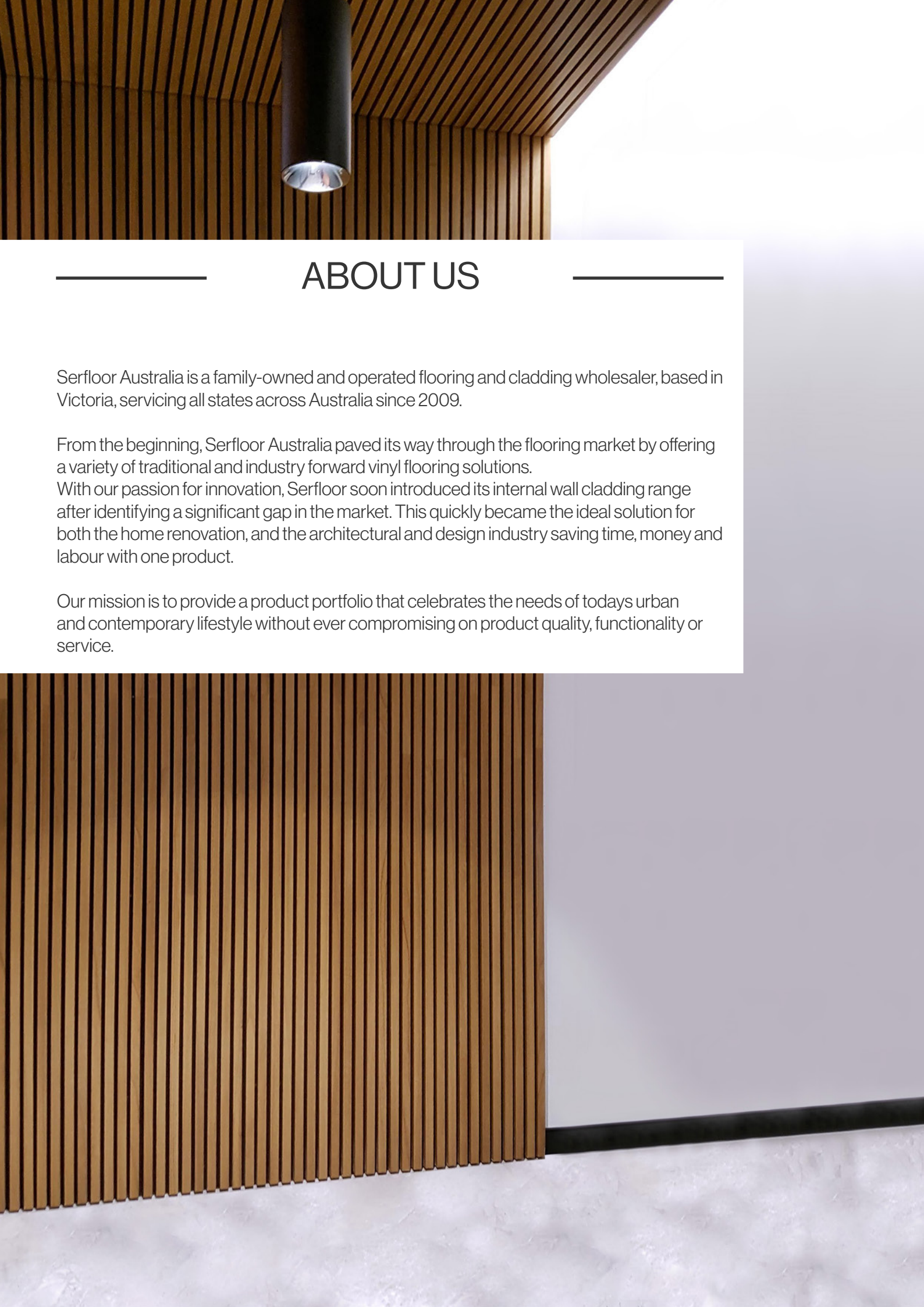# INTERNAL WALL CLADDING

PRODUCT AND DESIGN CATALOGUE 2023

SER FLOOR
AUSTRALIA

ABOUT US

Serfloor Australia is a family-owned and operated flooring and cladding wholesaler, based in Victoria, servicing all states across Australia since 2009.

From the beginning, Serfloor Australia paved its way through the flooring market by offering a variety of traditional and industry forward vinyl flooring solutions.
With our passion for innovation, Serfloor soon introduced its internal wall cladding range after identifying a significant gap in the market. This quickly became the ideal solution for both the home renovation, and the architectural and design industry saving time, money and labour with one product.

Our mission is to provide a product portfolio that celebrates the needs of todays urban and contemporary lifestyle without ever compromising on product quality, functionality or service.

INTERNAL CLADDING

It is now your turn to elevate interior spaces with Serfloor's Internal Wall Cladding collection and bring to life the architecture of your dreams.

Give dimension to your home or commercial area by recreating classic or modernised designs without restraints, using a finished product.

Our Internal Cladding collection is produced from the highest quality MDF, wrapped in premium film, making it ready to install with no time wasted on sanding, priming, or painting.
There are no limitations to your imagination, from finishes that look and feel like real timber, to contemporary solid colours.

Offering a rich variety of profiles, supporting both traditional and innovative architectural designs, this cladding range is applied with ease via a practical integrated click system.

Premium vinyl film

Medium Density
Fibreboard (MDF) core

Interlocking system
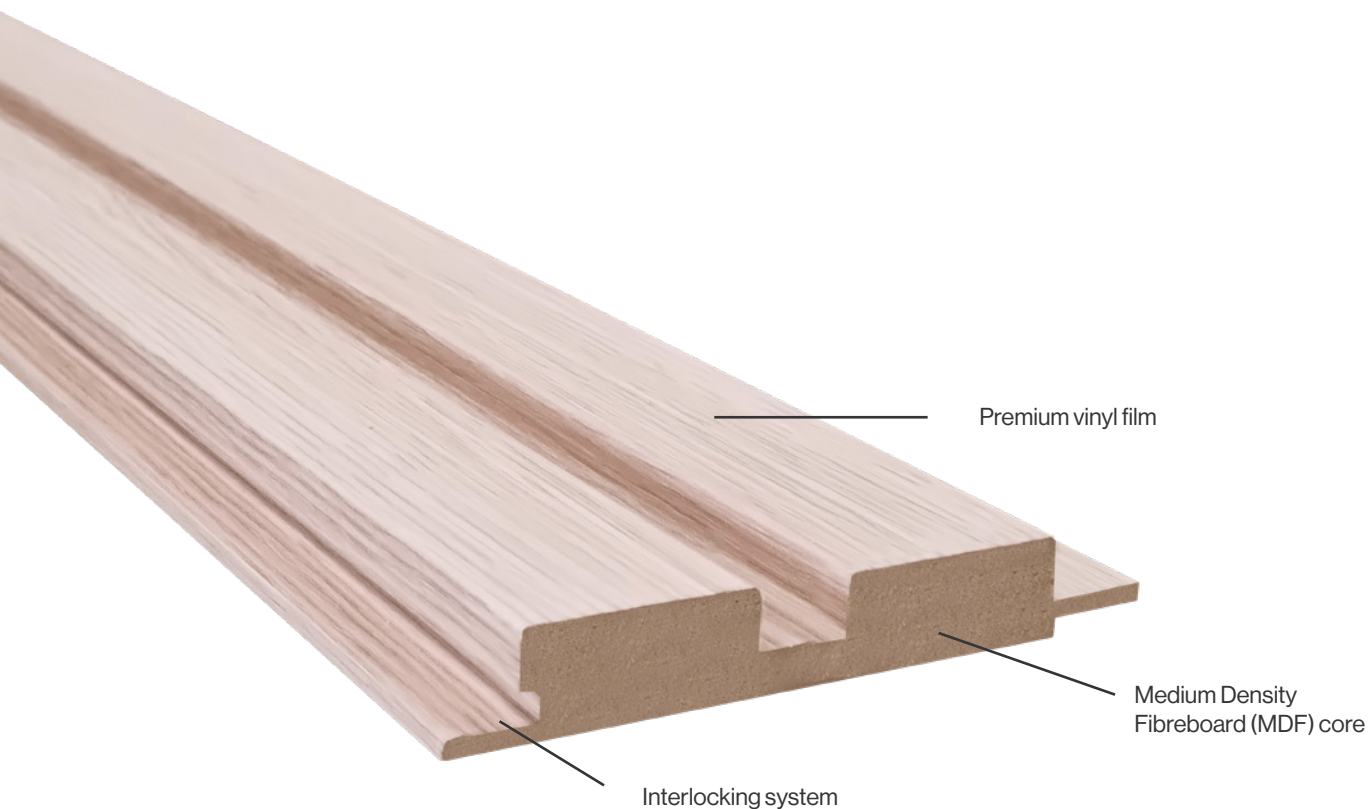
KEY BENEFITS

Easy to Install

Able to be applied to almost any internal surface such as plaster walls, ceilings, or cabinetry with the use of adhesive or nails. With the benefit of an easy to use interlocking system, this makes for the perfect DIY project.

Environmentally Friendly

Our entire profile range is imported from Europe from a manufacturing facility that produces MDF products with certified E0 low emission value and promotes a zero waste policy.

Anti Fingerprint

Serfloor's Internal Wall Cladding uses technology that makes the surface resistant to fingerprints, water, scuffs and marks. Our product is easy to maintain in all internal areas, perfect for families and busy environments.

Micro-Scratch Resistant

The technology of the premium vinyl finish also provides resistance against micro-scratches, increasing our product's durability and resilience.

Suitable for Commercial and Residential Projects

Architects, designers and specifiers can have peace of mind knowing the combined features of our collection ensure longevity for both commercial and residential projects.
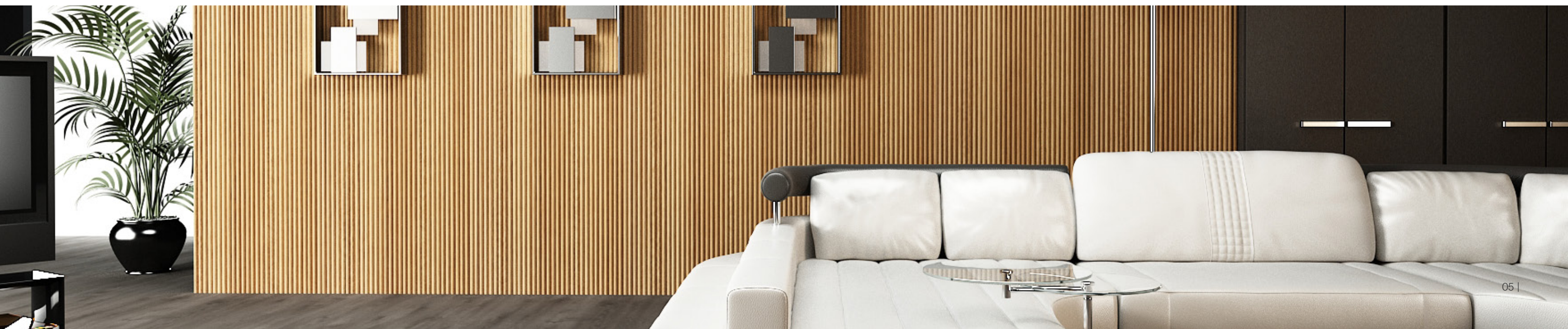
PRODUCT RANGE

RUNAWAY PRO 37

This exclusive addition to the collection is one of Serfloor's newest designs. Our most popular design elevated with deeper and wider grooves increasing its visual impact.

This profile offers the largest range of finishes that mimic the look and feel of real timber, along with classic solid colours for a more modern look.
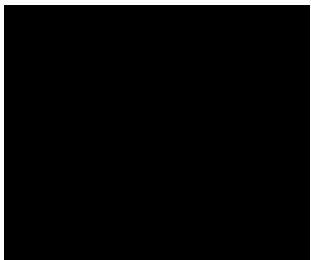
RUNAWAY PRO 37
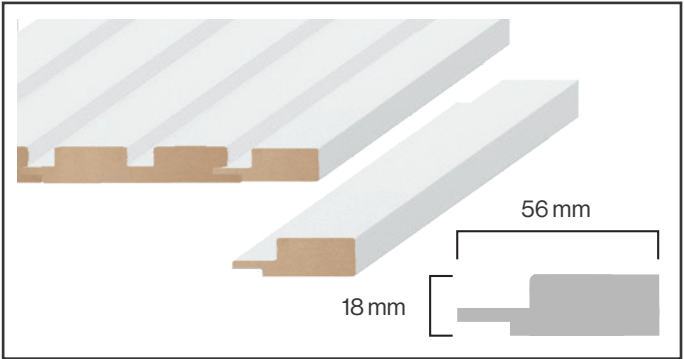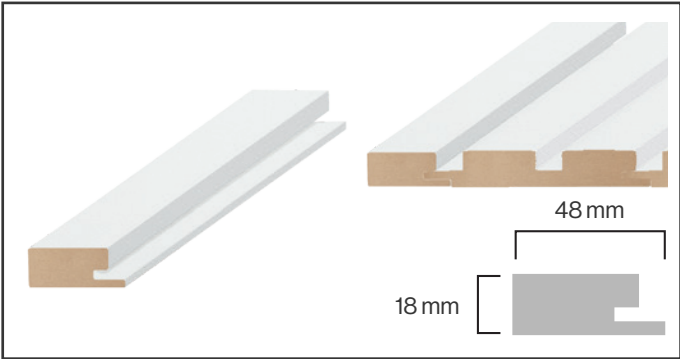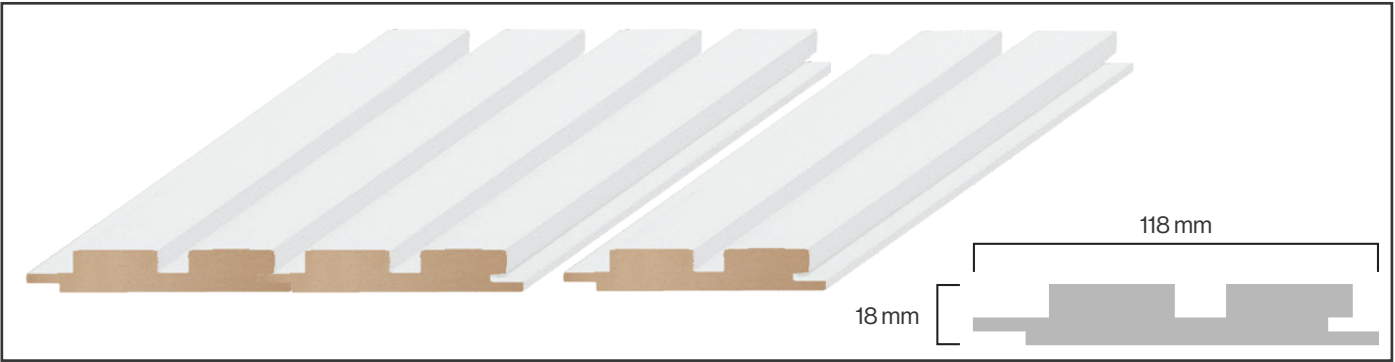
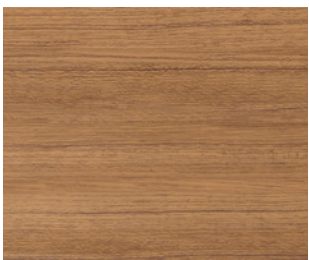| NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Runaway Pro 37	118 x 18 x 2800 mm	6 pieces	0.62 lm	1.736 sqm	26 kg / box
EP Left 37	48 x 18 x 2800 mm	12 pieces	0.03 lm / piece	1.04 sqm	26 kg / box
EP Right 37	56 x 18 x 2800 mm	12 pieces	0.05 lm / piece	1.68 sqm	26 kg / box

COLOUR RANGE

BLACK

NEW OAK

TEAK

AKRA OAK

STORM GREY

DELPHI OAK

TEXAS OAK

VERMONT OAK

WHITE

PERU OAK

LIGHT WALNUT

RUNAWAY MAXI

Serfloors original design, also a crowd favourite. This profile is characterized by the right amount of depth and space in each groove, imitating the look of individual battens.

Available in a range of 5 classic finishes, the Runaway Maxi is the perfect complement to any interior landscape.
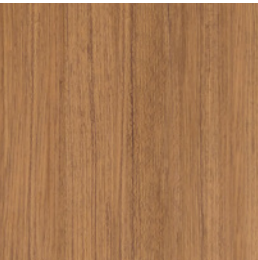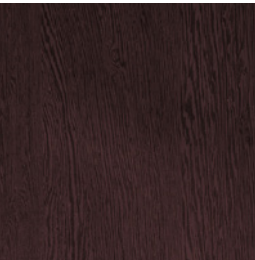
RUNAWAY MAXI

121 mm

18 mm

35 mm

18 mm

38 mm

18 mm
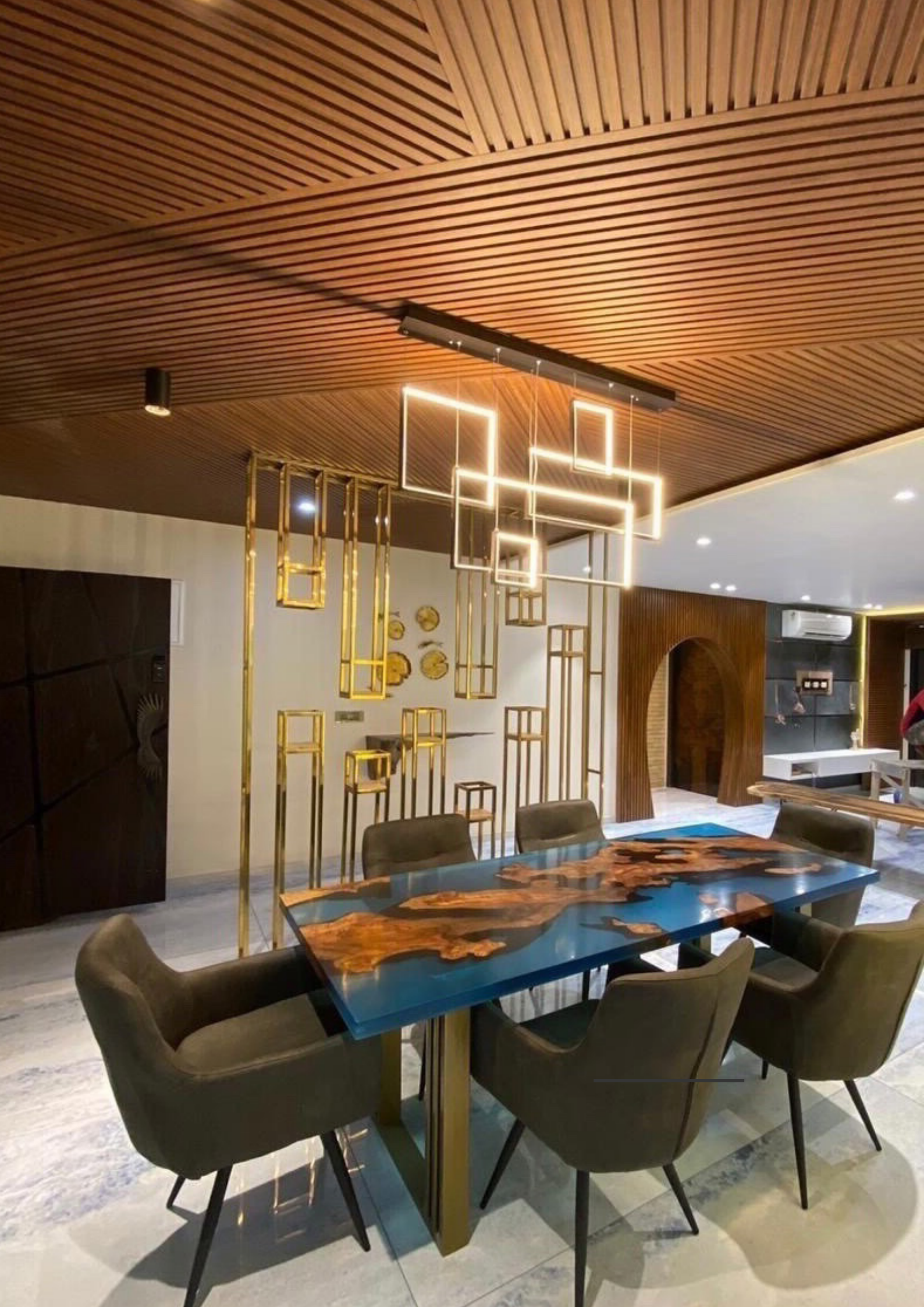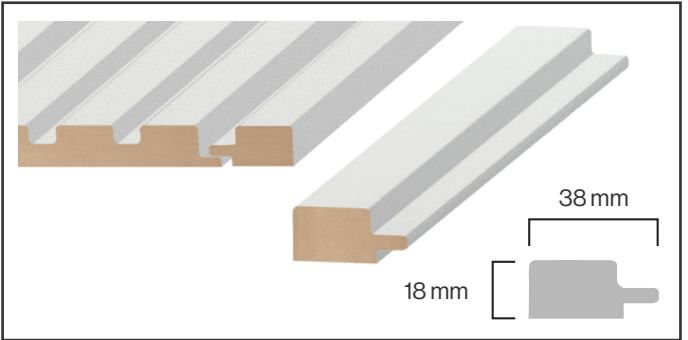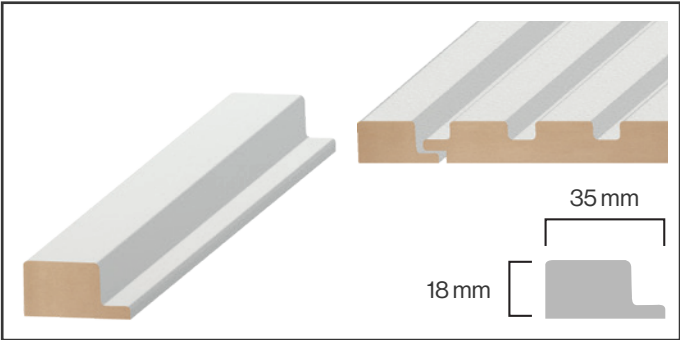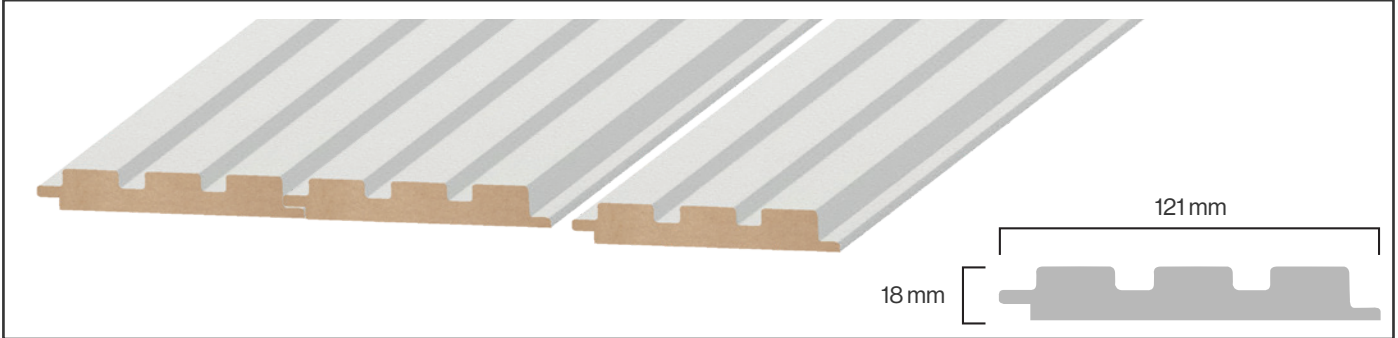
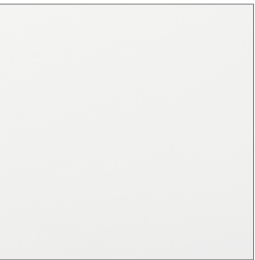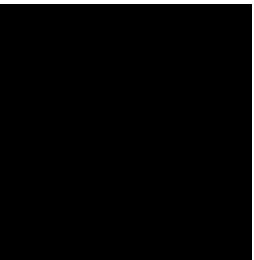| NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Runaway Maxi	121 x 18 x 2800 mm	4 pieces	0.44 lm	1.23 sqm	16 kg / box
End piece Left	35 x 18 x 2800 mm	8 pieces	0.026 lm	0.1 sqm	10 kg / box
End piece Right	38 x 18 x 2800 mm	8 pieces	0.038 lm	0.1 sqm	10 kg / box

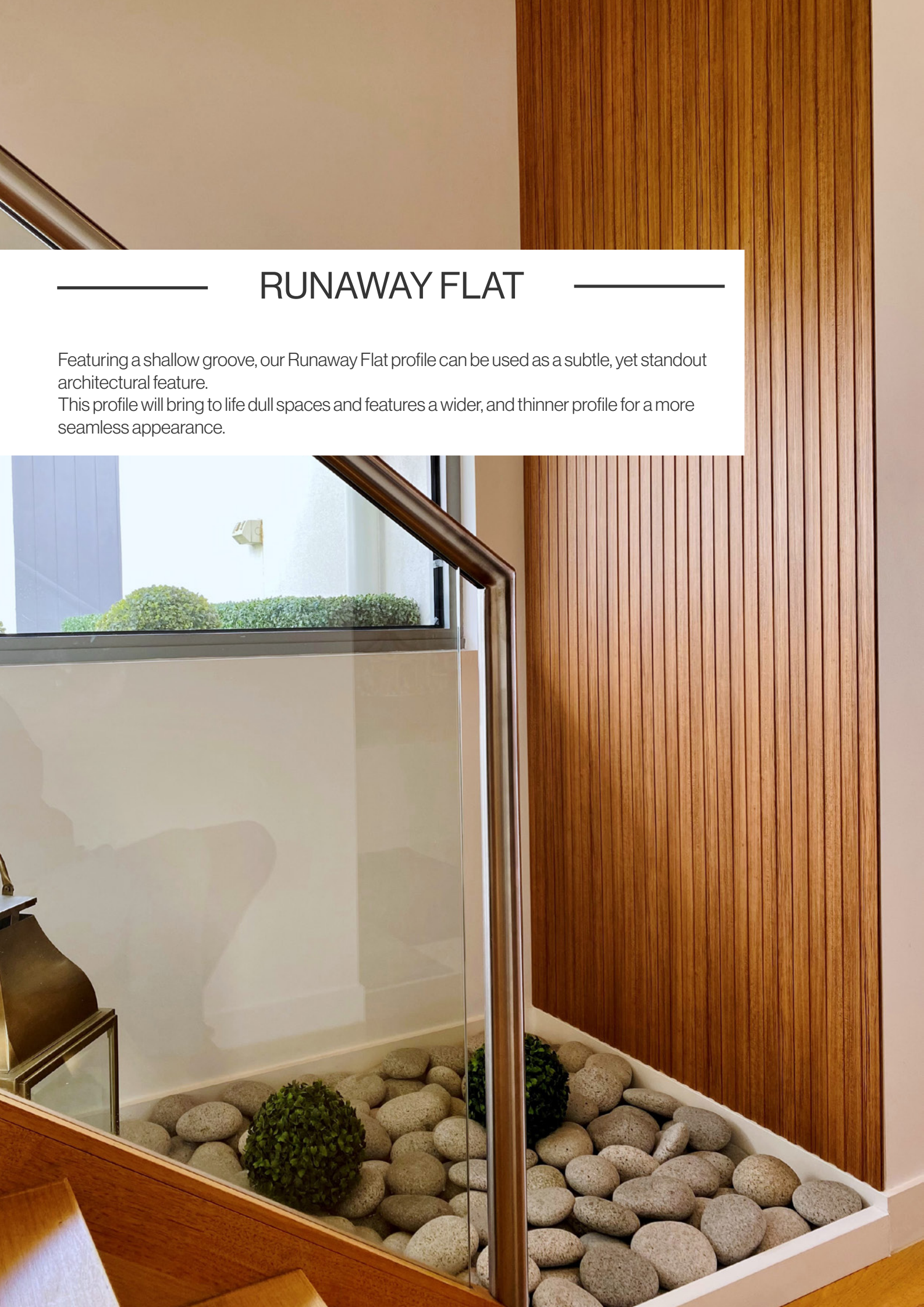## COLOUR RANGE
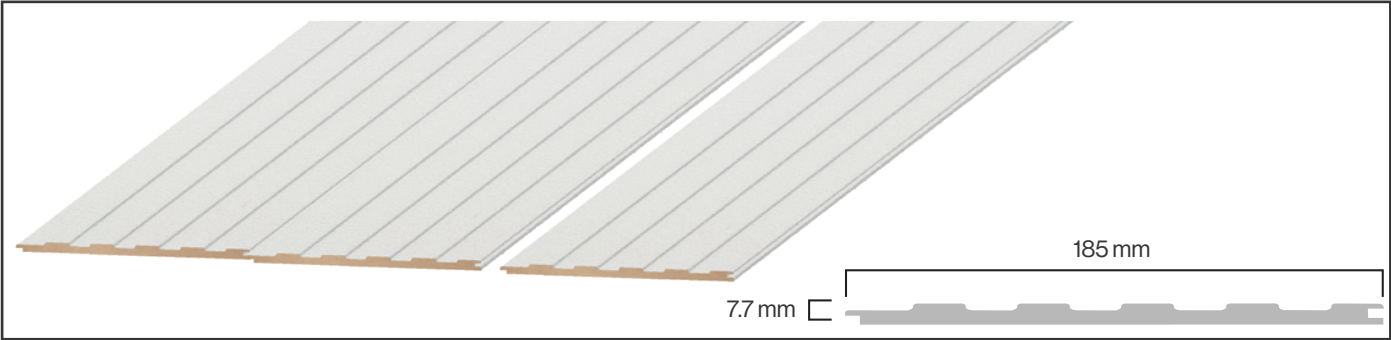

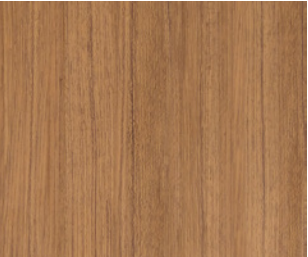| TEAK | WENGE | GERMAN OAK | PLAIN WHITE | BLACK |

RUNAWAY FLAT

Featuring a shallow groove, our Runaway Flat profile can be used as a subtle, yet standout architectural feature.

This profile will bring to life dull spaces and features a wider, and thinner profile for a more seamless appearance.
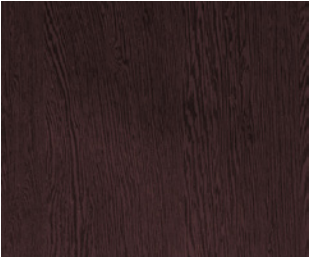

185 mm

7.7 mm

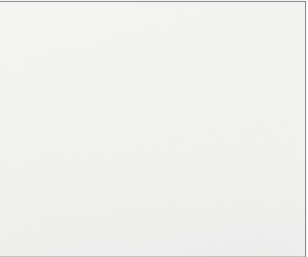| NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Runaway Flat	185 x 7.7 x 2800 mm	7 pieces	1.26 lm	3.53 sqm	20 kg / box

COLOUR RANGE
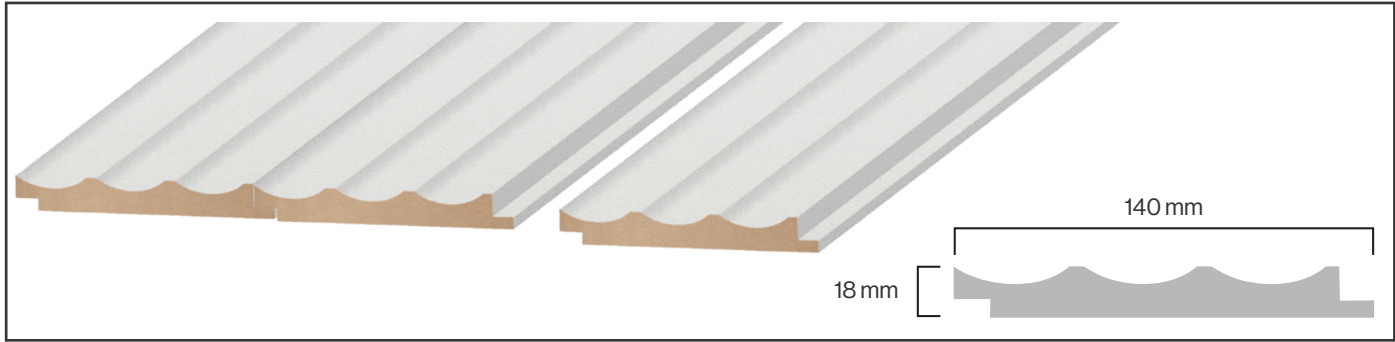
TEAK

WENGE

GERMAN OAK

PLAIN WHITE

SCALLOP

Serfloors Scallop is highlighted by a fluted profile. A continuously flowing wave pattern with soft peaks, capturing light to create highlights and shadows.

This profile style is the perfect balance between drama and sophistication, adding true dimension to any internal space.

SCALLOP

| | | | | | 140 mm |
| 18 mm | | | | | |

NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Scallop	140 x 18 x 2800 mm	4 pieces	0.51 lm	1.43 sqm	16 kg / box

COLOUR RANGE
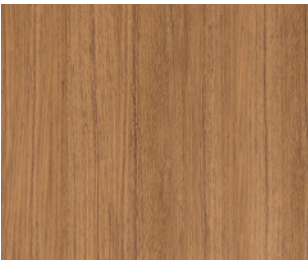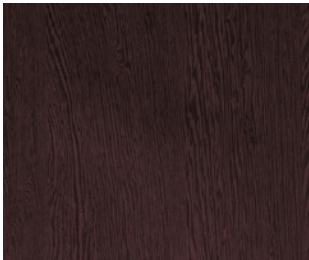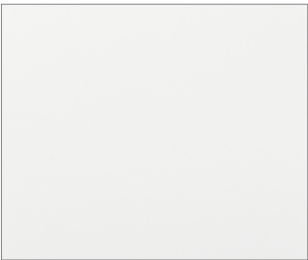
| TEAK | WENGE | GERMAN OAK | PLAIN WHITE |
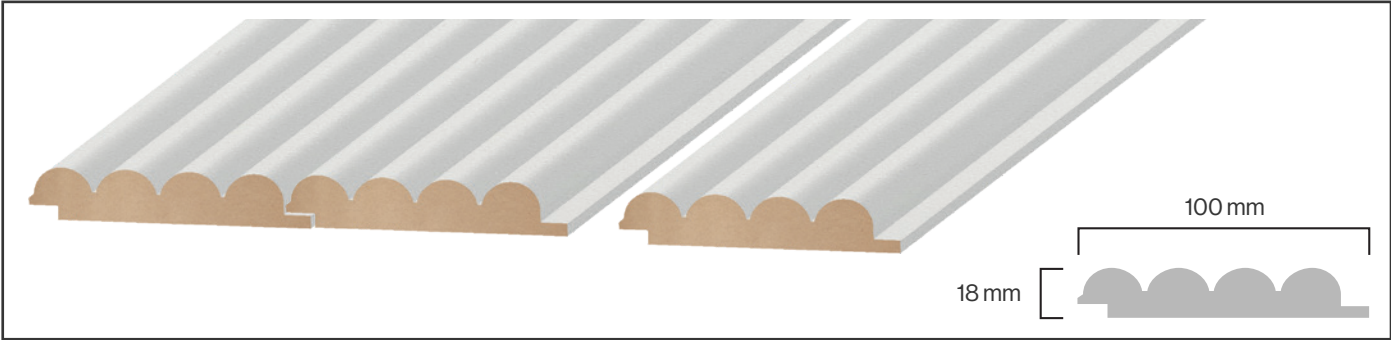
NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Bamboo	100 x 18 x 2800 mm	6 pieces	0.54 lm	1.51 sqm	17 kg / box

COLOUR RANGE
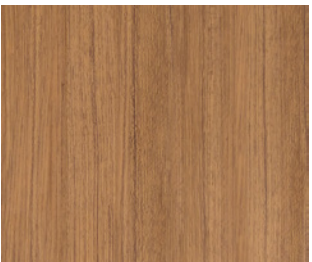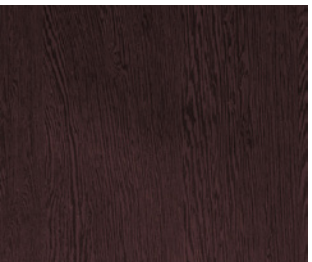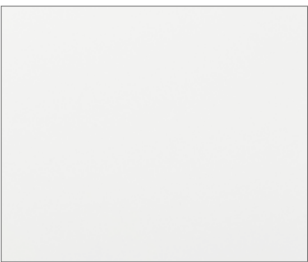
| TEAK | WENGE | GERMAN OAK | PLAIN WHITE |

BAMBOO

Our Bamboo profile is a classic ribbed style characterized by repetitive, defined rounded curves, creating the visual illusion of a realistic bamboo look.
A creative alternative to introduce warmth and depth, and a popular option for elevating cabinetry, bench and furniture designs.
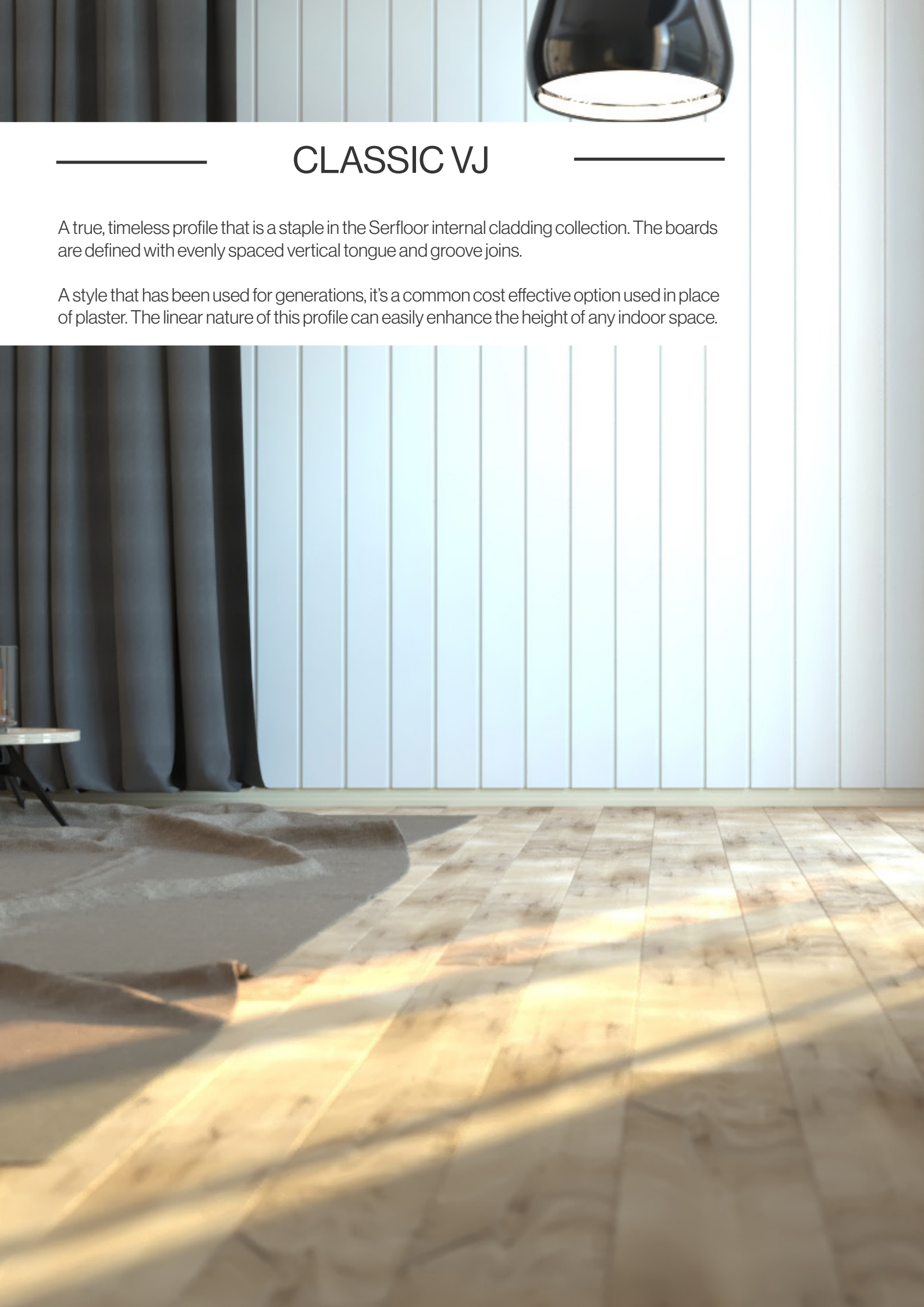
CLASSIC VJ

A true, timeless profile that is a staple in the Serfloor internal cladding collection. The boards are defined with evenly spaced vertical tongue and groove joins.

A style that has been used for generations, it's a common cost effective option used in place of plaster. The linear nature of this profile can easily enhance the height of any indoor space.

121 mm

18 mm

NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Classic VJ	121 x 18 x 2800 mm	4 pieces	0.44 lm	1.23 sqm	18 kg / box

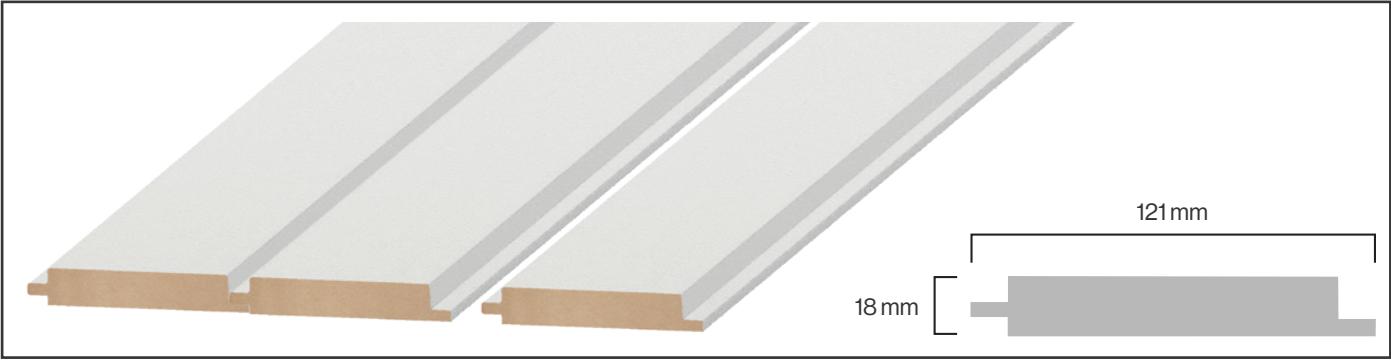**COLOUR RANGE**
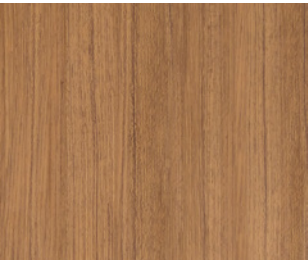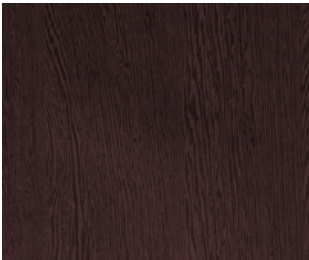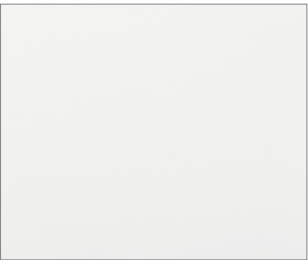
TEAK	WENGE	GERMAN OAK	PLAIN WHITE

BATTEN MINI

A successful profile in the collection due to its versatility, these individual battens can bring to life the most innovative designs.
Commonly used for partition walls, which are becoming the highlight of many projects, the ideal size of the Batten Mini makes it the optimal choice.
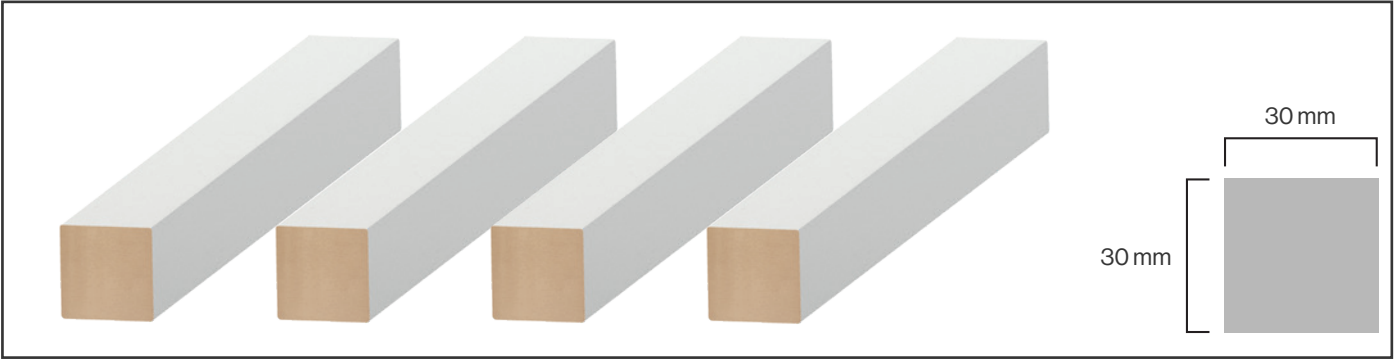
NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Batten Mini	30 x 30 x 2800 mm	12 pieces	0.36 lm	1.0 sqm	27 kg / box

COLOUR RANGE
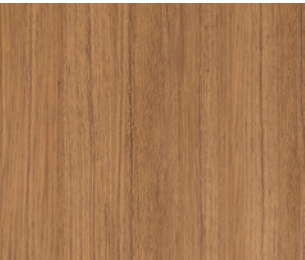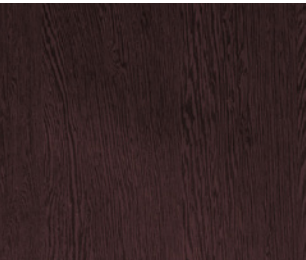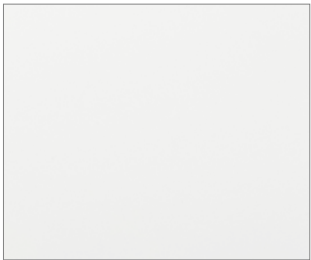
TEAK   WENGE   GERMAN OAK   PLAIN WHITE

SUPRAMAT

The standout range, characterised by shallow grooves, and wrapped in premium vinyl with a silky lacquered finish.

Inspired by Italian branded paint, the carefully curated colour range is timeless and extensive providing endless options to bring to life both classic and extravagant designs.

SUPRAMAT RANGE

122 mm

18 mm
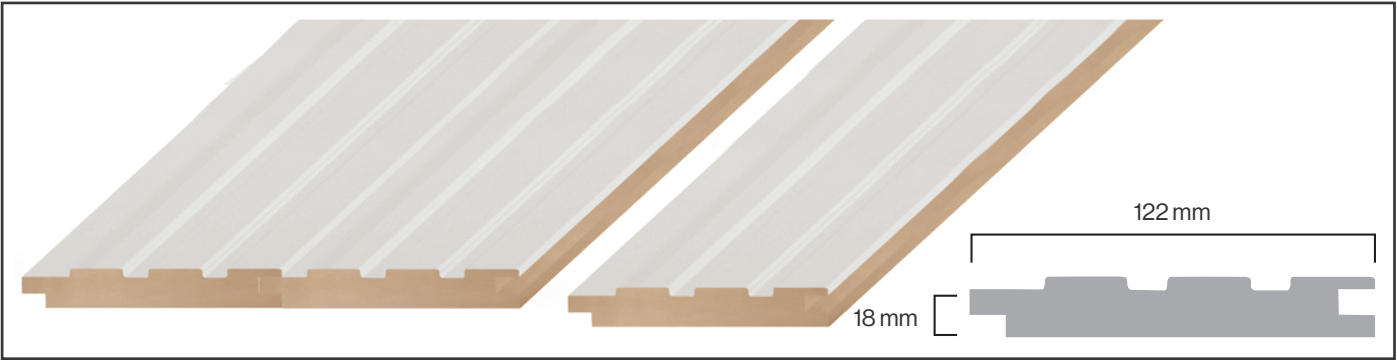
NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Supramat	122 x 18 x 2800 mm	6 pieces	0.67 lm	1.876 sqm	27 kg / box

COLOUR RANGE

SNOW WHITE	ICE GREY	TIMELESS GREY	PEBBLE GREY
DOLPHIN GREY	PEARL BLACK	LONDON BLUE	PACIFIC
SAHARA CREAM	SAFARI GREY	RUSTIC RED	PINK DAISY
MACARON GREEN	FOREST GREEN		

SOFT TOUCH

Classic VJ paneling has experienced a renaissance becoming a popular alternative in modern architectural designs. The Soft Touch range is our modern take on the timeless tongue and groove design.
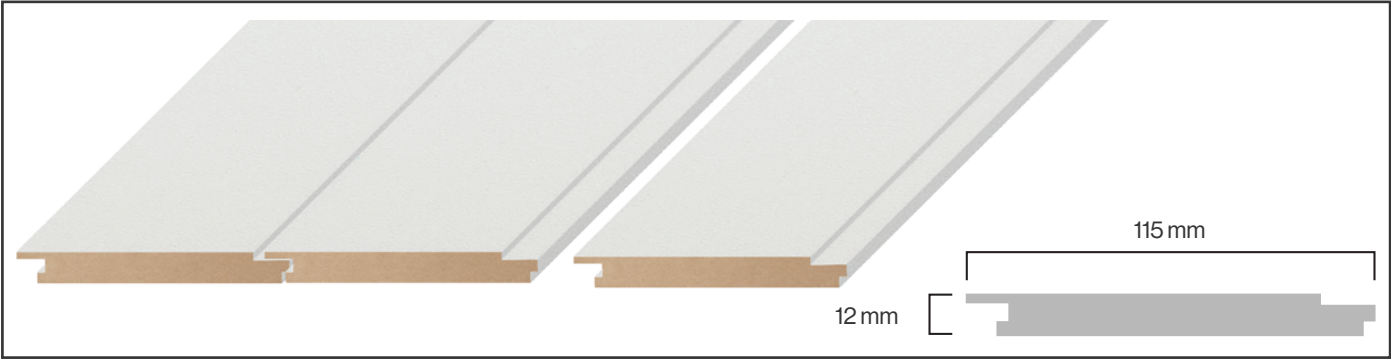
Refresh outdated spaces, and create new ones with this elegant design featuring narrow vertical joins between each panel.
Soft to touch and on the eye, the colour range is also a standout.

115 mm

12 mm

NAME	DIMENSION	PCS PER BOX	LM PER BOX	SQM PER BOX	WEIGHT
Soft Touch	115 x 12 x 2800 mm	10 pieces	1.03 lm	2.88 sqm	27 kg / box

COLOUR RANGE
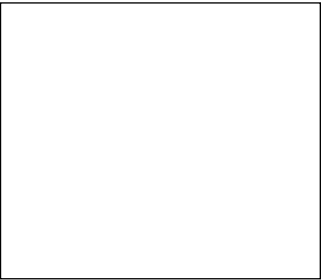
WHITE

STONE GREY

BLACK

OCEAN BLUE

RELAX GREEN

VISION

EASY INSTALLATION

Easily applied to almost any internal surface such as plaster walls, ceilings, or cabinetry with the use of adhesive or nails.
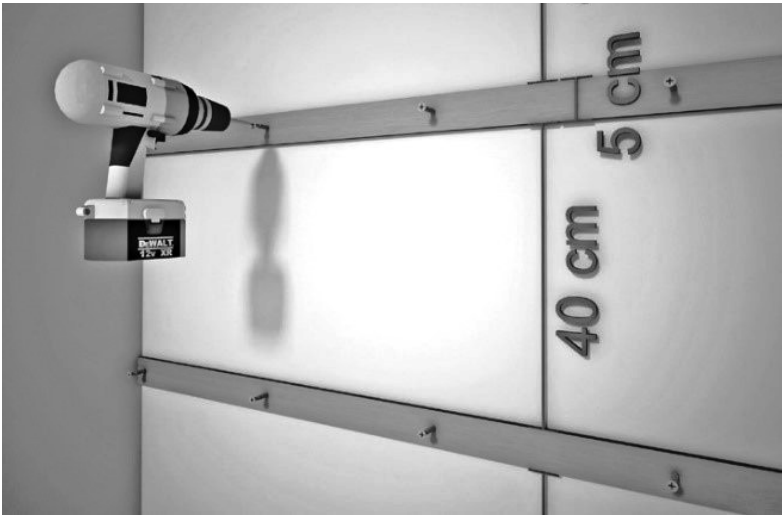We highly recommend the use of a professional for all installation processes requiring specialised tools or skills.

Step 1

Prepare your surface ensuring it is clean, flat and level.

For ceilings or uneven surfaces such as bricks, apply battens every 40 cm.

Please refer to Serfloor's installation guide before application for more detailed instructions.

Step 2

Cut the wall cladding pieces to size and install on your surface using either nails or our recommended adhesive, depending on your situation.

Connect each piece into the previous one using the interlocking system.

Once you reach the end of your surface, you're done. No painting is required.

Finishing

When available, use the matching end pieces to finish your wall.
If no end pieces are available, your professional installer will be able to work with the existing pieces for a perfect finish.

If you need to go around a corner, all internal wall cladding can be cut at a 45 degree angle and joined at the corner with adhesive.

Pro tip: Begin installation from the corner, and continue from there.

Scan the QR code to visit our website and see our full range of internal wall cladding.
You can also discover installation, care and maintenance guides, along with installation videos, featuring our popular Runaway Maxi.

TECHNICAL SPECIFICATIONS

	Standard	Result
Product Group Number Classification	AS 5637.1-2015	3
Heat Release Rate	AS/NZS 3837-1998	51.8 kW/m2
Specific Extinction Area	AS/NZS 3837-1998	92.5 m2/kg
Time to Sustain Flaming	AS/NZS 3837-1998	18 sec
Heat Released	AS/NZS 3837-1998	185.4 MJ/m2
Irradiance	AS/NZS 3837-1998	50 kW/m
Adhesive Resistance	EN 323	> 0.55 N/mm2
Temperature Resistance		< 90 degree Celcius
Surface Strength	EN 311	> 1 N/mm2
Formaldehyde Release (Coated Sheet)	EN ISO 12460-3	< 3.5 mg/m2h
Formaldehyde Content	EN 120 / EN 622-1	< 8 mg/100g
Evaluation of Surface Resistance to Micro Scratches	TS CEN / TS 16611 (Method A)	< 10%
Resistance to Cold Liquids (Resistance to Chemicals)	EN 12720+A1	Class 5.4
Surface Resistance to Dry Heat	EN 12722	Class 5
Determination of Surface Resistance to Wet Temperature	EN 12721	Class 5.4
Intensity	EN 323	690 Kg/m3
Thickness Tolerance	EN 324-1	+/- 0.20 mm
Length and Width Tolerance	EN 324-1	+/- 2 mm/m
Squareness Tolerance	EN 324-2 / EN 622-1	2 mm/m
Tolerance of Side Smoothness	EN 324-2 / EN 622-1	1.5 mm/m
Inflation in Thickness 24h	EN 317 / EN 622-5	40%
Bending Resistance	EN 310 / EN 622-5	24 N/mm2
Flexural Elasticity Module	EN 310 / EN 622-5	2400 N/mm2
Inner Adhesion	EN 319 / 622-1	0.75 N/mm2
Humid Content	EN 322 / 622-1	4 / 11 %
Scratch Resistance	ISO 4586-2	1.1 - 1.5 N
UV Resistance	TS EN 4892 (1-2-3)	< 0.80 / 50 hours

SER *FLOOR*
AUSTRALIA

info@serfloor.com.au
(03) 9796 4626
www.serfloor.com.au

Follow us at @serfloor.australia