



**SELIT**<sup>®</sup>  
Enjoy your flooring

# CATALOGUE 2021

Underlayment for floating flooring

# ENJOY YOUR FLOORING

"Our standard is a perfectly functioning floor system – that's what we want to achieve with every effort."



## Our mission

On closer consideration, underlayment serve for establishing the connection between the substrate and the floor covering as part of the floor system.

The great significance of an underlayment for the quality of living and the durability of the floor covering can only be seen when one devotes more attention to the topic. And this is exactly what we do day after day, and with a lot of passion.

Our incentive is to contribute to a perfectly functioning floor system with our products. A floor system that defies the daily challenges without compromises – for more enjoyment of the flooring.

Marco Seitner  
Managing Director SELIT



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# Quality and durability that set us apart

For 40 years, the name SELIT stands for synthetic foams at the highest quality level. Over the years, we have perfected our process technology and developed into a specialist for underlayment of floating floors.

A sustainable and ecologically aware approach to production and administration are key factors of SELIT's business development.

We combine ecological, economic and social sustainability. By introducing an energy management as per DIN EN ISO 50001, SELIT has already implemented a more efficient use of energy resources in the company than those that are requested for a sustainable use of resources today.

Thanks to a state-of-the-art recycling system, production-related foam waste is shredded, melted and returned to the production process as regranulate fully automatically since 2003. All employees are involved and participate in this resource-saving philosophy.

We also pay attention to the ecological friendliness of our products. We only use materials that are as less as possible harmful to the environment. As hidden helpers for the living environment, our low-emission underlayment has been awarded the Blue Angel for being exceptionally environmental and health friendly. Our company has been FSC (Forest Stewardship Council) certified since 2008.



Our foams are 100% recyclable.



## Projects in the area of energy management ISO 50001

- Recovery of process heat for heating the production installations
- Open-air cooling systems contribute to optimising energy requirements
- Energy-efficient LED hall lighting
- Energetic roof and façade renovation

"The world is changing at breakneck speed. Increasing scarcity of resources, environmental and climate burdens along with demographic changes have far-reaching consequences for our way of life. Only an exemplary economy that takes ecological and social issues into account along with economic requirements can hope to have a long-term future."

Marco Seitner, Managing Director



## This is what distinguishes our products:



Our underlayment is environmentally friendly and the right choice for healthy living! The Blue Angel certifies that our core assortment meets the high demands on environmental, health and usage properties.

[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)



Functionality  
Quality  
Usability

www.tuv.com  
ID 0000054116

Our core range is certified by TÜV Rheinland with regard to functionality, quality and usability – as the first installation underlays worldwide.



In accordance with the French VOC regulation, our installation underlays achieve the lowest emission values and thus carry the A+ label.



All our underlayment is technically approved.

## This is what distinguishes our production:



# Vertically integrated for high-performance foams

We have perfected our process technology over the last 40 years through a state-of-the-art production and the right consciousness for the use of our resources. Our many years of expertise in the field of resin extrusion benefit every single step of our process. Through continuous investment and a passion for innovation, we guarantee our customers exceptional products with the highest possible quality level.

Our production is vertically integrated. We cover all the stages of the value chain. A

total of eight top modern extrusion lines use heat and pressure to transform raw resin into a microcellular foam sheet. This is followed by further processing and final packaging into ready for sales product units.

## Foam refinement

- Imprints
- Embossing
- Lamination
- Coating
- Edge finishing

### Base material



- + Our basic material for foam extrusion is polystyrene resin (PS) or polyolefin resin (PO) as well as colour resin and other additives, depending on the desired property.

### Raw reel



- + Heat and pressure transform the resin into a flexible, closed-cell foam sheet. A raw reel has a film width of up to 2.20 m and a diameter of up to 2.40 m.

### Refinement



- + The foam is refined according to individual customer requirements or the final product. This can be, for example, an imprint or a laminated moisture protection film.

### Packing



- + Finally the finished product is processed as a folding panel, straight panel or roll and attractively packed in sales units according to consumption.

Selected materials and the physical forces within an extruder – with just a few ingredients a unique foam quality is created that is second to none.

## Research and development: Assertive products

Here at SELIT, our mission is to deliver innovative product ideas that improve the performance of flooring systems, protect against damaged floor coverings, and improve the residents comfort. Therefore,

### SELIT: Always one innovation ahead

we analyse the trends of the flooring industry and deal with the following question: Where is the flooring market moving to? We develop our product portfolio in line with this – and thus create high quality products.

For several years now, we have been operating a pilot plant at our Erbes-Büdesheim site with a test facility where different raw

materials and formulations are tested and innovative foams can be developed – always with the aim of satisfying the requirements of the customers and the market as best as possible.

Many projects are realised together with our industrial partners in order to develop the right individual solution for a flooring system.



#### Our competence

- Development of innovative product solutions
- Individual foam development together with our customers
- Sample and trial production
- Forward-looking research with formulations and materials

## Application technology: Guaranteed performance data

New innovative product solutions are developed in close co-operation with application technology. Since 2012 we have been operating a 500 m<sup>2</sup> testing and development laboratory in Germany, which is unique in the whole industry.

The tests are based on the European standard EN 16354, which defines test procedures for determining the technical properties of underlayment. We can map the test procedures required for this in our laboratory. This enables us to develop products for specific performance data and properties, always in close cooperation with our customers.

In addition to normative specifications, we do not lose sight of reality and always look at the flooring system from the user's perspective. In 2016, for example, we commissioned

the first climate chamber, which enables us to test the effects of sunlight, humidity or temperature on a flooring system. In addition, specially developed test benches enable us to simulate the durability of a flooring system over decades.

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

Force-displacement testing machine



Acoustic test facility with floor structure

#### Association work



#### Range of services

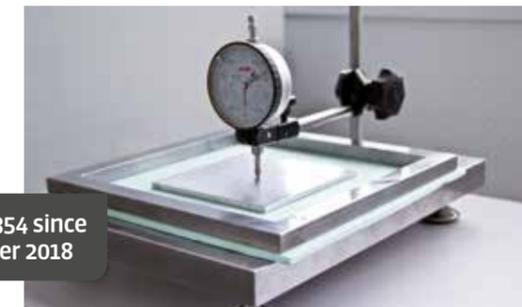
- Acoustic test facility
- Climate chamber / sunbeam-simulator
- Thermodynamic tests
- Material tests
- Load tests
- Other building material tests



The underlayment is indispensable for a functioning flooring system.

## New quality assessment standards for underlayment

Following many years of preparation across numerous working groups at European level (CEN), but also within the EPLF association, official sets of rules and regulations defining specifications, requirements and test procedures for laminate, vinyl click and design underlayment exist since 2013. Before the introduction of such normatives, underlayment is not described or standardised. There are legal requirements in some countries (e.g. Ü-mark), but these exclusively regulate fire behaviour and emissions and thus no performance parameters.



EN 16354 since October 2018

SELIT was involved in this standardisation work, and was able to contribute to the fact that underlayment is now covered with requirements which are of great importance for the entire floor structure. We give you an overview of the valid sets of rules and regulations and explain why the installation of underlayment is necessary.

### Why is underlayment necessary?

Floating flooring can only work if the underlayment also is part of the overall flooring system. The underlayment represents the connection between the floor and the substrate and should perform the following basic functions:

#### 1. Ensure professional installation

This includes compensating of unevenness and creating an installation surface that permits a floating installation.

#### 2. Permanently protect the floor

Protecting the floor from everyday stress, for example, caused by footfall and falling objects, as well as protecting it against rising residual trapped moisture.

#### 3. Improve the floor characteristics

In addition to reducing impact and footfall sound, the underlayment also influences thermal insulation and walking comfort.



### What sets of rules and regulations are there?

#### EN 16354

Since October 2018, there is the European Standard EN 16354. This official document of the European Commission addresses all relevant criteria of a laminate flooring underlayment, defines the test method to be followed and sets out the basic minimum requirements. This ensures that the specified product properties are comparable and that the underlayment comply with the minimum requirements of CEN.

#### Technical leaflets EPLF and MMFA

The two similarly structured technical data sheets of EPLF and MMFA are based on EN 16354. For all relevant requirements that underlayment must fulfil, the data sheets provide explications and specific recommendations with regard to the technical data. Thus, minimum requirements are already defined here, which an underlayment should fulfil depending on the type of floor covering. The leaflets also specify recommendations for increased requirements for underlayment, which are recommended for a floor service class of 31 or higher.

# Requirements for underlayment

## 1. Floor protection

### Compensating unevenness (PC)



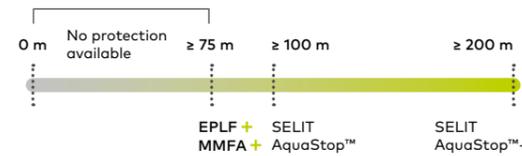
In order to mechanically protect the floor and avoid cavities, it is necessary to be able to compensate small, punctiform unevennesses. Otherwise the floor can be damaged, especially in the junction area.



### Moisture protection (SD)



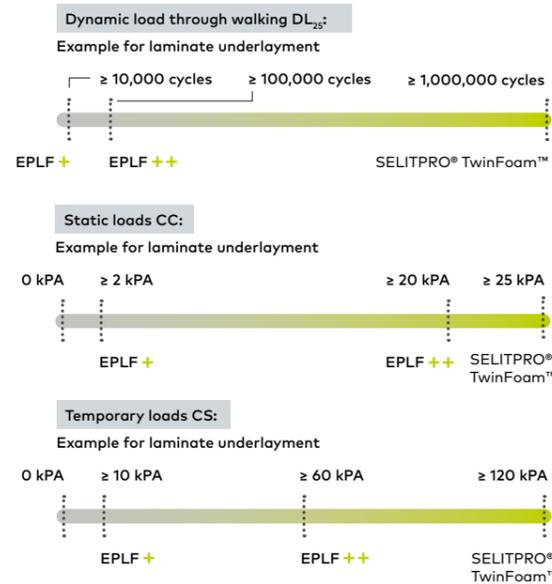
In the case of mineral substrates, moisture protection is mandatory to prevent damage to the floor. This can be achieved with an additional vapour barrier or with an appropriately equipped insulating underlayment.



### Protection under load (DL, CC, CS)



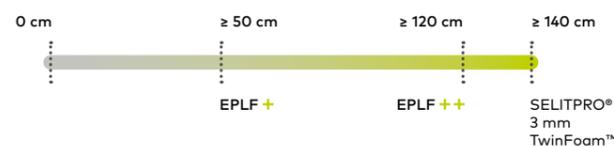
Daily use puts a heavy load on floors and thus also on underlayment. Therefore, it must be able to withstand static loads (CC: furniture), dynamic loads (DL: walking) and temporary loads (CS) during their entire service life. This is the only way to permanently protect the floor and, above all, its connection system.



### Protection from falling objects (RLB)



Falling objects can irreparably damage the laminate surface. In addition to the quality of the floor itself, the used underlayment plays a decisive role. It strongly influences the possible drop height, which leaves no damage behind.



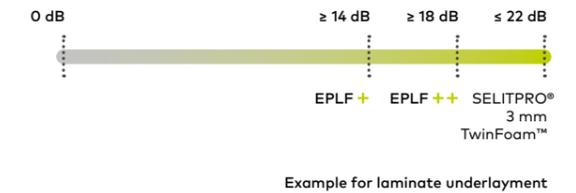
- EPLF + Minimum requirement EPLF/MMFA (group 1)
- EPLF ++ Higher requirement EPLF/MMFA (group 1)
- MMFA + Minimum requirement MMFA (groups 1 and 2)
- MMFA ++ Higher requirement MMFA (groups 1 and 2)

## 2. Increase of living comfort

### Impact sound reduction (IS)



The transmission of footfall sound in the room below is generally referred to as impact sound. Underlayment can significantly reduce this impact sound in conjunction with the floor used.



Example for laminate underlayment

### Radiated walking sound reduction (RWS)



The walking noise perceived in the same room is called radiated walking sound. Due to the floor itself, such noise is relatively loud. However, underlayment have a noticeable influence on this. As the necessary test standard is still being developed, there is unfortunately no generally valid test and therefore still no recommendations.

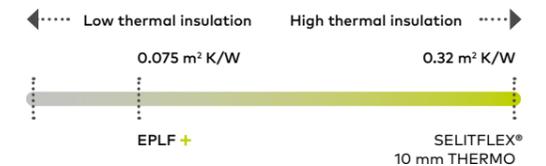


Example for laminate underlayment

### Thermal insulation (R<sub>λ</sub>)



Laminate or vinyl click floors are considered to be cold floors and provide relatively low thermal insulation. Underlayment can therefore significantly improve the thermal insulation properties of the floor and increase the living comfort with a higher surface temperature.

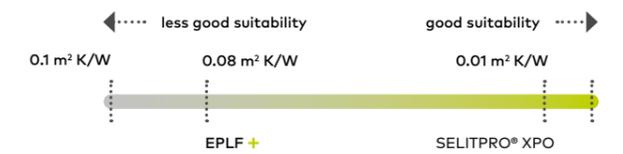


Example for laminate underlayment

### Underfloor heating system (R<sub>λ'B</sub>)



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



Example for laminate underlayment



## The right underlayment is important

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 the utmost importance to the high quality and application safety of our products. That is why we have had our premium underlays 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. In our range you will also find underlayment with the Blue Angel for health-conscious living.

# UNDERLAYMENT FOR WOOD FLOORING AND LAMINATE

## The best of both worlds with TwinFoam™: Intelligent foam mix in one single product

By choosing an underlayment with TwinFoam™ technology, you do not have to choose between very stiff or more flexible products, which means you do not have to choose for or against certain properties. Stiff underlayment usually offer advantages in terms of walking noise and load-bearing capacity, but they do not provide good values for compensating unevenness, reducing impact sound and merely offer inadequate protection for falling objects.

Flexible foams can compensate for these disadvantages, but often only provide average results in terms of walking noise and compression strength. This is exactly why we have developed TwinFoam™: The unique

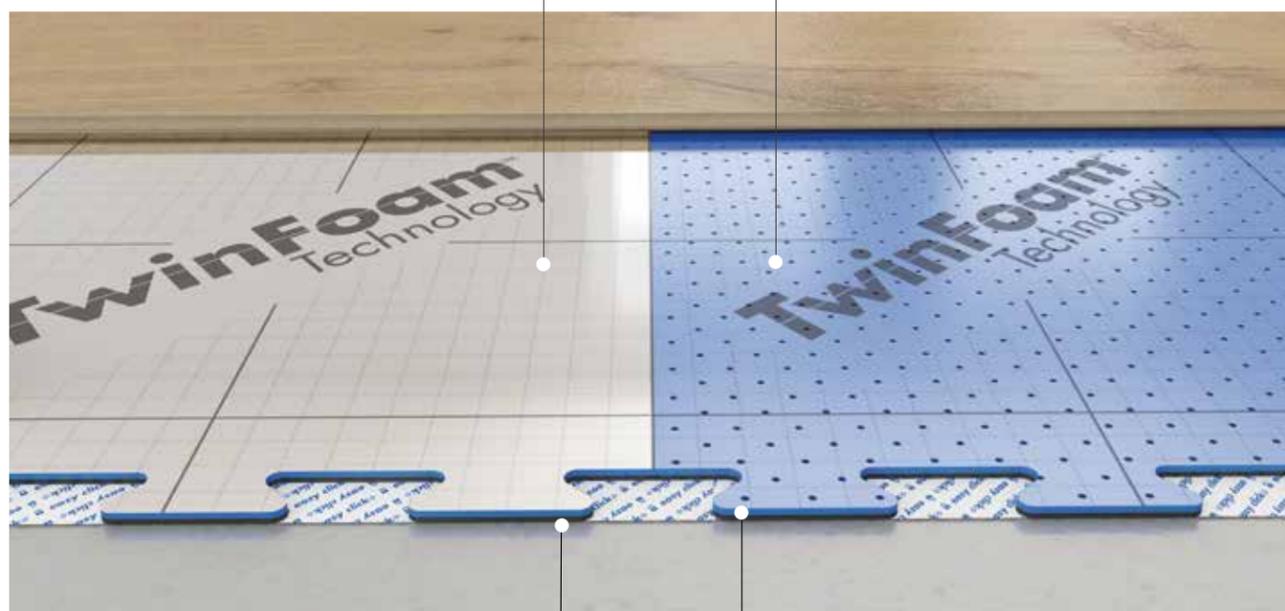
mix of two foams combines the best of both worlds. The two layers of the underlayment are firmly connected to each other and simultaneously perform completely different tasks. So TwinFoam™ convinces in all requirement areas with top results.

SELITPRO® received the rating "very good" from the magazine "selbst ist der Mann" in 2018 and was also awarded the PLUS X Award in 2019.



**AquaStop+™ film**  
Reliable protection of the floor against moisture thanks to doubling the sd value of 200 m

**Diffusion-open underlayment**  
Reliable protection against mould when laying on wooden substrates



**HFPS foam**  
Highly flexible foam backing for impressive walking noise reduction, perfect impact absorption and evening out irregularities

**HCPS foam**  
High-pressure-resistant foam core for maximum load-bearing capacity and perfect walking noise reduction

### SELITPRO® 2.2 mm



#### High-performance underlayment with TwinFoam™ technology

- High-pressure stability for maximum load-bearing capacity
- Excellent acoustic values for walking and impact sound
- Ideal on wooden surfaces through DryTec™



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Functionality  
Quality  
Usability

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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73642	1.2 x 7.5 m	9 m <sup>2</sup>	20 pcs.	4002245736429

### SELITPRO® 2.2 mm AquaStop™



#### High-performance underlayment with TwinFoam™ technology and AquaStop+™

- High-pressure stability for maximum load-bearing capacity
- Excellent acoustic values for walking and impact sound
- Integrated vapour barrier against residual building moisture

Incl. Tape



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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73640	1.2 x 7.5 m	9 m <sup>2</sup> +tape	20 sets	4002245736405

### SELITPRO® 3 mm



#### High-performance underlayment with TwinFoam™ technology

- High-pressure stability for maximum load-bearing capacity
- Excellent acoustic values for walking and impact sound
- Ideal on wooden surfaces through DryTec™



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Functionality  
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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73646	1.2 x 6 m	7.2 m <sup>2</sup>	20 pcs.	4002245736467

### SELITPRO® 3 mm AquaStop™



#### High-performance underlayment with TwinFoam™ technology and AquaStop+™

- High-pressure stability for maximum load-bearing capacity
- Excellent acoustic values for walking and impact sound
- Integrated barrier against residual building moisture

Incl. Tape



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Functionality  
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Usability

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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73647	1.2 x 6 m	7.2 m <sup>2</sup> +tape	20 sets	4002245736474

# SELITPRO<sup>®</sup> XPO

## High performance polyolefin foam – Peak values in walking noise

The SELITPRO<sup>®</sup> XPO series is made of high-performance polyolefin foam and impress with their peak values in walking sound reduction and, at the same time, outstanding properties in impact sound, levelling capability and pressure stability.

SELITPRO<sup>®</sup> XPO protects floors from long-term damage and provides pleasant room acoustics by reducing walking sound. In the impact sound range, a reduction of up to 20 dB is achieved – an excellent value that is clearly noticeable in the room one storey below. Thanks to its low thermal resistance, SELITPRO<sup>®</sup> XPO is also perfectly suited for use on underfloor heating systems.



Thanks to the flexible foam structure, the roll can be laid quickly and comfortably in long lengths and then be cut effortlessly.

SELITPRO<sup>®</sup> XPO with AquaStop<sup>™</sup> protect the laminate or wood flooring above from residual building moisture from the screed.



### SELITPRO<sup>®</sup> XPO 1 mm AquaStop<sup>™</sup>

High-performance underlayment made of polyolefin foam (XPO) with AquaStop<sup>™</sup>

- Maximum loading capacity for falling objects and temporary loads
- Excellent walking sound reduction
- integrated vapour barrier against residual building moisture



With overlap and adhesive tape



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)

Art. No.	Format	Content	Unit	EAN
73712	1 x 10 m	10 m <sup>2</sup>	9 rolls	4002245737129

### SELITPRO<sup>®</sup> XPO 2 mm

High-performance underlayment made of polyolefin foam (XPO)

- Excellent room acoustics thanks to peak values in walking sound
- High-pressure stability for maximum load-bearing capacity
- Ideal for underfloor heating systems



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)

Art. No.	Format	Content	Unit	EAN
73710	1 x 10 m	10 m <sup>2</sup>	32 rolls	4002245737105

### SELITPRO<sup>®</sup> XPO 2 mm AquaStop<sup>™</sup>

High-performance underlayment made of polyolefin foam (XPO) with AquaStop<sup>™</sup>

- Excellent room acoustics thanks to peak values in walking sound
- High-pressure stability for maximum load-bearing capacity
- Integrated moisture protection film against residual building moisture



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)

Art. No.	Format	Content	Unit	EAN
73711	1 x 10 m	10 m <sup>2</sup>	32 rolls	4002245737112



# Technical data SELITPRO® according to EN 16354



## TwinFoam™ technology

SELITPRO® 2.2 mm	SELITPRO® 2.2 mm AquaStop™	SELITPRO® 3 mm	SELITPRO® 3 mm AquaStop™
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Punctual conformability (PC)	up to 1.0 mm	up to 1.0 mm	up to 2.0 mm	up to 2.0 mm
Compressive strength (CS)	≥ 120 kPa	≥ 120 kPa	≥ 120 kPa	≥ 120 kPa
Compressive creep (CC)	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa
Dynamic load (DL <sub>25</sub> )	≥ 1,000,000 cycles	≥ 1,000,000 cycles	≥ 1,000,000 cycles	≥ 1,000,000 cycles
Resistance to large ball (RLB)	≥ 120 cm	≥ 120 cm	≥ 140 cm	≥ 140 cm
Water vapour diffusion resistance (SD)	–	≥ 200 m	–	≥ 200 m
Thermal resistance (R)	~ 0.07 m²K/W	~ 0.07 m²K/W	~ 0.09 m²K/W	~ 0.09 m²K/W
Impact sound reduction (IS)	up to 21 dB	up to 21 dB	up to 22 dB	up to 22 dB
Reaction to fire (RTF)	E <sub>fl</sub>	E <sub>fl</sub>	E <sub>fl</sub>	E <sub>fl</sub>
Suitability with underfloor heating	Yes, if flooring R ≤ 0.08 m²K/W (e.g. laminate 10 mm, wood flooring 12 mm)	Yes, if flooring R ≤ 0.08 m²K/W (e.g. laminate 10 mm, flooring 12 mm)	✗	✗
Meets the minimum requirements of the EPLF and the MMFA (Group 1)	✓	✓	✓	✓
Meets the higher requirements of the EPLF and the MMFA (Group 1)	✓	✓	✓	✓

## XPO

SELITPRO® XPO 1 mm AquaStop™	SELITPRO® XPO 2 mm	SELITPRO® XPO 2 mm AquaStop™
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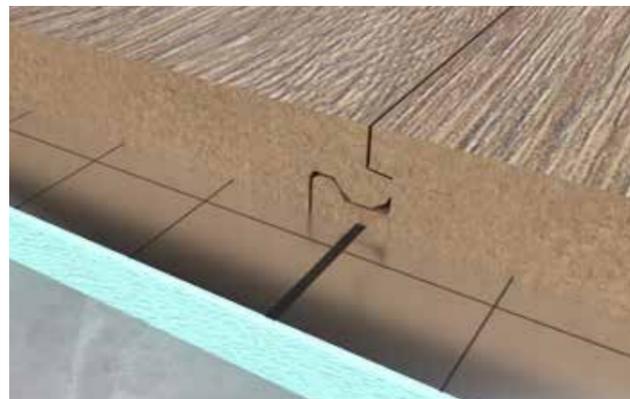
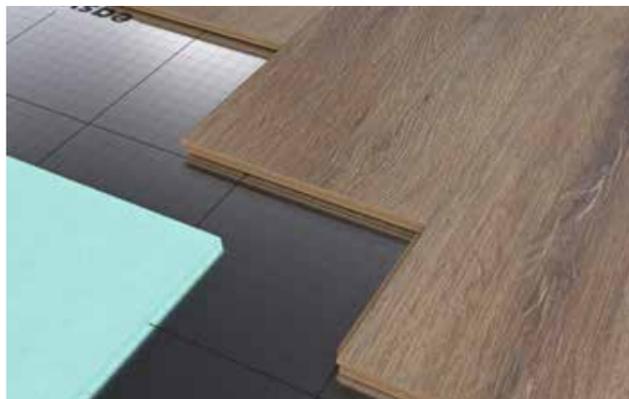
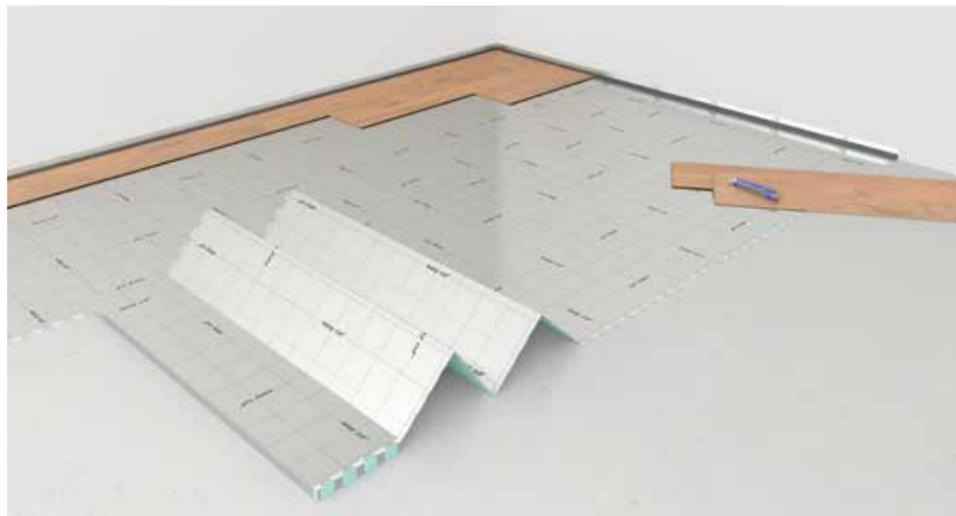
Punctual conformability (PC)	up to 0.5 mm	up to 1.0 mm	up to 1.0 mm
Compressive strength (CS)	≥ 200 kPa	≥ 120 kPa	≥ 120 kPa
Compressive creep (CC)	≥ 10 kPa	≥ 25 kPa	≥ 25 kPa
Dynamic load (DL <sub>25</sub> )	≥ 100,000 cycles	≥ 1,000,000 cycles	≥ 1,000,000 cycles
Resistance to large ball (RLB)	≥ 125 cm	≥ 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 <sub>fl</sub>	E <sub>fl</sub>	E <sub>fl</sub>
Suitability with underfloor heating	Yes, if flooring R ≤ 0.12 m²K/W (e.g. laminate 12 mm, wood flooring 14 mm)	Yes, if flooring R ≤ 0.11 m²K/W (e.g. laminate 12 mm, wood flooring 14 mm)	Yes, if flooring R ≤ 0.11 m²K/W (e.g. laminate 12 mm, wood flooring 14 mm)
Meets the minimum requirements of the EPLF and the MMFA (Group 1)	✓	✓	✓
Meets the higher requirements of the EPLF and the MMFA (Group 1)	✗	✓	✓

# SELITAC®

## Outstanding performance data due to high-pressure resistant extruded polystyrene foam

The products of the SELITAC® series are among our premium products. The high-pressure resistant extruded polystyrene foam guarantees durable quality and outstanding performance data.

SELITAC® offers reliable protection of the floor from damage caused by heavy foot traffic, heavy furniture or falling objects. All products in the SELITAC® series are TÜV-tested and bear the Blue Angel label.



Underlayment for wood flooring and laminate

### SELITAC® 2.2 mm

#### For low installation spaces

- High load capacity
- Reduction of walking and impact sound
- Suitable for underfloor heating



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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73678	1 x 25 m	25 m <sup>2</sup>	13 rolls	4002245736782

### SELITAC® 2.2 mm

#### For low installation spaces

- High load capacity
- Reduction of walking and impact sound
- Suitable for underfloor heating



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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73676	1.25 x 12 m	15 m <sup>2</sup>	27 pcs.	4002245736764

### SELITAC® 2.2 mm AquaStop™

#### For low installation spaces – with AquaStop™

- High load capacity
- Reduction of walking and impact sound
- Integrated protection against rising moisture



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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73653	1.2 x 12.5 m	15 m <sup>2</sup>	27 pcs.	4002245736535

### SELITAC® 2.2 mm AquaStop™

#### For low installation spaces – with AquaStop™

- High load capacity
- Reduction of walking and impact sound
- Easy to process thanks to easy click®+ contour
- Integrated protection against rising moisture



Incl. tape



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Usability  
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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73665	1.2 x 11.5 m	13.8 m <sup>2</sup> +tape	21 sets	4002245736658

**SELITAC® 3 mm**



**Great for poorly soundproofed rooms**

- High load capacity
- Efficient protection against falling objects
- Very good impact sound reduction



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)



Functionality  
Quality  
Usability  
www.tuv.com  
ID 0000054116

Art. No.	Format	Content	Unit	EAN
73688	1.25 x 8.5 m	10.63 m <sup>2</sup>	21 pcs.	4002245736887

**SELITAC® 3 mm AquaStop™**



**Perfect for poorly soundproofed rooms – with AquaStop™**

- High load capacity
- Reduction of walking and impact sound
- Ingeniously easy to install with easy click+ contour
- Integrated protection against rising moisture

Incl. tape



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)



Functionality  
Quality  
Usability  
www.tuv.com  
ID 0000054116

Art. No.	Format	Content	Unit	EAN
73683	1.2 x 8.5 m	10,2 m <sup>2</sup> +tape	21 sets	4002245736832

**SELITAC® 5 mm**

**Ideal for cold floors**

- Optimal compensation of unevenness
- Excellent impact and walking sound reduction
- Reliable thermal insulation



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)



Functionality  
Quality  
Usability  
www.tuv.com  
ID 0000054116

Art. No.	Format	Content	Unit	EAN
73650	0.8 x 6.25 m	5 m <sup>2</sup>	40 bags	4002245736504

**SELITAC® 5 mm AquaStop™**

**Ideal for floors – with AquaStop™**

- Optimal compensation of unevenness
- Excellent impact and walking sound reduction
- Reliable thermal insulation
- Protection against rising moisture



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)



Functionality  
Quality  
Usability  
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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73661	0.8 x 6.25 m	5 m <sup>2</sup>	40 bags	4002245736610

**Technical data SELITAC® according to EN 16354**

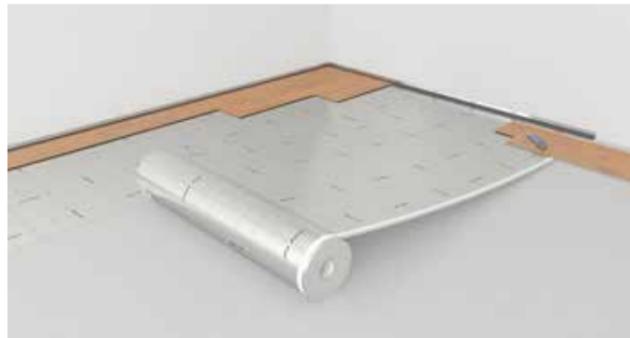
	SELITAC® 2.2 mm	SELITAC® 3 mm	SELITAC® 5 mm
	SELITAC® 2.2 mm AquaStop™	SELITAC® 3 mm AquaStop™	SELITAC® 5 mm AquaStop™
Punctual conformability (PC)	up to 1.5 mm	up to 2.5 mm	up to 4.0 mm
Compressive strength (CS)	≥ 90 kPa	≥ 90 kPa	≥ 90 kPa
Compressive creep (CC)	≥ 25 kPa	≥ 25 kPa	≥ 25 kPa
Dynamic load (DL <sub>25</sub> )	≥ 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 <sup>2</sup> K/W	- 0.10 m <sup>2</sup> K/W	- 0.15 m <sup>2</sup> K/W
Impact sound reduction (IS)	up to 20 dB	up to 22 dB	up to 22 dB
Reaction to fire (RTF)	E <sub>fl</sub>	E <sub>fl</sub>	E <sub>fl</sub>
Suitability with underfloor heating	Yes, if flooring R ≤ 0.08 m <sup>2</sup> K/W (e.g. laminate 10 mm, wood flooring 12 mm)	✗	✗
Meets the minimum requirements of the EPLF and the MMFA (Group 1)	✓	✓	✓
Meets the higher requirements of the EPLF and the MMFA (Group 1)	✓	✓	✓

SELITPRO  
SELITAC®  
SELITFLEX  
ÖKOLIT  
ASIC  
SELITstop®  
SELITBLOC®

## Perfect for new buildings and cellars

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

The products made of expanded polystyrene foam have excellent impact and walking sound insulation properties as well as very good pressure stability.



### SELITFLEX® 1.6 mm AquaStop™

#### Perfect for underfloor heating

- Excellent impact noise reduction
- Very good walking sound reduction
- With integrated vapour barrier film



With overlap and adhesive tape



Functionality  
Quality  
Usability  
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ID 000054116

Art. No.	Format	Content	Unit	EAN
73620	1 x 25 m	25 m <sup>2</sup>	4 rolls	4002245736207

### SELITFLEX® 1.6 mm AquaStop™

#### Perfect for underfloor heating

- Excellent impact noise reduction
- Very good walking sound reduction
- With integrated vapour barrier film



With overlap and adhesive tape



Functionality  
Quality  
Usability  
[www.tuv.com](http://www.tuv.com)  
ID 000054116

Art. No.	Format	Content	Unit	EAN
73218	1.2 x 15 m	18 m <sup>2</sup>	21 sets	4002245732186

### SELITFLEX® 3 mm AquaStop™

#### Good protection against moisture damage

- Compensation for minor unevenness
- Good impact and walking sound reduction
- Protection against rising moisture



With overlap and adhesive tape



Functionality  
Quality  
Usability  
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ID 000054116

Art. No.	Format	Content	Unit	EAN
73617	1 x 18 m	18 m <sup>2</sup>	4 rolls	4002245736177

### SELITFLEX® 3 mm AquaStop™

#### Good protection against moisture damage

- Compensation for minor unevenness
- Excellent impact and walking sound reduction
- Protection against rising moisture



With overlap and adhesive tape



Functionality  
Quality  
Usability  
[www.tuv.com](http://www.tuv.com)  
ID 000054116

Art. No.	Format	Content	Unit	EAN
73211	1.2 x 8.5m	10.2 m <sup>2</sup>	21 sets	4002245732117

**SELITFLEX® 10 mm THERMO****For perfect thermal insulation of cold floors**

- Floor up to 4°C warmer
- Excellent protection against falling objects
- Compensates for unevenness

Incl. Tape



Functionality  
Quality  
Usability

www.tuv.com  
ID: 0000054116



Art. No.	Format	Content	Unit	EAN
73619	0.5x1.2 m	6 m <sup>2</sup> +Tape	8 Sets	4002245736191

**Thermo set for professional installation**

Professional waterproofing against moisture is particularly important for cold floors, e.g. in cellars. To guarantee this and to make installation as easy as possible for the customer, an aluminium tape is included with the SELITFLEX® 10 mm THERMO set.

The underlayment itself is already protected against moisture by the AquaStop™ film surface. The joints are sealed with the enclosed aluminium sealing tape.

With a thickness of 10 mm SELITFLEX® THERMO is ideal for use on cold floors. It provides reliable insulation and ensures that the floor is up to 4°C warmer than before. As an energy-saving panel, it cuts thermal losses by up to 30%, thereby helping to lower

**SELITFLEX® 10 mm THERMO**



**+4°C**  
WARMER FLOOR



**-30%**  
THERMAL LOSS

energy and heating costs. The complete AquaStop™ set includes our aluminium tape for professional installation and reliable moisture protection.

**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 1.0 mm	up to 2.5 mm	up to 6.0 mm
Compressive strength (CS)	≥ 60 kPa	≥ 25 kPa	≥ 25 kPa
Compressive creep (CC)	≥ 5 kPa	≥ 2 kPa	≥ 5 kPa
Dynamic load (DL <sub>25</sub> )	≥ 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 m <sup>2</sup> K/W	~ 0.10 m <sup>2</sup> K/W	~ 0.32 m <sup>2</sup> K/W
Impact sound reduction (IS)	up to 20 dB	up to 20 dB	up to 20 dB
Reaction to fire (RTF)	E <sub>fl</sub>	E <sub>fl</sub>	E <sub>fl</sub>
Suitability with underfloor heating	Yes, if flooring R ≤ 0,09 m <sup>2</sup> K/W (e.g. laminate 12 mm, wood flooring 14 mm)	✗	✗
Meets the minimum requirements of the EPLF and the MMFA (Group 1)	✓	✓	✓
Meets the higher requirements of the EPLF and the MMFA (Group 1)	✗	✗	✗

## BASIC 1.6 mm



### Protects the floor from daily use

- Designed for simple applications
- Compensates unevenness up to 0.5 mm
- Suitable for underfloor heating

Art. No.	Format	Content	Unit	EAN
70703	1 x 20 m	20 m <sup>2</sup>	15 rolls	4002245707030



## Technical data for 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 <sub>25</sub> )	≥ 100,000 cycles
Resistance to large ball (RLB)	≥ 50 cm
Water vapour diffusion resistance (SD)	-
Thermal resistance (R)	~ 0.046 m <sup>2</sup> K/W
Impact sound reduction (IS)	up to 17 dB
Reaction to fire (RTF)	E <sub>fl</sub>
Suitability with underfloor heating	yes
Meets the minimum requirements of the EPLF and the MMFA (Group 1)	✓
Meets the higher requirements of the EPLF and the MMFA (Group 1)	✗

## ÖKOLIT® 2 mm Cork



### Ideal for existing wooden floors

- Made of natural cork, a renewable raw material
- Protection under loads
- Suitable for underfloor heating

Art. No.	Format	Content	Unit	EAN
70607	1 x 15 m	15 m <sup>2</sup>	4 rolls	4002245706071

## ÖKOLIT® 5 mm Wood fibre



### Ideal for existing wooden floors

- Made from renewable raw materials
- Protection under loads
- Well suited as an intermediate layer for existing wooden substrates



Art. No.	Format	Content	Unit	EAN
70609	59 x 79 cm	~ 7 m <sup>2</sup>	26 bags	4002245706095

## Technical data for ÖKOLIT

according to EN 16354

	ÖKOLIT® 2 mm Cork	ÖKOLIT® 5 mm Wood fibre
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Punctual conformability (PC)	up to 0.5 mm	up to 1.0 mm
Compressive strength (CS)	≥ 90 kPa	≥ 90 kPa
Compressive creep (CC)	≥ 25 kPa	≥ 25 kPa
Dynamic load (DL <sub>25</sub> )	≥ 100,000 cycles	≥ 100,000 cycles
Resistance to large ball (RLB)	≥ 50 cm	≥ 90 cm
Water vapour diffusion resistance (SD)	-	-
Thermal resistance (R)	~ 0.042 m <sup>2</sup> K/W	~ 0.075 m <sup>2</sup> K/W
Impact sound reduction (IS)	up to 17 dB	up to 19 dB
Reaction to fire (RTF)	F <sub>fl</sub>	E <sub>fl</sub>
Suitability with underfloor heating	Yes, if flooring R ≤ 0,108 m <sup>2</sup> K/W (e.g. laminate up to approx. 8 mm)	Yes, if flooring R ≤ 0,075 m <sup>2</sup> K/W (e.g. laminate up to approx. 8 mm)
Meets the minimum requirements of the EPLF and the MMFA (Group 1)	✓	✓
Meets the higher requirements of the EPLF and the MMFA (Group 1)	✗	✗

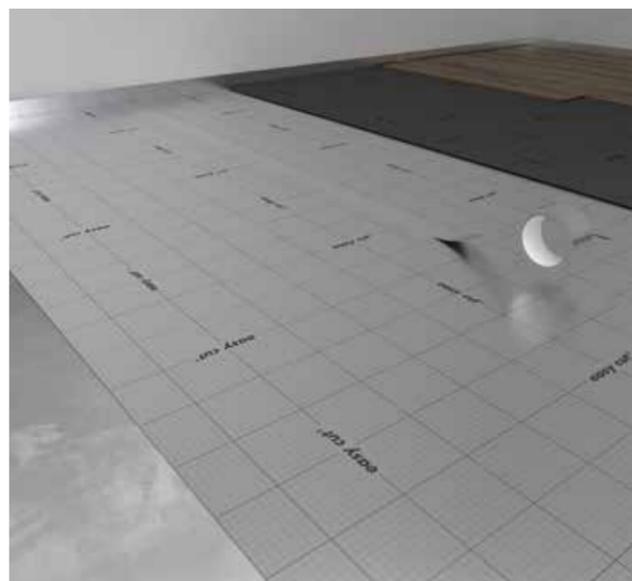
## Comprehensive range of accessories for standard-compliant moisture protection

The SELITstop® accessories are indispensable for professional installation and standard-compliant moisture protection.

In rooms with residual building moisture in the screed, the floor is protected either by a base with the AquaStop™ function or by an additional moisture protection film. For comprehensive moisture protection, however, joints and wall connections must also be sealed. The wall connection is the neuralgic point here: Moisture will find its way and gradually pull itself up the walls. This leads to a favourable environment for mould behind and on the skirting boards.

This is where the SELITstop® principle comes in: With the help of AquaStop™, the products block rising moisture from the floor and wall connection areas.

New in our range of goods: The SELITstop® PE Vapour Barrier. The product was awarded with the Blue Angel label.



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

■ SELITstop® PE vapour barrier

### SELITstop® Comfort Vapour Barrier



#### AquaStop™ film – highly effective moisture protection

- Protection against rising residual building moisture
- Robust thanks to non-woven backing
- Suitable for underfloor heating



Art. No.	Format	Content	Unit	EAN
70480	1 x 26 m	26 m <sup>2</sup>	4 rolls	4002245704800

### SELITstop® PE Vapour Barrier



#### Protects against moisture

- Vapour barrier film made of 100% recycled material
- Protects against rising moisture
- Required for mineral substrates



[www.blauer-engel.de/uz30a](http://www.blauer-engel.de/uz30a)



Art. No.	Format	Content	Unit	EAN
70169	2 x 13 m	26 m <sup>2</sup>	4 rolls	4002245701694

### SELITstop® Moulding Protection Belt

#### Sealing tape for the wall connection area – protection against residual building moisture

- Protects skirting boards and floors from rising residual building moisture
- Prevents mould growth on the skirting board
- For easy processing with bend angle and auxiliary lines



Art. No.	Format	Content	Unit	EAN
73166	7.5 cm x 20 m	20 m	10 pcs.	4002245731660

### SELITstop® Aluminium-Foil Sealing Tape

#### Self-adhesive – Ideal for impacts and joints

- Effective moisture protection
- For masking butt joints and wall connection areas
- Also ideal for fixing insulation underlays



Art. No.	Format	Content	Unit	EAN
70161	50mm x 50m	50 m	30 rolls	4002245701618

# Points system product overview

## Explanation of the evaluations:

- = Excellent
- = Very good
- = Good

- = Minimum requirement
- = Weak
- = Not suitable

- ✓ = Available
- ✗ = Not available

		SELITAC®			SELITFLEX®			TwinFoam Technology SELITPRO®				SELITPRO® XPO		ÖKOLIT®	
		2.2 mm	3 mm	5 mm	1.6 mm AquaStop™	3 mm AquaStop™	10 mm THERMO	2.2 mm	3 mm	2 mm	1 mm AquaStop™	BASIC 1.6 mm	2 mm Cork	5 mm Wood fibre	
		2.2 mm AquaStop™	3 mm AquaStop™	5 mm AquaStop™				2.2 mm AquaStop™	3 mm AquaStop™	2 mm AquaStop™					
DL CC CS		●●●●●	●●●●●	●●●●●	●●●○○	●●○○○	●●●○○	●●●●●+	●●●●●+	●●●●●+	●●●○○	●●●○○	●●●○○	●●●○○	
RLB		●●●●○	●●●●●	●●●●●	●●●○○	●●●●●	●●●●●	●●●●○	●●●●●	●●●●○	●●●●○	●●○○○	●●○○○	●●●○○	
PC		●●●○○	●●●●○	●●●●●	●●●○○	●●●●○	●●●●●+	●●●○○	●●●●○	●●●○○	●●○○○	●●○○○	●●○○○	●●●○○	
IS		●●●●○	●●●●●	●●●●●	●●●●○	●●●●○	●●●●○	●●●●●	●●●●●	●●●●○	●●●●○	●●○○○	●●○○○	●●●○○	
RWS		●●●●○	●●●●○	●●●●○	●●●○○	●●●○○	●●●○○	●●●●●	●●●●●	●●●●●	●●●●●	●●○○○	●●○○○	●●○○○	
R <sub>A</sub>		●○○○○	●●●○○	●●●●○	○○○○○	●●●○○	●●●●●+	●○○○○	●●●○○	○○○○○	○○○○○	○○○○○	○○○○○	●●○○○	
R <sub>A,B</sub>		●●●○○	○○○○○	○○○○○	●●●●●	○○○○○	○○○○○	●●●○○	○○○○○	●●●●●	●●●●●	●●●●●	●●●○○	●●○○○	
		✓ *	✓	✓	✓	✓	✗	✓	✓	✗	✗	✗	✗	✗	
		✓ *	✓ **	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	
		✓ * * * *	✓ * * * *	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	
		✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	

\* Not for rolled material  
 \*\* Only with SELITAC® 3 mm and SELITAC® 3 mm AquaStop™ without tape  
 \*\*\* Only with SELITAC® 2.2 mm AquaStop™ and 3 mm AquaStop™ with tape



## What counts is what's underneath

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. Vinyl click floorboards, also known as LVT (Luxury Vinyl Tiles) floors, are easy to install thanks to their 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® vinyl click flooring underlayment 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.

# UNDERLAYMENT FOR VINYL CLICK FLOORING

# SELITBLOC®

## Pressure-resistant foam core for reliable protection of the flooring against damage

SELITBLOC® is the ideal underlayment for modern vinyl click flooring. The pressure-resistant foam core provides reliable protection of the flooring against damage. It also reduces the risk of the subsurface, such as tile joints, being visible in the subsurface. Despite the low material thickness, this underlayment made of extruded polystyrene provides very good sound insulation values, especially in the case of impact sound. The GripTec® surface prevents the individual planks from slipping and thus from opening the joints.

### Awarded with the Blue Angel

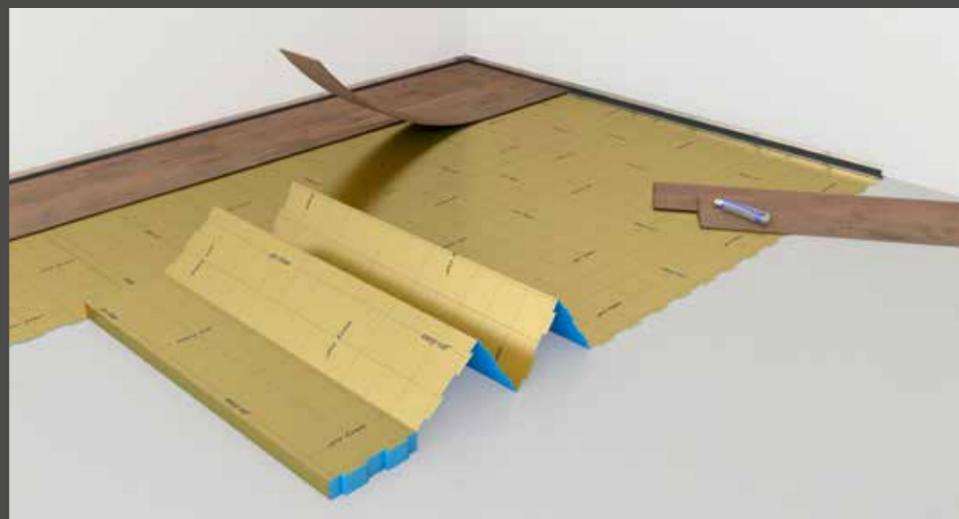


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- + low emissions
- + low pollutant content
- + no adverse impact on health in the living environment



Easy to cut!



## 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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Functionality  
Quality  
Usability  
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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73634	1.2x12.5m	15 m <sup>2</sup>	27 pcs.	4002245736344

## 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



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)



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ID 0000054116

Incl. Tape

Art. No.	Format	Content	Unit	EAN
73638	1.2x12.5m	15m <sup>2</sup> +tape	27 sets	4002245736382

## 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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Usability  
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ID 0000054116

Art. No.	Format	Content	Unit	EAN
73636	1.2 x 8.5 m	10.2 m <sup>2</sup>	27 pcs.	4002245736368

## SELITBLOC® 1.5 mm GripTec®

### Highly pressure-resistant and resilient – with AquaStop™

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



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)



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ID 0000054116

Incl. Tape

Art. No.	Format	Content	Unit	EAN
73637	1.2x8.5m	10.2m <sup>2</sup> +tape	27 sets	4002245736375

**SELITBLOC® XPO 0.6 mm**

**High-performance underlayment made of polyolefin foam (XPO)**



- Excellent room acoustics thanks to peak values in walking noise
- High-pressure stability for maximum load-bearing capacity
- Ideal for underfloor heating systems



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)

Art. No.	Format	Content	Unit	EAN
73713	1 x 15 m	15 m <sup>2</sup>	9 rolls	4002245737136

**SELITBLOC® XPO 1 mm**

**High-performance underlayment made of polyolefin foam (XPO)**



- Excellent room acoustics thanks to peak values in walking noise
- High-pressure stability for maximum load-bearing capacity
- Ideal for underfloor heating systems



[www.blauer-engel.de/uz156](http://www.blauer-engel.de/uz156)

Art. No.	Format	Content	Unit	EAN
73714	1 x 10 m	10 m <sup>2</sup>	9 rolls	4002245737143



**Technical data for SELITBLOC® according to EN 16354**

	SELITBLOC® XPO 0.6 mm	SELITBLOC® XPO 1 mm	SELITBLOC® 1 mm	SELITBLOC® 1 mm GripTec®	SELITBLOC® 1.5 mm	SELITBLOC® 1.5 mm GripTec
Punctual conformability (PC)	up to 0.25 mm	up to 0.5 mm	up to 0.5 mm	up to 0.5 mm	up to 1.0 mm	up to 1.0 mm
Compressive strength (CS)	≥ 1,000 kPa	≥ 500 kPa	≥ 400 kPa	≥ 500 kPa	≥ 400 kPa	≥ 500 kPa
Compressive creep (CC)	≥ 50 kPa	≥ 25 kPa	≥ 25 kPa	≥ 35 kPa	≥ 25 kPa	≥ 35 kPa
Dynamic load (DL <sub>75</sub> )	≥ 1,000,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles	≥ 250,000 cycles
Coefficient of friction μ <sub>d</sub> (ISO 8295)	-	-	-	≥ 0.8	-	≥ 0.8
Water absorption (EN 12087)	≤ 1 %	≤ 1 %	≤ 1 %	≤ 1 %	≤ 1 %	≤ 1 %
Water vapour diffusion resistance (SD)	-	-	-	≥ 100 m	-	≥ 100 m
Thermal resistance (R)	~ 0.01 m <sup>2</sup> K/W	~ 0.02 m <sup>2</sup> K/W	~ 0.03 m <sup>2</sup> K/W	~ 0.03 m <sup>2</sup> K/W	~ 0.04 m <sup>2</sup> K/W	~ 0.04 m <sup>2</sup> K/W
Impact sound reduction (IS)	up to 19 dB	up to 19 dB	up to 17 dB	up to 18 dB	up to 19 dB	up to 20 dB
Reaction to fire (RTF)	E <sub>fl</sub>					
Suitability with underfloor heating	Yes, if flooring R ≤ 0.14 m <sup>2</sup> K/W	Yes, if flooring R ≤ 0.13 m <sup>2</sup> K/W	Yes, if flooring R ≤ 0.12 m <sup>2</sup> K/W	Yes, if flooring R ≤ 0.12 m <sup>2</sup> K/W	Yes, if flooring R ≤ 0.11 m <sup>2</sup> K/W	Yes, if flooring R ≤ 0.11 m <sup>2</sup> K/W
Meets the minimum requirements of the EPLF and the MMFA (Group 1 and 2)	✗	✓	✓	✓	✓	✓
Meets the higher requirements of the EPLF and the MMFA (Group 1 and 2)	✗	✗	✗	✓	✗	✓



# INGENIOUSLY SIMPLE

## Ingeniously simple processing

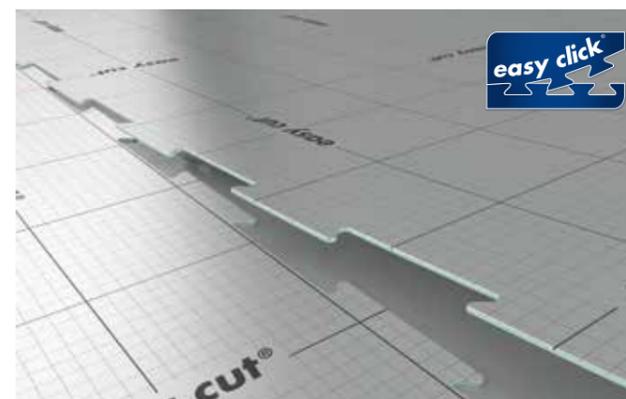
To do justice to do-it-yourself enthusiasts, our underlayment is particularly easy to process. The product features **easy lay**®, **easy click**®, **easy click**®+ and **easy cut**® ensure simple and quick installation of the underlayment, a fast and secure connection of the individual

strips, and a precise cutting to the required size. We are particularly proud of the fact that these solutions have meanwhile established themselves as standard in the floor industry and boast about groundbreaking quality.



### Easy to install as a folding panel

- + Especially quick and easy to install
- + As long as a roll but with the flatness of a panel
- + Fewer impacts for masking compared to a panel



### Secure connection with click system

- + Two-dimensional locking system
- + No slipping of the individual panels
- + Particularly easy to mask off (moisture protection)
- + Installation without sound bridges, cavities and overlaps



### Easy to cut with printed grid

- + Easy to cut with a carpet knife
- + No cutting aid required
- + High fitting accuracy on walls and doors



### Installation with optimised click system

- + Three-dimensional locking system
- + No slipping of the individual panels
- + No opening of joints
- + Optimum installation without sound bridges, cavities and overlaps
- + Particularly easy to mask off (moisture protection)

You can find more information about installation in our new installation film on our YouTube Channel:

 **YouTube** / SELIT Dämmtechnik GmbH

# An ingenious POS: Your success guarantee

## Complete range on 2 x 2.70 m

The challenges to Point of Sale (POS) have grown. Customers in DIY stores want to immerse themselves in the world of products, experience something, try out something new and be inspired. Our POS concept takes up these important points: We provide the customer with information right on the retail area and offer advice on selecting the right product.



Surveys have shown that a large portion of the buying decision for an underlayment is already made in the flooring department when the floor is selected. This is where the concept of our triangular sticker comes in: The stable PVC panel is glued to a floor pattern in the flooring department using a strong adhesive and sensitises the customer to the need for a suitable underlay. The matching underlayment is placed directly under the triangular sticker – exemplary in cross selling.

### Digital product consultant as an app

We move the PoS to the home sofa: With our product advisor app, the customer can relax and find just the right underlay. Depending on the user preference, the app can also be used just as well in the DIY store.

The app is available for download in the AppStore for iPhone and in the GooglePlay-Store for Android.

### Staff training at your site

We train your employees professionally so that they can recommend the right underlay for the selected floor to the customer. We play through typical consulting scenarios and jointly develop possible sales dialogues.



Heavy duty shelf at the point of sale

### 1. Top sign

On the top level of the heavy-duty shelves there is a clearly visible top sign, which gives the customer orientation with its good long-distance effect.

### 2. Middle panel

The middle panel guides the customer to the right product, facilitating a quick purchase decision.

### 3. Digital product consultant

The digital product consultant is a permanently installed tablet equipped with a smart consulting software. The customer scans the EAN of his selected floor, answers a few questions and then receives a product recommendation. The product consultant is also available as an app.

### 4. Shelf stopper

Here the customer can find information about SELITBLOC® underlayment for vinyl click floors.

Promotional awards: SELITPRO® received the rating „very good“ from the magazine „selbst ist der Mann“ in 2018 and was also awarded the PLUS X Award in 2019.



# Contact

SELIT Dämmtechnik GmbH  
Selitstraße 2  
55234 Erbes-Büdesheim  
Germany

P +49 6731 9670-0  
F +49 6731 9670-570

info@selit.com  
www.selit.com



# Imprint

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CEO: Marco Seitner, Rouven Seitner, Hubert Bosten  
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**Phone:** +49 6731 9670-0  
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**SELIT Dämmtechnik GmbH**

Selitstraße 2  
55234 Erbes-Büdesheim  
Germany

P +49 6731 9670-0  
F +49 6731 9670-570

info@selit.com

[www.selit.com](http://www.selit.com)