

From Versailles to concrete

The newly launched EXPONA SIMPLAY collection brings together the best of the world of high-quality floor design and can be experienced digitally.

Freely combinable, self-laying, convincing: design floor coverings from the EXPONA SIMPLAY collection offer design diversity and tangible advantages thanks to their easy installation. With the relaunch, objectflor has brought the 40 wood and stone looks to a new design level. Another plus point: the attractive decors can now also be experienced digitally thanks to a networked presentation beyond the brochure and the collection book. Each decor image in the brochure is accompanied by a QR code that conveniently leads to the objectflor homepage. Thanks to the visualisation in "Live! My Room", the selected decor can also be placed directly in any room image with a quick photo taken with a mobile phone.

New design highlights

The 26 wood designs from EXPONA SIMPLAY offer authentic oak looks in a rich colour palette. Old-world craftsmanship is demonstrated by the Versailles tiles, which are available in two colour shades. In combination with the matching planks, zones can be created or rooms individually designed. The selection of stone decors is also fresh and modern: New highlights are terrazzo and microterrazzo decors. The trend towards concrete looks with industrial charm continues unabated. With new cement and screed decors, EXPONA SIMPLAY also sets design accents in this segment. Overall, the character of the tiles and planks is characterised by authentic surface embossing and chamfered edges. The collection is 100 percent recyclable.

Simply exchange and combine in many ways

All decors can be laid without adhesives and are good for a healthy indoor climate. They can be combined in many ways, easily interchanged and laid again and again. This makes EXPONA SIMPLAY particularly attractive for the contract sector. In addition to the 40 design floor coverings, there are also 90 matching carpet tiles from the sister collection EXPONA SIMPLAY Carpets: ideal for properties that have increased requirements for sound insulation in some zones - for example hotels or offices.

objectflor Art and Design Belags GmbH

objectflor is one of Europe's leading suppliers of high-quality resilient floor coverings for the contract and residential sectors. 55 million square metres of the EXPONA brand installed are impressive proof of the special competence in LVT design flooring. The company, founded in Cologne in 1989, is a subsidiary of the British James Halstead Flooring. Within the group of companies, objectflor looks after 19 countries in Central Europe. A particular advantage is objectflor's modern logistics centre with high storage capacities, which ensures extremely short delivery times.

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