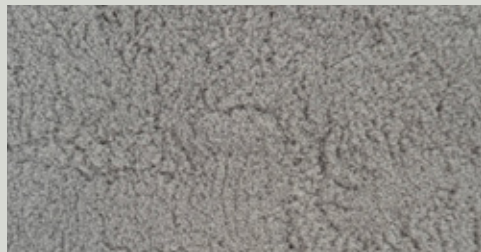
COLORADO – ochre
14175 M / 14282 L



TATRA – taupe
14174 M / 14283 L



ALASKA – mid brown
14170 M / 14176 L



GREENLAND – mid grey
14173 M / 14179 L



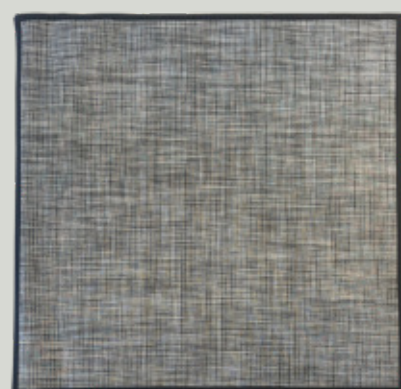
BBQ MATS

dimensions 100 x 100cm / 100 x 150cm



- Knitting: bordered
- Packaging: roll with banderolle (Ø9.5cm)
- Quality: Textilene 2mm

-  fire retardant
-  anti-slip
-  easy to clean
-  heat resistant



WARM BREEZE – rustic brown
14011

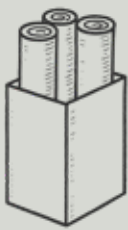


WARM BREEZE – rustic brown
14012



PLAY MATS

dimensions 100 x 140cm



- Backing: TPE
- Knitting: overlocking
- Packaging: roll with banderolle (Ø8cm)
- Quality: PILE 260/TPE



soft touch



anti-slip



washable



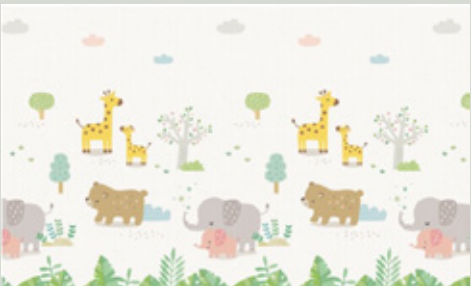
family & pet proof



ANIMATION CITY
14211



ALPHABET GUIDE
14213



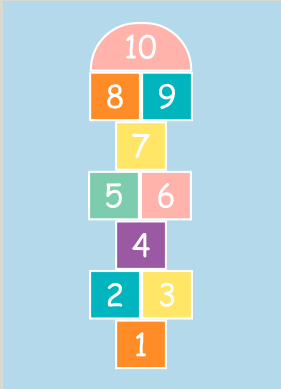
SAFARI JOURNEY
14215



RAINBOW SHADES
14216



AIR BALLOONS
14217



HOPSCOTCH
14214



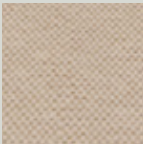
PURE HARMONY

dimensions 160 x 230cm

in/outdoor washable and foldable



- Backing: TPE
- Knitting: overlocking
- Packaging: roll with banderolle (Ø9cm)
- Quality: PE outdoor straight woven / chevron woven

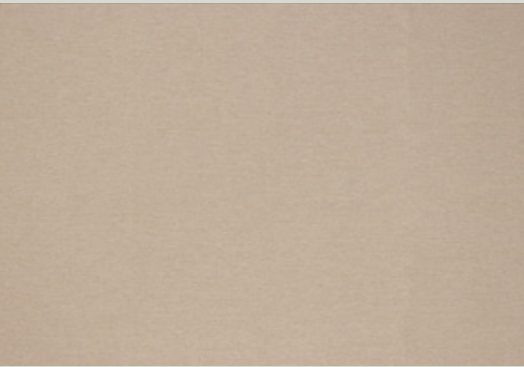


Straight woven

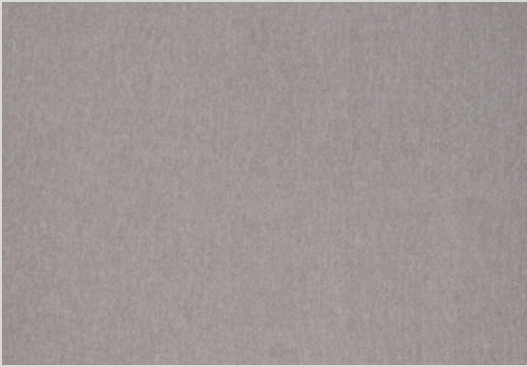


Chevron woven

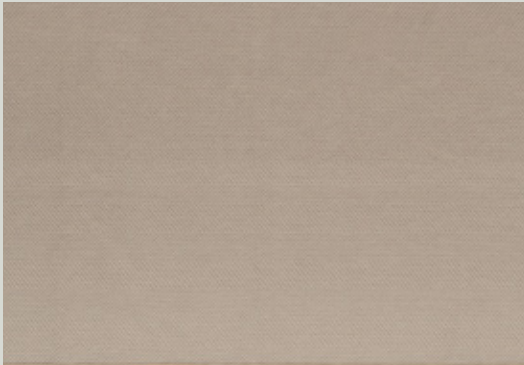
- 
in/outdoor
- 
anti slip
- 
easy to clean
- 
family proof
- 
soft touch
- 
foldable
- 
washable
- 
anti-allergen
- 
protecta
- 
uv-resistant



DESERT SAND - beige
14271



CLOUDY MORNING - mid grey
14272



CREAM BLUSH- beige
14273

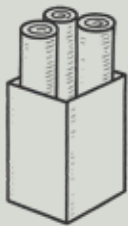


RISING DARK - anthracite
14274



SUMMER OUTDOOR

dimensions 153 x 244cm



- Packaging: roll with banderolle (Ø12cm)
- Quality: PP

-  in/outdoor
-  washable
-  anti-slip
-  family & pet proof



IBIZA VIBE
14288



FOREST FEEL
14289



MORROCON SPIRIT
14290



VEGAS SPHERE
14292





collection	collection	quality	article name	article number	ean	backing	knitting	dimensions (cm)	tray/box	height tray-box (cm)	pcs/ tray-box	layers/ pallet	pcs / pallet
Rug in a Box	EARTH ESSENCE	PILE 260/TPE	MEDITERRANEAN DREAM - beige/blue	14275	5430000842754	TPE	overlocking	160 x 230	tray 38*38*20	48	3	3	54
	EARTH ESSENCE	PILE 260/TPE	BEACH WAY - soft beige	14277	5430000842778	TPE	overlocking	160 x 230	tray 38*38*20	48	3	3	54
	EARTH ESSENCE	PILE 260/TPE	SHADES OF ROMANCE - multicolor	14278	5430000842785	TPE	overlocking	160 x 230	tray 38*38*20	48	3	3	54
	EARTH ESSENCE	PILE 260/TPE	ROYAL MEDINA - green	14279	5430000842792	TPE	overlocking	160 x 230	tray 38*38*20	48	3	3	54
Rolls in a Box	SOFT BEARS	Bears 1000/TPE	POLAR - ivory M	14172	5430000843034	TPE	overlocking	150 x 200	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	CANADIAN - beige M	14171	5430000843027	TPE	overlocking	150 x 200	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	COLORADO - ochre M	14175	5430000843065	TPE	overlocking	150 x 200	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	TATRA - taupe M	14174	5430000843058	TPE	overlocking	150 x 200	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	ALASKA - mid brown M	14170	5430000843072	TPE	overlocking	150 x 200	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	GREENLAND - mid grey M	14173	5430000843041	TPE	overlocking	150 x 200	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	POLAR - ivory L	14280	5430000842808	TPE	overlocking	160 x 230	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	CANADIAN - beige L	14281	5430000842815	TPE	overlocking	160 x 230	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	COLORADO - ochre L	14282	5430000842822	TPE	overlocking	160 x 230	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	TATRA - taupe L	14283	5430000842839	TPE	overlocking	160 x 230	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	ALASKA - mid brown L	14176	5430000843089	TPE	overlocking	160 x 230	box 39*59*100	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	GREENLAND - mid grey L	14179	5430000843096	TPE	overlocking	160 x 230	box 39*59*100	160	6	1	24
	BBQ MATS	Textilene 2mm	WARM BREEZE - rustic brown	14011	5430000840118	--	bordered	100 x 100	box 39*59*100	150	24	1	96
	BBQ MATS	Textilene 2mm	WARM BREEZE - rustic brown	14012	5430000840125	--	bordered	150 x 100	box 39*59*100	150	24	1	96
	PLAY MATS	PILE 260/TPE	ANIMATION CITY	14211	5430000842112	TPE	overlocking	100 x 140	box 39*59*100	100	24	1	96
	PLAY MATS	PILE 260/TPE	ALPHABET GUIDE	14213	5430000842136	TPE	overlocking	100 x 140	box 39*59*100	100	24	1	96
	PLAY MATS	PILE 260/TPE	HOPSCOTCH	14214	5430000842143	TPE	overlocking	100 x 140	box 39*59*100	100	24	1	96
	PLAY MATS	PILE 260/TPE	SAFARI JOURNEY	14215	5430000842150	TPE	overlocking	100 x 140	box 39*59*100	100	24	1	96
	PLAY MATS	PILE 260/TPE	RAINBOW SHADES	14216	5430000842167	TPE	overlocking	100 x 140	box 39*59*100	100	24	1	96
	PLAY MATS	PILE 260/TPE	AIR BALLOONS	14217	5430000842174	TPE	overlocking	100 x 140	box 39*59*100	100	24	1	96
	PURE HARMONY	PE outdoor straight woven	DESERT SAND - beige	14271	5430000842716	TPE	overlocking	160 x 230	box 39*59*100	160	24	1	96
	PURE HARMONY	PE outdoor straight woven	CLOUDY MORNING - mid grey	14272	5430000842723	TPE	overlocking	160 x 230	box 39*59*100	160	24	1	96
	PURE HARMONY	PE outdoor chevron woven	CREAM BLUSH - beige	14273	5430000842730	TPE	overlocking	160 x 230	box 39*59*100	160	24	1	96
	PURE HARMONY	PE outdoor chevron woven	RISING DARK - anthracite	14274	5430000842747	TPE	overlocking	160 x 230	box 39*59*100	160	24	1	96
	SUMMER OUTDOOR	PP	IBIZA VIBE	14288	5430000842884	--	--	153 x 244	box 39*59*100	153	15	1	60
	SUMMER OUTDOOR	PP	FOREST FEEL	14289	5430000842891	--	--	153 x 244	box 39*59*100	153	15	1	60
	SUMMER OUTDOOR	PP	MORROCON SPIRIT	14290	5430000842907	--	--	153 x 244	box 39*59*100	153	15	1	60
	SUMMER OUTDOOR	PP	VEGAS SPHERE	14292	5430000842914	--	--	153 x 244	box 39*59*100	153	15	1	60



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