

# COLOR COLLECTION 3.0

INSPIRED BY NATURE

**ICE CAVE**  
COLOUR OF THE YEAR

See this colour  
on page 10

COLORS  
ARE  
NATURE'S  
SMILES

#### Floors inspired by nature

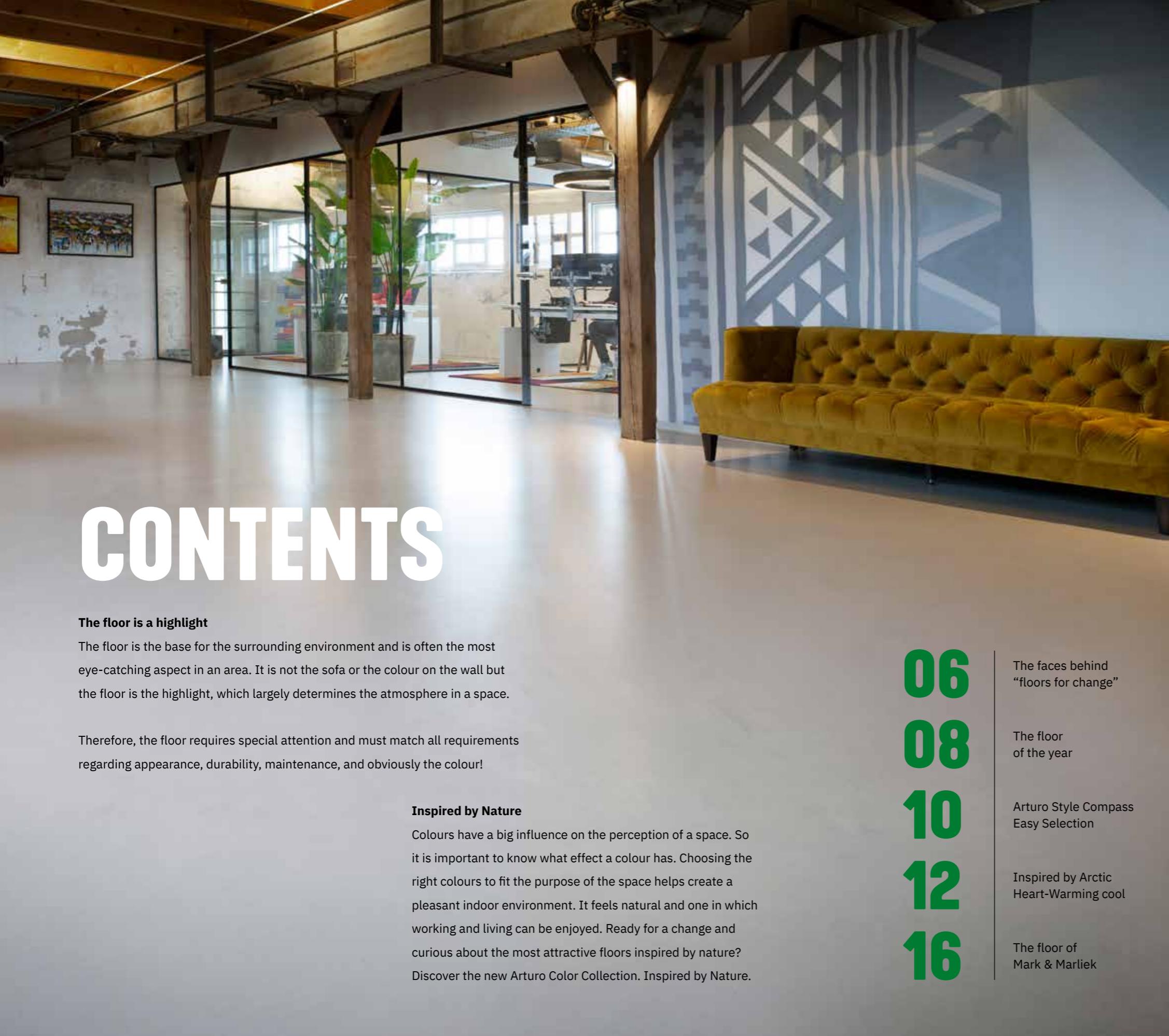
Nature has resonance. There is an overwhelming power, but vulnerability too. There is interplay of change, the meeting of shape and colour, the fluctuation between light and dark. Nature is bursting with dynamism, but it can also help us rest and relax, giving us cherished moments that can be enjoyed.

When people are submerged in nature they may feel energetic, creative or sense the urge to experience new things. This is why the new Color Collection from Arturo has been inspired by nature's vitality. As experts in colour and space, we know how to bring floors and nature together. We understand what can be achieved with attractive colours and how the effect of colours can be played with. Colours can help invoke feelings and positive energy whether in the home and at work, from a living room to a works canteen.

Nature gives us a great deal of inspiration and energy. So we see doing something in return for our world as important. In line with this philosophy we are taking sustainable steps in our production and products. This is to put less strain on the environment and even give a little back.

Be inspired by this new collection. See the connections with nature and their effect on people. Together with Arturo you can ensure that an environment looks and feels good with floors inspired by nature. With floors for change!

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## The floor is a highlight

The floor is the base for the surrounding environment and is often the most eye-catching aspect in an area. It is not the sofa or the colour on the wall but the floor is the highlight, which largely determines the atmosphere in a space.

Therefore, the floor requires special attention and must match all requirements regarding appearance, durability, maintenance, and obviously the colour!

## Inspired by Nature

Colours have a big influence on the perception of a space. So it is important to know what effect a colour has. Choosing the right colours to fit the purpose of the space helps create a pleasant indoor environment. It feels natural and one in which working and living can be enjoyed. Ready for a change and curious about the most attractive floors inspired by nature?

Discover the new Arturo Color Collection. Inspired by Nature.

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Arturo Studio

# MAIN ROLE OF THE FLOOR

## THEA AND ANNETTE ON DESIGNING SPACES

**A trendy corner seat or a striking colour on the wall is a highlight. However the floor is the most important basis as it plays the main role in a space. So start with the floor with the interior design of a home, office or shop. How do you approach the design to give your space the right vibes? Annette and Thea offer advice.**

"Colours distinctly determine the atmosphere," explains Thea. "You use the colour to make your space very personal or neutral and business-like. Dark, subdued colours makes a space feel cosier. They also give the space a warm, secure atmosphere. Light colours create calm and space. Your own

taste is what counts more than trends. What's your style? Or if it is a commercial floor, which floor matches your requirements? There are endless colours and combinations, but with the Arturo Style Compass you soon see the way to go."

### Biophilic design

Annette: "Nature has a positive effect on people's wellbeing. You see this in the upsurge of biophilic design. This concentrates more on green and natural elements in your living and working environment, which have a positive effect on your wellbeing and performance. Examples include overgrown outside walls, city gardens and

grass roofs." Thea: "You also want to bring that feeling inside. For example with all sorts of natural shades of green for the floor, walls, and accessories. Or a print of the natural world on the wall, or even more attractively a nature panorama. Including plants in the design is particularly effective. You then create spaces to stimulate your health and wellbeing."

### Informed choices

"We are increasingly seeing the effect of our way of living on the environment. We are making more informed choices," says Annette. "Everyone is realising the need to work and live sustainably. At Arturo we are making our impact on the planet as small as possible. This is why for example we only work with green energy for CO2-neutral production. Then you have the floor itself. The origins of practically all our raw materials are known. Our PU2030 resin floor was the first ever to receive the Cradle to Cradle Certified® Silver quality mark. The certificate makes a substantial contribution to obtaining building certification systems such as LEED, BREEAM, and DGNB, and that is something we are very proud of as an organisation."

### 25 years later

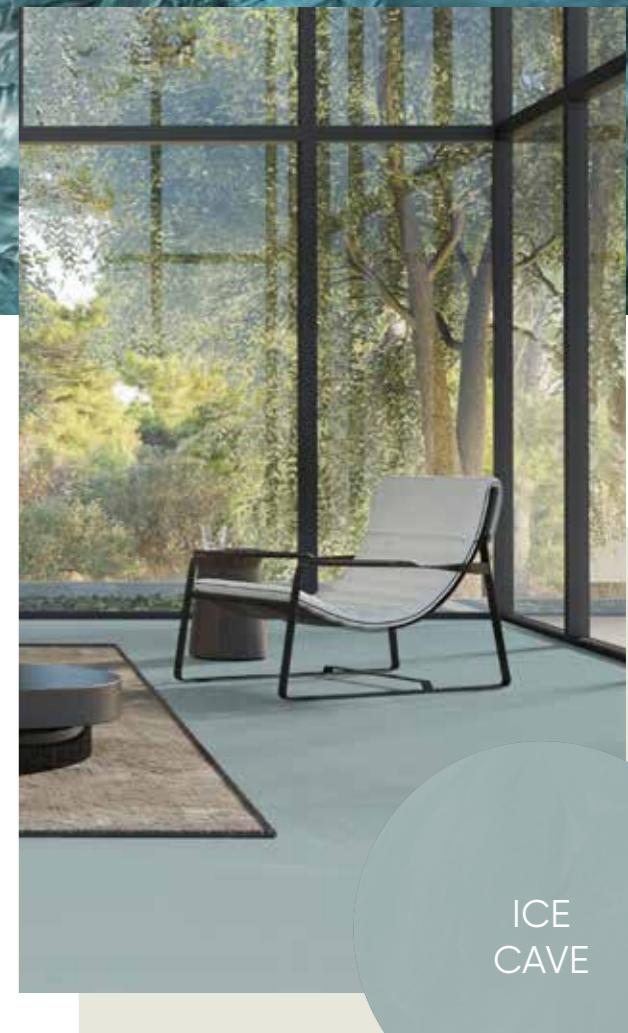
"Durability also means quality," explains Annette. "Our floors last 25 years so you have to replace them less often. That is also sustainable." Thea: "It's true that colours and appearance are not the only criteria. A floor must also stay attractive and scratch-resistant for a long time, so it must be super strong."

### Perfectionism

Thea: "We are continually brainstorming at our Research & Development department to continue as a leader in sustainable self-smoothing floors. We never stand still. Floors for change! We are always perfectionists during the course of development. That is naturally in our DNA." Annette: "One nice example is Arturo PU7310 Sealer, the first sealer that besides being beautifully mat is also strikingly strong and wear-resistant. Specifically selected raw materials make this new sealer low-emission, and that further contributes to a healthy indoor climate. It is a strong and aesthetic floor that also gives you a good feeling. And that's what we are all about."

## FLOOR COLOUR OF THE YEAR

# ICE CAVE



ICE  
CAVE

### Ice Cave

Feeling at home is the ultimate living trend today. We are spending more time at home and we long for that natural feeling of relaxation and balance. We want a natural detox against stress and pressure. We then have a need for light and clear colours that bring daylight inside. Glorious colours that announce the comeback of our natural lives. Time for a change! Ice Cave is the perfect colour for this mission and that is why it's the floor colour of the year!

### Clear, warm, serene

Ice Cave gives intense brightness a warm look. The colour is pleasant, accessible and its serene aura brings serenity and atmosphere. Combine Ice Cave with natural materials. For example light and clear woods such as ash. Or rugged walls in lime or concrete. You can then bolster the natural appearance of your space. Obtain an effect of light and air, as you would experience in the natural world.

“ Ice Cave gives intense brightness a warm look ”

The Ice Cave colour on the floor gives each space a natural basis. Ice Cave is a concrete-look colour in the restful Arctic style. It is one of the six style designs from the Arturo Style Compass series. Arctic includes a pallet of velvet-soft, subdued shades. You can choose from silky soft pastels and attractive neutral natural shades.

# ARTURO STYLE COMPASS

## Choose your style design and colours with ease

Choosing a new floor in the right style and colour is not done with a flick of the wrist. It concerns your personal living or working environment. What exactly do you want to achieve? With the Arturo Style Compass, we make choosing colours easy.

## First select your style design

We want to create the most attractive and suitable options for your style and requirements. This is why we follow the worldwide trends in art, culture, design, and interiors.

We bring them all together in the Arturo Style Compass.

We use it to present you with six different styles with matching floor colours. Each design has a natural twist: inspired by nature.

## Then choose your colour

The six styles each have their own design and colour palette. The colours are divided into four unicolours and four concrete-look colours with subtle hues. You can then easily determine your design and choose the floor for your space.





# ARCTIC

## Heart-warmingly cool

Also ready for a change? A natural light look in a minimalist style? Make a fresh new start with Arctic! This style design is inspired by the remote northern tip of the earth, the Arctic.

## Enjoy natural simplicity

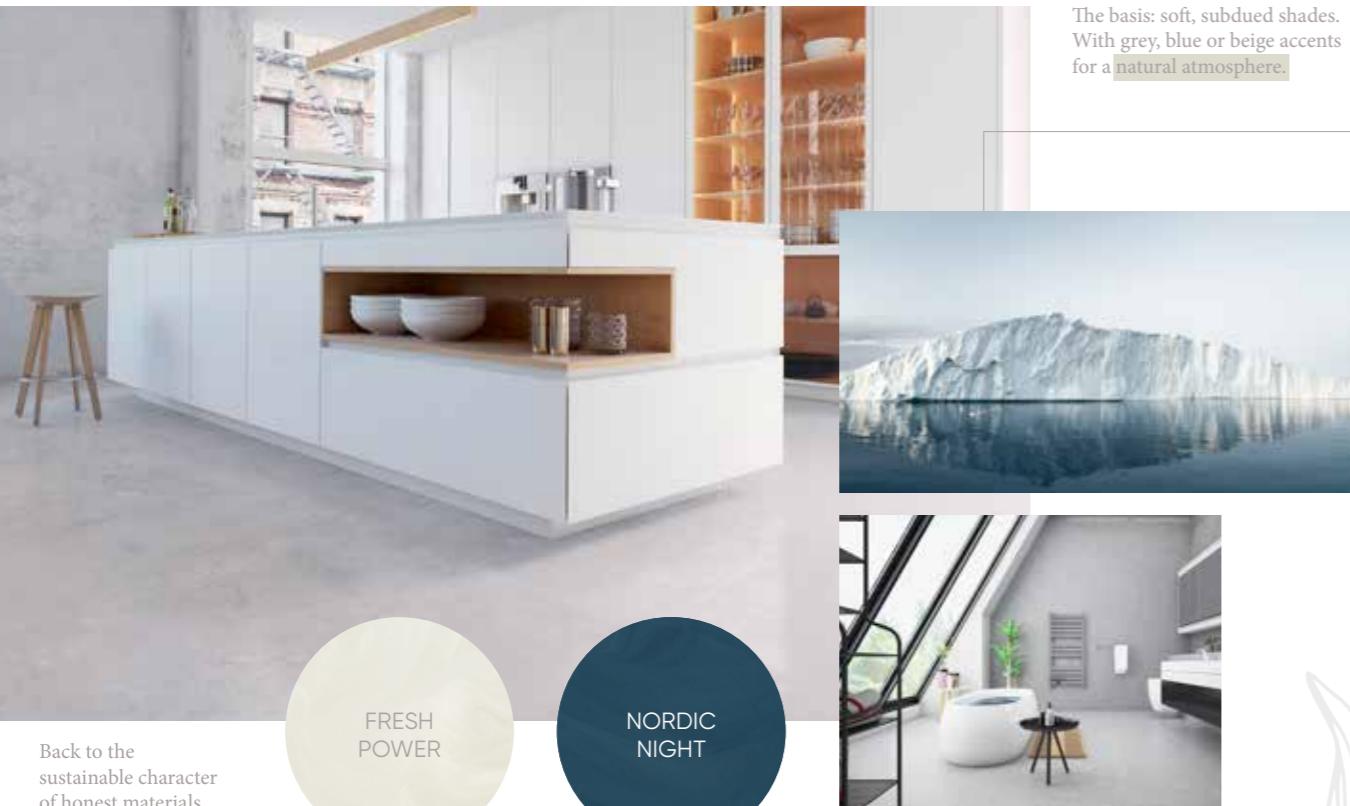
Nowhere will you find as many colours in white as in the Arctic polar regions. The overwhelming vast expanses of ice and snow, with its millions of white hues. An oasis of serenity and peace. Pure natural simplicity for limitless inspiration.

## Let the light flood in

Arctic brings the power of simplicity to life. With these colours the light has carte blanche. It ensures a feeling of space and light. Living and working breathe simplicity and well-being: the Arctic touch! The colours vary greatly, from brilliantly bright and velvet-soft to ice-blue and blush pink.

# INSPIRED BY ARCTIC

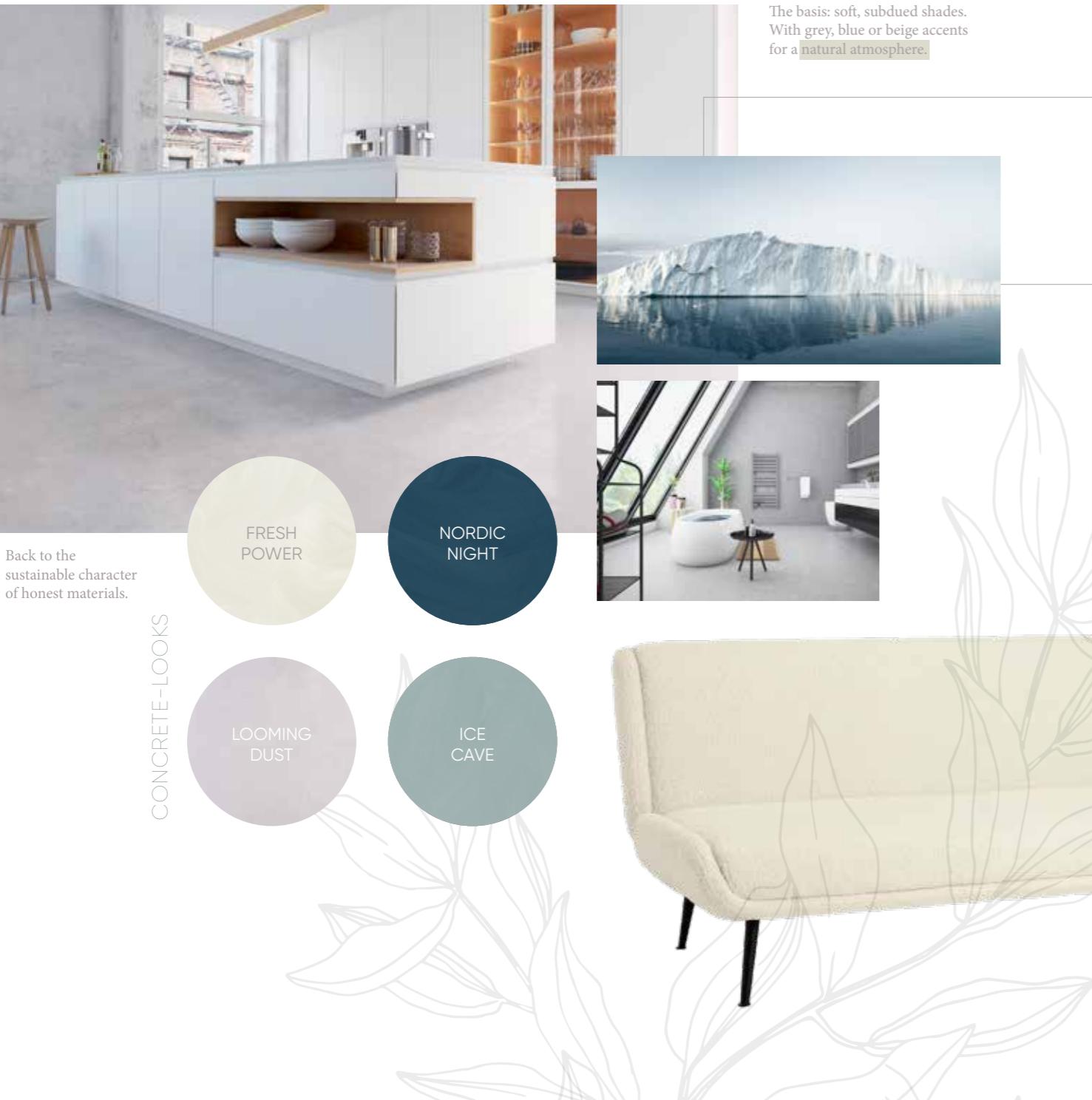
Bring the interior back to its essence. Minimal, but not simple. You experience a friendly atmosphere. Soft, serene, rounded, relaxed and comfortable. The balance between you and nature restored.



## CONCRETE-LOOKS

- FRESH POWER
- NORDIC NIGHT
- LOOMING DUST
- ICE CAVE

Back to the sustainable character of honest materials.



The basis: soft, subdued shades. With grey, blue or beige accents for a natural atmosphere.



Recycled materials, clear wood, leather and fabric determine the atmosphere.

## UNICOLOURS

- ICICLE WHITE
- PLAINSPOKEN BLUE
- NATURAL GREY
- FADED ROSE

With a mat look and a natural appearance.

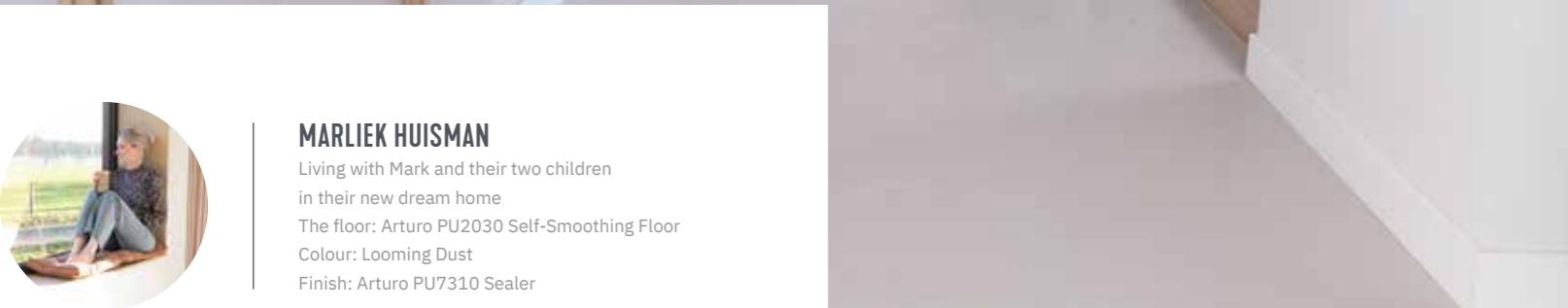


Pastels, neutral and natural, with a dark accent. The look is mat, chalk-like or powdery.



### MARLIEK HUISMAN

Living with Mark and their two children in their new dream home  
The floor: Arturo PU2030 Self-Smoothing Floor  
Colour: Looming Dust  
Finish: Arturo PU7310 Sealer



#### The look we were dreaming of!

When Mark and Marliek had their new home built the choice for a self-smoothing floor was soon made. "A self-smoothing floor was always our dream. Obviously, we also looked at other floors, but none of them had such a minimalist, seamless and bright appearance. Just beautiful!"

#### A warm atmosphere

"The floor has subtle grey hues with a warm undertone. This gives a warm atmosphere and good balance, reinforced by the natural materials in our interior. The kitchen, staircase, and blinds are in wood. We also toyed with earth tones, light pink, terracotta, and yellow accents."

#### First see what the colour does

"We chose this colour after a lot of looking and comparing. You have a certain vision in your mind, then look to see what fits in with it. To make our final choice we laid large colour samples on the floor in our home. You only then clearly see what a colour does in your home and you know what the effect of the natural light is straight away."

#### It has a lot to cope with

"We have small children, so the floor has to withstand a lot, but it's certainly up to it. You don't have to worry about scratches. A self-smoothing floor can last for 25 years without problems if it is applied correctly. The choice for the right installation company is just as important. Preparation is also very important. For example, a completely flat subsurface is required to obtain the perfect self-smoothing floor. Obviously we don't know about all this ourselves, so it was great that we could call upon Arturo and the installation company."

# A SELF-SMOOTHING FLOOR WAS "ALWAYS OUR DREAM"



“You don't have to worry about scratches”

LOOMING DUST

#### **The latest sealer**

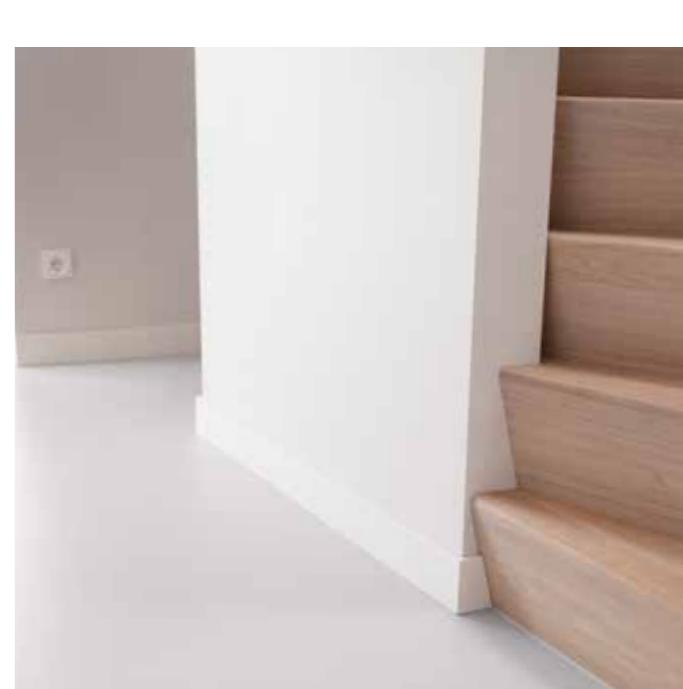
"The floor has an extremely attractive, ultra-scratch-resistant mat sealer (Arturo PU7310 Sealer). We were among the first to choose from the latest products from Arturo. Maintenance? Very easy actually. We were given cleaning advice and a cleaning product specially for self-smoothing floors. We also placed pads under the table and chair legs. It all works really well. All in all we are very happy with our self-smoothing floor!"



**“We chose this colour after a lot of looking and comparing”**



**“NO OTHER FLOOR HAD SUCH A MINIMALIST, SEAMLESS AND BRIGHT APPEARANCE”**





# KALAHARI

## Brings warmth inside

Have the savannah become part of your interior with Kalahari. A warm-blooded primeval landscape at the heart of the boundless desert. A rugged region is full of earthy colours, wild textures, and the quirkiest patterns. You experience pure authenticity. You feel at one with the earth, that encircles you with glowing warmth.

## Adventurous and colourful

Kalahari is inspired by distant travels and other cultures. With this style you welcome influences from other parts of the world into your interior. Kalahari is warm and airy,

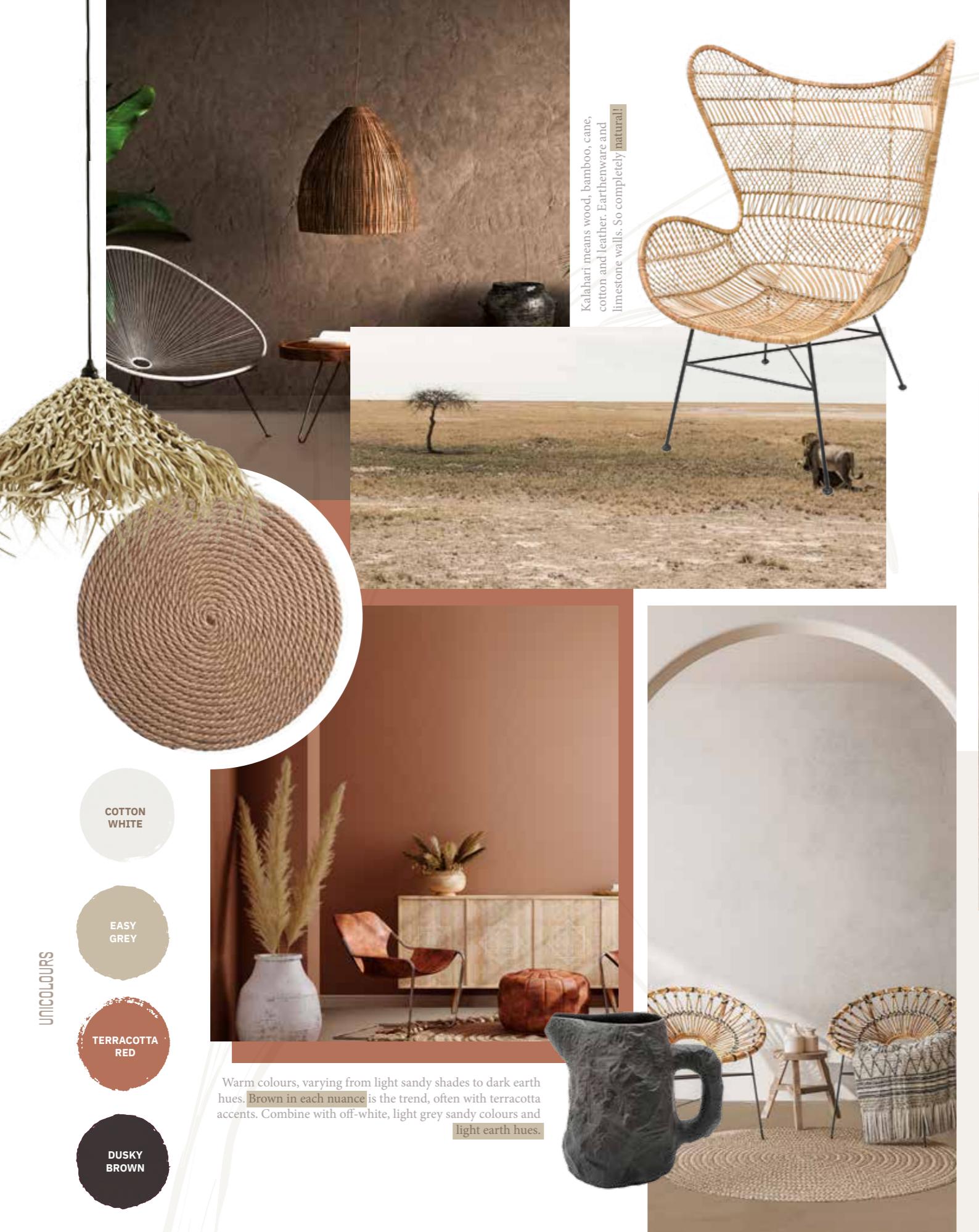
with light sandy hues and terracotta, bamboo, and cane inspiring patterns. A varied primeval style with a background full of adventure.

## Warmth of colour

We increasingly desire colour on the floor. This can be a concrete-look with the movement of desert sand or singed clay. You bring this warm mood inside with the Terracotta Red and Outback Dream colours. Dare to go for Kalahari!

INSPIRED BY  
**KALAHARI**

Live or work in warmth, with a glow and comfort. Far away on an adventure and feel the pristine in each fibre. Spaces are given something lively and immediately feel cosy and familiar.





# AMAZONE

## The green indoors

Amazon boosts your energy and helps inspire ideas. This style reflects the unspoilt rain forest, the lungs of the earth. The extravagant green spreads calmly over the floor. Along with a jungle, you experience a feeling of air and freedom.

## Green is hot

The desire to reside, work, and live naturally is making the green inside space more popular than ever. Green is hot! It symbolises rest and calm, renewal, and

sustainability. So green is also in demand. Not just in hotels and office environments but also health and educational sectors.

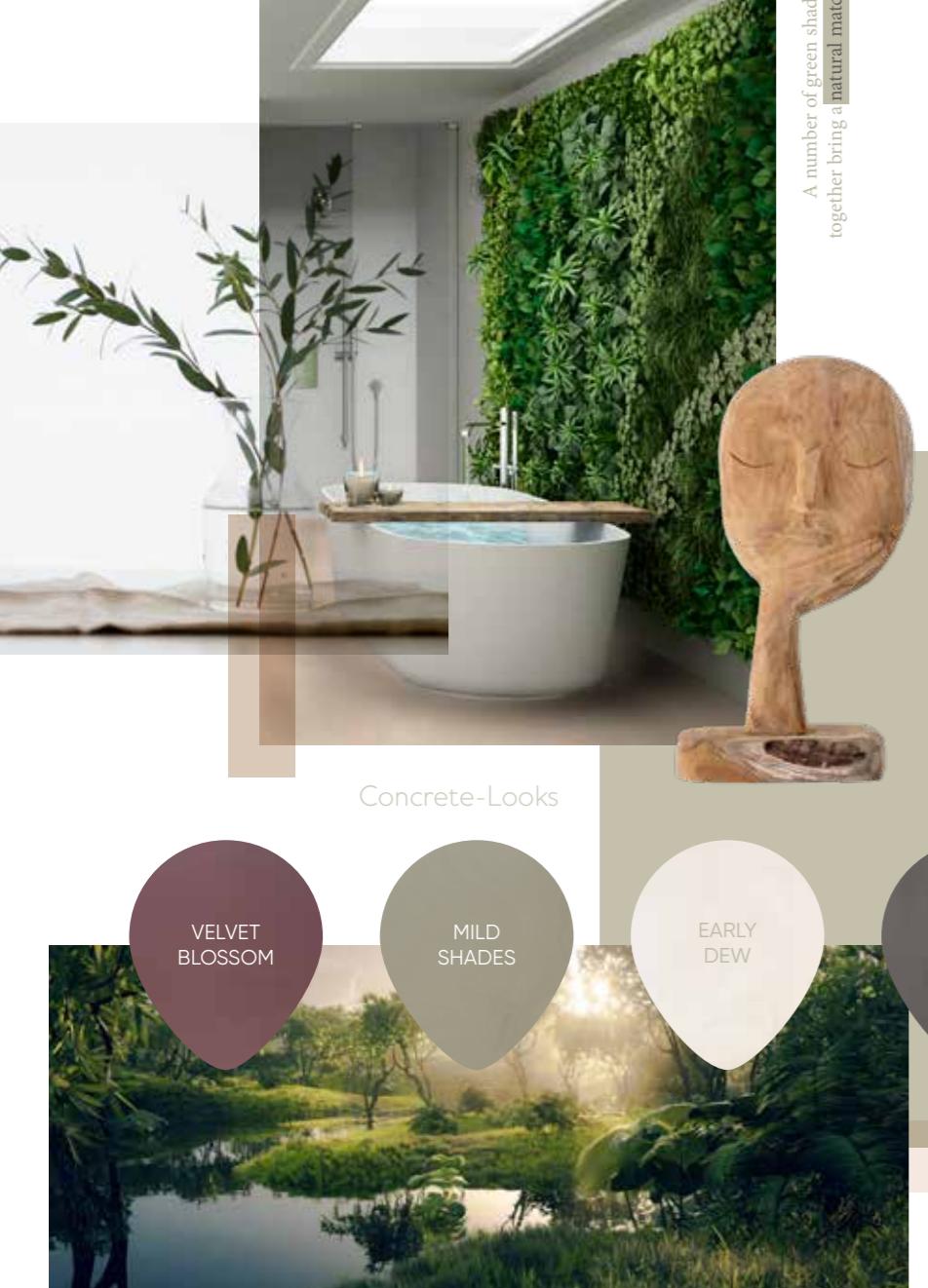
## Mild Shades

Discover a natural grey-green colour with a positive aura. This subtle green perfectly matches natural, authentic materials. Just like in the wild, combining a number of green shades can be a match that is a feast for the eye, with a highly natural appearance.

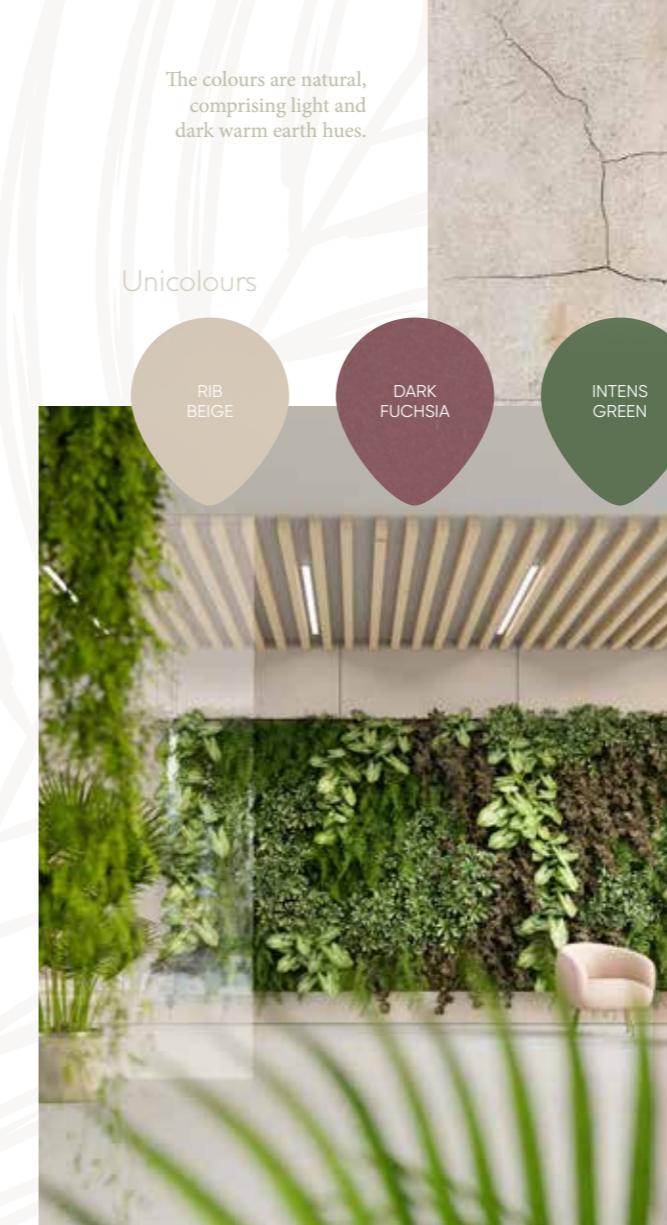
INSPIRED BY

# AMAZONE

Organic forms and natural colours instigate feelings of zen. Play with green shades, vary with plants, and combine natural materials. The effect is a soothing and relaxed atmosphere.



A number of green shades together bring a natural match.



## Unicolours

RIB BEIGE

DARK FUCHSIA

INTENS GREEN

PALE GREEN



Combine sandy beige shades with moss and leaf shades for example.



Natural, open and transparent materials.  
Light woods, leather, cork and stone.  
The materials with natural patterns.



# VANCOUVER

## Nature meets urban

Vancouver gives nature a free rein. Neatly raked borders and neatly landscaped gardens are nowhere to be found. Joining nature and the city as one. Let wild and unpolished nature meet steel and concrete. Then we look to see what happens.

## The energy vibe!

Intertwining a large, hectic city with nature. Rugged, snowy mountain peaks mixed with a busy and colourful city life. Appealing to everyone with powerful, energetic

colours which stimulate positive vibes. Concrete colours which exude deep rest.

## Anything goes

Vancouver brings back the good old days with artistic patterns. A blend of new and vintage with a contemporary urban look. Modern technology, luxury, and comfort mix together in the city's interior spaces. Active colours and energetic patterns can be found everywhere. Wow!

# INSPIRED BY VANCOUVER

Unicolours

INKY  
BLUE

CUTE  
BLUE

SIGNAL  
RED

MEDAL  
YELLOW



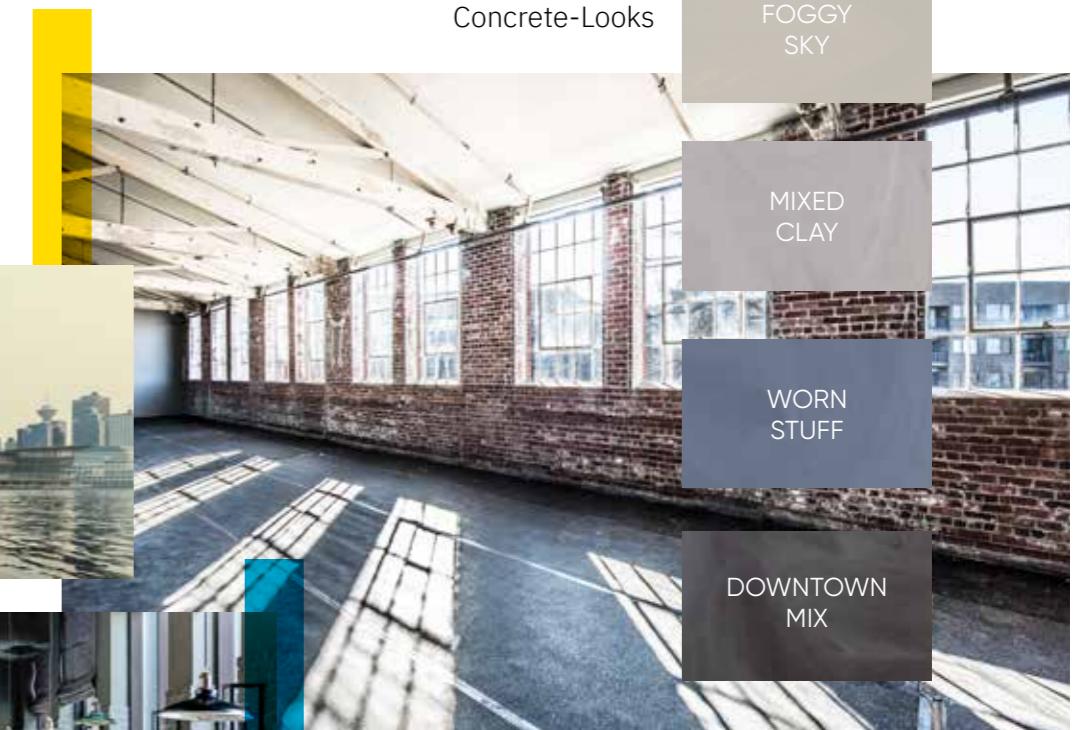
Particularly striking is the **dynamism of powerful accents** and moving patterns inspired by sport.



Cool, rugged materials such as concrete and steel, **in combination with vivid colours** and sharp graphical patterns. Graffiti, art and elements such as letters, figures, and light boxes dominate.



Vancouver has a **subdued colour palette** with a brown-grey tint as an attractive and solid base.



Concrete-Looks

FOGGY  
SKY

MIXED  
CLAY

WORN  
STUFF

DOWNTOWN  
MIX

# ROCKIES



#### Unbounded rugged space

Discover North America at its most rugged. Surprise yourself how often you look upwards seriously impressed. The masses of primeval forces just keep coming. The Rockies are an unforgettable spectacular. A Valhalla for anyone yearning for nature's power.

#### Energy booster

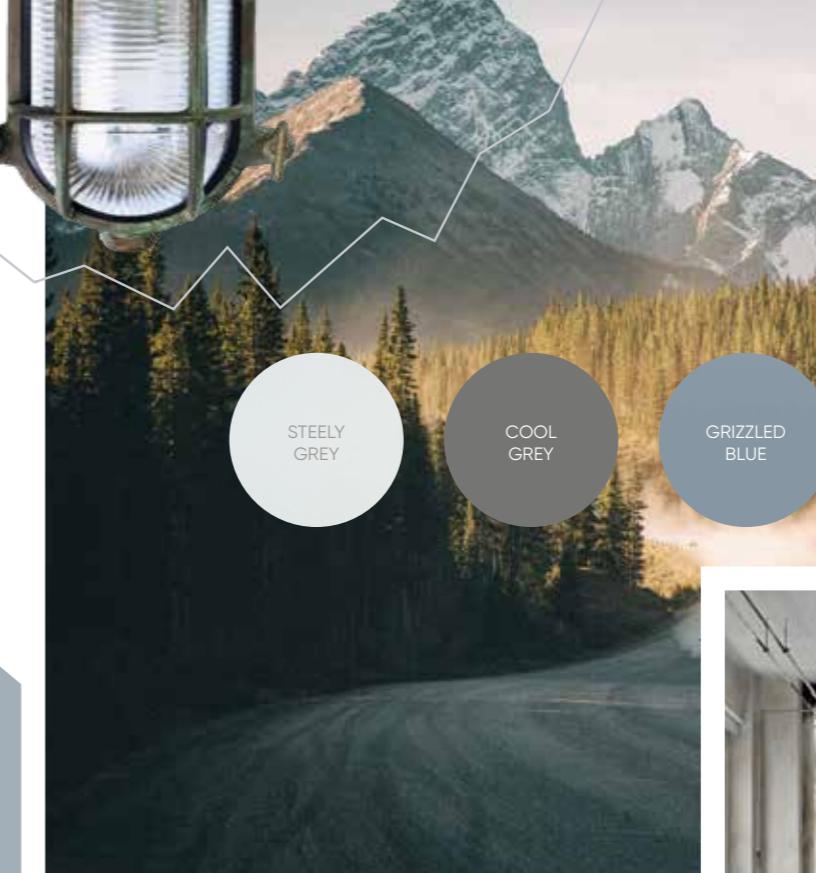
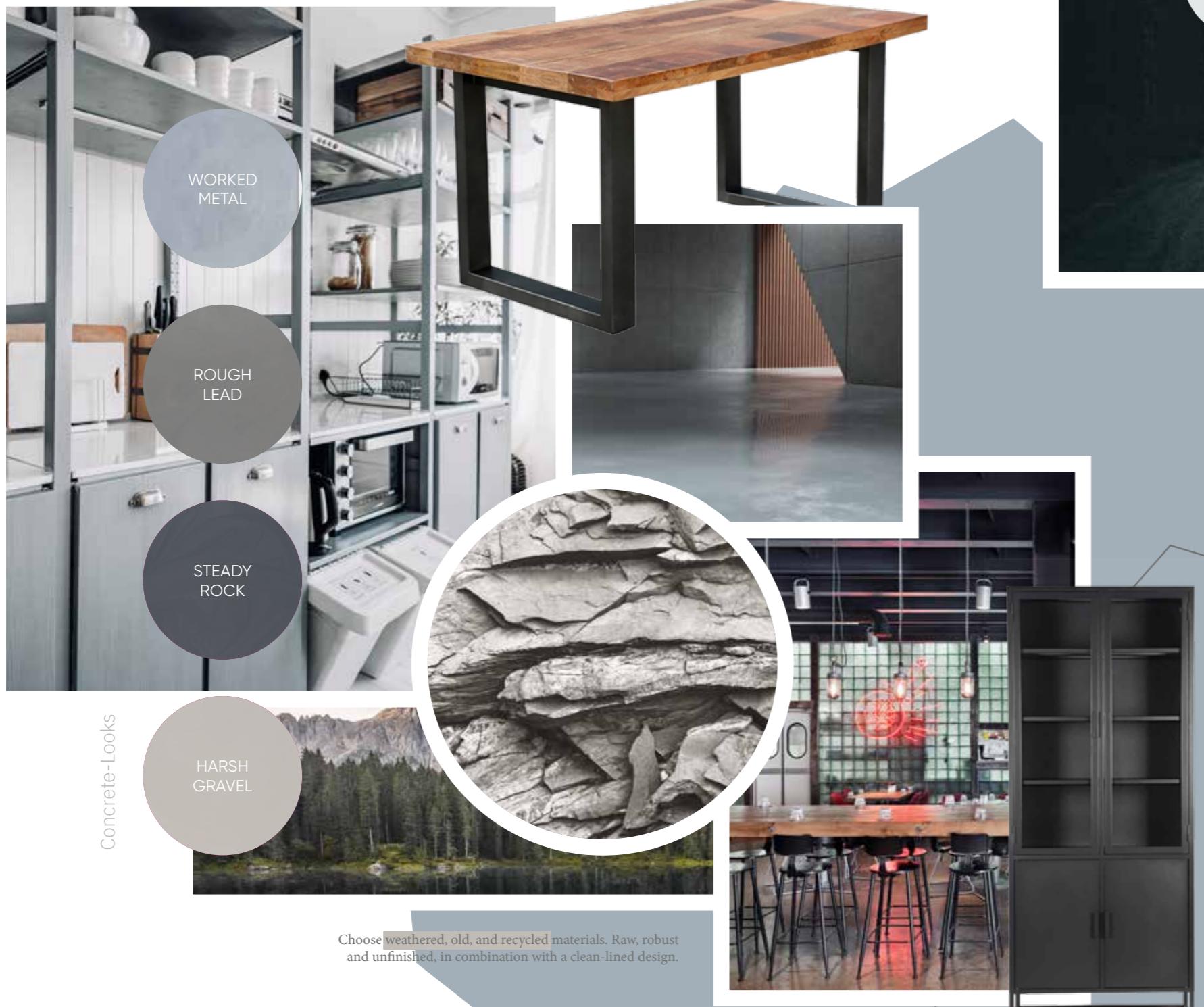
Rocky landscapes as far as the eye can see, are cut through by bubbling mountain streams. You feel small and vulnerable, but at the same time you get a kick that stays with you. Your energy gets an enormous boost and inspiration comes at you from all sides.

#### Robust industrial

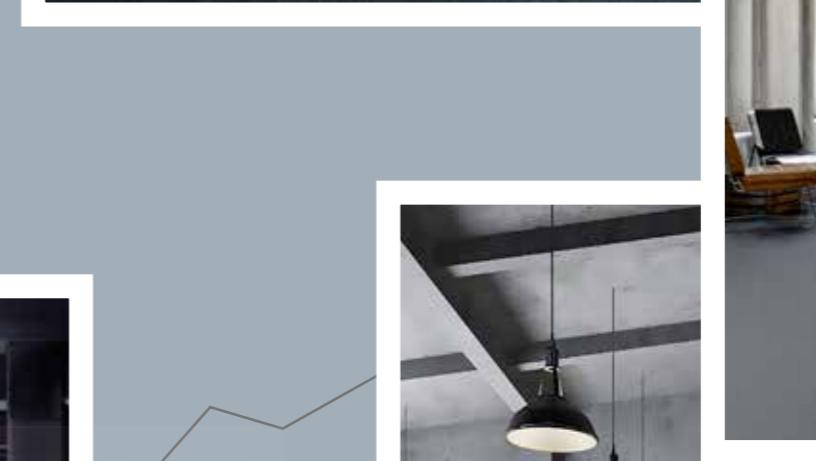
Rockies makes spaces robust. Think of concrete walls, cast iron pipes, and old piping. Old school industrial such as in old workplaces and warehouses. Large and spacious, with broad-shouldered, minimalist furniture. The artisanal coming from the workplace. Everything is raw and sturdy, with no frills.

# INSPIRED BY ROCKIES

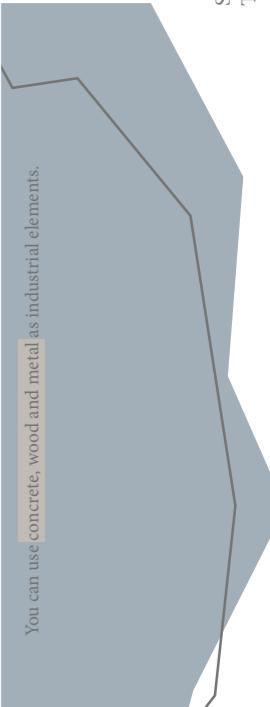
With Rockies you create a sturdy, robust appearance. The effect of solid forms, plain colours and concrete walls. Exposed ceilings with cast iron piping complete the design.



Unicolours



Solid sobriety; black, grey, steel-blue. Grey is the basis here.  
The colour palette is subdued, with striking, strong accents.



The green ensures subtle natural variation, embedded in black, grey and white.

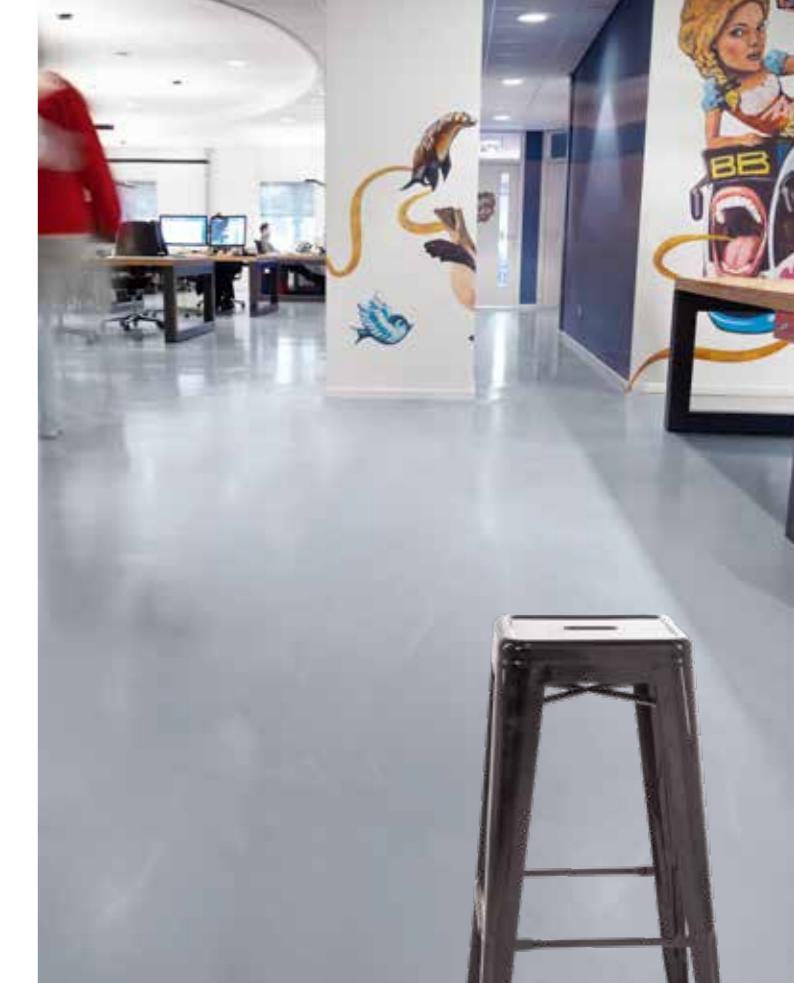
# IDEAS FOR “THE CREATIVE FLOOR”

Advertising agency Brand Builder has ideas for the creative. Advertising campaigns, the latest packaging designs, promotions you see in the supermarket and viral promotions on social media. At marketing and communications agency Brand Builders ideas roll off the line 24/7. Just like the wheels under office chairs, as sitting still is an unknown phenomenon here. Talking about the floor: it seamlessly matches the creative vibe. Literally!



## BRAND BUILDERS

Advertising agency  
The floor: Arturo PU2030 Self-Smoothing Floor  
Colour: Worked Metal  
Finish: Arturo PU7310 Sealer



## Perfect match

The colour chosen was Worked Metal. A lively concrete-look in light grey. Susanne claims “A perfect match with the black metal legs of our furniture. Along with the wooden table tops and the growing plants there. Together with the noise-damping ceiling plates the acoustics cannot be beaten. That’s not unimportant in a large space with thirty workaholics.”

## Translating ideas into a floor

Eric explains “Arturo Studio can help you to translate your ideas into a flooring concept. Thea, Arturo’s designer advised us. She could explain the impact of floors and colours on the space in the finest detail. That was an enormous help when making the choice. Do you know what also stands out? The atmosphere at our business just feels nicer, more natural.” Susanne also agrees “The ideas roll spontaneously off the line.”



## Serenity in place

“We once had a floor covering. But it soon lost the battle against the busyness and litres of spilt coffee,” says Susanne from Brand Builders. “So we went in search of a new floor, one that lasts but still keeps on looking attractive.” says Eric: “That’s why we chose this Arturo self-smoothing floor. You won’t find a more minimalist floor. It is seamless and brings serenity to the place. It’s good for a balance too, because we have a lot of colour, wacky interior items, and busy people in-house.”



# Rivière

## **La vie est belle**

The Rivière, the coastal strip on the Mediterranean Sea, is well-known for its captivating charm. The way of life is based on enjoyment. From fashion, art, food, and drink to glamour. Everything that has beauty and style, preferably with a local character, is appreciated here.

## **Enjoy the charm**

You see people happily strolling around everywhere on the sunny boulevard. The decor is parasols, palm trees, and the azure-blue sea. The hinterland is the domain of wild flowers, plants, and cypresses, interchanged with rugged rock faces. *La vie est belle!*

## **Deliberately aesthetic**

Rivière is a deliberate choice for the sustainable and aesthetic. It stands for daring forms and dark tones as the basis for the design, serenity, and symmetry. Rivière brings a feeling of glamour, never gaudy, but with an eye for quality. Everything is finished down to the finest detail. This is life with the touch of luxury.

# Rivièra



Gold, silver, brass and glass, but with a subtle presence. High gloss and mat interchange and give the luxury appearance a finishing touch.

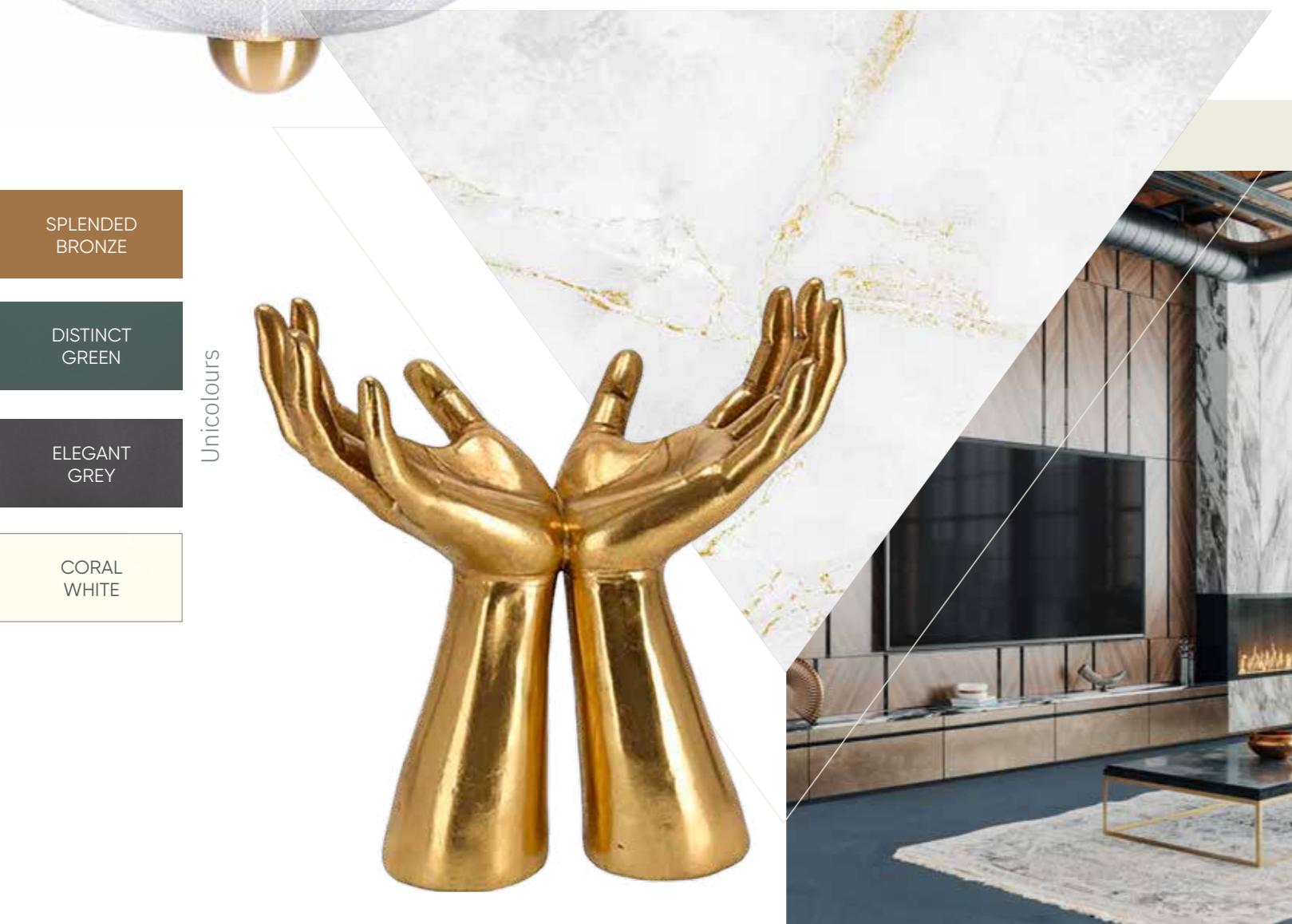


An ambiance with minimalist glamour. It demonstrates individual styles that can be enjoyed. Everything is attractive with that touch of quality. At the same time it shows that the aesthetic can also be sustainable.



Concrete-Looks

CHIQUE MOTION



SPLENDID BRONZE

DISTINCT GREEN

ELEGANT GREY

CORAL WHITE

Unicolours



Dark woods and black stained materials.



MARBLE FLIRT

RICH FLOW

DARK MOVE



At the same time dark warm, subdued colours create an intimate atmosphere.



RIA VAN HEMERT

NU Art & Design  
The floor: Arturo PU2030 Self-Smoothing Floor  
Colour: Coral White  
Finish: Arturo PU7750 Sealer

**“Everything here is a highlight, including the floor!”**

At Nu Art & Design you will find a sublime mix of interior design and art. The gallery impresses with exclusive design and an extensive space on top. The floor surface amounts to almost 400 m<sup>2</sup>. Gallery owner Ria van Hemert exclaims “Talking about the floor, this self-smoothing floor unmistakably enhances the iconic atmosphere in the interior.”

**It fits with the philosophy**

The former post office in Woerden is now the ultimate hot spot where art, design, interior, and a striking floor merge as one. “This floor matches our philosophy”, explains Ria. “Everything must be a highlight here. Just look at the walls, or for example the authentic ceiling sprayed in papier mâché. When you add this floor it is a masterpiece in itself.”

**The visual force was the deciding factor**

The idea for this floor comes from Ria herself”, says partner Peter de Bruin. Peter continues: “Ria went for a seamless white self-smoothing floor that was a good foundation for the aura of her gallery. That certainly worked. The visual force was the deciding factor. No other floor comes even close. This floor together with the interior and our collections brings an allure that stands out across the whole of Europe.”



# EVERYTHING HERE IS A HIGHLIGHT

“INCLUDING THE FLOOR”



“ This floor matches our philosophy ”

**We'd never seen anything like it before**

“The spatial effect and the serene quiet exuded by the floor appeals to everyone”, says Ria. “So we continued the floor throughout the whole building, up to and including our office and the warehouse. Artists, customers, and contacts all say there is impact of that endless minimalist white, we've never seen anything like it before. The response is what matters to us.”

**Problem-free with underfloor heating**

“Seeing the floor installed also made an impression. “I stood in admiration of how the flooring contractor installed the self-smoothing floor down to millimetre precision”, says Peter. “We were seriously impressed when the floor was ready, with tall skirting as a surround. We had the floor combined with underfloor heating that works problem-free and with complete reliability.”

#### Ideal for project-based use

"The public has already been using the floor for some time, but there is not a scratch or damage to be seen anywhere. We often drag furniture and objects over it but the floor is extremely durable. Ideal for project-based use. The ease of maintenance is also a bonus. Mopping with a special cleaning agent now and again is all that's needed. This floor has been here for a while now. A new sealer can always be applied, but that can wait for another 15 years. That is also what is so nice about this floor!"



“

**THE VISUAL  
FORCE WAS  
THE DECIDING  
FACTOR”**





# EVER-GREENS

**ALWAYS GOOD:  
STABLE BASIC COLOURS**

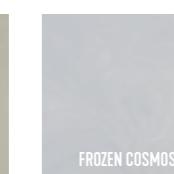
Besides the colours of the Arturo Style Compass, we also present you with Arturo Evergreens. These basic colours have already proved their strength for many years. You can choose from 8 unicolours and 8 concrete looks.

Grey is a commonly used colour in the interior. It is a timeless colour and now clearly a permanent fixture.

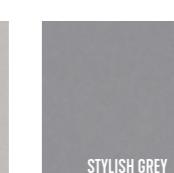
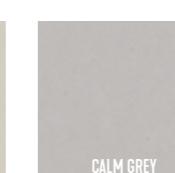
Grey is ideal as a neutral basis. In combination with light colours it gives a spacious effect. Combine your grey with black and the space becomes sturdy and industrial. Does an interior have a lot of colour? The concrete-look brings a serene, neutral balance. If you have wooden furniture and accessories, a warm grey is the perfect match.

The neutral Arturo Evergreens form a minimalist basis for any interior. With different colour shades, an Arturo Evergreen Unicolour is suitable for any interior. These colours can all be finished with an gloss, satin, mat, or extra mat sealer. So you have all the options to create your favourite look.

## CONCRETE-LOOKS



## UNICOLOURS



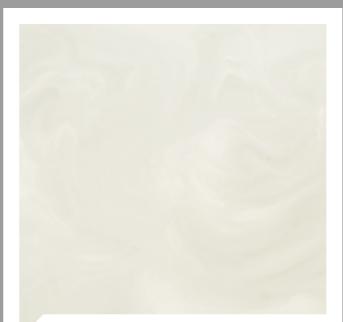
# OVERVIEW OF ARTURO CONCRETE-LOOKS



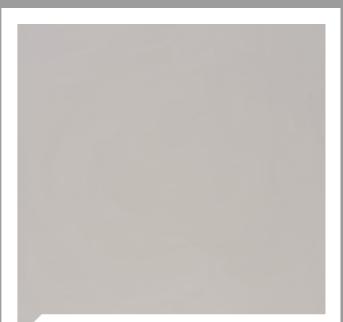
EARLY DEW P26



MORNING FLOW P47



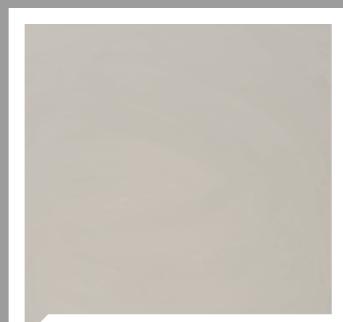
FRESH POWER P14



HARSH GRAVEL P34



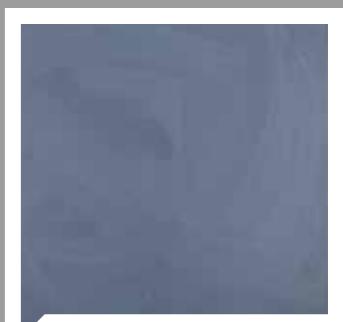
MARBLE FLIRT P41



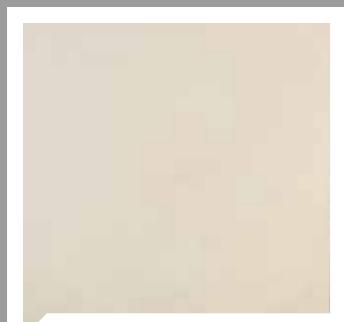
FOGGY SKY P31



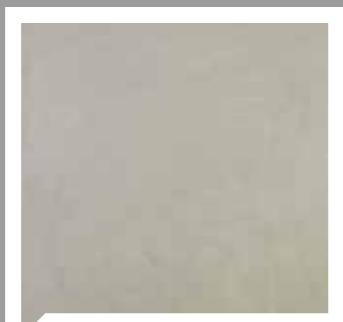
ICE CAVE P14



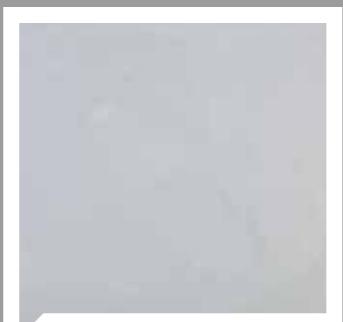
WORN STUFF P31



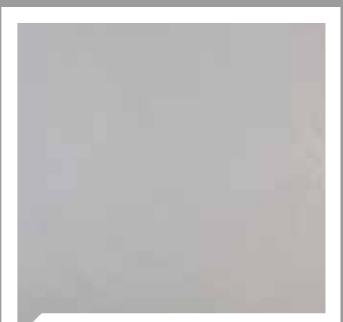
CALM BREEZE P47



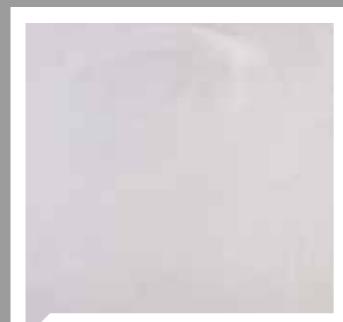
BASIC WASH P47



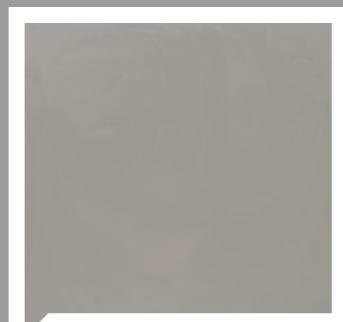
FROZEN COSMOS P47



SOFT STONE P47



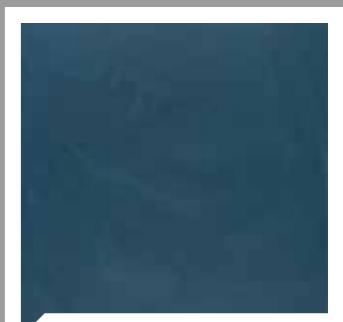
LOOMING DUST P14



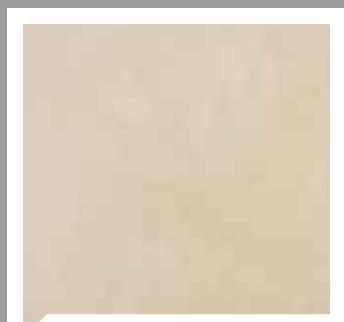
NATIVE SHADOW P23



RICH FLOW P41



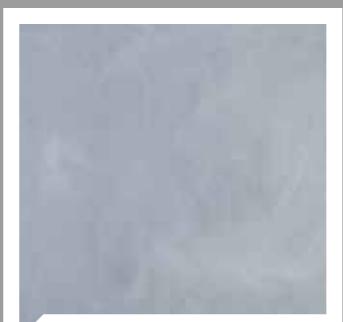
NORDIC NIGHT P14



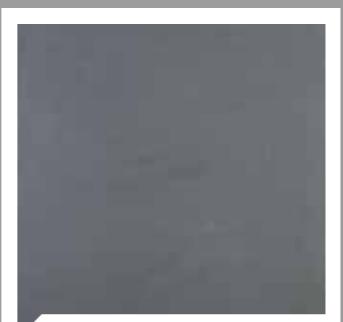
SANDY SHADES P47



COSMIC FUSION P23



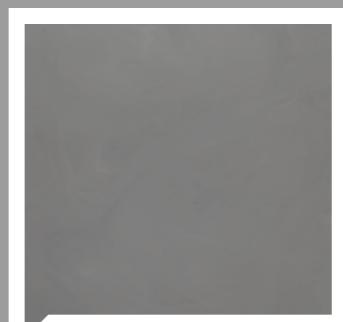
WORKED METAL P34



RAW BASALT P47



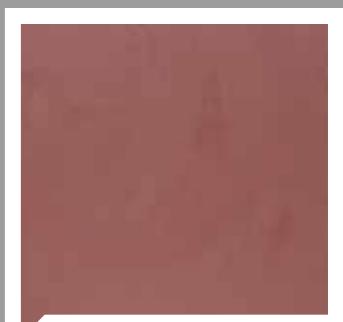
MIXED CLAY P31



ROUGH LEAD P34



MILD SHADES P26



VOLCANO FLAME P23



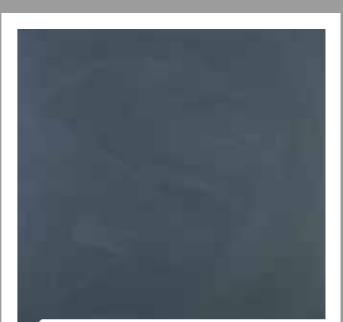
OUTBACK DREAM P23



DOWNTOWN MIX P31



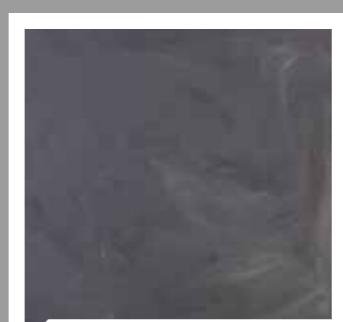
STEADY ROCK P34



DARK MOVE P41



CHIQUE MOTION P41



GRAPHITE TOUCH P47



JUNGLE LEAFS P26



VELVET BLOSSOM P26

# OVERVIEW OF ARTURO UNICOLOURS



CORAL WHITE P40



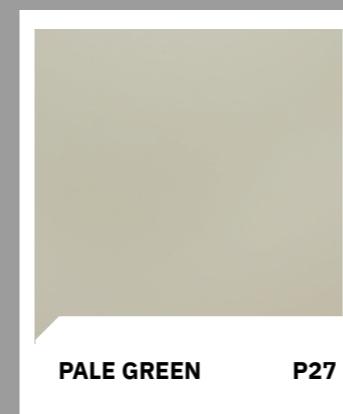
BASIC WHITE P47



ICICLE WHITE P15



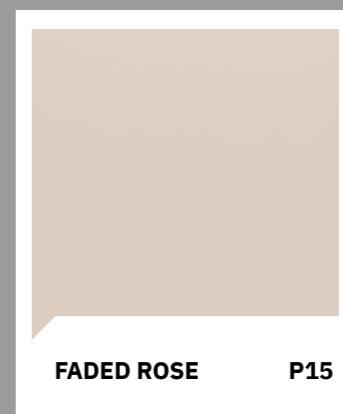
MISTY GREY P47



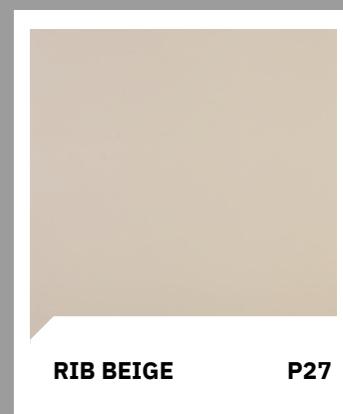
PALE GREEN P27



PLAINSPOKEN BLUE P15



FADED ROSE P15



RIB BEIGE P27



COTTON WHITE P22



DUSTY GREY P47



STEELY GREY P35



CALM GREY P47



MODEST GREEN P35



CUTE BLUE P30



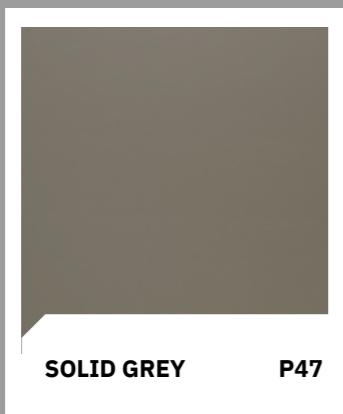
TERRACOTTA RED P22



EASY GREY P22



NATURAL GREY P15



SOLID GREY P47



IRON GREY P47



STYLISH GREY P47



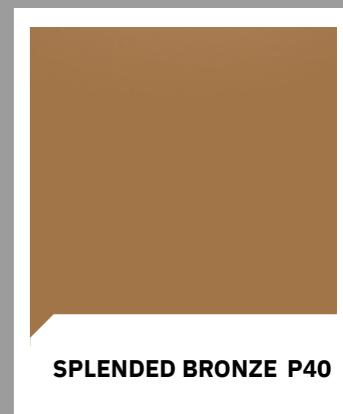
INTENS GREEN P27



INKY BLUE P30



DARK FUCHSIA P27



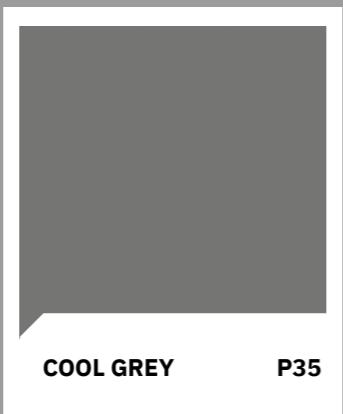
SPLENDED BRONZE P40



FOSSIL GREY P47



DUSKY BROWN P22



COOL GREY P35



ELEGANT GREY P40



DISTINCT GREEN P40



GRIZZLED BLUE P35



SIGNAL RED P30



MEDAL YELLOW P30

# EACH LAYER MAKES YOUR FLOOR UNIQUE



No other floor finish can be adapted in line with individual preference and requirements compared to an Arturo floor. Self-smoothing floors consist of a number of layers. First, the primer and scratch coat ensure good adhesion to the substrate. Then the self-smoothing floor guarantees the required floor properties. Finally, the sealer provides the desired appearance and protects the floor.

Primer and scratch coat

Self-smoothing floor

Sealer

## PROPERTIES

### Durable and practical

Besides the attractive appearance of self-smoothing floors, they are also particularly durable and practical. A self-smoothing floor is seamless, impermeable, and easy to clean. With the Arturo PU2030 and PU2050 floors there is no discolouration thanks to their UV-stable properties. All self-smoothing floors are also suitable for combining with underfloor heating.

### Ideal for renovations

The shallow thickness (2-3 mm) means Arturo floors are often applied in renovation projects. Application over existing floors is possible depending on the original floor surface.

### Finish

All types of self-smoothing floors can be finished with different sealers.

- ✓ Impermeable
- ✓ Good wear and scratch resistance
- ✓ Low-maintenance and easy to clean
- ✓ Good resistance to chemicals
- ✓ Flexible
- ✓ Applicable with underfloor heating
- ✓ Seamless
- ✓ Slip-resistant option
- ✓ Underfoot comfort
- ✓ Can be used for renovations
- ✓ UV-stable
- ✓ Solvent-free and low-emission

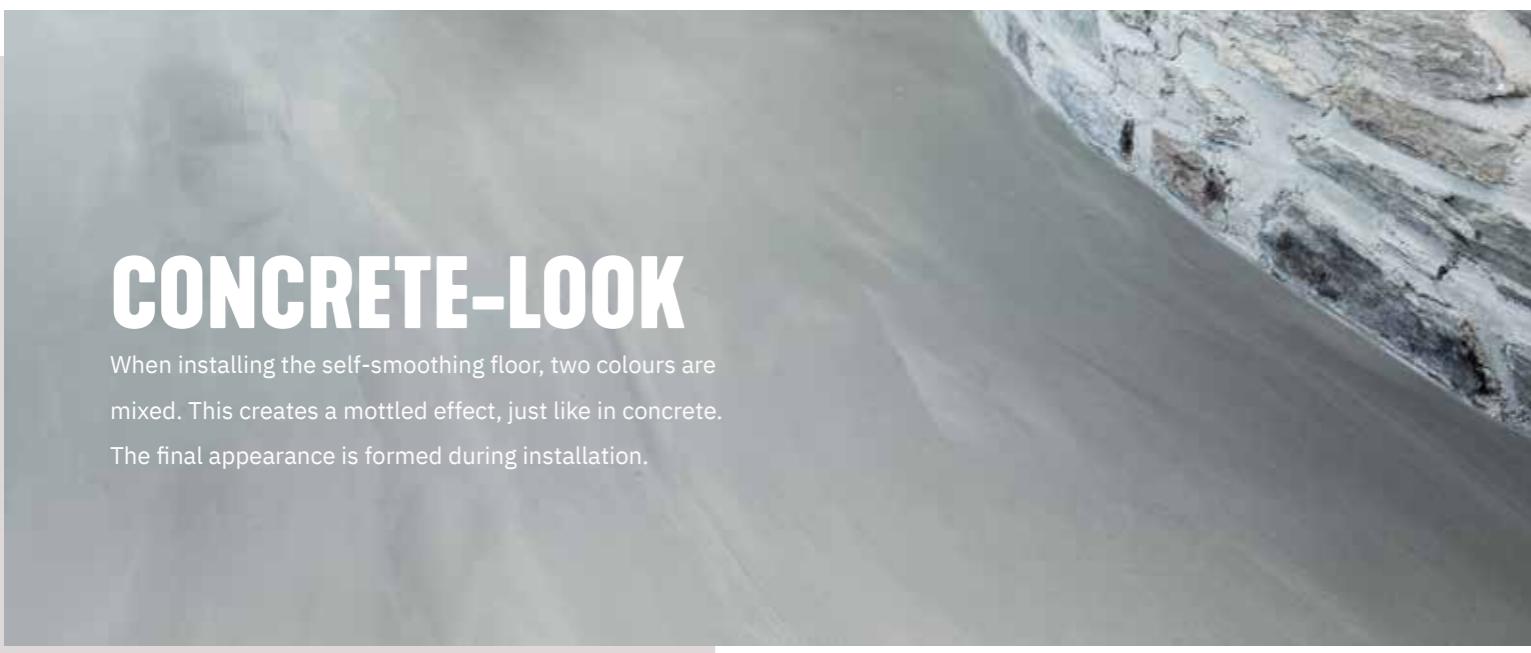
# WHAT OPTIONS DO I HAVE?

You have chosen an Arturo floor, but what options do you still have? The type of floor, the colour and the sealer ultimately determine the true end result.



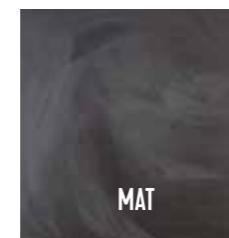
## CONCRETE-LOOK

When installing the self-smoothing floor, two colours are mixed. This creates a mottled effect, just like in concrete. The final appearance is formed during installation.



## SEALERS

The sealer has a big effect on the appearance of the floor. There is a choice of transparent gloss, satin, mat or extra mat. For Unicolour floors there is also a mat silk, coloured and UV-stable sealers. A slip-resistant finish is also an option.



## UNICOLOUR

One plain colour as a minimalist base for design. Calm and light shades allow the rest of the interior to shine. A distinct or bold colour allows the floor to feature more clearly.

## 4 TYPES OF SELF-SMOOTHING FLOORS

The floor systems from Arturo combine performance and decorative finishes. A suitable and durable solution is available for every requirement to match the particular function of a space. But what type of floor system is needed? This depends on different aspects such as the expected load.



### Arturo PU2050

System information: Permanently flexible, UV-stable, polyurethane self-smoothing floor system for light to medium-heavy loads with good underfoot comfort.

#### Application:

offices, public space, shops, homes, catering, hospitality, health centres, schools.

### Arturo PU2060

System information: Hard-flexible, polyurethane self-smoothing floor system for light to medium-heavy loads with good chemical resistance.

Application: production areas, warehouses, offices, homes, schools, catering, hospitality, hospitals, and shops.

### Arturo PU2030

System information: Permanently flexible, UV-stable, polyurethane resin floor system for light loads with good underfoot comfort.

Application: offices, public space, shops, homes, catering, hospitality, health centres, schools.

### Arturo PU2035

System information: Permanently flexible, polyurethane self-smoothing floor system for light loads with good underfoot comfort.

Application: offices, public space, shops, homes, catering, hospitality, health centres, schools.

The Arturo PU6000 Membrane has been specially developed for the Arturo self-smoothing floor systems above. This is guaranteed to prevent cracks in the floor, so an Arturo system offers you even more reliability.

The cleaning and maintenance advice should be checked before use. This ensures a permanently attractive floor that you can enjoy for many years to come.

# PLENTY OF IDEAS

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## ARTURO STUDIO

**Do you have distinct ideas or any difficulties in making a choice?**  
**At Arturo you will find a comprehensive collection of colours and patterns. The Arturo Studio can help design a suitable floor allowing you to make the right choice.**



### Assistance with your choice

Style, atmosphere, and aura have a big influence on how people enjoy their environment at home or at work. Choosing the right colour can be difficult. There are also many other things to consider such as lighting and natural light, the furniture, personal preferences as well as the function and dimensions of the space. In a business environment the colours must perfectly match the requirements of the client. Utilising the Arturo Studio makes choosing a floor a whole lot simpler.

### Help when it's needed

The Arturo Studio can help formulate a programme of requirements and designs. It starts with listening, appreciating and

putting ourselves in the place of our clients. We then design a realistic impression of the floor tailored to the specific requests, size, space, or decor. This allows the floor to be visualised and altered depending on what was envisaged.

### Floor colour of the year: Ice Cave

We are now at home much more often and we yearn for natural relaxation and balance. We, therefore, have a need for light and clear colours that welcome daylight inside. Glorious colours can announce the comeback of our natural lives. Just like the colour of the year: Ice Cave. A colour from the Arctic style with velvet-soft, subdued shades. You will find this style in the Arturo Style Compass.



**“Listening, appreciating and putting ourselves in your place, that's what it all starts with.”**



# ARTURO WITH ITS FEET FIRMLY ON THE GROUND

## Floors for change

The world keeps turning and is constantly in flux. Arturo keeps a close eye on this and watches developments with a fresh pair of eyes. With innovations and new production technologies, Arturo makes things possible that formerly appeared highly improbable. Sustainability has no longer been a mere trend and is now a widely accepted concept. Important to bring this concept to fruition is the right balance between people, the environment, the product, and economics. This is in our genes and is part of what we already do and what we will continue to do. Arturo does this by keeping the 'good' and perfecting the 'green' with the drive to be the most sustainable resin floors manufacturer. The world changes and Arturo continues to play a pioneering role. Step by step. Floor by floor.

With a wide spectrum of self-smoothing floors, Arturo offers the perfect solution for any space. Arturo stands for constant innovation. In our laboratory, we work day in day out on new products and the further development of products and systems. More than 160 employees form the basis of our sustainable floors.

Arturo floors are sustainable, low-maintenance, wear-resistant, and seamless. They are simple to clean and can be combined with any type of underfloor heating. Arturo. Floors for change.

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

## Arturo is a brand of UZIN UTZ

The Arturo Color Collection is created by Uzin Utz Nederland bv, the Dutch subsidiary of the German company UZIN UTZ. Uzin Utz Nederland began 60 years ago with the production of adhesives and quickly grew to become a part of an international organisation. Now Uzin Utz Nederland has more than 45 years of experience as a leading manufacturer of self-smoothing

floors, floor coatings and other resin floors.

With the brands UZIN, PALLMANN, WOLFF, Arturo and codex, Uzin Utz Nederland supplies everything for installing, maintaining and renovating of all types of floors.

[www.uzin-utz.com](http://www.uzin-utz.com)

## Colophon

This brochure presents the following items: p.16/17 Moby Click sofa bed ([www.made.com](http://www.made.com)) | p.17 Ambit Pendant lamp ([www.muuto.com](http://www.muuto.com)) | p.17 HOA vases ([www.made.com](http://www.made.com)) | p.24 Rattan Egg chair natural Bohemian ([www.hkliving.nl](http://www.hkliving.nl)) | p.24 Lamp shade, braided sea grass ([www.tinekhome.com](http://www.tinekhome.com)) | p.25 Liam occasional table ([www.woodo.nl](http://www.woodo.nl)) | p.28 Cacia Deco, nature, recycled wood ([www.bloomingville.com](http://www.bloomingville.com)) | p.28 Hanging chair Cocoon XL natural ([www.xenos.nl](http://www.xenos.nl)) | p.28 Mygdal plant light ([www.nui-studio.com](http://www.nui-studio.com)) | p.29 Lantern Hazel Bamboo Natural ([www.j-line.be](http://www.j-line.be)) | p.33 angled spray bottle ([www.lepatine.nl](http://www.lepatine.nl)) | p.33 VanMoof X3 ([www.vanmoof.com](http://www.vanmoof.com)) | p.35 Level display case ([www.label51.nl](http://www.label51.nl)) | p.36 dining table mango wood ([www.happy-at-home.nl](http://www.happy-at-home.nl)) | p.37 Maritime 232015-36 ([www.franssenverlichting.nl](http://www.franssenverlichting.nl)) | p.37 terrace heater ([www.esschertdesign.com](http://www.esschertdesign.com)) | p.42 Moooi - Meshmatics by Rick Teegelaar ([www.moooi.com](http://www.moooi.com)) | p.42 golden hands ([www.gerimport.com](http://www.gerimport.com)) | p.43 Moooi - Flock of Light by Studio Toer ([www.moooi.com](http://www.moooi.com))

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