



SELIT *STYLE*®

THE! waterproof skirting



The revolution of the skirting industry

SELIT knows its way around the market for installing underlays for wood flooring, laminate and vinyl floors. In the course of 25 years, SELIT has established itself as the market leader with its innovative product ideas and quality standards. For years, a distinct innovative spirit as the basic attitude of corporate policy has ensured new ideas and innovative developments that drive the market forward.

With the first directly digital printed waterproof skirting, SELIT is now revolutionising the skirting industry. The skirtings are extruded from the raw material polystyrene, embossed and printed using the inline digital printing process. This revolutionary production process makes it possible

to individualise skirting concepts for the trade and adapt them to the respective floor with a maximum of realistic charm.

SELITSTYLE® is the first waterproof skirting to be awarded the Blue Angel for being a particularly health-friendly product.



www.blauer-engel.de/uz120

Our claim:

**"100 % WATERPROOF FLOORING
NEED 100 % WATERPROOF SKIRTINGS."**





If you're going to do it, do it right!

100 % INNOVATIVE!

Revolutionary technology

Page 6

100 % WATERPROOF!

Durability even in moist conditions

Page 10

100 % DIGITAL!

Reliable colour matching

Page 12

100 % EASY!

Simplest processing

Page 14

100 % SUSTAINABLE!

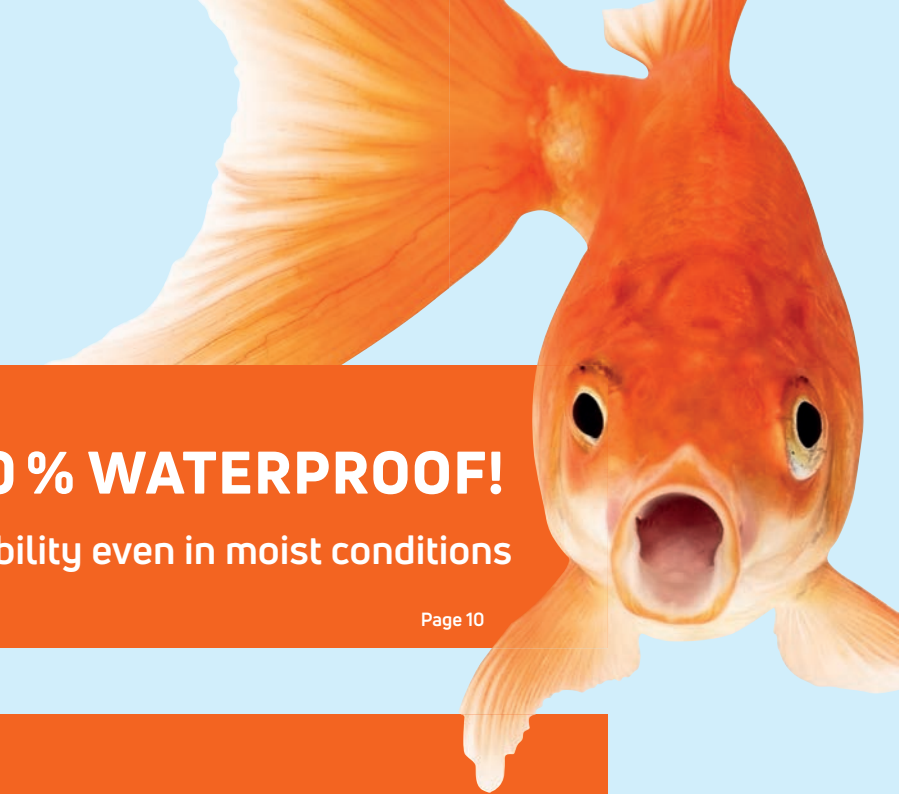
For people and the environment

Page 16

100 % SALES-BOOSTING!

Innovations at the POS

Page 18



100 % INNOVATIVE

Revolutionary Technology

Resin and colour pigments – that's all it takes to produce the first directly digital printed waterproof skirting. With the NMC Closed Cell Technology, the polystyrene profiles with a density of approx. 400 kg/m³ are extruded into shape, mechanically embossed and digitally printed inline with the respective decor. A superior technology that allows the greatest possible individualisation and unlimited design freedom.



The formula:

RESIN + COLOUR = SKIRTING



Revolutionary skirting extrusion with inline Digi-Print

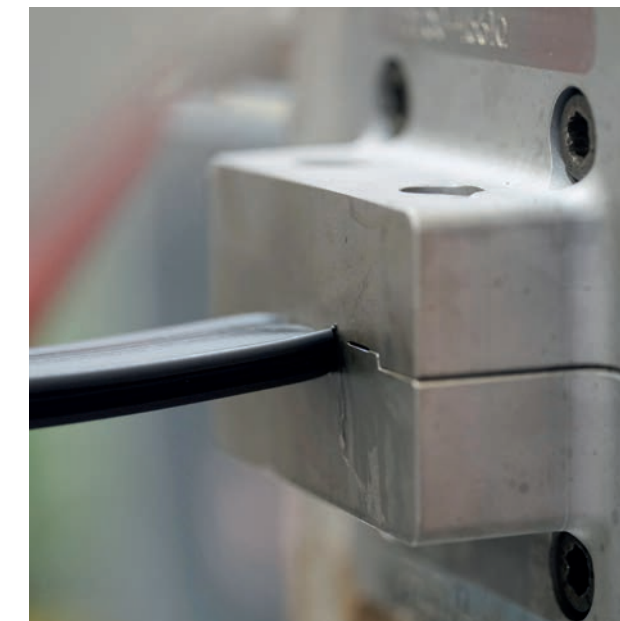
made by

nmc



Base material:
PS Resin

- » 100 % polystyrene
- » 100 % waterproof
- » 100 % recyclable
- » Up to 80 % recycled material
- » PVC-, plasticiser- and formaldehyde-free



Production process:
Profile extrusion

- » Extruded as a profile – no sawing and no milling
- » No material loss
- » Impact resistant due to the NMC Closed Cell Technology
- » Realistic look and feel through surface embossing



Decor surface:
Digital print

- » Direct digital printing inline on finished extruded profile
- » No decor paper, no glue
- » UV-protection for long-lasting expressiveness and durability
- » Environmentally friendly

From the resin to the finished skirting in one process

One material, one process – the production of the revolutionary SELITSTYLE® skirting can be described as simple.

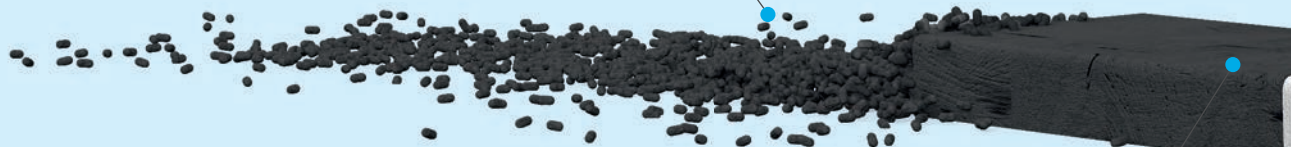
In the extrusion process, the polystyrene resin is first liquefied and then continuously pressed out of a shaping die under pressure as a viscous mass. After the plastic has emerged, it solidifies and the extremely impact-resistant SELITSTYLE® skirting is produced in theoretically infinite lengths. The skirting obtains the profile through the shaping nozzle – without any loss of material. As the next inline work step, the skirting is mechanically embossed, digitally printed in the desired decor and then finished with a UV varnish.

This revolutionary technology enables us to achieve maximum process and raw material efficiency for the sustainable use of our resources.



Polystyrene resin

The basic material for our skirtings is polystyrene, which is naturally water-resistant.



Embossing

To give the SELITSTYLE® skirtings a realistic wood look or an unmistakable character, the skirtings are mechanically embossed.



Base coat

The skirting is primed before applying the colour to achieve an expressive colour design.



UV coating

The extra-matt surface finish provides an even more realistic look and feel of wood decors and gives them long-lasting protection



Digital print

The desired decor of the skirting is transferred directly from the computer via the printer to the skirting – flexibly and individually, without using a printing plate or decorative paper.

HIGHEST EFFICIENCY & TOTAL CONTROL

100 % INNOVATIVE



Durability even in moist conditions

SELITSTYLE® skirtings consist of 100 % hard-extruded polystyrene, making them naturally waterproof. This makes them particularly suitable for use in damp rooms or in buildings with residual building moisture. The advantages are obvious – the skirtings retain their shape and appearance and there is no risk of mould growth. That makes SELITSTYLE® skirtings a durable and reliable design object and a beautiful finish for modern wooden floors.

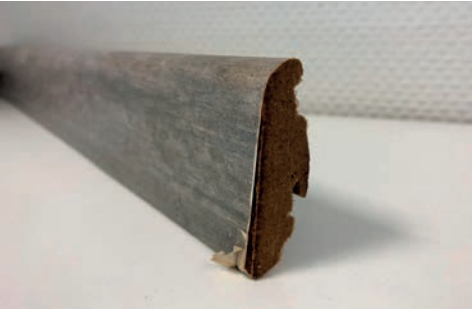
100 %
WATERPROOF



Advantages of SELITSTYLE® skirtings compared to conventional MDF skirtings



☹ Risk of mold growth with conventional wrapped HDF/MDF skirtings



☹ Decor paper can peel off conventional wrapped MDF skirtings



☹ Dimensional change and swelling with conventional MDF skirtings



😊 SELITSTYLE® – dimensionally stable, mold- free and hygienic

Perfect Colour Matching

We do not need any sheathing or decor paper to match the decor of the skirting to your flooring. We print digitally directly on the skirting. The additional mechanical embossing and the final UV varnish finish also ensure an unmistakable look and feel.

100 % DIGITAL

DIRECT PRINT ON THE SKIRTING!

» NO DECOR PAPER

» NO SHEATHING

Your advantages:

- » Smallest lot sizes
- » Unmistakable matching of decor with the flooring
- » Short response time for range adjustments or limited editions
- » Individual skirting concepts



We provide the Perfect Match



THE PERFECT ROLE MODEL: THE NATURE



100 %

EASY

Simplest processing

- » Innovative backnail for invisible installation
- » Fixation of the nail with standard screw
- » Quick and clip-free fastening solution without adherence to an exact mounting height
- » Secure retention of the skirting even with walls that are not quite straight facilitated by the corrugation of the nails
- » Protective rights pending

Skirting trimming

- » Easy to cut with conventional tool
- » Clean cut without fraying and chips
- » Decor paper does not tear off (since paperless)

Also ideal
for gluing



The backnail: Innovative fastening system without a clip

Robust material

The nails are made of stainless galvanized steel so they are corrosion resistant and durable.

Protective
rights
pending

Barbs

Four nail tips with barbs ensure secure anchoring in the wall, even on uneven walls. The skirting can be easily removed and reassembled during renovation work.

Extra-stable geometry

The backnail is made of one piece, so that the stable elements withstand a very energetic use of hammer and multi-tool. The inner width allows the use of common professional bit adapters.

How to do it:



- » Lay the multi-tool flat on the floor and mark the drilling height along the upper edge



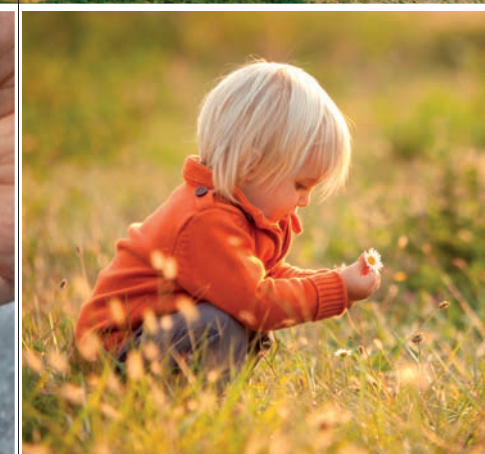
- » Drill holes along the marked line
- » Insert dowel



- » Insert backnail into the groove of the multi-tool and screw in



- » Fix the skirting to the wall with a hammer and the multi-tool



For people and nature

The efficient use of resources is just as important for SELIT as the consistent and continuous implementation of environmental protection through strict waste reduction, recycling, air pollution control and water protection.

SELITSTYLE® skirtings are produced with 100 % renewable energy. By omitting decor paper or the like, the raw material polystyrene that is used, can be 100% recycled. Our skirtings are free of PVC, plasticisers or formaldehyde and consist of up to 80 % recycled resin. Our skirtings are awarded with the Blue Angel.

To conserve our resources

- » Material-efficient production process by eliminating sawing and profiling waste
- » Environmentally friendly thanks to careful use of resources and reduced supply chain (100 % polystyrene)
- » Cost effective: In the event of decor changes and production waste, stocks can be recycled without any problems

For healthy living

- » low emissions
- » low pollutant content
- » no adverse impact on health in the living environment



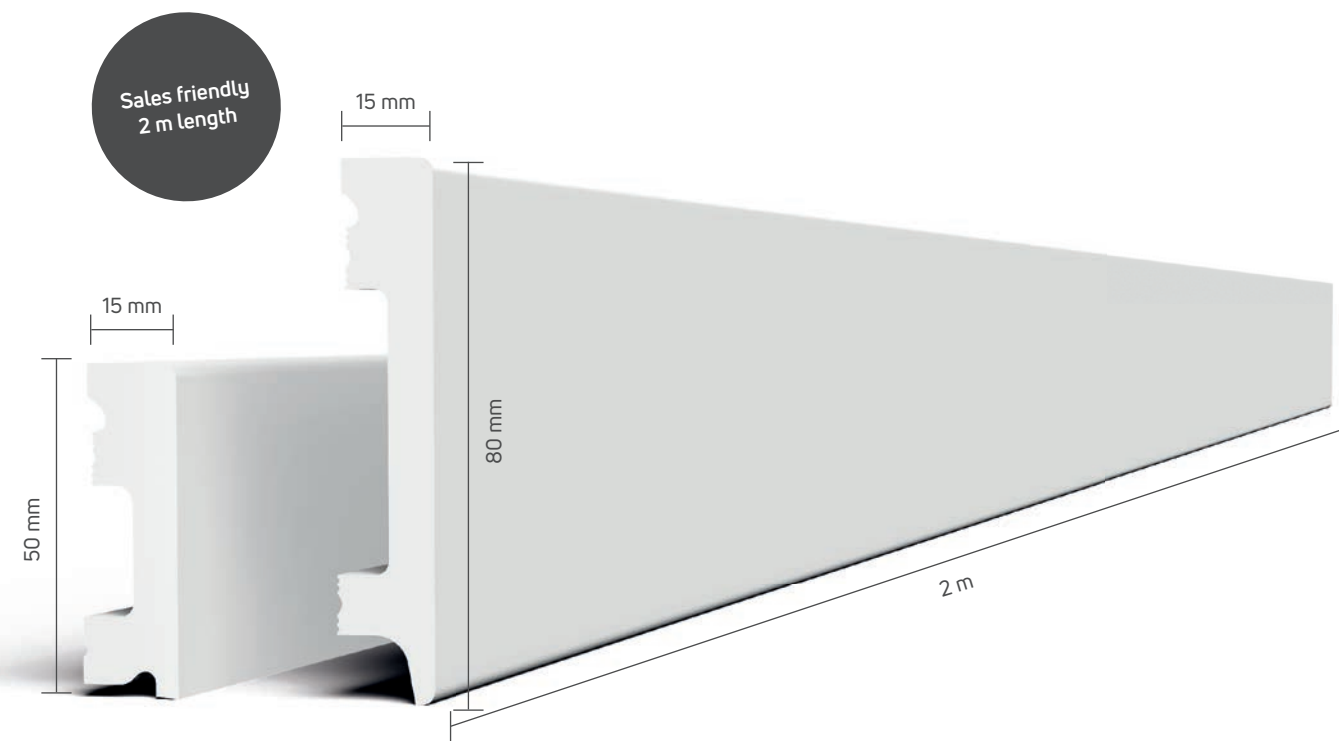
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100 % SUSTAINABLE



- ✓ Free of formaldehyde, PVC and plasticisers
- ✓ Resource-saving through mould extrusion
- ✓ Produced with **100 %** renewable energies
- ✓ **100 %** recyclable
- ✓ Made from up to **80 %** recycled material

Innovative range to match your floors



It's your choice:

1 | Size

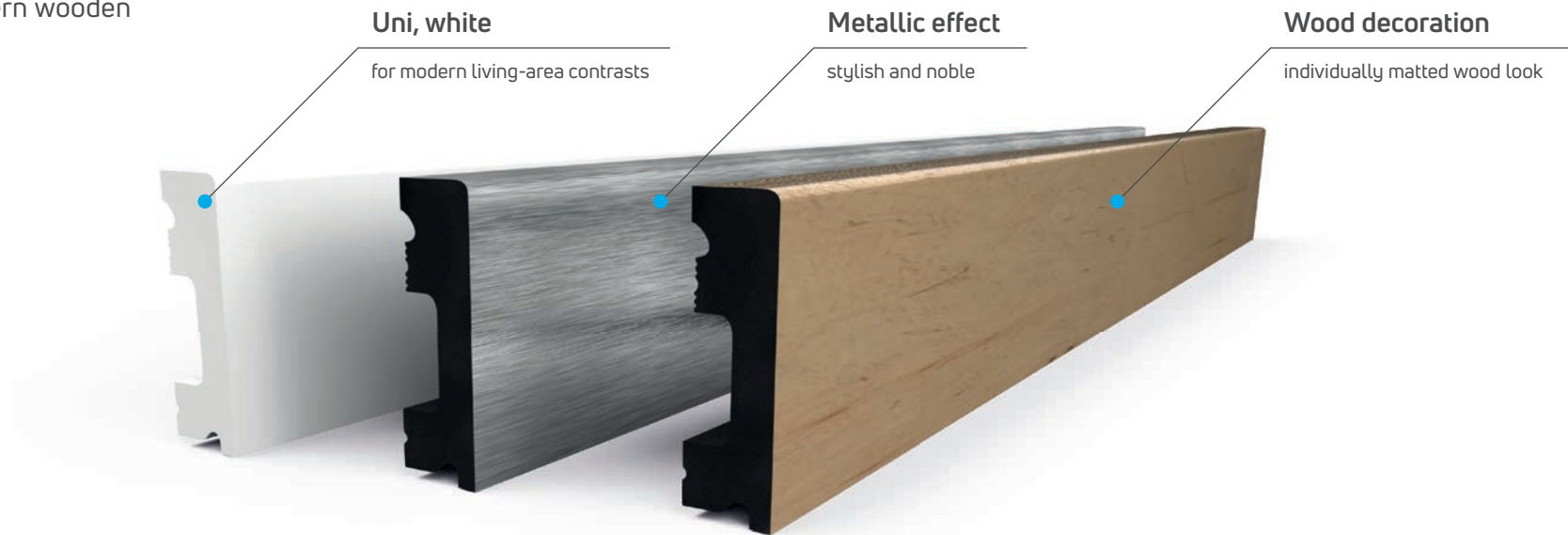
SELITSTYLE® skirtings are available in two sizes:

- » 50 mm high
- » 80 mm high

100 %
SALES-BOOSTING

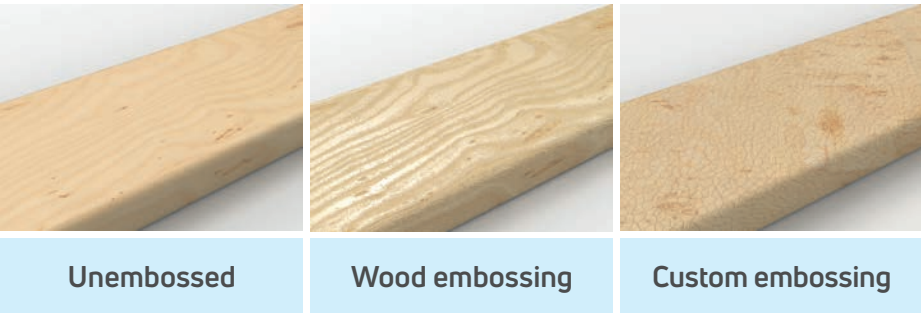
2 | Appearance

Individually matched to your wood decors or as an optical highlight of modern wooden flooring.



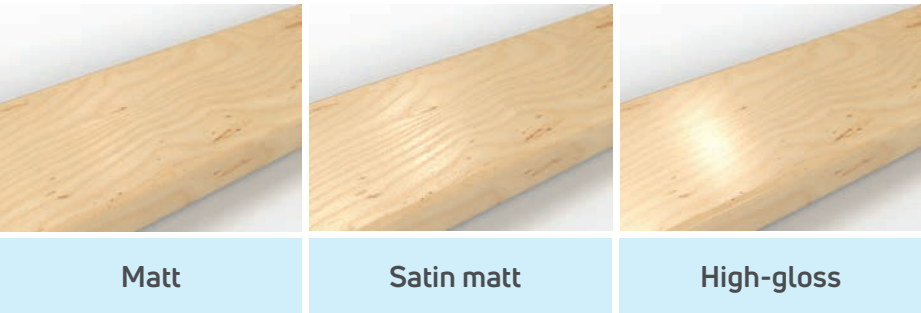
3 | Embossing

The realistic wood look is created only by embossing. Individual embossing makes the SELITSTYLE® skirting unmistakable.



4 | UV coating finish

The UV coating protects the surface of the skirting and perfects the realistic wood look.



Innovative product packaging

It's your choice:

1 | Separate mounting set

- » Supplementary accessory set for 10 m skirting
- » 30 x backnail, 30 x dowel, 30 x screw and 1 x multi-tool
- » Euro perforation for hanging positioning

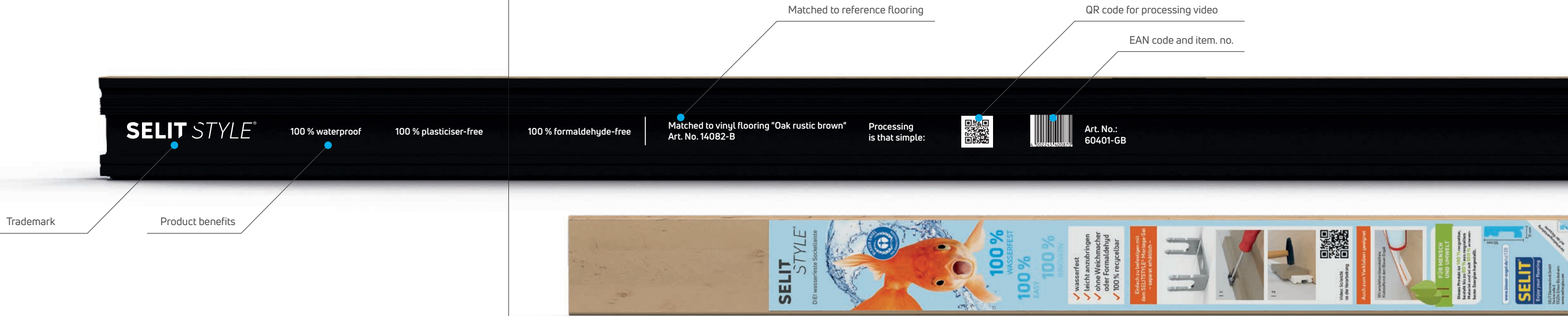


3 | Skirting accessories

- » Inside corner, outside corner, end caps and connecting piece available separately
- » Colour matched to the skirting

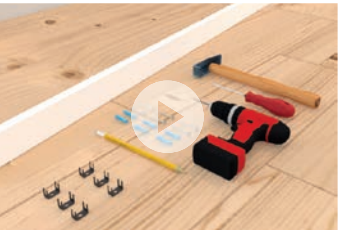
2 | Integrated mounting accessories

- » Innovative, reduced product packaging incl. fixing set
- » Space-saving integration of accessories in the cavity of the skirting
- » 6 x backnail, 6 x dowel, 6 x screw



Individual printing on the reverse side, e.g.

- » Product benefits
- » Matched to appropriate flooring for certainty during purchase
- » QR code for processing film for direct medial support
- » EAN code



100 %
SALES-BOOSTING

100 % SALES-BOOSTING

SELITSTYLE® Shelf stopper

SELITSTYLE® Accessory kit



Stickers for sample boards

The stickers take up the idea of cross-selling and point out the SELITSTYLE® skirtings, which are offered to match the sample floors shown. The most important USP, the water resistance, is visually enhanced.



Product information flyer

Presentation of
SELITSTYLE® skirtings
in a U-box

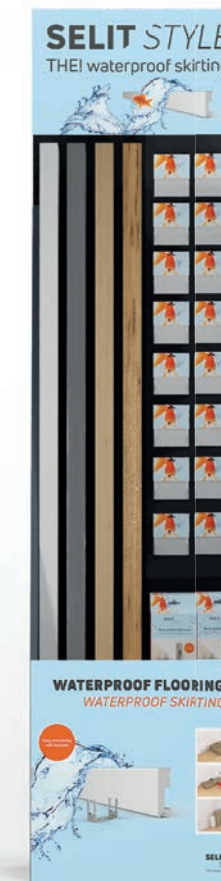
The SELITSTYLE® skirting matches the respective floor and is space-saving. A traverse sticker refers to the appropriate product.

Processing
is that simple:



QR code for installation film

The installation film clearly shows the end user how SELITSTYLE® skirtings can be installed quickly and easily.



Innovations at the POS

- » Attractive, informative POS concept for clear communication of the USP
- » Innovative presentation of the different skirtings
- » Cross-selling activities in the floor area for more turnover
- » Support through training

Special display

The SELITSTYLE® special display is ideally suited for exclusive open spaces.

The emotional imagery of our key visual creates the greatest possible eye-catching potential of the end consumer.

With its sophisticated dimensions, the SELITSTYLE® presentation box makes ideal use of limited space and offers maximum sturdiness and high stability.

Promotional awards



Test rating "very good"
by DIY magazine "selbst
ist der Mann"



Innovation award

Curious?

For more information
please visit
www.selitstyle.com



SELIT
STYLE[®]
THE! waterproof skirting

made by



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