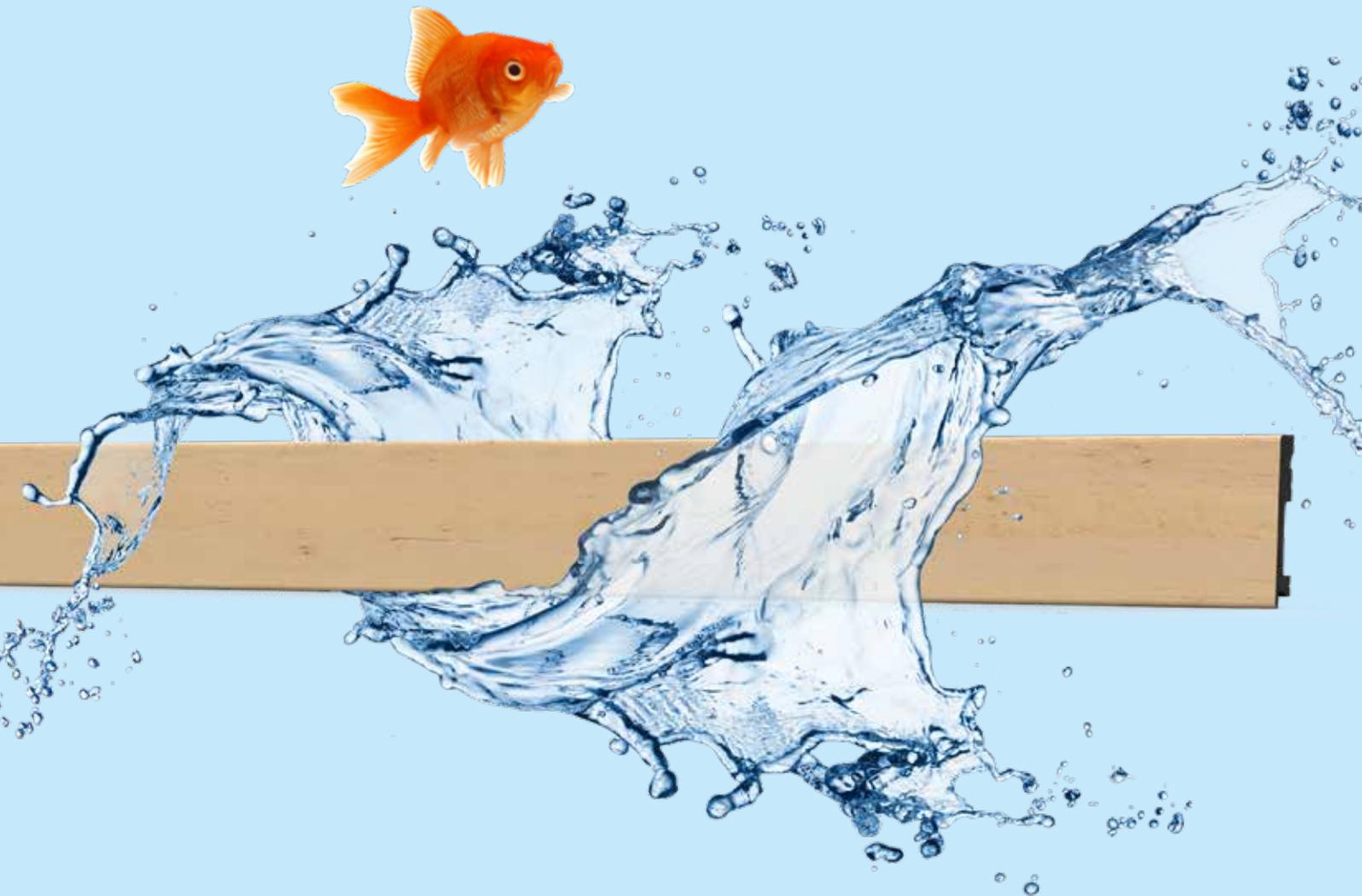


SELIT
STYLE[®]



www.blauer-engel.de/uz120

CATALOGUE

waterproof skirtings

The revolution of the skirting industry

SELIT knows its way around the market for 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 revolutionising the skirting industry since 2019. 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."**

Table of contents

If you're going to do it, do it right!	5
100 % innovative!	6
Revolutionary technology	6
Foam edge: Protection against noise and moisture	7
From the resin to the finished skirting in one process	8
100 % waterproof!	10
Durability even in moist conditions	10
Benefits of SELITSTYLE® skirtings	11
100 % digital!	12
Perfect colour matching	12
100 % sustainable!	14
For people and nature	14
100 % sales-boosting!	16
Our innovative product range – it's your choice	16
Light skirting	18
Packaging and accessories	22
Overview of SELITSTYLE® skirtings	23
100 % easy!	24
Simplest processing in three variants	24
Innovations at the POS	26

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

100 % INNOVATIVE!

Revolutionary technology

100 % WATERPROOF!

Durability even in moist conditions

100 % DIGITAL!

Perfect colour matching

100 % SUSTAINABLE!

For people and nature

100 % SALES-BOOSTING!

Wide range of products

100 % EASY!

Simplest processing



100 % INNOVATIVE

Revolutionary technology

Resin and colour pigments – that's all it takes to produce the first digitally printed waterproof skirting. With the NMC Closed Cell Technology, the polystyrene profiles are extruded into shape, mechanically embossed and digitally printed inline with the respective décor. 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



Base material:
PS-Resin

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



Production process:
Profile extrusion

- » Material-efficient production process, no sawing, no milling
- » 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

Foam edge: Protection against noise and moisture



1. Pleasant room acoustics due to decoupling

The foam edge on a skirting acts in the same way as an expansion joint on a floor covering. Both ensure that the floor is decoupled from the wall and provide pleasant acoustics.

The principle is extremely simple: Due to the thin and flexible foam strip on the bottom the skirting does not have any direct contact with the floor covering. Running noises therefore cannot be transferred as sound via the floor or the skirting to adjacent rooms.



2. Protection against moisture for a hygienic connection to the wall

Another benefit of the foam edge is that it ensures a watertight connection between the floor and the skirting. As a result, moisture no longer gets behind the skirting and the risk of mould and damage to the wall and skirting is eliminated.

The foam edge can be optionally attached to some of our skirtings.

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.

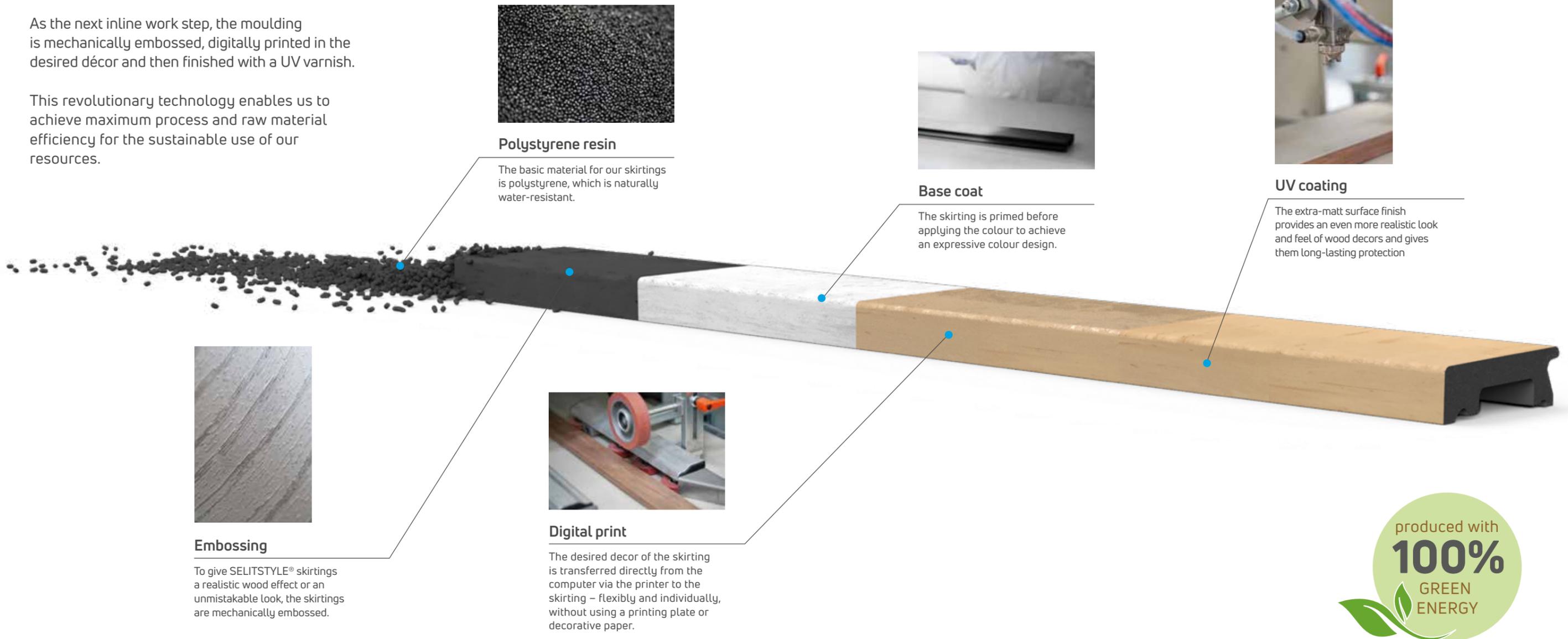
In the extrusion process, the polystyrene resin is first liquefied and then continuously pressed out of a shaping die under pressure as a viscous mass. After it has emerged, the still relatively soft profile does not just attain its final form in a water bath, but also cools down to become fully rigid. This results in the extremely impact-resistant SELITSTYLE® base profile in theoretically infinite lengths.

As the next inline work step, the moulding is mechanically embossed, digitally printed in the desired décor 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.

100% INNOVATIVE

HIGHEST EFFICIENCY & TOTAL CONTROL



Polystyrene resin

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



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



Embossing

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



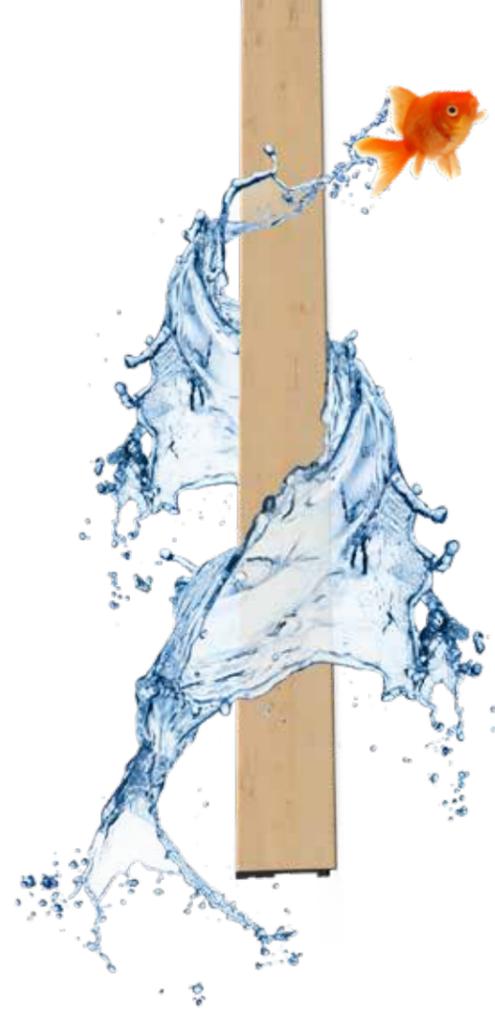
Digital print

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.



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

Benefits of SELITSTYLE® skirtings

conventional MDF skirtings



 Risk of mold growth with conventional wrapped HDF/MDF skirtings

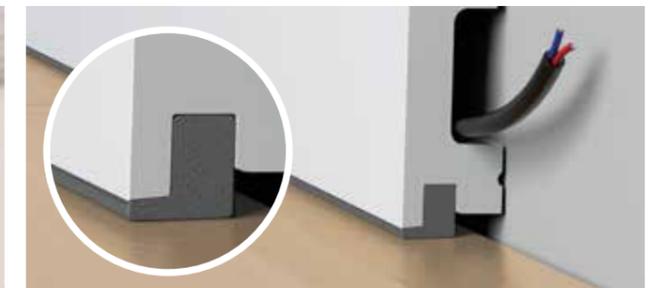
SELITSTYLE® skirtings



 SELITSTYLE® – dimensionally stable, mould-free and hygienic



 Decor paper can peel off conventional wrapped MDF skirtings



 SELITSTYLE® – the optional foam edge prevents water from undermining it

Uncompromisingly waterproof!

Our objective is to provide waterproof floor systems without compromises. To prevent moisture from getting in behind the skirting, SELITSTYLE® skirtings can be optionally provided with a foam strip on the underside. This means the area behind the skirting is also protected against moisture damage.



 Dimensional change and swelling with conventional MDF skirtings



100 % DIGITAL

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.

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



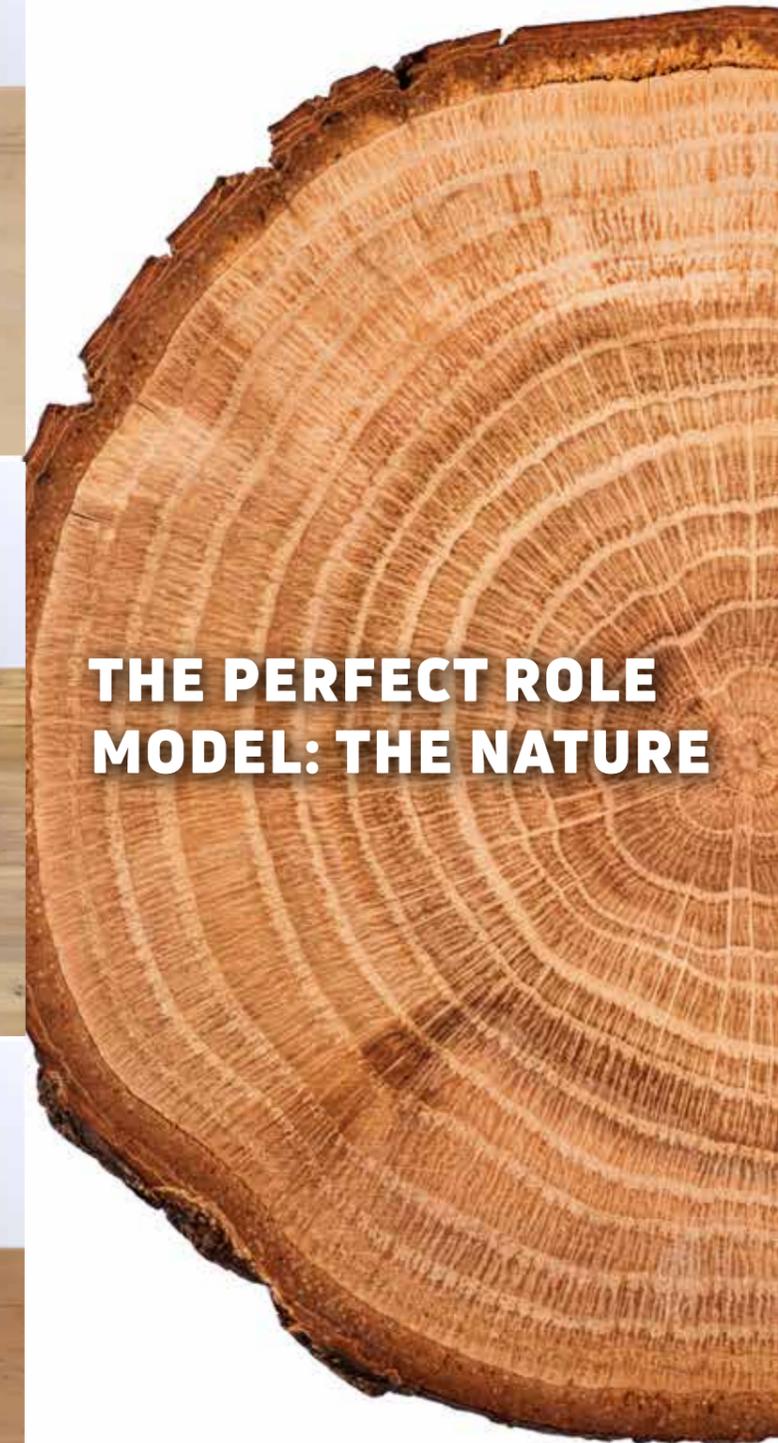
We provide the Perfect Match



Decor
matched to the
flooring



**THE PERFECT ROLE
MODEL: THE NATURE**





100% SUSTAINABLE

produced with
100%
GREEN
ENERGY



FOR PEOPLE AND THE ENVIRONMENT

- ✓ 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

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.

For healthy living

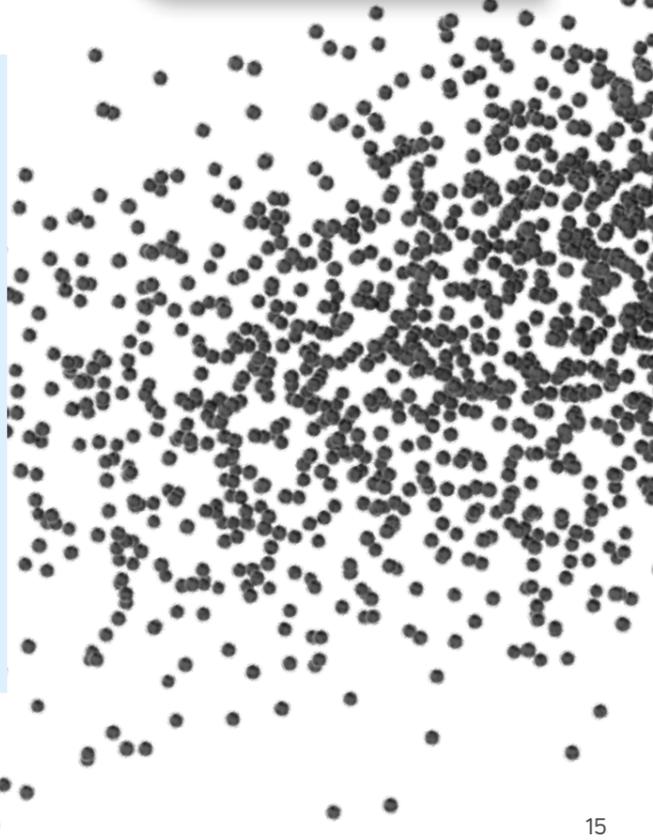
- » low emissions
- » no adverse impact on health in the living environment



www.blauer-engel.de/uz120

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



100%

SALES-BOOSTING

Our innovative product range – it's your choice:

Our range of waterproof skirtings provides a range of various profiles, looks and painted finishes. Whether colour-coordinated with the floor or picked out in white as a characteristic design element for modern rooms, SELITSTYLE® skirtings ensure the perfect finish for every floor system.

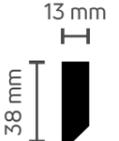
You can choose:

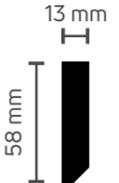
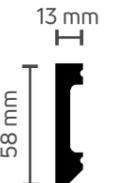
- 1 | Profile · 2 | Length · 3 | Appearance
- 4 | Embossing · 5 | Foam edge

Ideal for:	LVT	wood flooring	Optional equipment:	foam edge
				
	laminare	tiles		carpet
				



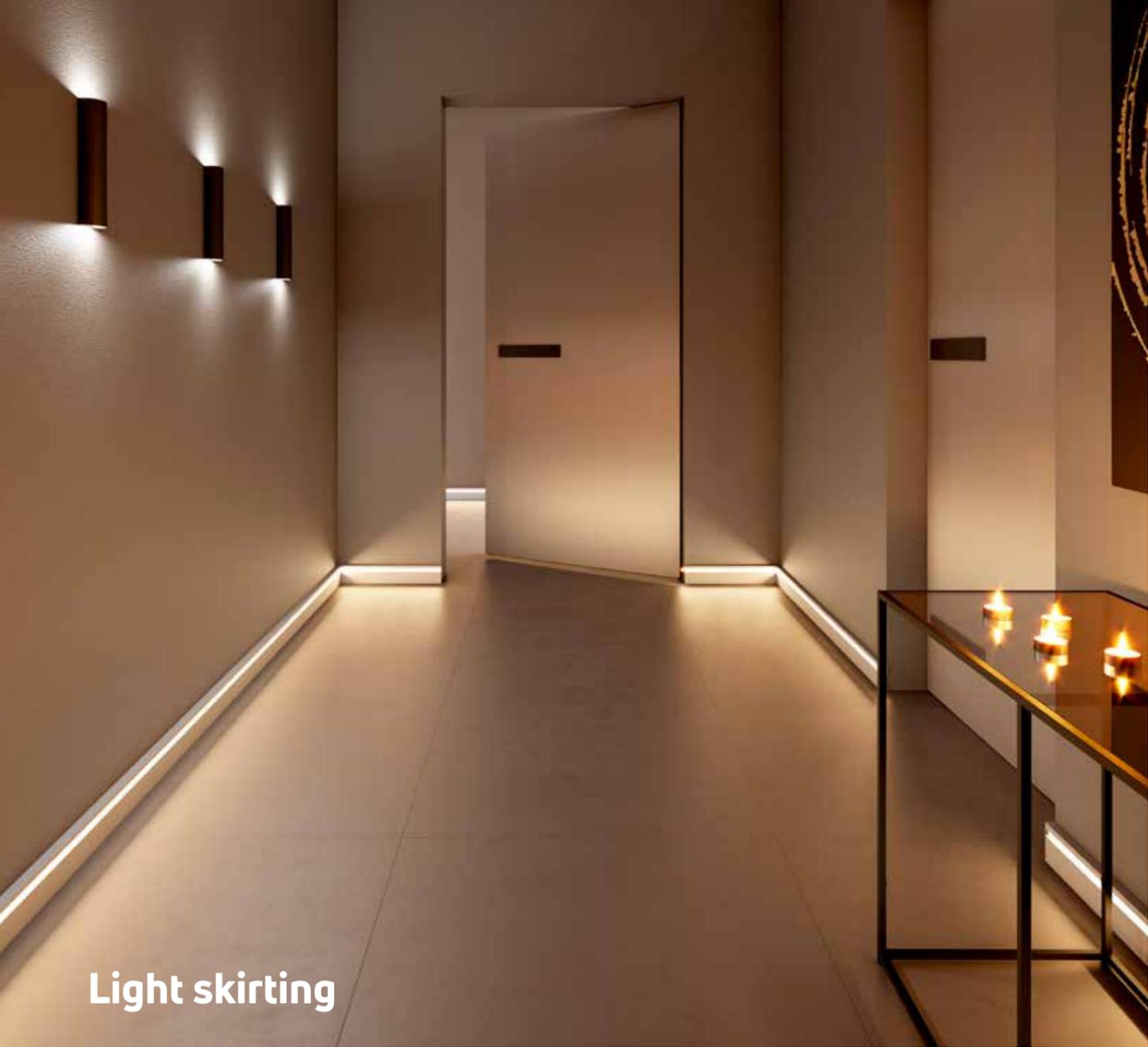
1 | Profiles

	SELITSTYLE® FBL18 QR		SELITSTYLE® FBL38 M
			

	SELITSTYLE® FBL58 MV		SELITSTYLE® FBL58 M
			

	SELITSTYLE® FBL50		SELITSTYLE® FBL80
			

* in progress

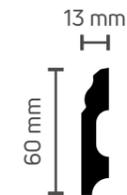


Light skirting

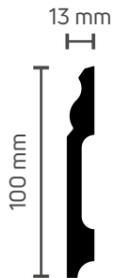
100%
SALES-BOOSTING



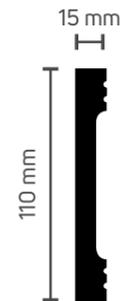
SELITSTYLE®
FBL60C



SELITSTYLE®
FBL100C



SELITSTYLE®
FBL110M



SELITSTYLE®
FBL11L



The SELITSTYLE® FBL 11 light skirting adds a pleasant ambience to every living space. The discreet lighting provides new options for living room design using light. Includes diffuser, typical LED strips are not included.

2 | Length

- » sales-friendly 2 m length
- » individual length (e.g. 2.40 m / 2.50 m)



100% SALES-BOOSTING

3 | Appearance



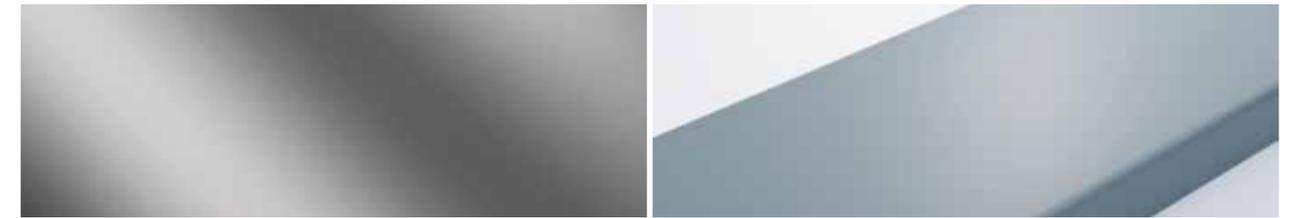
Select from over 400 perfectly matched wood and stone decors or get the skirting matched to your individual flooring.

Décor example:



4 | Embossing

The realistic look of wood or stone only arises after the embossing process. Individual embossing makes the SELITSTYLE® skirting unmistakable.



Unembossed



Wood embossing



Stone embossing



Brushed aluminium



5 | Foam edge

The foam edge ensures decoupling of the SELITSTYLE® skirting from the floor, improving the acoustics. In addition, they also stop moisture from penetrating below the skirting.

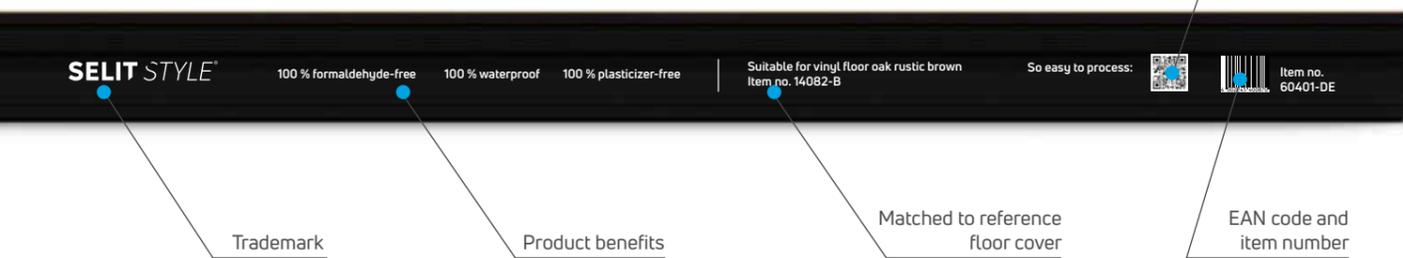
Packaging and accessories

Individual printing on the reverse side

Many profiles of SELITSTYLE® skirtings can be printed as per customer requirements on the back with product benefits, EAN code, item number or QR code.



QR code for processing video
FBL 50 / FBL 80



SELITSTYLE

100 % formaldehyde-free 100 % waterproof 100 % plasticizer-free

Suitable for vinyl floor oak rustic brown
Item no. 14082-B

So easy to process:

Item no. 60401-DE

Trademark

Product benefits

Matched to reference floor cover

EAN code and item number



Label: Individual sticker
e.g. with installation information



Accessory set for 10 m skirting



Assembly kit for the installation with a back nail

- » Content: 30 x backnail, 30 x dowel, 30 x screw and 1 x multitool
- » Suitable for FBL 50 and FBL 80 skirtings

Skirting accessories for FBL 50

- » Inside corner, outside corner, end pieces or connecting piece
- » Available in four different colours

100%

SALES-BOOSTING

Overview of SELITSTYLE® skirtings

PROFILE	Colour			Embossing / surface				Option	Processing			Packaging	
	white	RAL	Digi Print	Unembossed	Wood embossing	Stone embossing	Brushed aluminium	Foam edge	Backnail	Assembly adhesive / hot glue	Installation tape	Label	Reverse print
FBL 18 QR	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓	✓	✗	✓
FBL 38 M	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓
FBL 58 MV	✓	✓	✓	✓	✓	✓	✓	✓*	✗	✓	✓	✓	✓
FBL 58 M	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓
FBL 50	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
FBL 80	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
FBL 11 L	✓	✓	✓	✓	✗	✗	✗	✗	✗	✓	✓	✓	✓
FBL 60 C	✓	✓	✗	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓
FBL 100 C	✓	✓	✗	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓
FBL 110 M	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓

* in progress

100 % EASY



Skirting trimming

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

Simplest processing in three variants

1 | Processing with assembly adhesive / hot glue



- » Apply assembly adhesive / hot glue to the reverse side of the skirting
- » Attach skirting to the wall and press down briefly

2 | Processing with installation tape



- » Stick installation tape to the reverse side of the skirting
- » Remove the backing
- » Attach skirting to the wall and press down briefly

3 | Processing with backnail*

<p>FBL50</p>	<p>FBL80</p>	<p>35 - 40 cm</p> <p>Ø 5 mm</p>	
<p>» Lay the multitool flat on the floor / packaging and mark the drilling height along the upper edge</p>		<p>» Drill holes along the marked line</p> <p>» Insert dowel</p>	
<p>FBL50</p>	<p>FBL80</p>	<p>FBL50</p>	<p>FBL80</p>
<p>» Insert backnail into the groove of the multitool and screw in</p>		<p>» Fix the skirting to the wall with a hammer and multitool</p>	

* for FBL50 and FBL80 only

Advantages of a backnail



- » invisible assembly
- » attached to the wall with typical screws
- » fast attachment without clips
- » secure hold even when walls are uneven
- » skirting can be removed and attached again easily



- » corrosion resistant and durable
- » four nail tips with barbs
- » made in one piece, ensuring great stability
- » enables use of common professional bit adapters

See the processing video here



Innovations at the POS

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

Product information flyer with QR code for installation film

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



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.



Stickers for sample boards

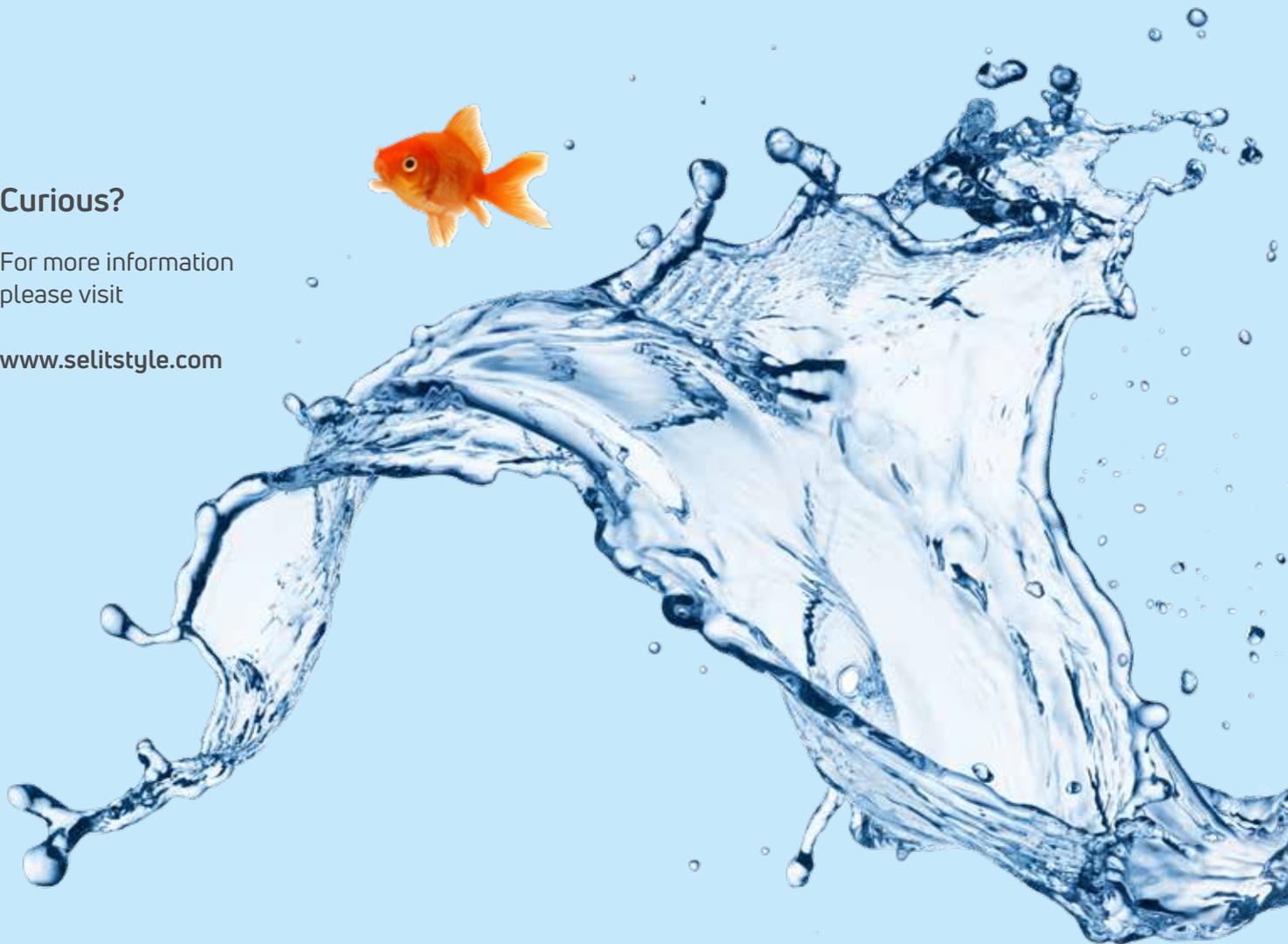
The stickers take up the idea of cross-selling and point out the SELITSTYLE® skirtings which are offered to match the sample floors shown. The most important USP, the water resistance, is visually enhanced.



Curious?

For more information
please visit

www.selitstyle.com



SELIT
STYLE[®]

The! waterproof skirtings



SELIT Dämmtechnik GmbH
Selitstraße 2
55234 Erbes-Büdesheim
sales@selit.de
+49 6731 9670-0