

Endless floors, bold living

Installation, maintenance
& warranty document

Floorward

Your Floorward Guide

Date of Launch 01 / 01 / 2026

Suitability / Where Floorward feels at home.

Floorward is made for life at home - from calm mornings to busy evenings.

- Indoor, residential use (see warranty for full conditions)
- Up to 45 m² in loose lay without joints
- No m² limit in semi-loose lay with double-sided tape
- For mix & match layouts, always apply double-sided tape at the joints
- No need to create plinths or coving with the vinyl
- Avoid installation on ramps, in showers or in wellness areas

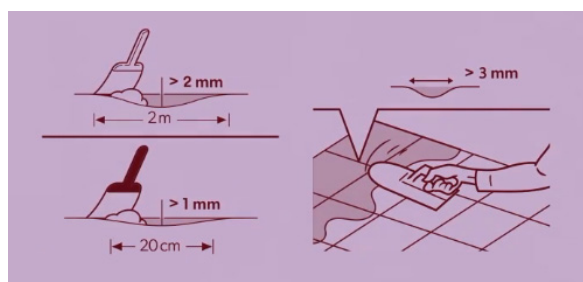
	up to 45 m ²	> 45 m ²
Floorward	LOOSE LAY	SEMI-LOOSE LAY

Compatible subfloors Floorward can be installed on:

- Concrete
- Cement
- Anhydrite (calcium sulphate)
- Timber
- Plywood
- Particle board
- Ceramic tiles
- Raised access floors - with suitable preparation, where required

Floorward covers small subfloor imperfections up to a maximum of 2 mm unevenness over a length of 2m, or 1 mm unevenness over a length of 20 cm. However, for joints in between tiles, the maximum width allowed is 3mm.

In case of exceeding these guidelines, we advise to fill joints and imperfections with a floor leveling compound or joint filler product.



Install conditions / The floor practically installs itself.

For a floor that looks good from day one and stays that way, preparation matters.

Only install on an even, flat, dust-free and dry subfloor:

- Fresh concrete: minimum 100 days drying time
- Cementous screed with floor heating: < 1.8% CM
- Cementous screed without floor heating: < 2% CM
- CA(SO₄) subfloor (anhydrite): < 0.5% CM

Floorward

Climate & acclimatisation

- Store the rolls in an acclimatised area
- Allow the vinyl to acclimatise for 24 hours between 15–30°C
- Ensure the room temperature is between 18–30°C and the subfloor between 15–29°C, up to 72 hours before and after installation
- Relative humidity: keep between 55–75% RH
- For floor heating, apply gradual heating at first use

Check before you install

Before cutting or fixing anything, take a moment to inspect:

- Check from a normal viewing distance (2 m, 45° angle)
- Use natural light or the room's intended lighting (not spots, temporary or construction lights)
- Handling with care
- Do not write on the back of the vinyl, except with a pencil
- Do not use Post-it® notes or any other marking tape on the back
- Avoid adhesives with colour or solvents on the backing

Installation / Simply roll it out.

Floorward is designed to make installation as effortless as the end result looks.

1. Measure the room and cut the vinyl, keeping a surplus of 2.5 cm all around (use safety gloves)
2. Unroll with the design facing outwards and the textile backing inwards, don't fold or flip the vinyl
3. Lay the vinyl from one corner in a single direction to the opposite corner
4. Trim the surplus with a sharp knife
5. Position and secure the vinyl using a 50 kg pressure roller
6. No welding is advised, cold welding (type T) is suitable if needed
7. Never block or pinch the floor under skirting, profiles or furniture

Maintenance / Keeping Floorward beautiful.

Floorward is easy-going, but a few simple habits keep it looking endlessly good.

Keep dirt out

- Sand and grit are abrasive and can damage your floor
- Use a suitable barrier mat outside entrances
- For indoor mats, avoid rubber or certain textile backings
 - We recommend turtle mats or classic PVC-backed mats that don't suffer from plasticizer (antioxidant) migration
- Let the floor dry completely after cleaning before placing mats back
- Best practice: recess mats so they sit level with the floor, avoiding migration risks and trip hazards

Avoid discolouration

To keep the colour pure and even, avoid prolonged contact with:

- Exposed metal, latex or rubber legs or feet (e.g. chair feet, tires, mats)
- Certain rubber soles or small rubber elements

Look after the surface

- Avoid telegraphing or tears caused by castor chairs or heavy furniture
- Don't move heavy furniture horizontally without protection
- Use felt pads or suitable protection under chair legs, furniture and rolling loads
- Avoid heavy rolling loads where possible

Cleaning routine

- Vacuum or sweep regularly.
- Mop with clean water and pH-neutral cleaning products (pH 6-8).
- Avoid the following, as they may cause yellowing, stains or discolouration:
 - Concentrated chlorinated solutions
 - Quaternary ammonium solutions
 - Petroleum distillates (e.g. white spirit, turpentine, cellulose thinner, acetone...)
 - Toxic or flammable solvent-based products
 - Xylene- or toluene-based products or markers
 - Products based on caustic soda

Handling stains

- Rubber stains: remove by gently rubbing with an eraser (gum)
- Small visible stains that are present are very easily and completely cleanable / removable with the Dr. Schutz flooring cleaners:
 - Spraymax for easy superficial stains
 - Clean & Strip for slightly tougher stains.
 - Other stains: treat quickly, diluting with water and a non-abrasive household detergent
- Do not use white spirit, turpentine or other strong solvents to remove adhesive residues
- If needed, use methylated spirit (denatured alcohol) in small amounts and with limited contact time

Bathroom & kitchen care

- Stains, chalk or blush in wet areas can be removed with diluted kettle descaler, vinegar or a light acid cleaner
- Always rinse thoroughly afterwards

Designed for a long-term warranty / Guaranteed to outlast your wildest years.

Floorward is built to last, and the warranty reflects that.

The 25-year warranty covers manufacturing defects and premature wear in the event of normal, residential and indoor use only.

For commercial use, a 12-year warranty applies and covers manufacturing defects and premature wear under normal indoor commercial traffic conditions, subject to the specific terms and limitations outlined herein. Commercial environments include, but are not limited to, offices, retail spaces and hospitality areas with moderate foot traffic. Heavy-duty or industrial use is expressly excluded unless otherwise agreed in writing.

We do not accept any warranty claims resulting from incorrect storage, handling, installation or usage, or caused by improper maintenance, damage from spiked or sharp objects, or staining.

Damage caused by fire, storm, accidents, including aggressive chemical attack, explosion, pollution, flood, freezing conditions, lightning, carelessness, vandalism or hydrostatic pressure is not covered.

No warranty is provided for damage caused by:

- the presence of moisture or dampness in the underlying surface, including from improperly cured leveling compounds and/or adhesives; moisture, hydrostatic pressure or alkali in the subfloor;
- bacterial or mold growth under the Floorward flooring caused by exposure to wet conditions.

Sustainability & certification / Made for real life, not for landfill.

Powered by green energy and produced in ISO-certified sites in Belgium, Floorward is designed for footsteps, not footprints.

- 20% mass-balanced recycled content
- 10% bio-based content (Circul'Egg)
- 41% green-energy-derived content*
- 90% recycled textile backing - Plastic Bank®**
- 100% phthalate-free vinyl flooring
- Glueless and 100% recyclable via the Unilin Recover Program
- ECHA, REACH & RoHS compliant
- EN ISO 26986 compliant
- CE and A+ VOC certified
- TVOC after 28 days: < 60 µg/m³
- Formaldehyde after 28 days: < 5 µg/m³
- Warm and comfortable underfoot
- Ergonomic, sound-absorbing textile backing (17 dB)

*Certified according to ISCC+ mass-balance method

** Certified according to SCS mass-balance method

Floorward reserves the right to change or amend any written information without notice.
Always consult the latest information on the website.



Who will
you invite
home?

