

Retail

SELIT[®]
Enjoy your flooring

CATALOGUE

UNDERLAYMENT

for floating flooring

ENJOY YOUR FLOORING

"We aim to provide perfectly functioning flooring systems and we'll do anything to make that a reality."



Our mission

From a sober point of view, underlayment is part of the flooring system and thus responsible for the connection between the subfloor and the flooring itself.

Only looking closer at the subject makes one realise how crucial underlayment is for the quality of living and the durability of the floor covering. And that's exactly what we do every day and with a great deal of passion.

Our motivation is to contribute to a perfectly functioning flooring system with our products. A flooring system that defies the daily challenges without compromise – because we love flooring.

Two handwritten signatures in black ink. The signature on the left is 'R. Skibbe' and the signature on the right is 'F. Filbir'.

Roland Skibbe

Frank Filbir

– SELIT Management –



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Quality and sustainability define us

For more than 40 years, SELIT stands for synthetic foams at the highest level of quality. Over the years we have perfected our process technology, optimised our procedures and thus become a specialist for underlayment for floating floors.

Sustainable and environmentally conscious action in production and administration are important factors in SELIT's corporate development.

We combine ecological, economic and social sustainability. By introducing a certified energy management system in 2013, SELIT has implemented an efficient use of energy resources inside the company, exceeding all standards in the sustainable dealing with resources.

Thanks to a highly modern recycling system we started shredding, melting and returning waste foam to the production process as regranulate in 2009. Our recycling rate is 95%.



Project in the field of ISO 50001 energy management

- Recuperation of process heat to heat our production halls
- Open-air cooling systems to optimise energy demand
- Energy-efficient LED hall lighting
- Energetic roof and façade renovations
- Solar power system to produce power in-house

Environmentally friendliness is also a big factor in our products. We only use materials with a minimal environmental impact. Our underlayment is completely recyclable, suitable for circular economy and made with recycled material. Furthermore, our low-emission underlayment has been awarded the 'Blue Angel' for being particularly compatible with the environment and human health.

Our Green Story

A clear dedication to sustainable management is more important than ever before. We at SELIT take our responsibility for people and the environment seriously. To meet this challenge, we constantly strive to protect resources, lower our energy consumption, reduce waste and develop new, environmentally friendly products.

This video shows our path towards a smaller footprint.



What sets our products apart:



Our core range has been certified by TÜV Rheinland for its functionality, quality and usability – the first underlayment in the world to achieve this.



In accordance with the French VOC regulation, our underlayment achieve the lowest emission values and are therefore labelled A+.



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Our underlayment is environmentally friendly and the right choice for healthy living! The 'Blue Angel' Award certifies that our core range meets high standards in terms of environmental, health and usage properties.



All our underlayment are approved by the building authorities.

DESIGN FOR RECYCLING



To ensure the sustainable use of resources and promote a circular economy, we develop our products from the outset in such a way that they are 100% mechanically recyclable.

We use up to 80% recycled materials in our products.

What sets our production apart:



Made in Germany with green energy



Efficient high-performance foams

Thanks to our state-of-the-art production environment and a keen sense of how to utilise our resources, we have been able to perfect our process technology over the course of the last 40 years. Our long-standing expertise in the field of synthetic foam benefits every single step of our process. Through continuous investment and a passion for innovation, we ensure that our customers receive exceptional products of the highest quality.

Our production system is vertically integrated. We cover the various stages of the value creation chain.

A total of eight state-of-the-art extrusion lines transform raw material granulate into a micro-cellular foam sheet using heat and pressure. Thanks to low density, the process is extremely material-efficient and conserves resources. This is followed by further processing and finally packaging into ready-to-sell product units.

Foam refinement

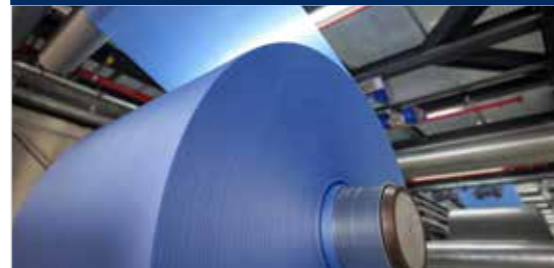
- Printing
- Embossing
- Lamination
- Coating
- Edge refinement

Base material



- + Depending on the desired properties, our foam extrusion raw material are either polystyrene granulate (PS) or polyolefin granulate (PO) as well as coloured granulates and other additives.

Blank roll



- + Using heat and pressure, the granulate is turned into a flexible, closed-cell foam sheet. A blank roll is 2.20 m wide and has a diameter of up to 2.40 m.

Refinement



- + Depending on individual customer needs or final product requirements, we refine the foam. This can be a print or a laminated moisture protection film.

Packaging



- + The refined product is processed into folding panels, regular panels or rolls and packaged into an appealing retail product ready for use.

Selected materials and physical forces within an extruder: a few ingredients turn into a unique foam quality that has no equal.

Research and development: Products that make a statement

SELIT aims to develop innovative products that improve the performance of a floor system, protect the floor from damage and improve user comfort.

That's why we analyse trends in the flooring industry and think about the following questions: Where is the flooring market going? Based on this, we develop our product portfolio, creating products that make a statement.

For a few years now, we have been running a technology centre at our Erbes-Büdesheim site equipped with a testing plant where we test various raw materials and recipes and develop innovative foams, aiming to

optimally serve our customers' needs and the demands of the market.

Many projects are realised with industry partners to develop the right solution for individual floor systems.



Our competences

- Developing innovative product solutions
- Developing individual foams with our customers
- Sample and trial production
- Pioneering recipe and material research

Application technology: Guaranteed performance data

Our new, innovative product solutions are developed in close collaboration with the Application Technology Department. In 2012, we have established an industry-first 500m² testing and development laboratory in Erbes-Büdesheim.

Its testing is based on the European Standard EN 16354 that defines testing procedures to determine the technical properties of underlayment. We are able to map the required testing procedures in our laboratory. This allows us to tailor products to specific performance data and properties, always working closely with our customers.

In addition to standard specifications, however, we never lose sight of reality and

always consider the flooring system from the user's perspective. As a result, we put our first climate chamber into operation in 2016, which enables us to test the effects of sunlight, humidity and temperature on a floor system. In addition, specially developed test benches allow us to simulate the service life of a flooring system over the course of decades.

With our experience and knowledge, we support the technical working groups of the European associations EPLF and MMFA. In addition, we are currently actively involved in the standard committees of DIN, CEN and ISO.

Force-path testing machine



Acoustic test facility

Association affiliation



Range of services

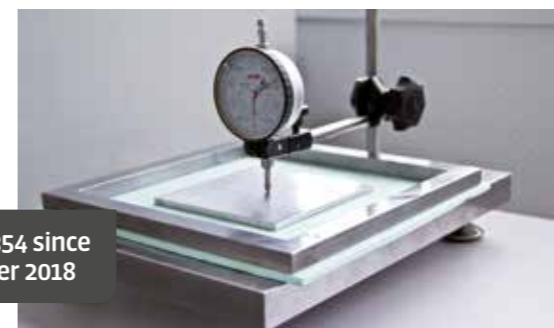
- Acoustic test facility
- Climate chamber / sunbeam simulator
- Thermo-dynamic testing
- Material testing
- Load testing
- Other material tests



Underlayment is indispensable for a functioning flooring system.

New standards of underlayment quality assessment

Following years of preparation in many working groups at European level (CEN) but also through involvement in the associations EPLF and MMFA, official standards have been introduced in 2013 that define the specifications, requirements and testing procedures for laminate, vinyl and design underlayment. Prior to the introduction of these standards, underlayment was not defined or standardised. There are legal requirements in some countries (e.g. Ü label) but these only define reaction to fire and emissions, but no performance parameters.



EN 16354 since October 2018

SELIT was involved in creating these standards and was able to contribute to the fact that underlayment is now subject to these requirements, which have a great influence on the entire floor system. In the following we give you an overview of the current standards and explain why underlayment is necessary.

What makes underlayment necessary?

Floating floors can only work if the underlayment functions as an integral part of the entire floor system. The underlayment connects the floor to the subfloor and should therefore fulfil the following general functions:

1. Guarantee proper installation

This includes compensating for unevenness and creating a level laying surface that allows for floating installation.

2. Protect the floor in the long term

This includes protecting the floor during daily loads from people walking on it and falling objects and protecting it from creeping residual humidity.

3. Improve the floor's properties

Apart from reducing impact sound and walking sound, underlayment also has an effect on heat insulation and walking comfort.



What standards exist?

EN 16354

The European Standard EN 16354 was introduced in October of 2018. This official document of the European Commission addresses all relevant criteria for laminate flooring underlayment, defines testing methods that need to be adhered to and specifies general minimum requirements. This guarantees that the stated product properties can be compared and that underlayment meets the minimum requirements specified by CEN.

Technical Data Sheets from EPLF and MMFA

The two (similarly structured) technical data sheets from EPLF and MMFA are based on EN 16354. In addition to all significant requirements that underlayment needs to meet the technical data sheets include explanations and provide specific recommendations on technical data. They define minimum requirements that underlayment needs to meet depending on the type of flooring. Additionally, the data sheets provide recommendations for advanced requirements recommended from floor utilisation class 31 upwards.

Requirements for underlayment

1. Protecting the floor

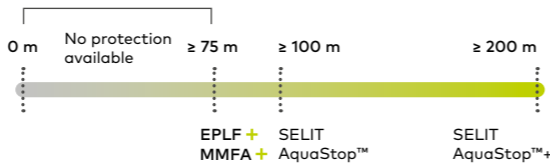
Compensating for unevenness (PC)

To mechanically protect the floor and avoid cavities, it needs to be able to compensate for small, punctual unevenness. Otherwise the floor might be damaged in the joint area.



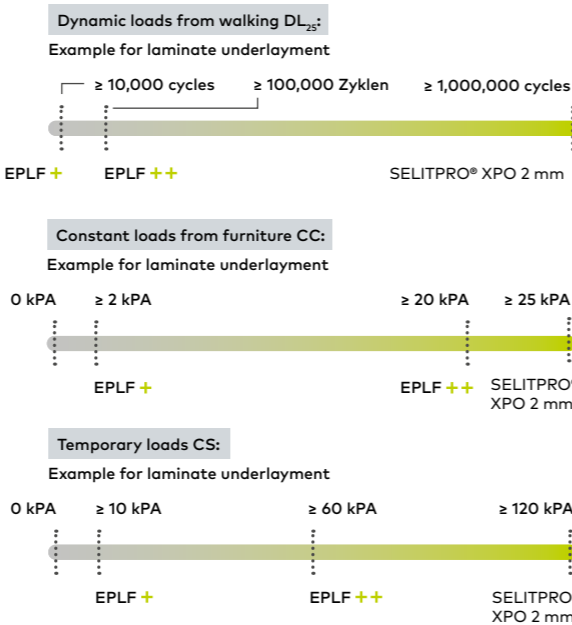
Protecting the floor from moisture (SD)

Moisture protection is mandatory for mineral sub-floors in order to prevent damage to the floor due to residual building moisture. This can be achieved with an additional vapour barrier or with an appropriately equipped insulating underlayment.



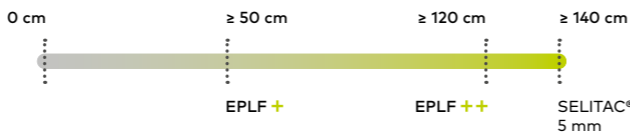
Protecting the floor from loads (DL, CC, CS)

Daily use takes a heavy toll on floors and thus, underlays. This is why underlay needs to be able to withstand compressive creep (CC: furniture), dynamic loads (DL: walking) and compressive strength (CS) throughout its entire service life. Only this can protect the floor and, most importantly, its joint system in the long term.



Protecting the floor from falling objects (RLB)*

Falling objects can permanently damage laminate surfaces. In addition to the floor's quality, the used insulation underlay plays a major role in this. It heavily influences the possible fall height, preventing damage.



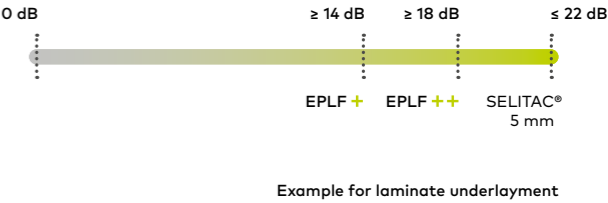
* only applies to laminate flooring

- EPLF + Minimum requirements EPLF/MMFA (Group 1)
- EPLF ++ Advanced requirements EPLF/MMFA (Group 1)
- MMFA + Minimum requirements MMFA (Groups 1 and 2)
- MMFA ++ Advanced requirements MMFA (Groups 1 and 2)

2. Improving living comfort

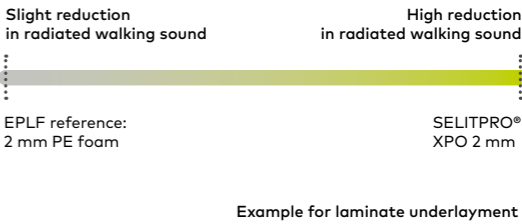
Impact sound reduction (IS)

The transmission of impact sound in neighbouring rooms and especially in the room below is generally referred to as walking sound. In conjunction with the flooring used, underlays can significantly reduce this walking sound.



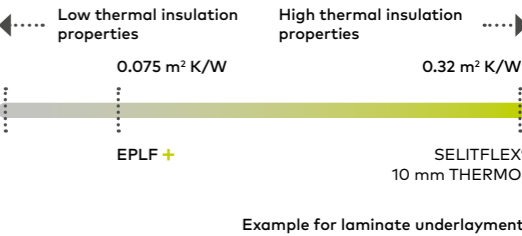
Radiated walking sound reduction (RWS)

The noise created by people walking in the same room is called radiated walking sound. The reason for such noise being relatively loud is the floor itself. Nonetheless, underlay can have a marked effect and can significantly reduce radiated walking sound.



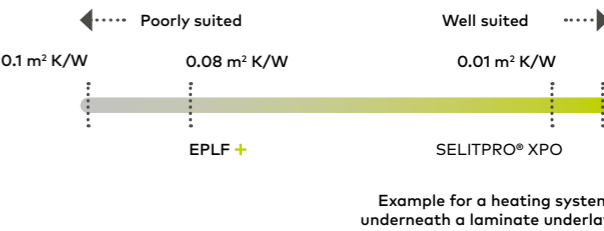
Thermal insulation (R_λ)

Laminate and vinyl flooring are regarded as cold to the touch and have relatively low heat insulation properties. Underlay can therefore significantly improve the heat insulation properties of such floors, improving living comfort by raising its surface temperature.



Floor heating (R_{λ'B})

Many floors are suitable for use on floor heating systems. A distinction is made between installing the heating system underneath the underlay (e.g. water heating) or above it (e.g. electric foil heating). In order to work efficiently and economically, the R-value of the underlay should be as low as possible in the first case (heating system underneath the underlay). In the second case (heating above the underlay), the R-value of the underlay should be as high as possible. This allows the floor heating system to work efficiently and economically. When installing the heating system underneath the underlay, the thermal resistance of the floor (floor + underlay) should not exceed the value of 0.15 m² K/W.



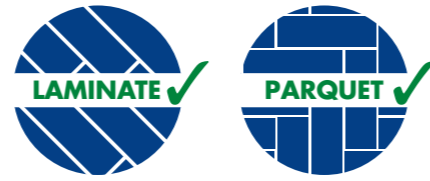
It`s all about the right underlayment

Wood flooring and laminate floors have become increasingly popular in recent years. They give your residents a cosy and homely atmosphere. Thanks to the click system, the installation is simple and can be carried out by experienced professionals as well as by unexperienced DIY enthusiasts. In order for the effort to be worthwhile and for the floor to be enjoyable for as long as possible, however, a suitable underlayment is indispensable.

In our range you will find different underlayment, adapted to the respective conditions of the substrate and the different requirements of the floor. Considering both, entry-level price classes and premium products, which set trends in the market.

We attach great importance to the high quality, health safety and application safety of our products. That is why we have had our premium underlayment certified by TÜV Rheinland. Functionality, quality, usability and production monitoring of our products have been thoroughly examined. The result: After having been awarded for the TÜV seal of approval, SELIT is the first and so far the only company that can offer a certified underlayment. Since healthy living is an increasingly important topic, our product range includes underlayment with the 'Blue Angel' for health-conscious living.

UNDERLAYMENT FOR WOOD FLOORING AND LAMINATE



High-performance polyolefin foam – superior radiated walking sound performance

SELITPRO[®] XPO series underlayment is made of high-performance polyolefin foam and boast superior radiated walking sound insulation values while also featuring excellent properties in terms of walking sound, compensation capacity and pressure resistance.

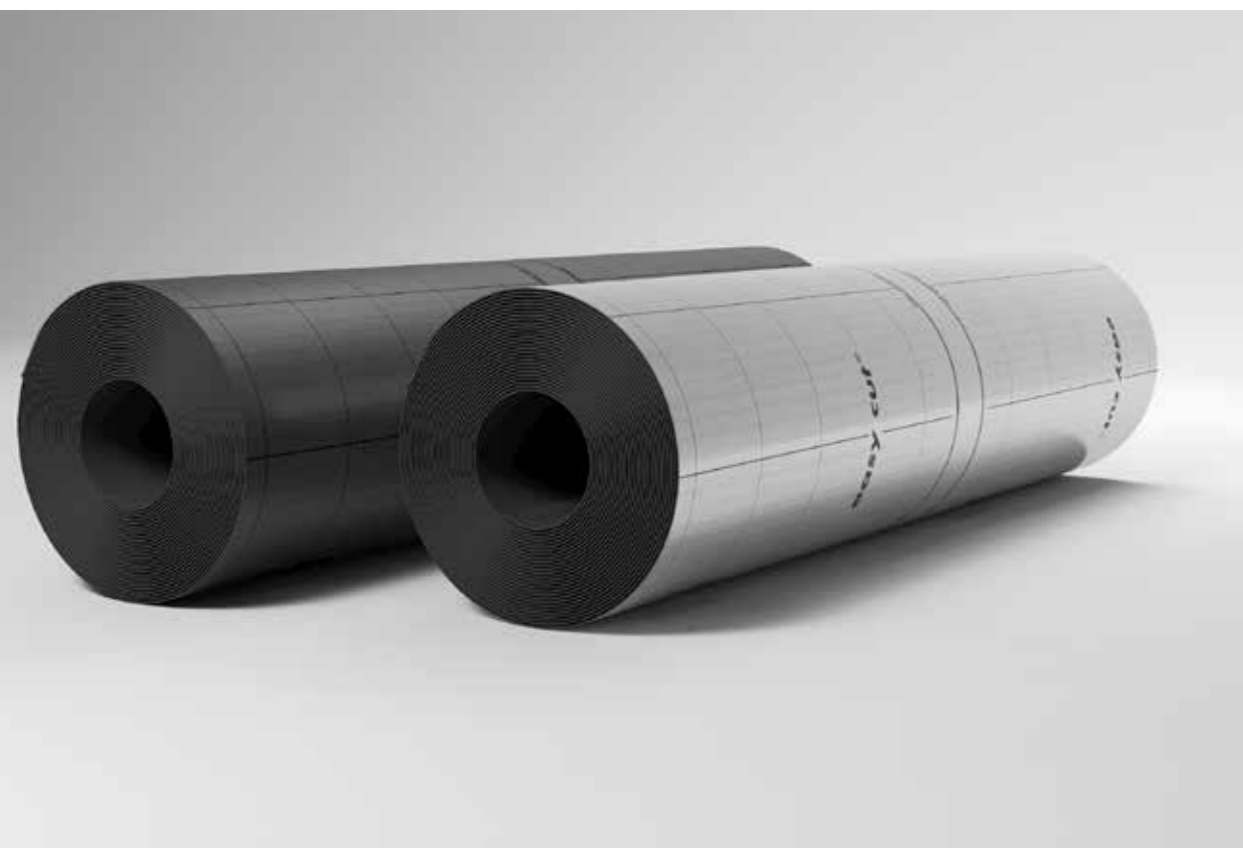
SELITPRO[®] XPO protects floors from damage in the long term and provides pleasant interior acoustics thanks to reducing radiated walking sound. When it comes to impact sound, reductions by up to 20 dB are possible – an excellent value that is particularly felt in the room below. Thanks to its low thermal resistance, SELITPRO[®] XPO is also perfectly suited for the use of floor heating.



Easy to cut!

Due to its flexible foam structure, the roll can be installed quickly and easily in long length and can be cut with ease.

SELITPRO[®] XPO underlay with AquaStop[™] protects the laminate or wood flooring on top from residual humidity emitted by the screed.



SELITPRO[®] XPO 1 mm AquaStop[™]

High-performance polyolefin foam underlay (XPO) with AquaStop[™]

- Maximum protection from falling objects and temporary loads
- Excellent radiated walking sound reduction
- Integrated moisture protection film for protection from residual humidity



With overlap and adhesive strips



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Item no.	Format	Content	Unit	EAN
70712	1 x 10 m	10 m ²	9 rolls	4002245707122

SELITPRO[®] XPO 2 mm

High-performance polyolefin foam underlay (XPO)

- Excellent indoor acoustics thanks to superior radiated walking sound values
- Highly pressure resistance for maximum strength
- Ideally for floor heating



www.blauer-engel.de/uz156

Item no.	Format	Content	Unit	EAN
70710	1 x 10 m	10 m ²	24 rolls	4002245707108

SELITPRO[®] XPO 2 mm AquaStop[™]

High-performance polyolefin foam underlay (XPO) with AquaStop[™]

- Excellent indoor acoustics thanks to superior radiated walking sound values
- Highly pressure resistance for maximum strength
- Integrated moisture protection film for protection from residual humidity



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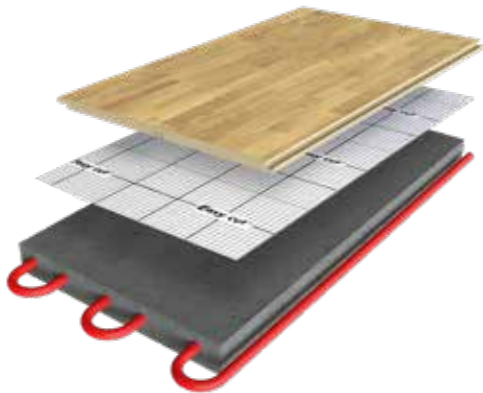
Item no.	Format	Content	Unit	EAN
70711	1 x 10 m	10 m ²	24 rolls	4002245707115



Perfect floor system for cosy warmth

Flooring significantly contributes to a cosy and comfortable living environment. Floor heating supports this function and is becoming more and more popular. Additionally, combined kitchen/dining areas and open-concept kitchens promote togetherness in the family and distribute the general requirements for a floor's durability across the entire living area.

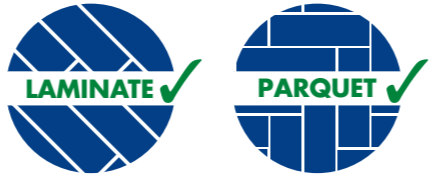
Our SELITPRO® XPO range is ideally suited for floor heating and withstands daily loads in all living areas. This markedly improves living comfort and reliably protects the floor.



Technical data SELITPRO® XPO according to EN 16354

	SELITPRO® XPO 1 mm AquaStop™	SELITPRO® XPO 2 mm	SELITPRO® XPO 2 mm AquaStop™
Punctual conformability (PC)	up to 0.5 mm	up to 1 mm	up to 1 mm
Compressive strength (CS)	≥ 200 kPa	≥ 120 kPa	≥ 120 kPa
Compressive creep (CC)	≥ 10 kPa	≥ 25 kPa	≥ 25 kPa
Dynamic load (DL ₂₅)	≥ 100,000 cycles	≥ 1,000,000 cycles	≥ 1,000,000 cycles
Resistance to large ball (RLB)	≥ 125 cm	≥ 120 cm	≥ 120 cm
Water vapour diffusion resistance (SD)	≥ 100 m	–	≥ 100 m
Thermal resistance (R)	~ 0.03 m²K/W	~ 0.04 m²K/W	~ 0.04 m²K/W
Impact sound reduction (IS)	up to 19 dB	up to 20 dB	up to 20 dB
Reaction to fire (RTF)	E _{fl}	E _{fl}	E _{fl}
Suitability for floor heating	Yes, if floor R ≤ 0.12 m²K/W (e.g. 12 mm laminate, 14 mm parquet)	Yes, if floor R ≤ 0.11 m²K/W (e.g. 12 mm laminate, 14 mm parquet)	Yes, if floor R ≤ 0.11 m²K/W (e.g. 12 mm laminate, 14 mm parquet)
Meets all minimum requirements of the EPLF and the MMFA (group 1)	✓	✓	✓
Meets the advanced requirements of the EPLF and the MMFA (group 1)	✗	✓	✓

SELITAC®

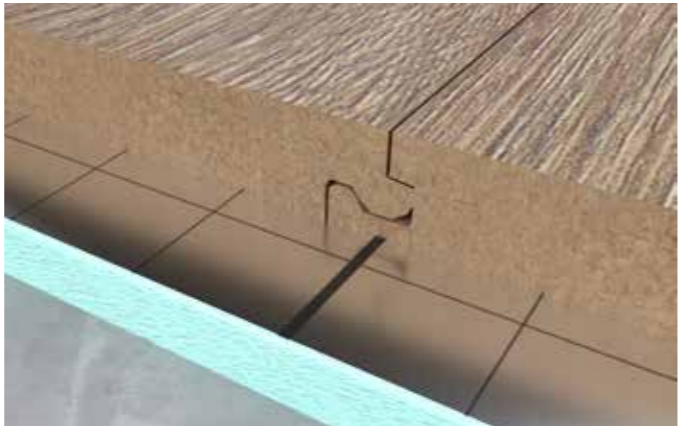
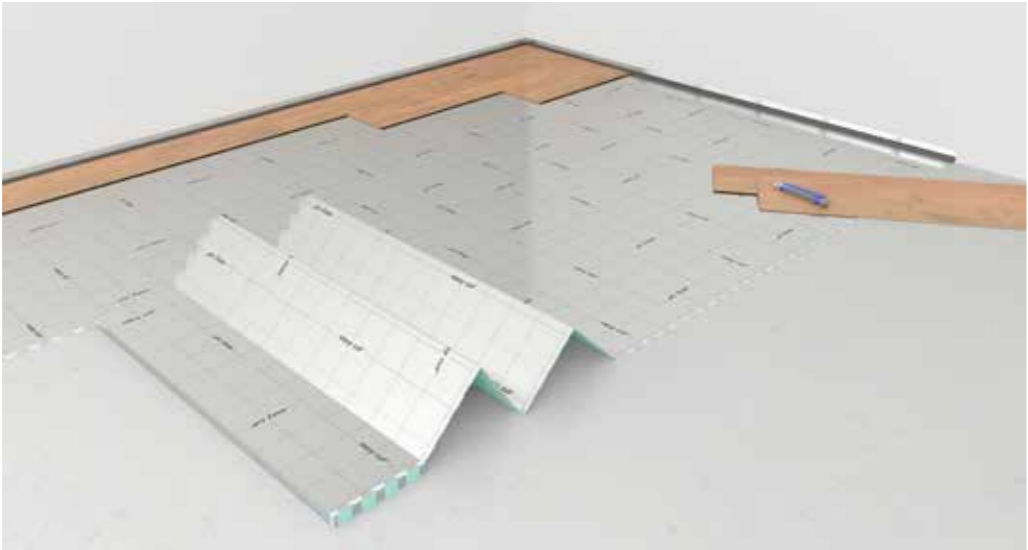


Excellent performance data thanks to highly pressure resistant polystyrene foam

The SELITAC® series ranges among our premium products. Its highly pressure resistant extruded polystyrene foam guarantees lasting quality and excellent performance data.

SELITAC® is available in three thicknesses and reliably protects your floor from damage due to high stress from walking or heavy furniture as well as falling objects.

All SELITAC® series are TÜV tested and were awarded the 'Blue Angel' label.



SELITAC® 2.2 mm



For low installation height

- High load capacity
- Reduces radiated walking and impact sound
- Suitable for floor heating



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Functionality
Quality
Usability
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ID 0000054116

Item no.	Format	Content	Unit	EAN
70678	1 x 25 m	25 m²	13 rolls	4002245706781

SELITAC® 2.2 mm



For low installation height

- High load capacity
- Reduces radiated walking and impact sound
- Suitable for floor heating



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Functionality
Quality
Usability
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ID 0000054116

Item no.	Format	Content	Unit	EAN
70676	1.25 x 12 m	15 m²	27 pcs.	4002245706767

SELITAC® 2.2 mm AquaStop™



For low installation height – with AquaStop™

- High load capacity
- Reduces radiated walking and impact sound
- Protection from creeping moisture



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Functionality
Quality
Usability
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ID 0000054116

Item no.	Format	Content	Unit	EAN
70653	1.2 x 12.5 m	15 m²	27 pcs.	4002245706538

SELITAC® 2.2 mm AquaStop™



Incl. tape

For low installation height – with AquaStop™

- High load capacity
- Reduces radiated walking and impact sound
- Easy to install thanks to easy click+™ contour
- Protection from creeping moisture



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ID 0000054116

Item no.	Format	Content	Unit	EAN
70665	1.2 x 11.5 m	13.8 m²+tape	21 Sets	4002245706651

SELITAC® 3 mm



Ideal for poorly soundproofed rooms

- High load capacity
- Efficient protection from falling objects
- Very high impact sound reduction



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Functionality
Quality
Usability

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Item no.	Format	Content	Unit	EAN
70688	1.25 × 8.5 m	10.63 m ²	27 pcs.	4002245706880

SELITAC® 3 mm AquaStop™



Ideal for poorly soundproofed rooms – with AquaStop™

- High load capacity
- Very high impact and radiated walking sound reduction
- Easy to install thanks to easy click+™ contour
- Protection from creeping moisture

Incl. tape



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Functionality
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Usability

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Item no.	Format	Content	Unit	EAN
70683	1.2 × 8.5 m	10.2 m ² + Tape	21 Sets	4002245706835

SELITAC® 5 mm

Ideal for cold floors

- Optimum compensation of unevenness
- High impact and radiated walking sound reduction
- Reliable heat insulation



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Functionality
Quality
Usability

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Item no.	Format	Content	Unit	EAN
70650	0.8 × 6.25 m	5 m ²	40 pcs.	4002245706507

SELITAC® 5 mm AquaStop™

Ideal for cold floors – with AquaStop™

- Optimum compensation of unevenness
- High impact and radiated walking sound reduction
- Reliable thermal insulation
- Protection from creeping moisture



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Functionality
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Usability

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ID 0000054116

Item no.	Format	Content	Unit	EAN
70661	0.8 × 6.25 m	5 m ²	40 pcs.	4002245706613

Technical data SELITAC® according to EN 16354

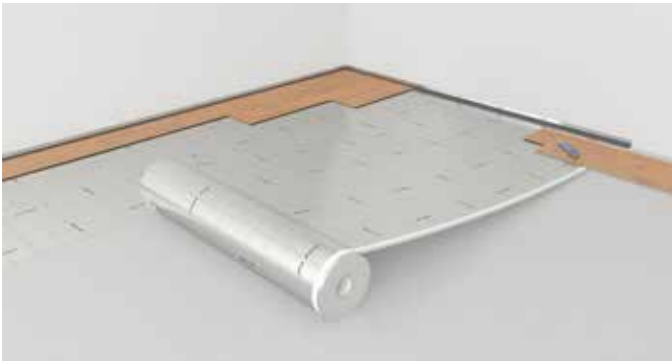
	SELITAC® 2.2 mm	SELITAC® 3 mm	SELITAC® 5 mm
	SELITAC® 2.2 mm AquaStop™	SELITAC® 3 mm AquaStop™	SELITAC® 5 mm AquaStop™
Punctual conformability (PC)	up to 1.5 mm	up to 2.5 mm	up to 4.0 mm
Compressive strength (CS)	≥ 90 kPa	≥ 90 kPa	≥ 90 kPa
Compressive creep (CC)	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa
Dynamic load (DL ₂₅)	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles
Resistance to large ball (RLB)	≥ 120 cm	≥ 140 cm	≥ 140 cm
Water vapour diffusion resistance (SD)	– ≥ 100 m	– ≥ 100 m	– ≥ 100 m
Thermal resistance (R)	– 0.07 m ² K/W	– 0.10 m ² K/W	– 0.15 m ² K/W
Impact sound reduction (IS)	up to 20 dB	up to 22 dB	up to 22 dB
Reaction to fire (RTF)	E _{fl}	E _{fl}	E _{fl}
Suitability for floor heating	Yes, if floor R ≤ 0.08 m ² K/W (e.g. 10 mm laminate, 12 mm parquet)	✗	✗
Meets all minimum requirements of the EPLF and the MMFA (group 1)	✓	✓	✓
Meets the advanced requirements of the EPLF and the MMFA (group 1)	✓	✓	✓



Ideal for new buildings and basements

All SELITFLEX® series products are equipped with AquaStop™ making them ideal for new buildings and basements as well as the use of levelling compound.

These products made from extruded polystyrene foam boast excellent impact and radiated walking sound insulation properties as well as high pressure resistance.



Easy to cut!



SELITFLEX® 1.6 mm AquaStop™



Ideal for floor heating

- Very high impact sound reduction
- Very high radiated walking sound reduction
- Protection from creeping moisture

With overlap and adhesive strips



Functionality
Quality
Usability
www.tuv.com
ID 0000054116

Item no.	Format	Content	Unit	EAN
70218	1.2 x 15 m	18 m²	21 pcs.	4002245702189



SELITFLEX® 3 mm AquaStop™



Good protection from moisture damage

- Compensates slight unevenness
- Very high impact and radiated walking sound reduction
- Protection from creeping moisture

With overlap and adhesive strips



Functionality
Quality
Usability
www.tuv.com
ID 0000054116

Item no.	Format	Content	Unit	EAN
70617	1 x 18 m	18 m²	12 rolls	4002245706170

SELITFLEX® 3 mm AquaStop™



Good protection from moisture damage

- Compensates slight unevenness
- Very high impact and radiated walking sound reduction
- Protection from creeping moisture

With overlap and adhesive strips



Functionality
Quality
Usability
www.tuv.com
ID 0000054116

Item no.	Format	Content	Unit	EAN
70211	1.2 x 8.5 m	10.2 m²	21 pcs.	4002245702110

SELITFLEX® 10 mm THERMO



Ideally suited to insulate cold floors

- Energy-saving panel for up to 30% less heat loss
- Excellent protection from falling objects
- Compensates unevenness

Incl. tape



Functionality
Quality
Usability
www.tuv.com
ID: 0000054116

Item no.	Format	Content	Unit	EAN
70619	0,5 x 1,2 m	6 m² + Tape	8 Sets	4002245706194

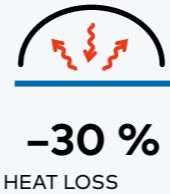
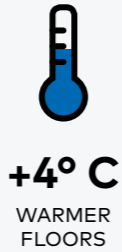
Thermo-Set to save energy

Thanks to its thickness of 10 mm, SELITFLEX® THERMO is ideal for use with cold floors. It insulates reliably and raises the temperature of floors by up to 4°C. As an energy-saving panel, it reduces heat loss by up to 30%, contributing to a reduction in energy and heating costs.

Especially with cold floors, e.g. in basements, professional insulation against moisture is particularly important. To provide the latter and make its installation by customers as easy as possible, the AquaStop™ film surface already comes with moisture protection. Joints are insulated using the included aluminium insulation tape.



SELITFLEX® 10 mm THERMO



Technical data SELITFLEX® according to EN 16354

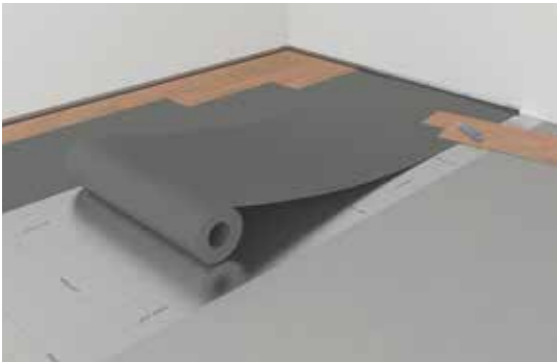
	SELITFLEX® 1.6 mm AquaStop™	SELITFLEX® 3 mm AquaStop™	SELITFLEX® 10 mm THERMO
Punctual conformability (PC)	up to 1 mm	up to 2.5 mm	up to 6 mm
Compressive strength (CS)	≥ 60 kPa	≥ 25 kPa	≥ 25 kPa
Compressive creep (CC)	≥ 5 kPa	≥ 2 kPa	≥ 5 kPa
Dynamic load (DL ₂₅)	≥ 100,000 cycles	≥ 10,000 cycles	≥ 100,000 cycles
Resistance to large ball (RLB)	≥ 90 cm	≥ 140 cm	≥ 140 cm
Water vapour diffusion resistance (SD)	≥ 100 m	≥ 100 m	≥ 100 m
Thermal resistance (R)	~ 0.06 m²K/W	~ 0.10 m²K/W	~ 0.32 m²K/W
Impact sound reduction (IS)	up to 20 dB	up to 20 dB	up to 20 dB
Reaction to fire (RTF)	E _{fl}	E _{fl}	E _{fl}
Suitability for floor heating	Yes, if floor R ≤ 0.09 m²K/W (e.g. 12 mm laminate, 14 mm parquet)	✗	✗
Meets all minimum requirements of the EPLF and the MMFA (group 1)	✓	✓	✓
Meets the advanced requirements of the EPLF and the MMFA (group 1)	✗	✗	✗

BASIC



Ideal for basic applications

BASIC underlay is ideal for use in rooms that don't see a lot of traffic. It is available in rolls, protects the floor from stress and reduces impact sound. Thanks to its low height, BASIC underlay is also suitable for low installation heights.




BASIC 1.6 mm



Protects flooring from daily loads

- Suitable for basic applications
- Compensates unevenness up to 0.5 mm
- Suitable for floor heating

Item no.	Format	Content	Unit	EAN
70703	1 x 20 m 	20 m²	20 rolls	4002245707030



Technical data BASIC

according to EN 16354

	BASIC 1.6 mm
Punctual conformability (PC)	up to 0.5 mm
Compressive strength (CS)	≥ 60 kPa
Compressive creep (CC)	≥ 5 kPa
Dynamic load (DL ₂₅)	≥ 100,000 cycles
Resistance to large ball (RLB)	≥ 50 cm
Water vapour diffusion resistance (SD)	–
Thermal resistance (R)	– 0.046 m²K/W
Impact sound reduction (IS)	up to 17 dB
Reaction to fire (RTF)	E _{fi}
Suitability for floor heating	yes
Meets all minimum requirements of the EPLF and the MMFA (group 1)	✓
Meets the advanced requirements of the EPLF and the MMFA (group 1)	✗



UNDERLAYMENT FOR VINYL CLICK FLOORING

What's beneath the surface is important

The vinyl click flooring market has been growing steadily during the last years. A variety of patterns, textures and colours are available on the market. The vinyl click floorboards, LVT, SPC and rigid floors are easy to install thanks to click connection. That makes the flooring interesting for do-it-yourself enthusiasts, especially since it can also be used in damp rooms and on existing floor coverings.

Moreover, as vinyl click floorboards are usually thinner and more flexible than laminate floors and their click connection is more delicate, the underlay is very important.

The SELITBLOC® underlay for vinyl click flooring has been specially developed for these requirements. They protect the vinyl click floor from damage to the click joint caused by uneven flooring due to minor unevenness in the subfloor.

They also prevent these uneven areas from becoming apparent in the thin vinyl click floor (telegraphing effect). The anti-slip surface (GripTec®) prevents the boards from slipping and the joints from opening.

Vinyl click floors are generally regarded as "quiet" floors. This is certainly correct for walking sounds, but not for impact sound. Due to the basic nature of the surface, the sound is absorbed and the walking sound in the room itself is perceived as a lot more quiet. In the room below, however, the noise is clearly unpleasant when heard. This sound is called impact sound. An insulating underlayment can have wondrous effects on that. This is where SELITBLOC® comes in and, by improving the sound properties, increases living comfort even in spaces below rooms with vinyl click floors.

The underlayment of the SELITBLOC® series are suitable for all floating LVT, SPC, rigid, vinyl and design floors with click system.



The ideal underlay for vinyl click flooring

SELITBLOC® is the ideal underlay for modern vinyl click flooring such as LVT, SPC and Rigid. With its pressure resistant foam core, it reliably protects the floor from damage. It also reduces the risk of the subfloor, such as tile joints, becoming visible in the subfloor. Despite their low material thickness, these underlays made of extruded polystyrene or polyolefin provide very good sound insulation values, particularly in terms of impact sound. Underlays with GripTec® surfaces prevent the individual tiles from shifting and thus the joints from opening up.

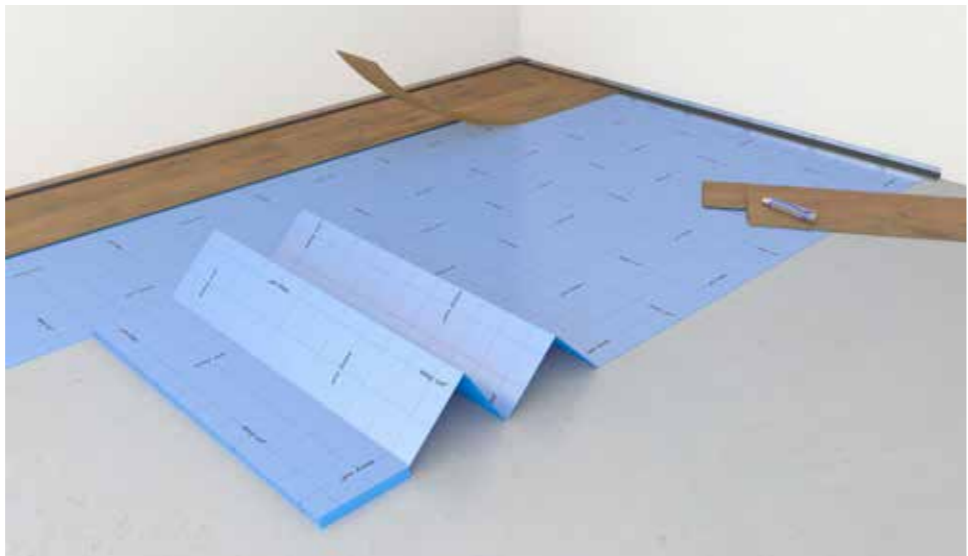
SELITBLOC® ULTRA even provides underlay-ment with a particularly high compressive strength of 1,000 kPa that is commonly used for special-purpose flexible vinyl click flooring.

Awarded with the 'Blue Angel'



www.blauer-engel.de/uz156

- low emissions
- low pollutant content



SELITBLOC® ULTRA 1 mm

High-performance polyolefin foam underlay (XPO)

- Extreme compressive strength of 1,000 kPa for maximum resistance
- Efficient impact and radiated walking sound reduction
- Ideally for floor heating
- Plasticiser resistant, thus suitable for all vinyl click floorings



Item no.	Format	Content	Unit	EAN
70794	1 x 10 m	10 m²	5 rolls	4002245707948



SELITBLOC® 1 mm



High-pressure stability and resilience

- Protection against damage
- Reliably compensates for unevenness and protects against telegraphing
- Efficient impact sound reduction



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Usability

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Item no.	Format	Content	Unit	EAN
70634	1.2 x 12.5 m	15 m²	27 pcs.	4002245706347

SELITBLOC® 1 mm GripTec®



Highly pressure-resistant and resilient – with AquaStop™

- Protection against damage
- Efficient impact sound reduction
- Anti-slip GripTec® surface prevents boards from slipping
- Reliably compensates for unevenness and protects against telegraphing



Incl. tape

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Functionality
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Usability

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ID 0000054116

Item no.	Format	Content	Unit	EAN
70638	1.2 x 12.5 m	15m² + Tape	27 pcs.	4002245706385

SELITBLOC® 1.5 mm



Highly pressure-resistant and resilient

- Protection against damage
- Reliably compensates for unevenness and protects against telegraphing
- Efficient impact sound reduction



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Functionality
Quality
Usability

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ID 0000054116

Item no.	Format	Content	Unit	EAN
70636	1.2 x 8.5 m	10.2 m²	27 pcs.	4002245706361

SELITBLOC® 1.5 mm GripTec®



High compressive strength and load resistance – mit AquaStop™

- Protection against damage
- Efficient impact sound reduction
- Anti-slip GripTec® surface prevents boards from slipping
- Reliably compensates for unevenness and protects against telegraphing



Incl. tape

www.blauer-engel.de/uz156



Functionality
Quality
Usability

www.tuv.com
ID 0000054116

Item no.	Format	Content	Unit	EAN
70637	1.2 x 8.5 m	10.2 m²+Tape	27 pcs.	4002245706378

Technical data SELITBLOC® according to EN 16354

	SELITBLOC® ULTRA 1 mm	SELITBLOC® 1 mm	SELITBLOC® 1 mm GripTec®	SELITBLOC® 1.5 mm	SELITBLOC® 1.5 mm GripTec®
Punctual conformability (PC)	up to 0,5 mm	up to 0.5 mm	up to 0.5 mm	up to 1 mm	up to 1 mm
Compressive strength (CS)	≥ 1,000 kPa	≥ 400 kPa	≥ 500 kPa	≥ 400 kPa	≥ 500 kPa
Compressive creep (CC)	≥ 35 kPa	≥ 25 kPa	≥ 35 kPa	≥ 25 kPa	≥ 35 kPa
Dynamic load (DL ₇₅)	≥ 250.000 cycles	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles
Friction coefficient μ_d (ISO 8295)	–	–	≥ 0.8	–	≥ 0.8
Water absorption (EN 12087)	≤ 1 %	≤ 1 %	≤ 1 %	≤ 1 %	≤ 1 %
Water vapour diffusion resistance (SD)	–	–	≥ 100 m	–	≥ 100 m
Thermal insulation value (R)	~ 0.03 m²K/W	~ 0.03 m²K/W	~ 0.03 m²K/W	~ 0.04 m²K/W	~ 0.04 m²K/W
Impact sound reduction (IS)	up to 17 dB	up to 18 dB	up to 18 dB	up to 20 dB	up to 20 dB
Reaction to fire (RTF)	E _{fl}	E _{fl}	E _{fl}	E _{fl}	E _{fl}
Suitability for floor heating	Yes, if floor R ≤ 0.12 m²K/W	Yes, if floor R ≤ 0.12 m²K/W	Yes, if floor R ≤ 0.12 m²K/W	Yes, if floor R ≤ 0.11 m²K/W	Yes, if floor R ≤ 0.11 m²K/W
Meets all minimum requirements of the MMFA (groups 1 and 2)	✓	✓	✓	✓	✓
Meets the advanced requirements of the MMFA (groups 1 and 2)	✓	✗	✓	✗	✓

ENVIRONMENTALLY FRIENDLY UNDERLAYMENT



100 %
recyclable
product

60 %
recycled and
bio-based
raw material

100 %
recyclable
packaging

100 %
certified
waste paper

30 %
recycled
film

Our most sustainable product line

To account for the increased demand for sustainable produced and resource-friendly building products and to fulfil our responsibility for people and the environment, we have introduced the SELITeco® product range.

In January of 2024, the series received a complete overhaul. To treat our resources even more gently, we have replaced the majority of primary raw material with recycled and bio-based raw material, without any compromises in performance.

Polystyrene is used as a mono-material, which makes the products 100% recyclable and suitable for circular economy. It is manufactured using renewable energy. Even the packaging is 100% recyclable and contains recycled material. The film consists of 30% recycled material and the product insert is made from 100% FSC®-certified waste paper.



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MADE FOR

CIRCULARITY

RESOURCE-FRIENDLY
Use of regranulate to reduce primary resources; 100% of waste foam returned to the production process

BIO-BASED
With ISCC+ certified, regrowing raw material

100% SUITABLE FOR CIRCULAR ECONOMY
100% recyclable thanks to mono-material for product and packaging

SUSTAINABLE PACKAGING
100% recycled FSC paper; film contains at least 30% recycled material

SAFE FOR HEALTH
Free from plasticisers, formaldehyde and other other toxins; 'Blue Angel' certified

CLIMATE-FRIENDLY
Reduces carbon footprint by at least 20%; produced with renewable energy

100% recyclable product

60% recycled and bio-based raw materials

100% recyclable packaging

100% certified waste paper

30% recycled film

ECO CLASS

SELITeco® 1.5 mm Vinyl

Especially suited for vinyl click flooring

- 60% bio-based and recycled raw material
- Sustainably produced and packed
- Resource- and climate-friendly
- Excellent acoustic and load values
- Optimum compensation of unevenness



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ESPECIALLY SUITED FOR VINYL FLOORING

Item no.	Format	Content	Unit	EAN
70798	1.2 × 6 m	7.2 m²	42 pcs.	4002245707986

SELITeco® 2 mm

For low installation height

- 60% bio-based and recycled raw material
- Sustainably produced and packed
- Resource- and climate-friendly
- Excellent acoustic and load values



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Item no.	Format	Content	Unit	EAN
70795	1.2 × 12.5 m	15 m²	27 pcs.	4002245707955

SELITeco® 3.5 mm

Ideal for poorly soundproofed rooms

- 60% bio-based and recycled raw material
- Sustainably produced and packed
- Resource- and climate-friendly
- Excellent acoustic and load values



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Item no.	Format	Content	Unit	EAN
70796	1.2 × 8.5 m	10.2 m²	27 pcs.	4002245707962

SELITeco® 5 mm

Ideal for cold floors

- 60% bio-based and recycled raw material
- Sustainably produced and packed
- Resource- and climate-friendly
- Optimum compensation of unevenness
- Reliable heat insulation



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Item no.	Format	Content	Unit	EAN
70797	0.8 × 7.5 m	6 m²	34 pcs.	4002245707979



SELITeco® 2 mm Cork

Ideal for existing wood floors

Made from natural cork, a regrowing raw material

Protects from loads

Suitable for floor heating

LAMINATE ✓

PARQUET ✓



Item no.	Format	Content	Unit	EAN
70607	1 x 15 m 	15 m²	4 rolls	4002245706071

SELITeco® 5 mm Wood Fibre

Ideal for existing wood floors

Made from regrowing raw material

Protects from loads

Well suited as an intermediate layer on existing wood subflooring

LAMINATE ✓

PARQUET ✓





By sourcing PEFC, SELIT Dämmtechnik GmbH is supporting sustainably managed forests globally
PEFC04-31-3628 www.pefc.de

Item no.	Format	Content	Unit	EAN
70609	59 x 79 cm 	7 m²	26 pcs.	4002245706095

Technical data SELITeco® according to EN 16354

	UNDERLAY VINYL CLICK FLOORING					
	SELITeco® 1.5 mm Vinyl	SELITeco® 2 mm	SELITeco® 3.5 mm	SELITeco® 5 mm	SELITeco® 2 mm Cork	SELITeco® 5 mm Wood Fibre
Punctual conformability (PC)	up to 1.0 mm	up to 1.5 mm	up to 2.5 mm	up to 4.0 mm	up to 0.5 mm	up to 1.0 mm
Compressive strength (CS)	≥ 400 kPa	≥ 90 kPa	≥ 90 kPa	≥ 90 kPa	≥ 90 kPa	≥ 90 kPa
Compressive creep (CC)	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa
Dynamic load (DL ₂₅ / DL ₇₅)	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles	≥ 100,000 cycles	≥ 100,000 cycles
Resistance to large ball (RLB)	–	≥ 120 cm	≥ 140 cm	≥ 140 cm	≥ 50 cm	≥ 90 cm
Water vapour diffusion resistance (SD)	–	–	–	–	–	–
Thermal resistance (R)	~ 0.04 m²K/W	~ 0.07 m²K/W	~ 0.10 m²K/W	~ 0.15 m²K/W	~ 0.04 m²K/W	~ 0.075 m²K/W
Impact sound reduction (IS)	up to 20 dB	up to 20 dB	up to 22 dB	up to 22 dB	up to 17 dB	up to 19 dB
Reaction to fire (RTF)	E _{fl}	E _{fl}	E _{fl}	E _{fl}	E _{fl}	E _{fl}
Suitability for floor heating	Yes, if floor R ≤ 0.11 m²K/W (e.g. Laminate up to approx. 8 mm)	Yes, if floor R ≤ 0.08 m²K/W (e.g. Laminate up to approx. 10 mm)	✗	✗	Yes, if floor R ≤ 0.108 m²K/W (e.g. Laminate up to approx. 8 mm)	Yes, if floor R ≤ 0.075 m²K/W (e.g. Laminate up to approx. 8 mm)
Meets all minimum requirements of the EPLF and the MMFA (group 1)*	✓	✓	✓	✓	✓	✓
Meets the advanced requirements of the EPLF and the MMFA (group 1)**	✗	✓	✓	✓	✗	✗

*For SELITeco® 1,5 mm Vinyl: Meets all minimum requirements of the MMFA (groups 1 and 2)
**For SELITeco® 1,5 mm Vinyl: Meets the advanced requirements of the MMFA (groups 1 and 2)



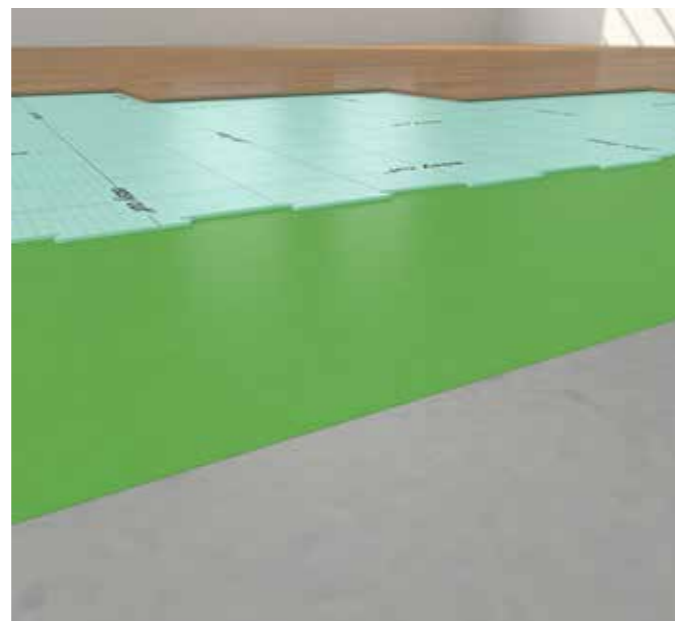
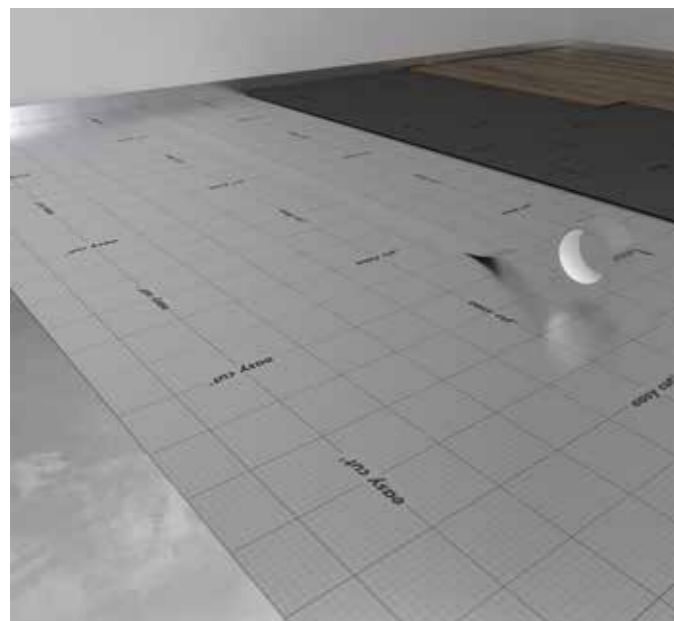
Comprehensive accessories for moisture protection conforming to standards

The SELITstop® series accessories are indispensable for professional installation and moisture protection conforming to standards.

In rooms with residual moisture in the screed, the floor is either protected by underlay with AquaStop™ function or an additional moisture protection film. For gapless moisture protection, however, one also needs to insulate joints and areas where the film butts up against walls. The latter is the crucial spot: Moisture finds its way and creeps up the walls little by little. In an favourable environment, this results in mould behind and on the skirting.

This is where the SELITstop® principle comes in: Thanks to AquaStop™ these products block moisture from creeping at the floor and wall butt joints.

Our sustainable SELITstop® PE vapour barrier was awarded the 'Blue Angel' label and is made from 100% recycled material.



■ SELITstop® aluminium insulation tape / SELITstop® comfort moisture protection

■ SELITstop® PE vapour barrier

SELITstop® Comfort Vapour Barrier



AquaStop™ film – highly efficient moisture protection

- Protection from creeping residual moisture
- Sturdy thanks to fleece back
- Required on mineral subfloors
- With easy cut™ grid for accurate trimming



Item no.	Format	Content	Unit	EAN
70480	1 x 26 m	26 m²	4 rolls	4002245704800

SELITstop® PE Vapour Barrier



Protects from moisture

- Vapour barrier film made of 100% recycled material
- Protection from creeping moisture
- Required on mineral subfloors



www.blauer-engel.de/uz30a



Item no.	Format	Content	Unit	EAN
70169	2 x 13 m	26 m²	4 rolls	4002245701694

SELITstop® Moulding Protection Belt

Sturdy insulation tape for wall connection areas – Protects from residual moisture

- Protects skirting and floors from creeping residual moisture
- Prevents mould on skirting
- With flex angles and guide lines for ease of use



Item no.	Format	Content	Unit	EAN
70166	7.5 cm x 20 m	20 m	10 pcs.	4002245701663

SELITstop® Aluminium-Foil Sealing Tape

Self-adhesive – ideal for impacts and joints

- Efficient moisture protection
- To tape (wall) butt joints
- Also suitable to affix insulation underlay



Item no.	Format	Content	Unit	EAN
70161	50mm x 50m	50 m	30 rolls	4002245701618

Product overview

●●●●○ = very good

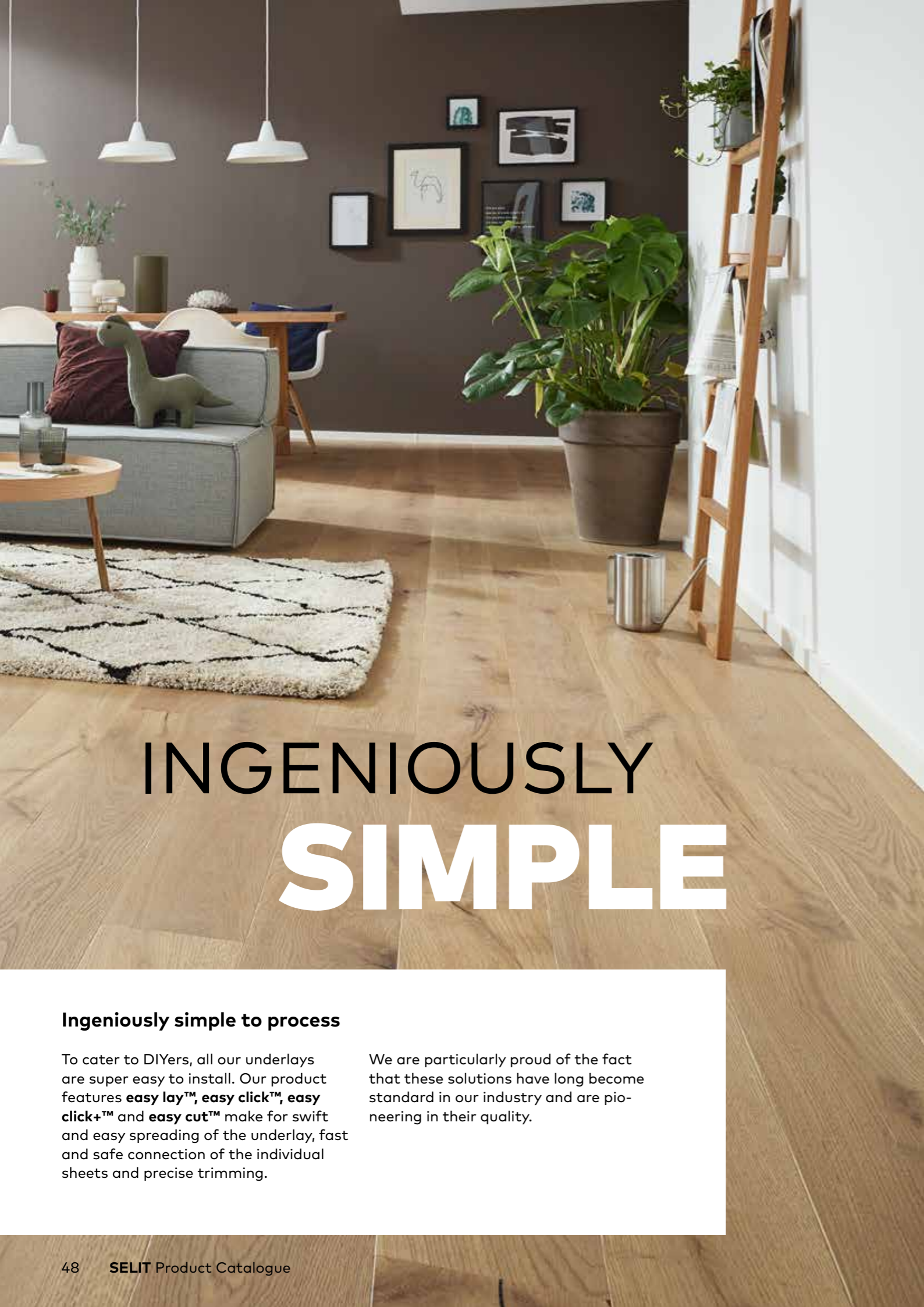
●●○○○ = minimum requirement

ooooo = unsuitable

✓ = existing
✗ = non-existing

FOR PARQUET / LAMINATE										<div><div>LAMINATE</div><div>PARQUET</div></div>									
	SELITPRO [®] XPO		SELITAC [®]			SELITFLEX [®]			BASIC 1.6 mm	SELITeco [®]									
	1 mm AquaStop™	2 mm AquaStop™	2.2 mm AquaStop™	3 mm AquaStop™	5 mm AquaStop™	1.6 mm AquaStop™	3 mm AquaStop™	10 mm THERMO		2 mm	3.5 mm	5 mm	2 mm Cork	5 mm Wood Fibre					
DL, CC, CS	●●●○○	●●●●●+	●●●●●	●●●●●	●●●●●	●●●○○	●●○○○	●●●○○	●●●○○	●●●●●	●●●●●	●●●●●	●●●●○	●●●●○	<div><div>↓</div><div>↑↑↑</div><div>Protects from damage due to loads on uneven floors</div></div>	●●●●●	●●●○○	●●●●●	●●●○○
RLB	●●●●○	●●●●○	●●●●○	●●●●●	●●●●●	●●●○○	●●●●●	●●●●●	●●○○○	●●●●○	●●●●●	●●○○○	●●●●○	●●●●○	<div><div>↓</div><div>↑↑↑</div><div>Protects from marking of the substrate</div></div>	●●●●●	●●●○○	●●●●●	●●●○○
PC	●●○○○	●●●○○	●●●○○	●●●●○	●●●●●	●●●○○	●●●●○	●●●●●+	●●○○○	●●●○○	●●●●●	●●○○○	●●●●○	●●●●○	<div><div>↑</div><div>↓</div><div>Protects from loading, usage and open joints</div></div>	●●●○○	●●●○○	●●●○○	●●●●●
IS	●●●●○	●●●●○	●●●●○	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●○○○	●●●●○	●●●●○	●●○○○	●●●●○	●●●●○	<div><div>↓</div><div>↑</div><div>Reduces radiated walking sounds in the same room</div></div>	●●●●○	●●●●●	●●●●●	●●●●●
RWS	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●○○	●●●○○	●●●○○	●●○○○	●●●●○	●●●●○	●●○○○	●●●●○	●●●●○	<div><div>↓</div><div>↑</div><div>Reduces impact sound in the room underneath</div></div>	●●●●○	●●●○○	●●●●●	●●●○○
R _α	○○○○○	○○○○○	●○○○○	●●●○○	●●●●○	○○○○○	●●●○○	●●●●●+	○○○○○	●○○○○	●●●●○	○○○○○	●●●●○	●●●●○	<div><div>↓</div><div>↑</div><div>Shock-absorbing flooring structure</div></div>	●●●●●	●●●○○	●●●●●	●●●○○
R _{AB}	●●●●●	●●●●●	●●●○○	○○○○○	○○○○○	●●●●●	○○○○○	○○○○○	●●●●●	●●●○○	○○○○○	●●●●○	●●●○○	●●●○○		●●●●●	●●●○○	●●●●●	●●●○○
easy lay	×	×	✓	✓	✓	✓	✓	×	×	✓	✓	✓	×	×		✓	✓	✓	×
easy click	×	×	✓	✓*	✓	×	×	×	×	×	×	×	×	×		×	×	×	×
easy click+	×	×	✓**	✓**	×	×	×	×	×	×	×	×	×	×		×	×	✓	×
easy cut	×	✓	✓	✓	✓	✓	✓	✓	×	✓	✓	×	×	×		×	✓	✓	✓

FOR LVT, SPC, RIGID					<div>LVT, SPC, RIGID</div>				
	SELITeco [®]	SELITBLOC [®]							
	1.5 mm Vinyl	1 mm GripTec®	1.5 mm GripTec®	ULTRA 1 mm					
DL, CC, CS	●●●●●	●●●○○	●●●●●	●●●○○	<div><div>↓</div><div>↑↑↑</div><div>Protects from damage due to loads on uneven floors</div></div>	●●●●●	●●●○○	●●●●●	●●●○○
RLB	●●●●●	●●●○○	●●●●●	●●●○○	<div><div>↓</div><div>↑↑↑</div><div>Protects from marking of the substrate</div></div>	●●●●●	●●●○○	●●●●●	●●●○○
PC	●●●○○	●●●○○	●●●○○	●●●○○	<div><div>↑</div><div>↓</div><div>Protects from loading, usage and open joints</div></div>	●●●○○	●●●○○	●●●○○	●●●●●
IS	●●●●○	●●●●○	●●●●○	●●●●○	<div><div>↓</div><div>↑</div><div>Reduces radiated walking sounds in the same room</div></div>	●●●○○	●●●○○	●●●○○	●●●●●
RWS	●●●●○	●●●●○	●●●●○	●●●●○	<div><div>↓</div><div>↑</div><div>Reduces impact sound in the room underneath</div></div>	●●●○○	●●●○○	●●●○○	●●●●●
R _α	●●●●○	●●●●○	●●●●○	●●●●○	<div><div>↓</div><div>↑</div><div>Shock-absorbing flooring structure</div></div>	●●●○○	●●●○○	●●●○○	●●●○○
R _{AB}	●●●●○	●●●●○	●●●●○	●●●●○		●●●○○	●●●○○	●●●○○	●●●○○
easy lay	✓	✓	✓	×	<div><div>↓</div><div>↑</div><div>Shock-absorbing flooring structure</div></div>	✓	✓	✓	×
easy click	×	×	×	×	<div><div>↓</div><div>↑</div><div>Shock-absorbing flooring structure</div></div>	×	×	×	×
easy click+	×	×	×	×	<div><div>↓</div><div>↑</div><div>Shock-absorbing flooring structure</div></div>	×	×	×	×
easy cut	×	✓	✓	×	<div><div>↓</div><div>↑</div><div>Shock-absorbing flooring structure</div></div>	×	✓	✓	✓



INGENIOUSLY SIMPLE

Ingeniously simple to process

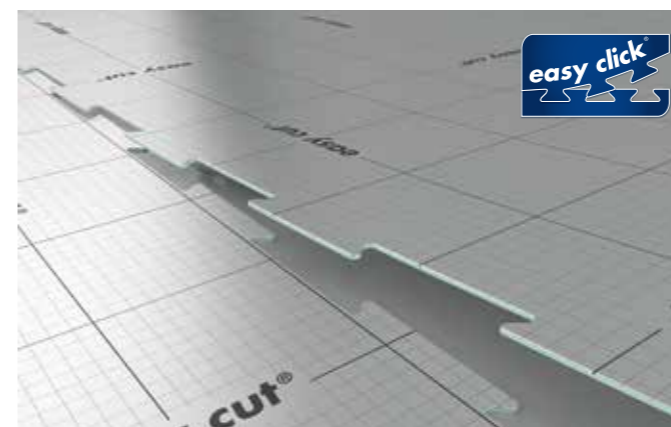
To cater to DIYers, all our underlays are super easy to install. Our product features **easy lay™**, **easy click™**, **easy click+™** and **easy cut™** make for swift and easy spreading of the underlay, fast and safe connection of the individual sheets and precise trimming.

We are particularly proud of the fact that these solutions have long become standard in our industry and are pioneering in their quality.



Easy to install as a folding panel

- + Particularly quick and easy to install
- + As long as a roll, flat position of a panel
- + Less butt joints to tape compared to panels



Secure connection with click system

- + Two-dimensional interlocking
- + No shifting of the individual panels
- + Particularly easy to tape (moisture protection)
- + Laying without sound bridges, cavities and overlaps



Easy to cut thanks to printed grid

- + Easy to cut using a cutter knife
- + No cutting aids necessary
- + High dimensional accuracy on doors and walls



Installation with optimised click system

- + Three-dimensional interlocking
- + No shifting of the individual panels
- + No opening of joints
- + Optimum installation without sound bridges, cavities and overlaps
- + Particularly easy to tape (moisture protection)

You can find additional information on installation in our new installation video on our YouTube channel:

 **YouTube** / SELIT Dämmtechnik GmbH

A well thought-out POS: Your success guarantee

The entire product range in a 2×2.70 m area

Today's Point of Sale (POS) face considerable challenges. Customers of DIY stores want to delve into a world of products, experience something, try and get inspired. Our POS concept takes these points up: Directly on the sales floor, we provide our customers with information and provide specific help when it comes to selecting the right product.



+ Surveys have shown that a large part of the purchase decision for underlayment is made back in the flooring department when customers select their flooring. This where our triangular sticker concept comes in: The sturdy PVC panel is stuck to a floor sample in the flooring department using a strong adhesive and sensitises the customer to the need for a suitable underlay. The matching underlay is placed directly under the triangular sticker – resulting in exemplary cross-selling.

Digital product advisor as web app



We transfer our POS to the customer's couch: With our web app product advisor, customers can find the right underlayment comfortably. Depending on user preference, the web app can also be used in the DIY store.

Employee training at your premises

We expertly train employees to make sure they are able to show your customers the right underlayment for the flooring they have selected. We go through typical product advise scenarios and work out possible sales talks.



Heavy-duty shelf at the Point of Sale

Top sign

A top sign is mounted in a well-visible spot on the top level of the heavy-duty shelf, providing orientation to the customer thanks to its good long-distance effect.

Displays

The displays guide customers to the right product, facilitating a shift purchase decision. The products themselves are numbered, so they can be found more easily later in the shelf.

Digital product advisor

The digital product advisor is a permanently installed tablet with smart product advice software. The customer scans the bar code of the floor they selected, answers a few questions and receives a product recommendation.

Traverse signs

The traverse signs which is mounted right next to the price label, helps the customer find and select the right product. The numbers are reproduced on the display, where the product is explained.

Awards promoting sales:

SELITBLOC® has received the label "very good" by the "Selbst ist der Mann" magazine in 2021.

One issue later, SELITPRO® XPO received the same award.

In 2023, the magazine "Heimwerker Praxis" awarded the SELITBLOC® 1.5 mm GripTec® with the rating "top class".





Subject to changes and errors.

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