



Soft Flooring Merchandising Concept



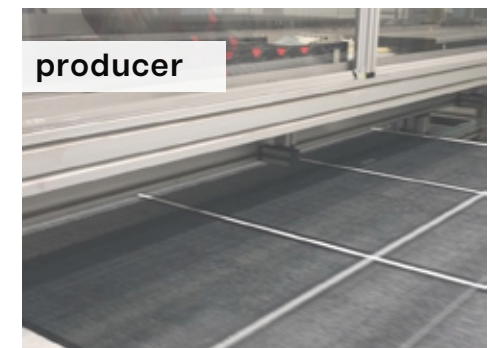


Redefining Excellence in Soft Flooring

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.



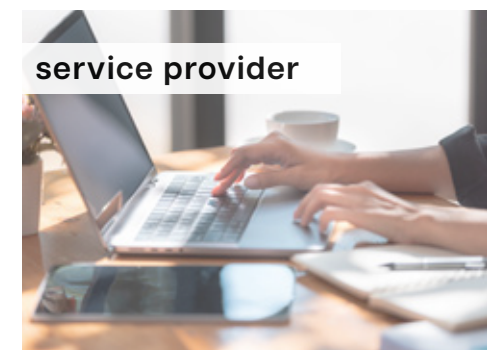
sourcer



producer



designer



service provider

A unique cash & carry concept

We are thrilled to introduce PULSE – a powerful soft flooring concept that reflects our commitment to quality, design, and convenience. With PULSE, ROYAL FLOORING sets a new standard in ready-to-sell carpets, helping retailers succeed with premium, easy-to-handle solutions.



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
- ✓ YOGA 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

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.



PURE HARMONY



EARTH ESSENCE

PURE HARMONY

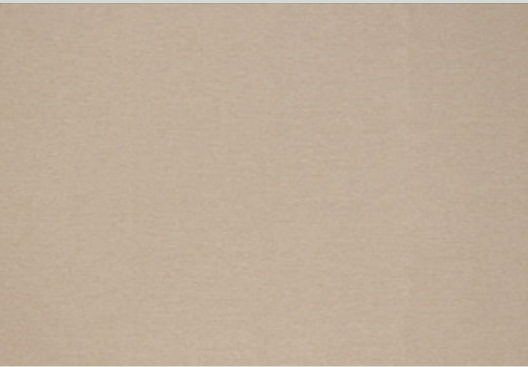
dimensions 160 x 230cm

in/outdoor washable and foldable

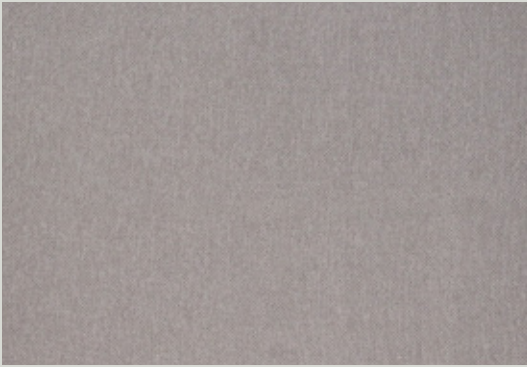
- Backing: TPE
- Knitting: overlocking
- Packaging: rug-in-a-box 47*35*10
- Quality: PE outdoor straight woven / chevron woven



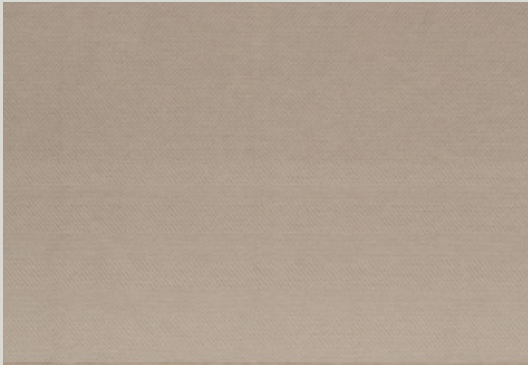
- in/outdoor
- anti slip
- easy to clean
- family proof
- soft touch
- foldable
- washable
- anti-allergen
- protecta
- uv-resistant



DESERT SAND - beige
14271 Straight woven



CLOUDY MORNING - mid grey
14272 Straight woven



CREAM BLUSH- beige
14273 Chevron woven



RISING DARK - anthracite
14274 Chevron woven



EARTH ESSENCE

dimensions 160 x 230cm

in/outdoor washable and foldable

- Backing: TPE
- Knitting: overlocking
- Packaging: rug-in-a-box 47*35*10
- 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.



SOFT BEARS



BBQ MATS



PLAY MATS



YOGA MATS



NATURE LIVING



SUMMER OUTDOOR

SOFT BEARS

dimensions 160 x 230cm

- 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
14280



CANADIAN – beige
14281



COLORADO – ochre
14282



TATRA – taupe
14283

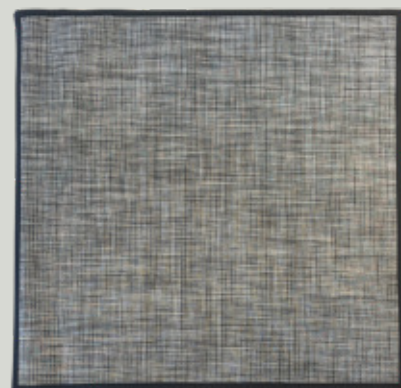


BBQ MATS

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



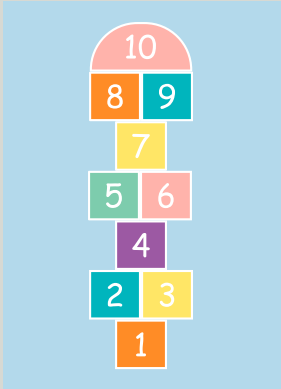
SAFARI JOURNEY
14215



RAINBOW SHADES
14216



AIR BALLOONS
14217



HOPSCOTCH
14214



YOGA MATS

dimensions 66 x 183cm

- Packaging: roll with banderolle (Ø11cm)
- Quality Cork: 1mm cork/3mm rubber
- Quality Mixed Rubber: 3mm mixed rubber / 1mm dot backing

 soft touch

 anti-slip

 easy to clean

 anti-bacterial



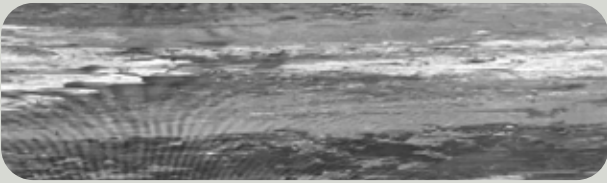
NATURAL CORK lines
14296



OCEAN AZUR mixed rubber
14300



NATURAL CORK plain
14299



CLOUDS MID GREY mixed rubber
14301



NATURE LIVING

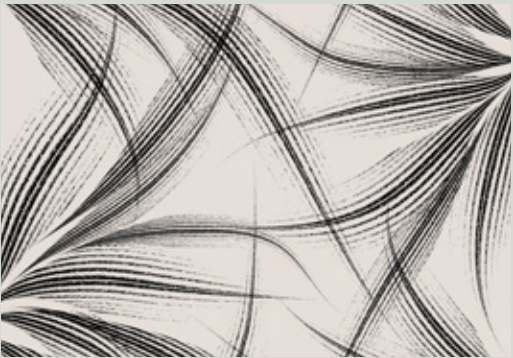
dimensions 160 x 230cm

- Backing: TPE
- Knitting: overlocking
- Packaging: roll with banderolle (Ø9cm)
- Quality: Flatwoven/TPE 150

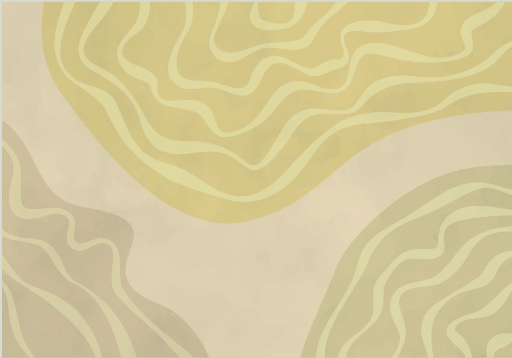
-  in/outdoor
-  washable
-  anti-slip
-  family & pet proof



RHAPSODY – cream beige
14284



LEAVES – soft beige
14285



GREEN WAVES – soft green
14286



SUNFLOWERS – greige
14287



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)	banderolle	tray/box	height tray-box (cm)	pcs/ tray-box	layers/ pallet	pcs / pallet
Rug in a Box	PURE HARMONY	PE outdoor straight woven	DESERT SAND - beige	14271	5430000842716	TPE	overlocking	160 x 230	--	tray 38*38*20	48	3	3	54
	PURE HARMONY	PE outdoor straight woven	CLOUDY MORNING - mid grey	14272	5430000842723	TPE	overlocking	160 x 230	--	tray 38*38*20	48	3	3	54
	PURE HARMONY	PE outdoor chevron woven	CREAM BLUSH- beige	14273	5430000842730	TPE	overlocking	160 x 230	--	tray 38*38*20	48	3	3	54
	PURE HARMONY	PE outdoor chevron woven	RISING DARK - anthracite	14274	5430000842747	TPE	overlocking	160 x 230	--	tray 38*38*20	48	3	3	54
	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	14280	5430000842808	TPE	overlocking	160 x 230	Ø18cm	box 40*60*62	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	CANADIAN- beige	14281	5430000842815	TPE	overlocking	160 x 230	Ø18cm	box 40*60*62	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	COLORADO- ochre	14282	5430000842822	TPE	overlocking	160 x 230	Ø18cm	box 40*60*62	160	6	1	24
	SOFT BEARS	Bears 1000/TPE	TATRA- taupe	14283	5430000842839	TPE	overlocking	160 x 230	Ø18cm	box 40*60*62	160	6	1	24
	NATURE LIVING	Flatwoven/TPE 150	RHAPSODY - cream beige	14284	5430000842846	TPE	overlocking	160 x 230	Ø9cm	box 40*60*62	160	24	1	96
	NATURE LIVING	Flatwoven/TPE 150	LEAVES - soft beige	14285	5430000842853	TPE	overlocking	160 x 230	Ø9cm	box 40*60*62	160	24	1	96
	NATURE LIVING	Flatwoven/TPE 150	GREEN WAVES - soft green	14286	5430000842860	TPE	overlocking	160 x 230	Ø9cm	box 40*60*62	160	24	1	96
	NATURE LIVING	Flatwoven/TPE 150	SUNFLOWERS - greige	14287	5430000842877	TPE	overlocking	160 x 230	Ø9cm	box 40*60*62	160	24	1	96
	BBQ MATS	Textilene 2mm	WARM BREEZE - rustic brown	14011	5430000840118	--	bordered	100 x 100	Ø9.5cm	box 40*60*62	150	24	1	96
	BBQ MATS	Textilene 2mm	WARM BREEZE - rustic brown	14012	5430000840125	--	bordered	150 x 100	Ø9.5cm	box 40*60*62	150	24	1	96
	SUMMER OUTDOOR	PP	IBIZA VIBE	14288	5430000842884	--	--	153 x 244	Ø12cm	box 40*60*62	153	15	1	60
	SUMMER OUTDOOR	PP	FOREST FEEL	14289	5430000842891	--	--	153 x 244	Ø12cm	box 40*60*62	153	15	1	60
	SUMMER OUTDOOR	PP	MORROCON SPIRIT	14290	5430000842907	--	--	153 x 244	Ø12cm	box 40*60*62	153	15	1	60
	SUMMER OUTDOOR	PP	VEGAS SPHERE	14292	5430000842914	--	--	153 x 244	Ø12cm	box 40*60*62	153	15	1	60
	PLAY MATS	PILE 260/TPE	ANIMATION CITY	14211	5430000842112	TPE	overlocking	100 x 140	Ø8cm	box 40*60*62	100	28	1	112
	PLAY MATS	PILE 260/TPE	ALPHABET GUIDE	14213	5430000842136	TPE	overlocking	100 x 140	Ø8cm	box 40*60*62	100	28	1	112
	PLAY MATS	PILE 260/TPE	HOPSCOTCH	14214	5430000842143	TPE	overlocking	100 x 140	Ø8cm	box 40*60*62	100	28	1	112
	PLAY MATS	PILE 260/TPE	SAFARI JOURNEY	14215	5430000842150	TPE	overlocking	100 x 140	Ø8cm	box 40*60*62	100	28	1	112
	PLAY MATS	PILE 260/TPE	RAINBOW SHADES	14216	5430000842167	TPE	overlocking	100 x 140	Ø8cm	box 40*60*62	100	28	1	112
	PLAY MATS	PILE 260/TPE	AIR BALLOONS	14217	5430000842174	TPE	overlocking	100 x 140	Ø8cm	box 40*60*62	100	28	1	112
	YOGA MATS	1mm cork/3mm rubber	NATURAL CORK - lines	14296	5430000842969	--	--	66 x 183	Ø11cm	box 40*60*62	68	15	1	60
	YOGA MATS	1mm cork/3mm rubber	NATURAL CORK - plain	14299	5430000842990	--	--	66 x 183	Ø11cm	box 40*60*62	68	15	1	60
	YOGA MATS	3mm mixed rubber/1mm dot backing	OCEAN- azur	14300	5430000843003	--	--	66 x 183	Ø11cm	box 40*60*62	68	15	1	60
	YOGA MATS	3mm mixed rubber/1mm dot backing	CLOUDS - mid grey	14301	5430000843010	--	--	66 x 183	Ø11cm	box 40*60*62	68	15	1	60



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