



FLOORWORLD.COM
The Biggest Flooring Company in the Middle East

COMPANY PROFILE



+971 4 889 5661



sales@floorworld.com



www.floorworld.com



About Our Company

We are Floorworld LLC

When we opened the doors of our first showroom in 2009, we had a simple goal: to provide high-quality flooring solutions alongside exceptional service and great value for money.

Over a decade later, we've grown to become the biggest flooring company in the Middle East, but we're still working towards that same simple goal we had on day one. With a footprint that expands across the UAE and Oman, a network of suppliers from around the globe, and a business ethos focused on higher product turnover with lower profit margins, we are perfectly positioned to provide a wide range of flooring products to commercial and residential customers alike.



Established in **2009**

1000+ Installations completed every month

Thousands more **Satisfied Customers**



Vision

Our vision is to become our customers' one-stop shop for flooring solutions by providing products of unparalleled style and durability while delivering incredible customer support – all for a bargain price. We pledge to satisfy our customers by constantly reviewing our customer feedback and continually updating our range to ensure we offer the latest in quality flooring products.

Mission

Our mission is to provide top-quality branded European and local flooring solutions at unbeatable prices.

Why Choose Us



International & Local Brands

We offer an extensive range of residential and commercial high quality flooring products from recognised and reputable international and local manufacturers.



Large Stocks & Less Lead Time

We keep large volumes of stock in our warehouses, ready to be dispatched through our own delivery service across the Middle East and Africa.



Competitive Price

We routinely check our competitors' products and pricing to 100% guarantee that we offer the lowest prices for top quality products.



Professional Team

Our professional & experienced team are here to support you every step of the way. From choosing the right products to a non obligational estimate, installation and taking care of your finished floor.



Transparent Business Practices

We import large volumes of high quality flooring, direct from the manufacturer with no middle men or agents involved. This gives us an advantage to negotiate a better price and share our bulk savings with our customers.

Our Flooring Solutions

We provide a wide range of flooring solutions for both commercial and residential customers across the Middle East. Whether you're looking for affordable solid wood floors, eye-catching parquetry, trendy products like Luxury Vinyl Tile and SPC, carpets or reliable laminate flooring, we have it all.

Market Segments

- **Workplace**
- **Healthcare**
- **Education**
- **Hospitality**
- **Residential**
- **Commercial**





Workplace

We help our clients create multi- purpose workspaces that inspire employees to do the best job they can do. Office flooring can play a key role in reducing noise, improving air quality, enhancing comfort, and maximising natural light in a space. From carpet to vinyl and laminate, our team will help you find the best solution to help your productivity.

Healthcare

The wellbeing of patients is just as important as the wellbeing of the healthcare professionals that work at a facility. That's why it's important to choose a floor that contributes to a healthy environment, is quiet, comfortable, and capable of handling high traffic. Our high quality, durable sheet vinyl flooring is the perfect solution.



Education

The best type of learning takes place in a space that's inspiring, comfortable, and clean. We provide durable, easy-to-maintain flooring solutions that turn classrooms into temples of learning. Give your pupils all the right tools they need to succeed in education, from the floor up.



Residential

Flooring can transform a house into a home by bringing your interior design to life through complimentary and contrasting styles. Whether your personal aesthetic is more classic or ultra-modern, you're sure to find something in our extensive portfolio of laminate, engineered wood, and luxury vinyl tile flooring.

Hospitality

Make every guest experience a memorable one by starting it off on the right foot and greeting your guests with a luxurious floor. From hotel lobbies to rooms, bars, restaurants and even hotel back of house, our flooring options will help you convey a sense of comfort, and they'll also stand up to high traffic demands.



Commercial

We know how important it is for a retail business to stand out. We have a wide range of floors that enhance the customer experience and contribute to a strong brand image.



Our Product Offering

Floorworld.com offers an extensive range of commercial flooring products including vinyl, carpet, wood, laminate and SPC. We are committed to provide high performing solutions, combining quality and the latest designs with a strong focus on sustainability and wellbeing.

Product Offering

- **Wood**
 - Engineered Wood
 - Solid Wood
 - Parquetry
- **Vinyl**
 - Luxury Vinyl Tiles (LVT)
 - Sheet Vinyl
 - Vinyl Click
- **Carpet**
 - Wall-to-Wall
 - Carpet Tiles
- **Laminate**
- **Stone Plastic Composite (SPC)**
- **Screed and Subfloor Preparation**
- **Skirting and Profiles**
- **Accessories / Underlays**
- **Maintenance Products**





Wood

For those who demand durability from their wood floors, engineered wood is the best choice. Made from a high density fibreboard core and covered with a real hardwood veneer, engineered wood floors give you an authentic wood look with added strength.

- **Engineered Wood**

Natural wood is one of the most sought-after flooring materials, but the maintenance on wood can be a hassle. That's where our engineered wood product ranges come in. Made from multiple layers of wood, with a stunning hardwood veneer and durable seal, these wood floors are easy to install, beautiful, and long-lasting.

- **Solid Wood**

For those who demand durability from their wood floors, engineered wood is the best choice. Made from a high density fibreboard core and covered with a real hardwood veneer,

- **Parquetry**

Accent your space and add a sense of luxury with eye-catching parquetry designs. Choose from our wide range of colours, plank sizes, shapes, grades and finishes to create the parquet floor of your dreams.

Vinyl

All our vinyl flooring options are highly durable, practical, and affordable. Whether you decide to go with Luxury Vinyl Tile, Vinyl Click Flooring or Heterogeneous Sheet Vinyl, you can rest assured that your floor will last for years to come.

- **Luxury Vinyl Tiles (LVT)**

Luxury vinyl tiles (LVT flooring), or luxury vinyl plank flooring is a stylish, low maintenance and durable alternative to natural wood flooring.

- **Sheet Vinyl**

With classic shapes, bold accents and authentic wood looks, our sheet vinyl flooring has unique designs and styles that never go out of fashion.

- **Vinyl Click**

Vinyl click flooring goes on top of existing floors. Excellent option to get a good quality waterproof floor at a great price.



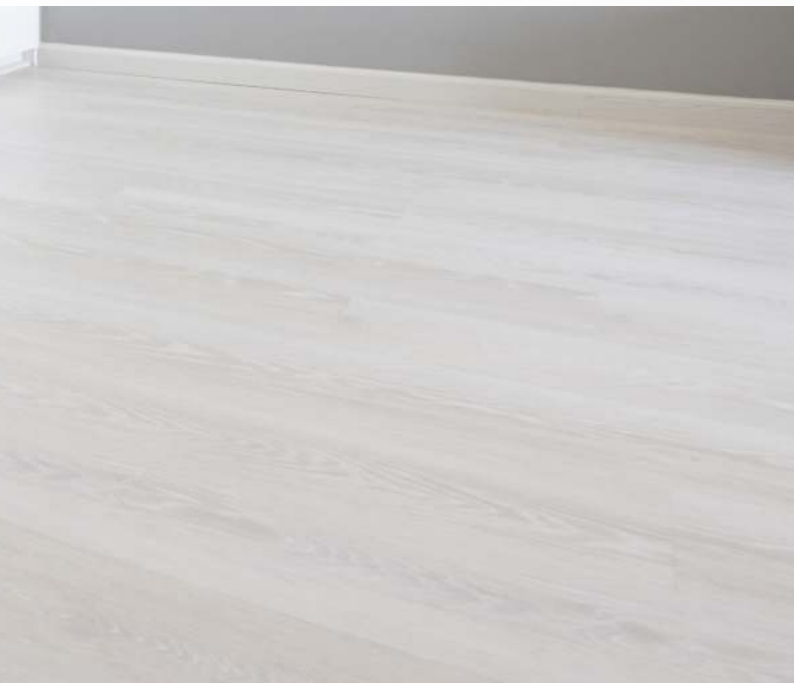
Laminate

Get the elegant and timeless look of wood, in a longer lasting and sturdier product. Our laminate floors are easy to install thanks to a click system, plus the scratch-resistant and low maintenance benefits make it a practical and affordable choice for high traffic areas.



SPC (Stone Plastic Composite)

SPC combines the best features of stone and vinyl floors to create an innovative product that is water resistant and can withstand the temperature fluctuations of the Dubai climate.



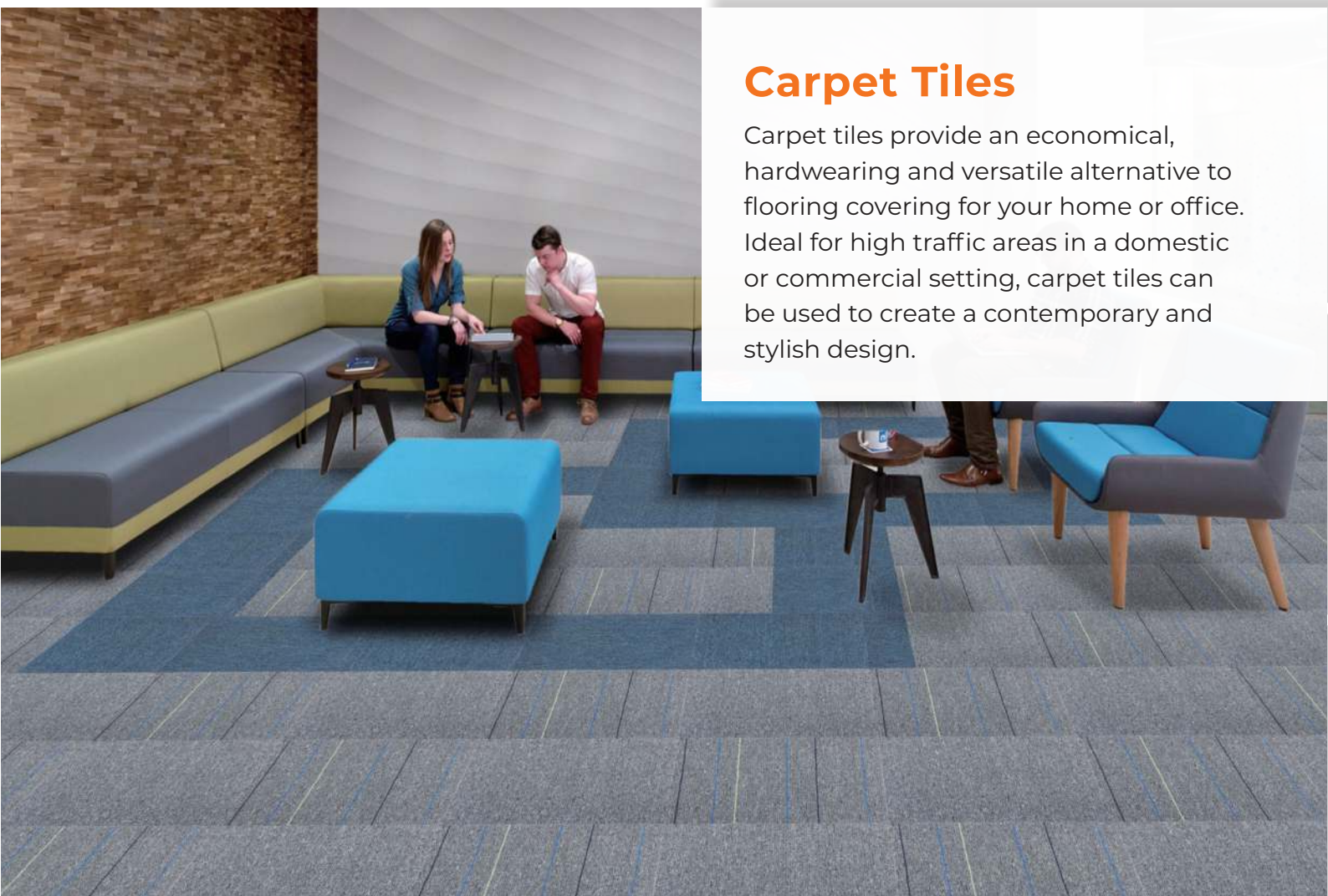
Wall-to-Wall Carpet

Whether you want to bring some soft comfort into your home with wall-to-wall carpets or you want to create a quiet work environment with carpet tiles, we offer 21 luxurious carpet collections with a gorgeous array of style, material and colour options.



Carpet Tiles

Carpet tiles provide an economical, hardwearing and versatile alternative to flooring covering for your home or office. Ideal for high traffic areas in a domestic or commercial setting, carpet tiles can be used to create a contemporary and stylish design.

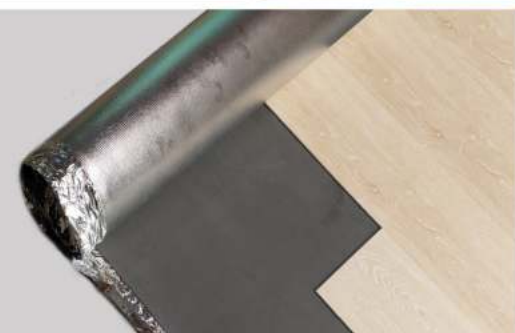




Accessories

We provide all the elements to complete your perfect flooring installation. From underlay and adhesives to skirting, beading and thresholds that match your new floors, we've got it all.

Our knowledgeable sales team will be able to provide you more information about the benefits of each flooring type and give you pointers on which have the easiest maintenance requirements and which to choose if you want to earn recognition in the Pearl sustainability rating system.



Underlays

We stock a selection of underlay options for different types of flooring. The underlay increases the durability and comfort of your floor. It provides excellent moisture resistance and reduces impact sound – preventing damage and distortion and resulting in a floor that is quieter underfoot.

Cleaning Products

You've spent a lot of time and energy choosing the perfect floor—now it's time to take care of it. Ongoing maintenance and cleaning is imperative as it can extend the life and appearance of your new flooring. We have cleaning products that work on wood, laminate, luxury vinyl, stone, tile, and other popular hard surfaces.



Our Services



Floor Visualiser

Take the guesswork out of choosing your new floor. Our floor visualizer uses AR, so you can see exactly how your space would look with a brand new floor.

Free Online Sample

Order free samples from our website and we'll deliver in 48 hours. For our commercial clients, we can provide sample books of each of our collections, delivered straight to your business.



Sample Folder

Available on request, our sample folders enable clients to feel the unique textures of the designer floors as well as view the colours of actual products.

Our Services



Professional Installations

We don't simply provide a variety of flooring options; we also expertly install them. With more than 26 installation teams, we are able to deliver excellent installation services to our clients regardless of where they are in the UAE.

Our competent installation teams have great expertise with various types of flooring, and their superior workmanship will endure for years.

Free Estimation Service

We will come out to your home or commercial space to take all the measurements and provide you with a free no-obligation quote.



Unrivalled Brand Portfolio

Thanks to our large portfolio, we are able to provide flooring solutions that meet the exact needs of each of our customers. With this much choice, finding a flooring solution that matches your aesthetic as well as your functional needs is easy.

Our range encompasses choices at all price levels, made from all materials, with their own benefits in terms of durability, water resistance, hygiene and even fire ratings. Here's some more information on each of the brands we supply.





Royal Parquet

Royal Parquet is passionate about making beautifully crafted and finished engineered wood floors easily accessible to clients in the Middle East. The wood is sourced from Europe and finished in the UAE, using state-of-the-art technology and premium coatings from Sweden.



Swiss Hardwoods

Swiss Hardwoods is a family-owned company that has been operating from its roots in the countryside of west Münsterland, Switzerland, for over 50 years. The founding belief of Swiss Hardwoods is that beauty is natural, so all floors are treated with Rubio Monocoat oils to enhance their natural splendour.



Bona

Bona has been providing professional, hard-wearing protective coatings for wood floors for over a century, since 1919. From humble beginnings in a shop in Malmö, Sweden, Bona is the foremost leader in the hardwood floor industry, with a wealth of innovation experience and knowledge - all focused on bringing out the beauty in floors.



Quick Step

High quality vinyl, wood, and laminate flooring. A strong focus on design & quality and an unquenchable thirst for innovation: those are the engines that make Quick-Step one of the leading players in the flooring industry.



Amtico

Amtico has been a pioneering British flooring manufacturer for over 50 years. Its LVT floors led UK flooring trends in the 1960s, and it continues this legacy through ongoing customer engagement. Amtico is driven by collaboration – exemplified in 2020 when it produced and distributed personal protective equipment across the UK. All Amtico packaging has been recyclable since 2008.



Gerbür

Gerbür was started by a group of German design students in 1997. In the decades since, it has grown exponentially, and is now one of the world's largest laminate and vinyl flooring manufacturers. The company supplies customers in more than 60 countries across Europe, Asia and North America. Gerbür takes pride in offering an exceptional balance of innovative design and functionality.



British Carpet Mills

British Carpet Mills is a carpet manufacturer whose mission is providing a wide variety of choices to consumers at excellent prices, without compromising on quality control. Its products include both carpet tiles and wall-to-wall carpets with nylon, polyester, and polypropylene options to suit all tastes, budgets, and locations.



COMMERCIAL

IVC Commercial

IVC provides flooring solutions made with the future in mind that create productive workspaces, elevate the retail experience, turn a house into a home, lay the groundwork for education and excel in hygiene, slip resistance and style. Whatever your project, IVC Commercial has a flooring solution to suit your needs.



Beaulieu
International
Group

Beaulieu

Based in Belgium, Beaulieu Group is a carpet manufacturer known for its soft polypropylene yarn: bleach cleanable yet incredibly comfortable underfoot. Today, Beaulieu serves customers in over 140 countries, but the family business's values of sustainability and social responsibility are still core to its identity. The ISO 14001 environmental management system certifies this commitment.



Balta

Balta is the European market leader in tufted wall-to-wall carpets. Manufactured across four locations in Belgium, Balta manages every stage of the production process – from sourcing material to the tufting the carpet – to ensure quality and cost control. Its sub-brands include practical Stainsafe and soft Leonis polypropylene carpets, along with long-lasting nylon carpets from ITC.



Standard

Standard Carpets

Standard Carpets is Dubai's largest carpet manufacturer, exporting to 64 countries worldwide. Combining expert craftsmanship and modern technology, it has developed proprietary extrusion and dying processes along with many unique designs. The carpets exhibit exceptional colourfastness and UV resistance, feature advanced anti-microbial treatments, and create almost no water pollution.



BerryAlloc

BerryAlloc® offers a wide array of interior solutions for residential and commercial projects, ranging from laminate, vinyl, and parquet floors to wall panels. The extensive BerryAlloc® product range has a lifetime warranty, is durable and meets current aesthetic and technical requirements: quality, variety of finishes, durability, longevity, and ease of installation. BerryAlloc® strives to reduce impact on the environment and grow in a sustainable way as a profitable company.



Rubio Monocoat

Rubio Monocoat is a Belgian manufacturer of wood treatment, cleaning and maintenance products. Initially started in 1906 as a mastic producer, it expanded into wood protection products in 1962, and now supplies over 80 countries throughout the world. It achieved a Gold Label certification for Indoor Air Comfort and is an industry leader in health and environmental impact.



Chimiver

Established in 1965, Chimiver has grown from its roots as a small laboratory to Italy's leading producer of floor treatment and maintenance products. It responds rapidly to market trends and ensures quality control via advanced plant automation. Chimiver's sustainability commitments include recycled packaging, renewable materials, and a green footprint for its laboratory.



Mapei

Mapei is an Italian manufacturer of building industry products like self-levelling compounds, sealants, and adhesives. Started in Milan over 80 years ago, Mapei has become a global player through its strong focus on research and development. The results are ductile products that improve material and energy efficiency, while protecting the health of its users and the environment.

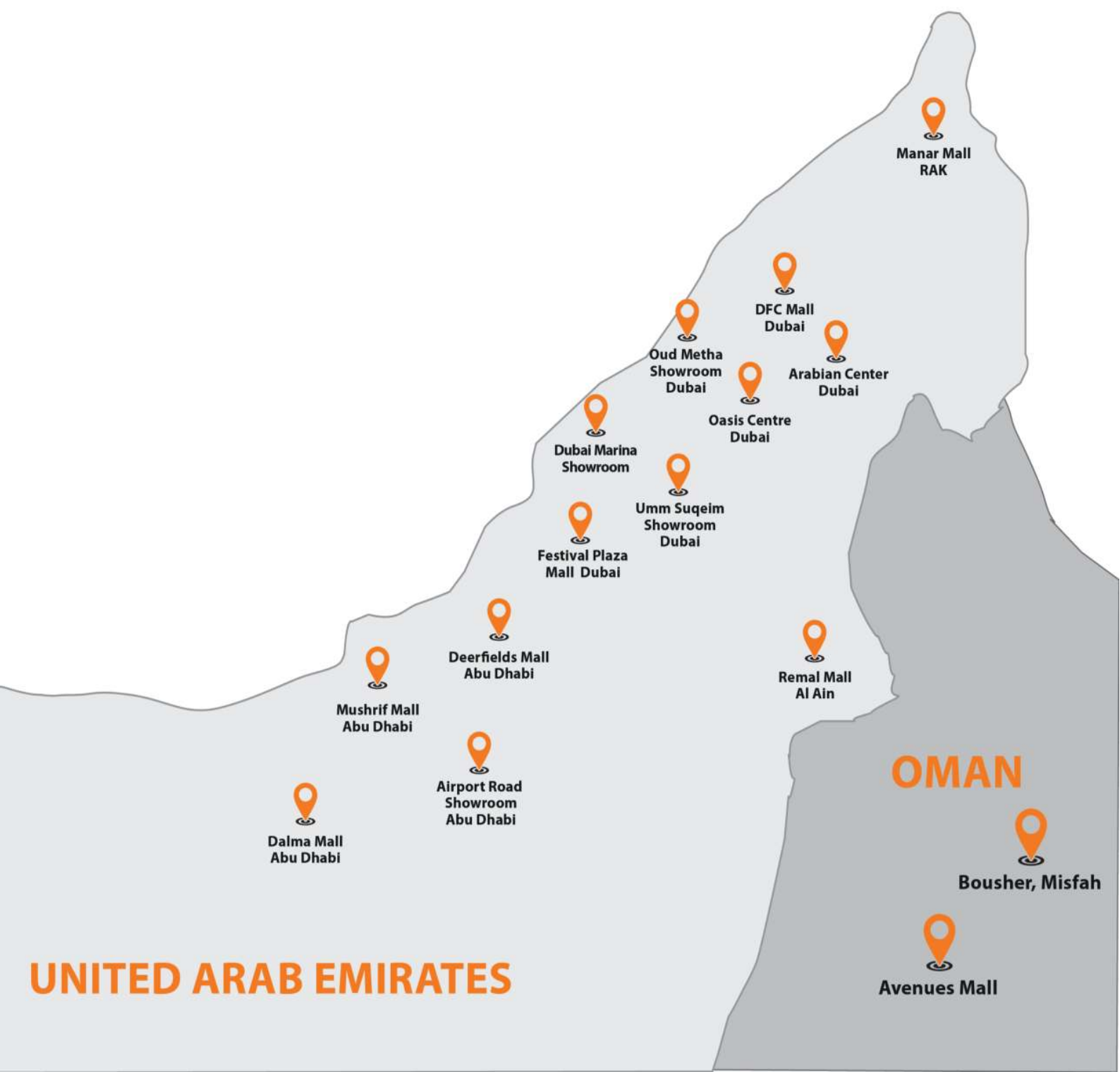
Our Showrooms

When you're choosing new floors, nothing beats the hands-on experience you get from visiting any of our 14 showrooms located across the UAE and Oman. Here, you get to see, feel and test out the wide range of flooring solutions that we provide. Our sales teams will guide you through all your choices and provide additional information on everything from sustainability ratings to fire ratings.

Can't get to one of our showrooms? We regularly update our website with our full range of flooring solutions. We've made it as easy as possible to view our entire collection and sort it by flooring type, brand, price, colour, plank size, or grade.



Branches across the Middle East





The mark of
responsible forestry



Our Certifications

Floorworld has been environmentally and quality certifying its operations since 2010. Our products fulfill all requirements for modern flooring aesthetics as well as environmental and quality standards.



Team Floorworld

What sets us apart is our commitment to providing a high level of customer service, both during and after sales, from our friendly and helpful sales teams to our professional installation teams.



A top-down view of a wooden desk or table covered with various interior design materials and tools. In the upper left, there's a stack of wooden samples in different shades of brown and a red pencil. To the right, two rolls of yellow tape are visible. A large sheet of white graph paper occupies the middle-left area. On the right side, there are two rolls of white material, possibly wallpaper or fabric. Below the graph paper, a small house-shaped keychain and a smartphone are placed. In the bottom left, several wooden rulers are stacked. To the right of the smartphone, a yellow tape measure and more wooden samples are scattered. The overall scene suggests a workspace for planning and executing home improvement projects.

Featured Projects

Commercial Projects

Product Name: Aqua Click - Ash Grey

Address: NARA Pan Asian restaurant, JLT, Dubai, UAE

We are perfectly positioned to provide high quality, durable flooring to companies of every size in every sector. From start-up offices to commercial warehouses, our super team has done it all. Because we import large volumes and keep a large inventory of stock in our warehouses, our clients benefit from higher savings and faster delivery.

Our professional installation teams make the process hassle-free, with minimum impact on your business operations.



Brand: Gerbür

Product Name: Aqua Click - Ash Grey

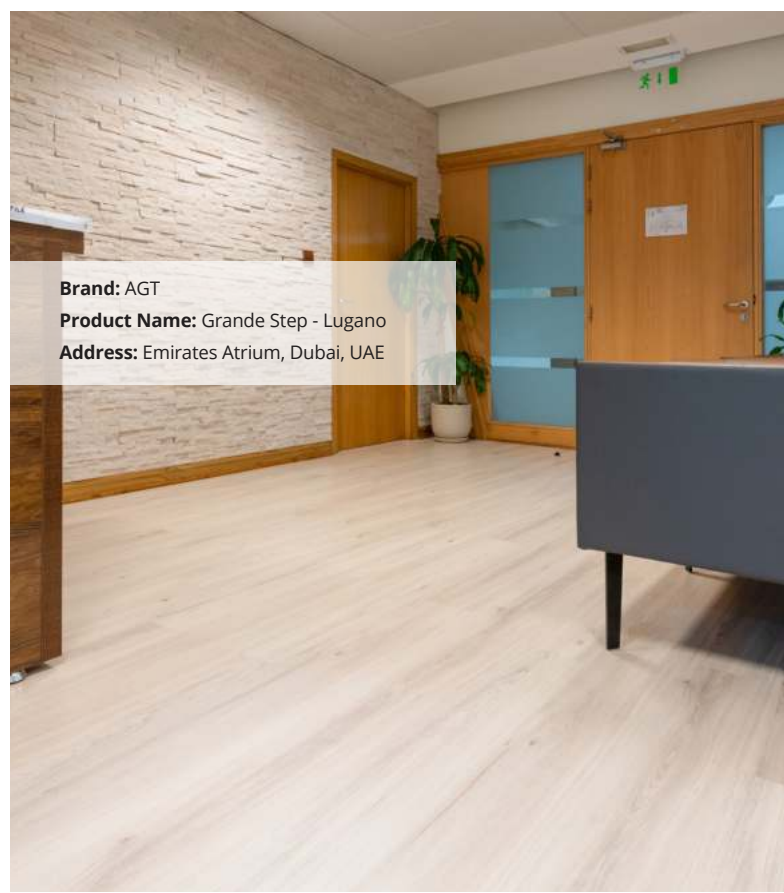
Address: NARA Pan Asian restaurant, JLT, Dubai, UAE



Brand: Gerbür

Product Name: Vision - Smooth Almond

Address: Land Department, Dubai, UAE



Brand: AGT

Product Name: Grande Step - Lugano

Address: Emirates Atrium, Dubai, UAE

Brand: Gerbür

Product Name: Aqua Click - Washed Oak

Address: JLT, Dubai, UAE



Commercial Projects



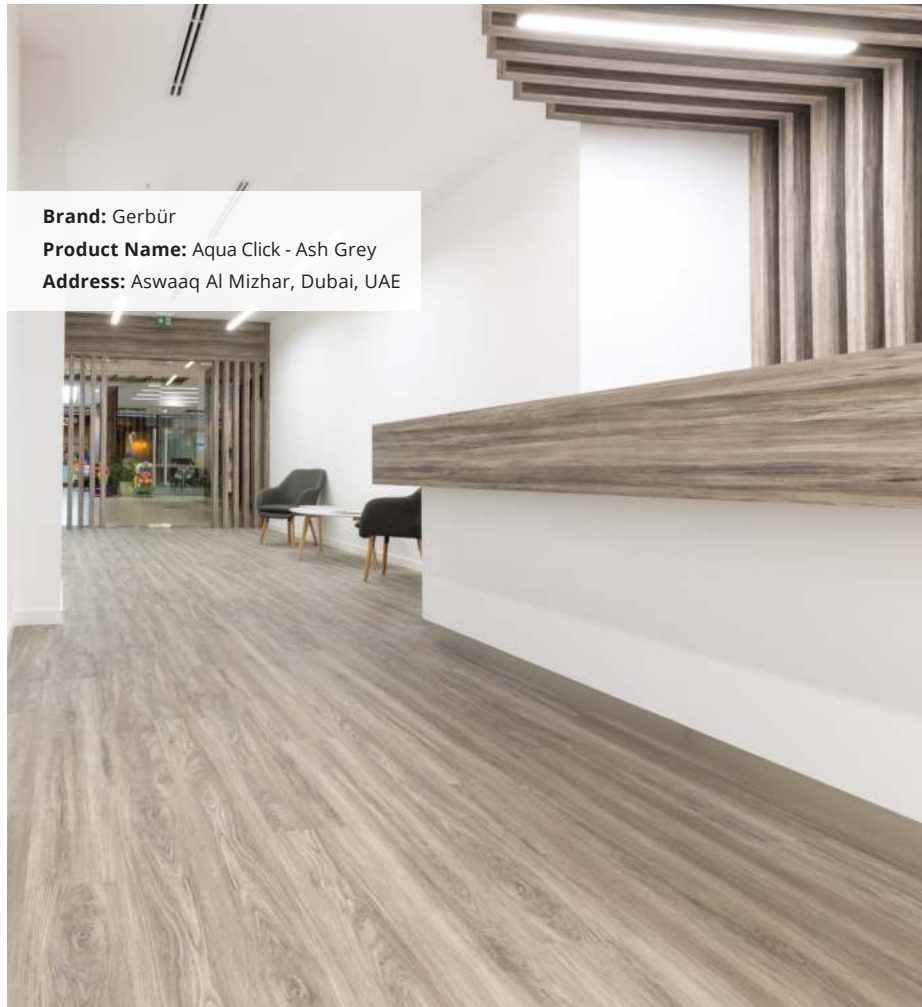
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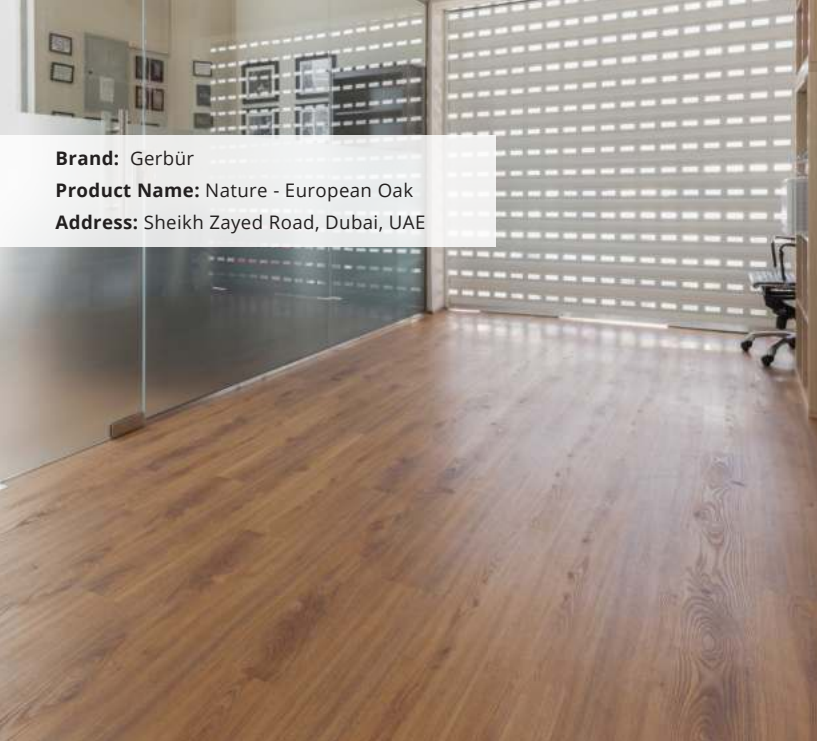
<https://www.floorworld.com/en/completed-flooring-projects>

Brand: Gerbür

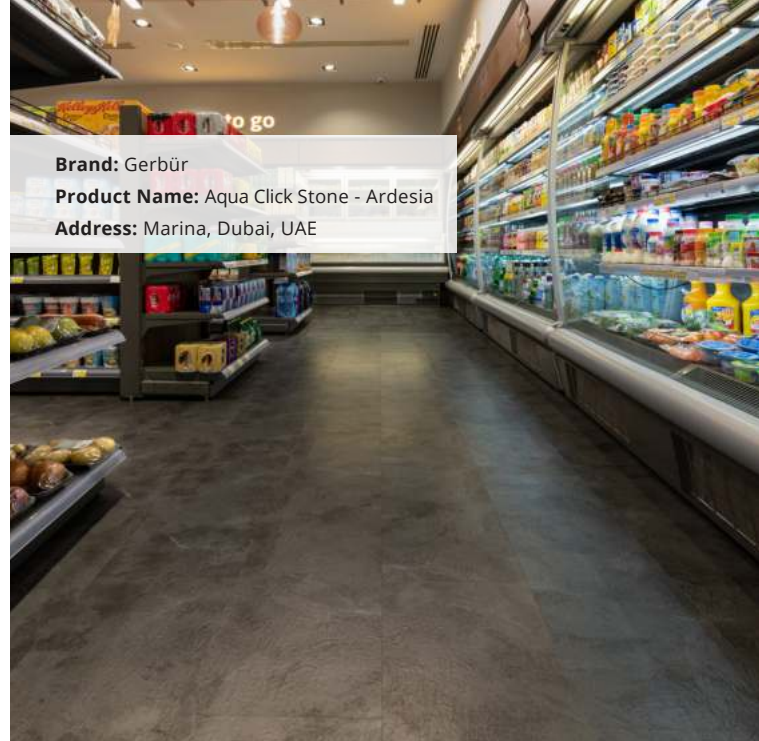
Product Name: Aqua Click - Ash Grey

Address: Aswaaq Al Mizhar, Dubai, UAE





Brand: Gerbür
Product Name: Nature - European Oak
Address: Sheikh Zayed Road, Dubai, UAE



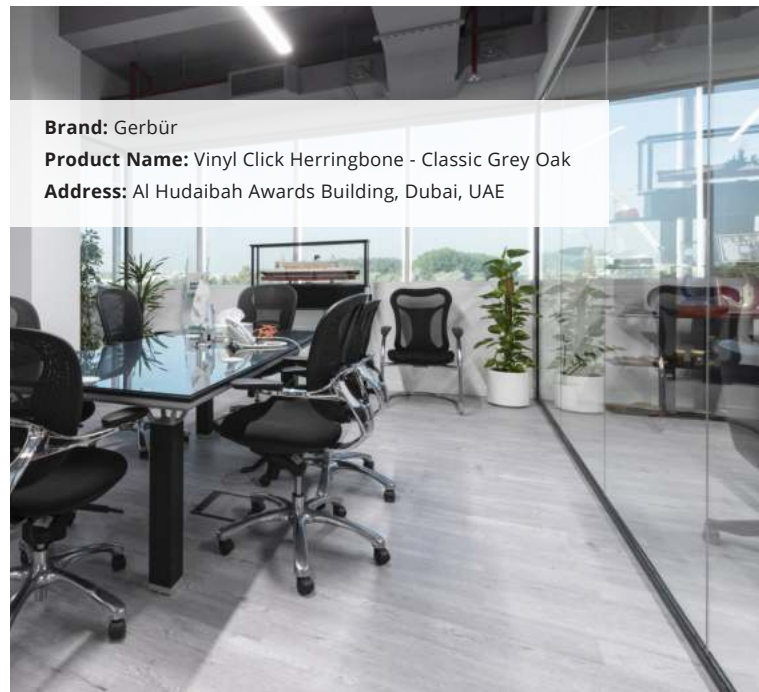
Brand: Gerbür
Product Name: Aqua Click Stone - Ardesia
Address: Marina, Dubai, UAE



Brand: Gerbür
Product Name: Nature - European Oak
Address: Sheikh Zayed Road, Dubai, UAE



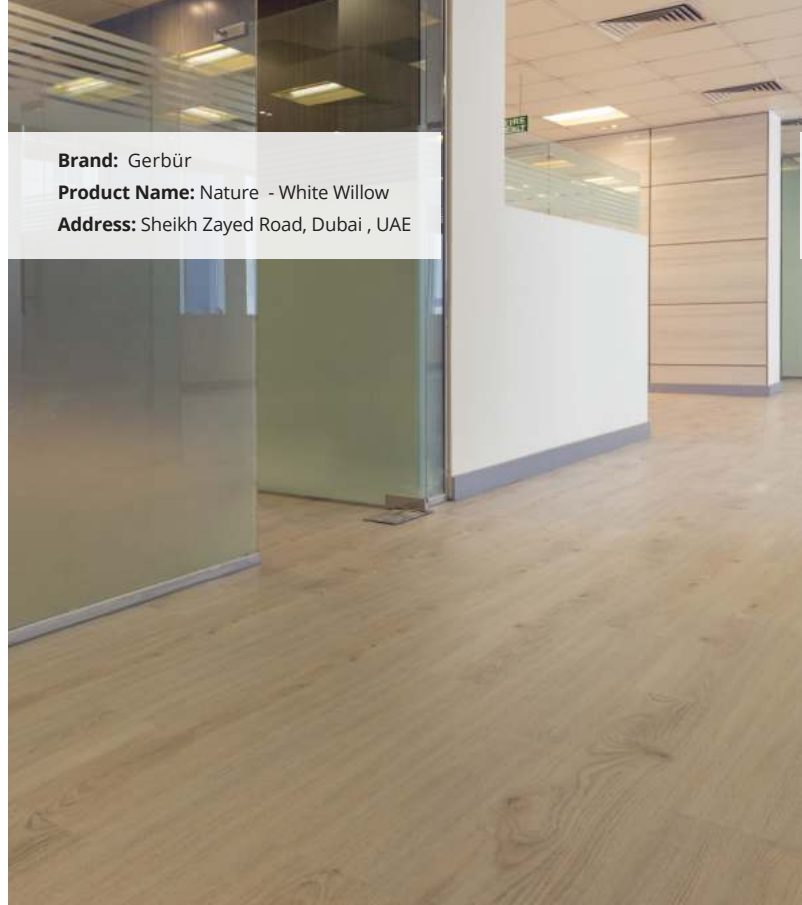
Brand: Gerbür
Product Name: Essential - Distressed Henna
Address: MAG 18 Tower, Dubai, UAE



Brand: Gerbür
Product Name: Vinyl Click Herringbone - Classic Grey Oak
Address: Al Hudaibah Awards Building, Dubai, UAE



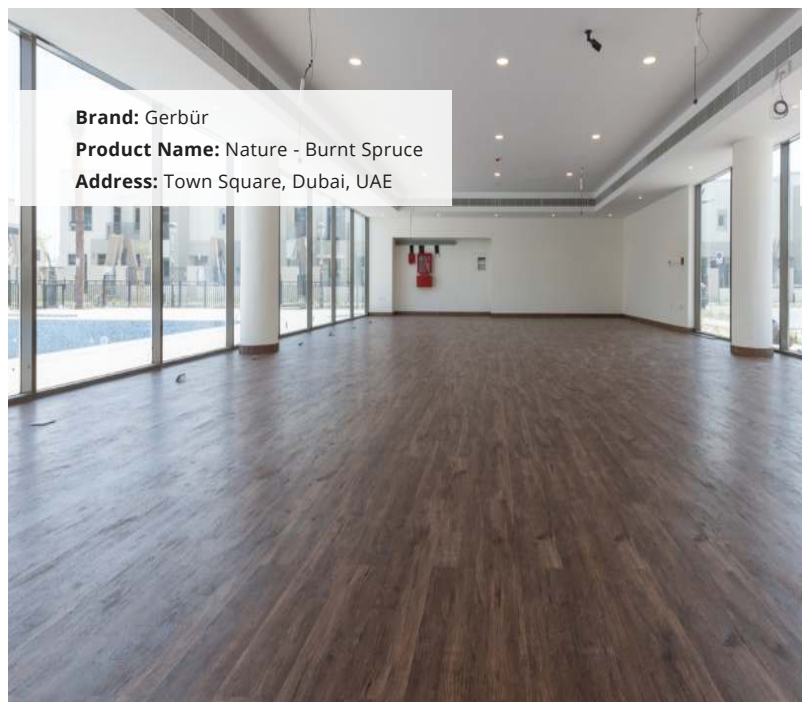
Brand: British Carpet Mills
Product Name: Compass H-18
Address: Emirates Financial Tower, Dubai, UAE



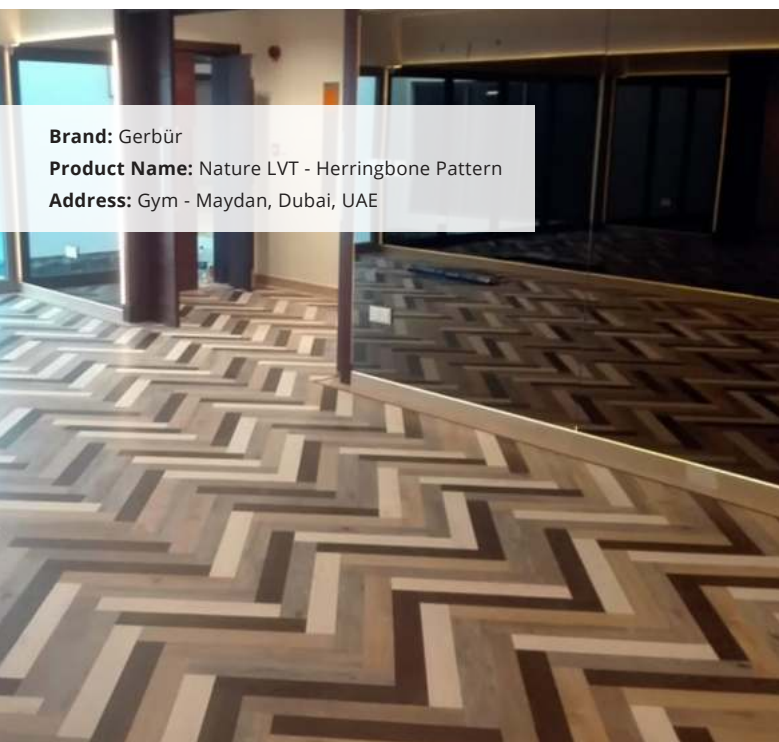
Brand: Gerbür
Product Name: Nature - White Willow
Address: Sheikh Zayed Road, Dubai, UAE



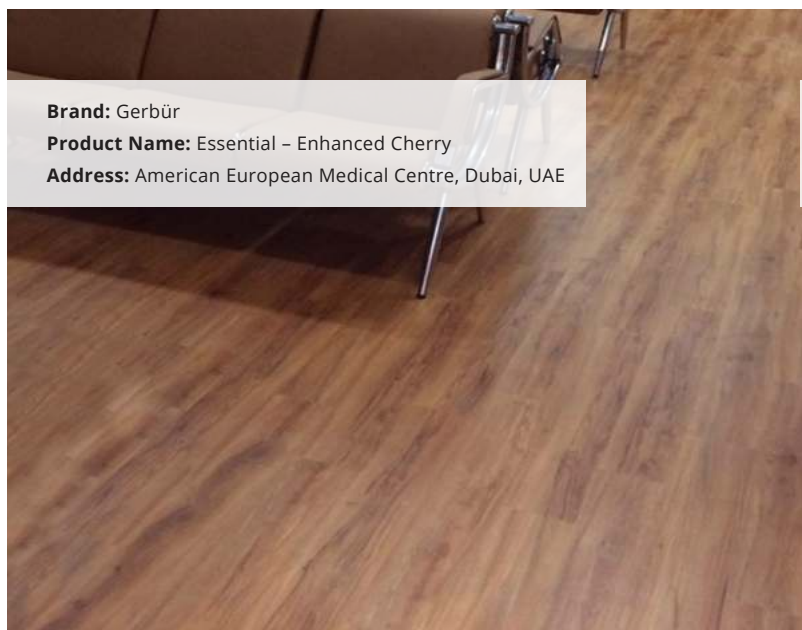
Brand: Gerbür
Product Name: Aqua Click - Nutmeg
Address: Jumeirah 1, Dubai, UAE



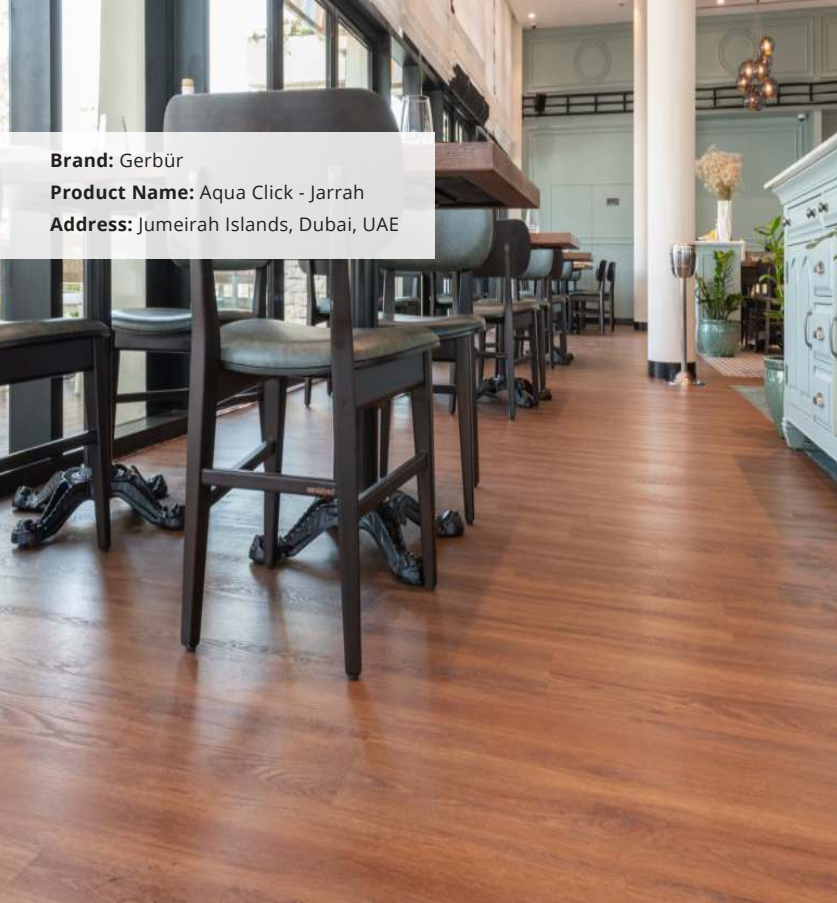
Brand: Gerbür
Product Name: Nature - Burnt Spruce
Address: Town Square, Dubai, UAE



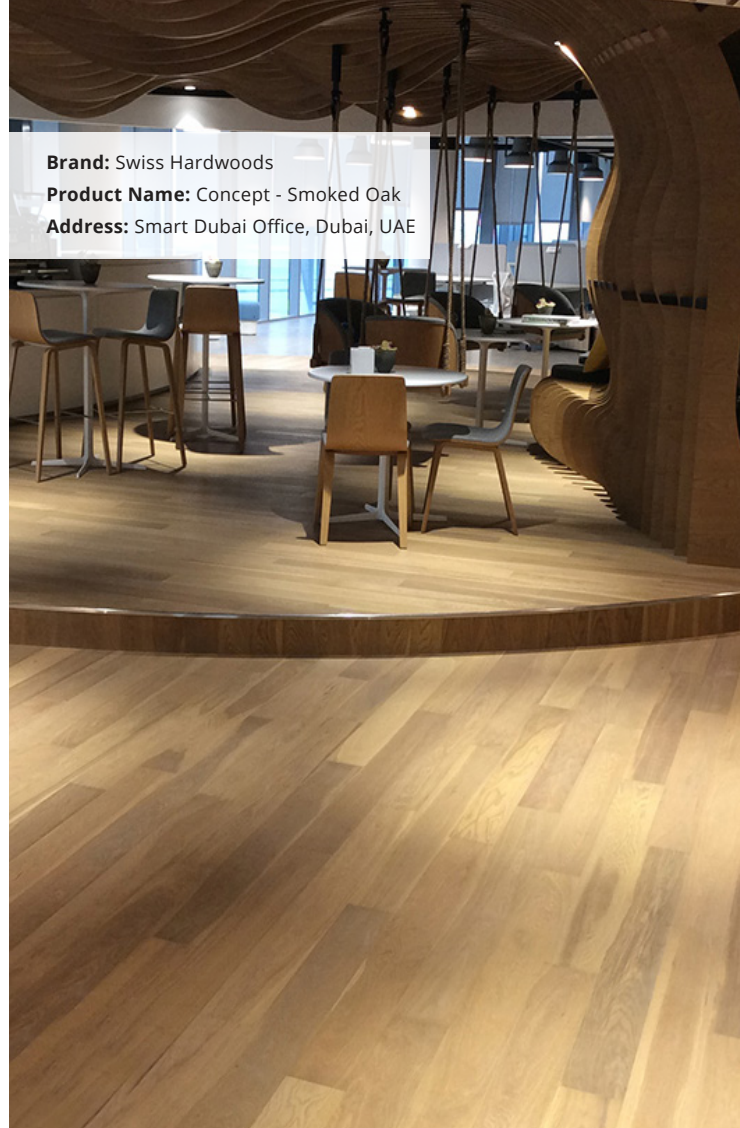
Brand: Gerbür
Product Name: Nature LVT - Herringbone Pattern
Address: Gym - Maydan, Dubai, UAE



Brand: Gerbür
Product Name: Essential - Enhanced Cherry
Address: American European Medical Centre, Dubai, UAE



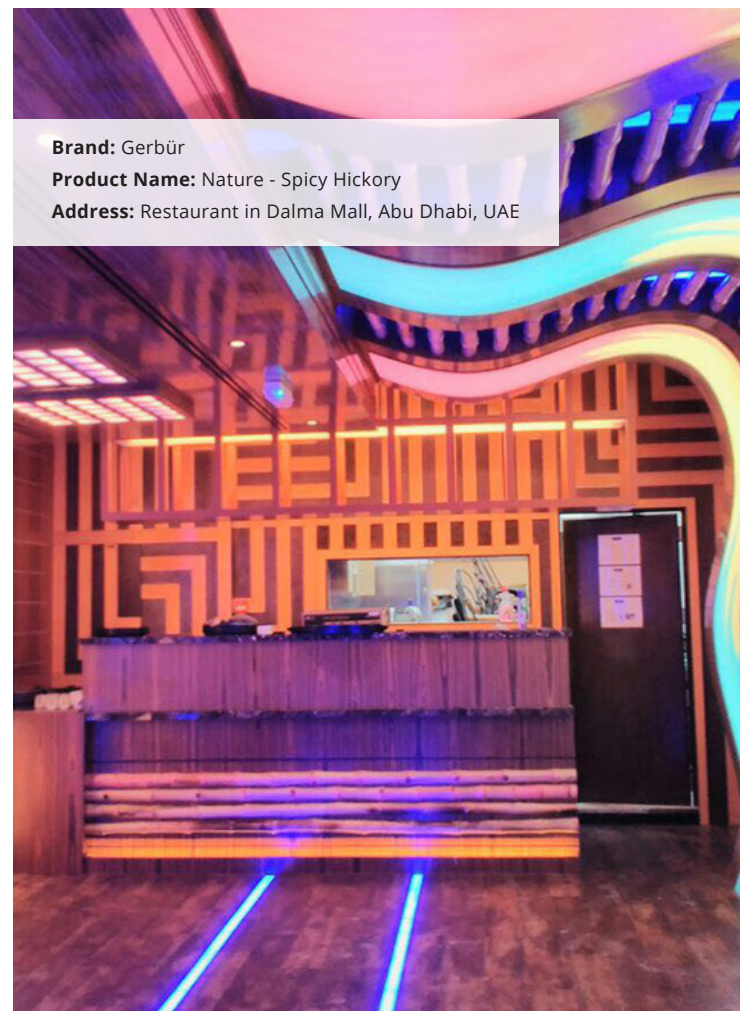
Brand: Gerbür
Product Name: Aqua Click - Jarrah
Address: Jumeirah Islands, Dubai, UAE



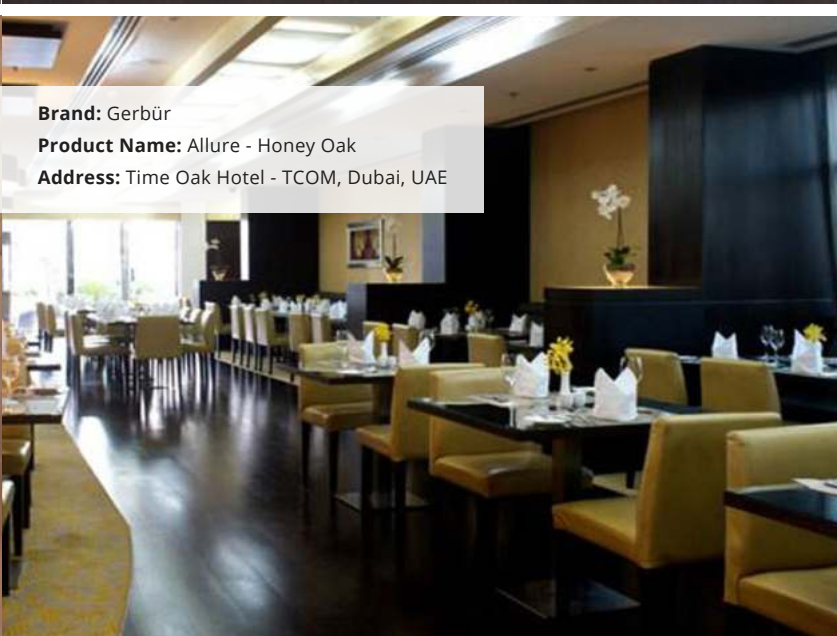
Brand: Swiss Hardwoods
Product Name: Concept - Smoked Oak
Address: Smart Dubai Office, Dubai, UAE



Brand: Gerbür
Product Name: Vision - Hazelnut
Address: Dubai Healthcare city, Dubai, UAE



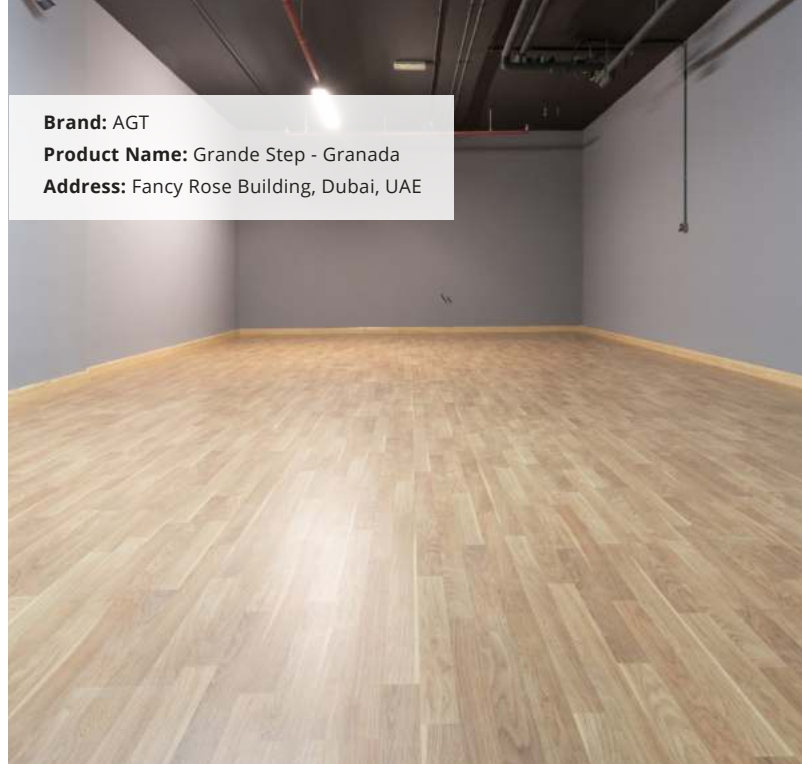
Brand: Gerbür
Product Name: Nature - Spicy Hickory
Address: Restaurant in Dalma Mall, Abu Dhabi, UAE



Brand: Gerbür
Product Name: Allure - Honey Oak
Address: Time Oak Hotel - TCOM, Dubai, UAE



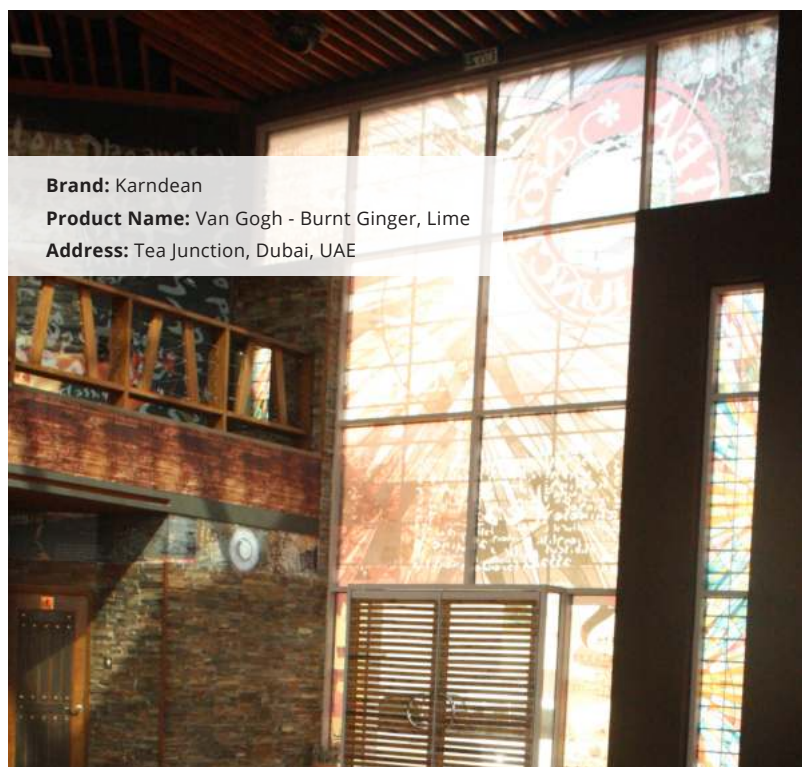
Brand: Gerbür
Product Name: Aqua Click - Lime Tree
Address: Dental Clinic in Jumeirah 3, Dubai, UAE



Brand: AGT
Product Name: Grande Step - Granada
Address: Fancy Rose Building, Dubai, UAE



Brand: Gerbür
Product Name: Aqua Click - Ash Grey
Address: Restaurant, Abu Dhabi, UAE



Brand: Karndean
Product Name: Van Gogh - Burnt Ginger, Lime
Address: Tea Junction, Dubai, UAE

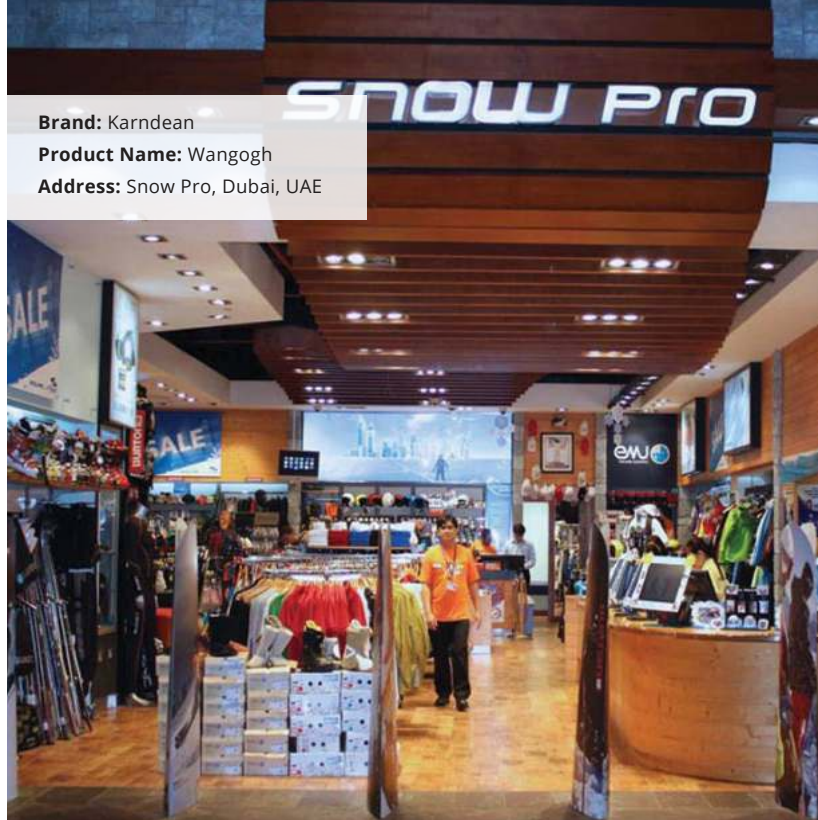


Brand: Ecowood
Product Name: Alaskan Birch
Address: Rixos The Palm, Dubai, UAE





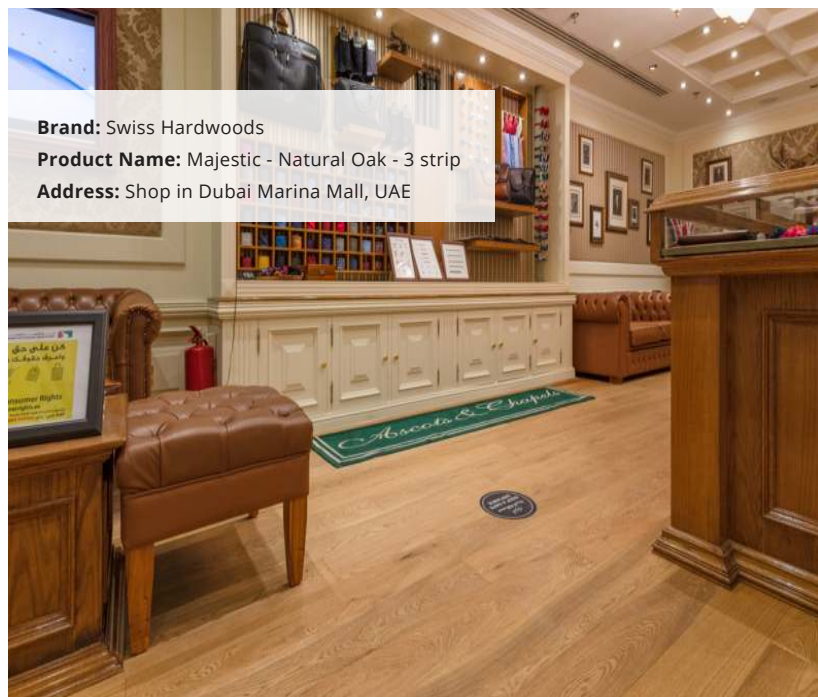
Brand: Karndean
Product Name: OPUS - Niveus
Address: The Body Shop Dubai, UAE



Brand: Karndean
Product Name: Wangogh
Address: Snow Pro, Dubai, UAE



Brand: Quick Step
Product Name: Compact - Oak Natural Matt
Address: American Eagle Outfitter, Dubai, UAE



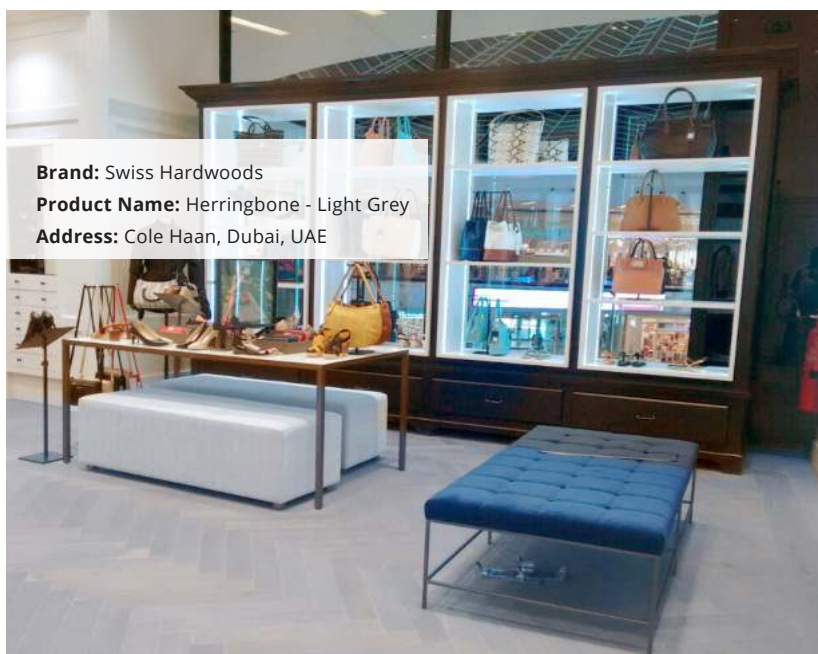
Brand: Swiss Hardwoods
Product Name: Majestic - Natural Oak - 3 strip
Address: Shop in Dubai Marina Mall, UAE

Retail Projects



For more projects, scan the QR code to visit:

<https://www.floorworld.com/en/completed-flooring-projects>

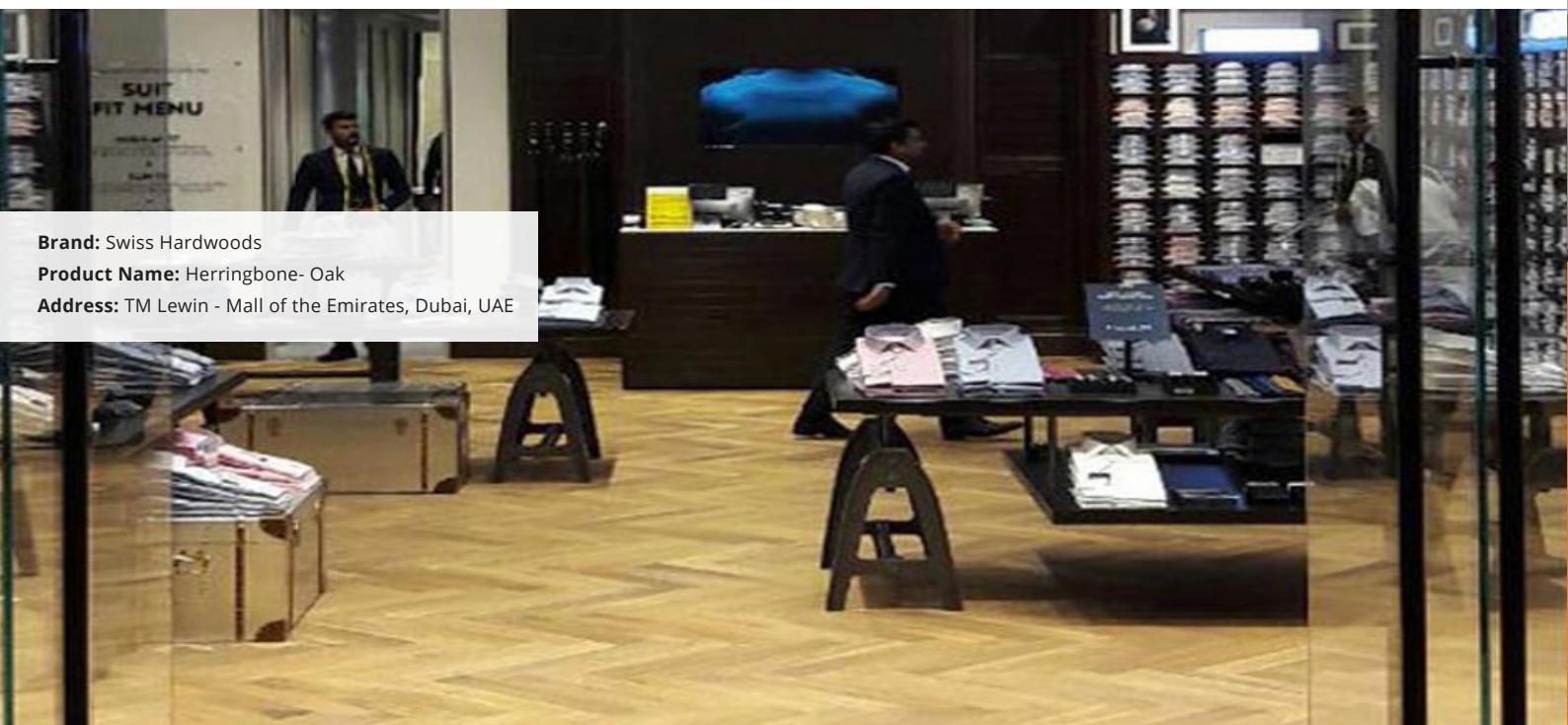


Brand: Swiss Hardwoods
Product Name: Herringbone - Light Grey
Address: Cole Haan, Dubai, UAE

Brand: Swiss Hardwoods
Product Name: PC- Smoked Oak
Address: Villeroy & boch, Dubai, UAE



Brand: Swiss Hardwoods
Product Name: Herringbone- Oak
Address: TM Lewin - Mall of the Emirates, Dubai, UAE



Brand: Gerbür
Product Name: Vision LVT Click HK- Pecan
Address: Style Boulevard Furniture Store, Dubai, UAE



Brand: Gerbür
Product Name: Aqua Click - Washed Oak
Address: Apartment in Shams 1, Dubai



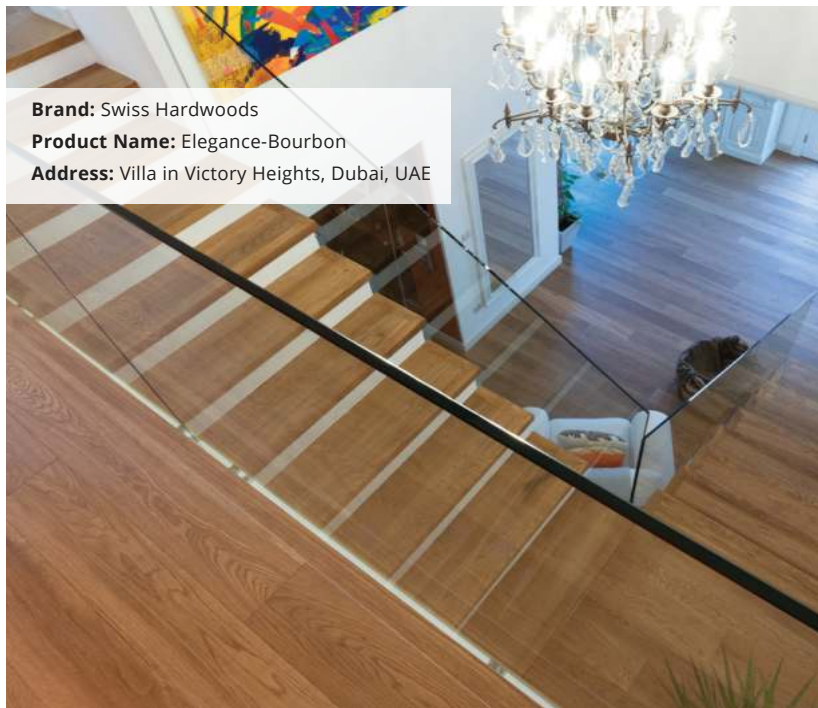
Brand: Gerbür
Product Name: Evolution – Mocha
Address: Apartment in Boulevard Crescent Tower 2, Dubai, UAE



Brand: Gerbür
Product Name: Evolution – Cappuccino
Address: Villa in Al Naseem, Dubai



Brand: Swiss Hardwoods
Product Name: Elegance-Bourbon
Address: Villa in Victory Heights, Dubai, UAE



Residential Projects

Residential customers enjoy all the same benefits as our commercial customers: competitive prices, great customer service and exceptional installation. We have experience working with home-owners as well as contractors and developers.

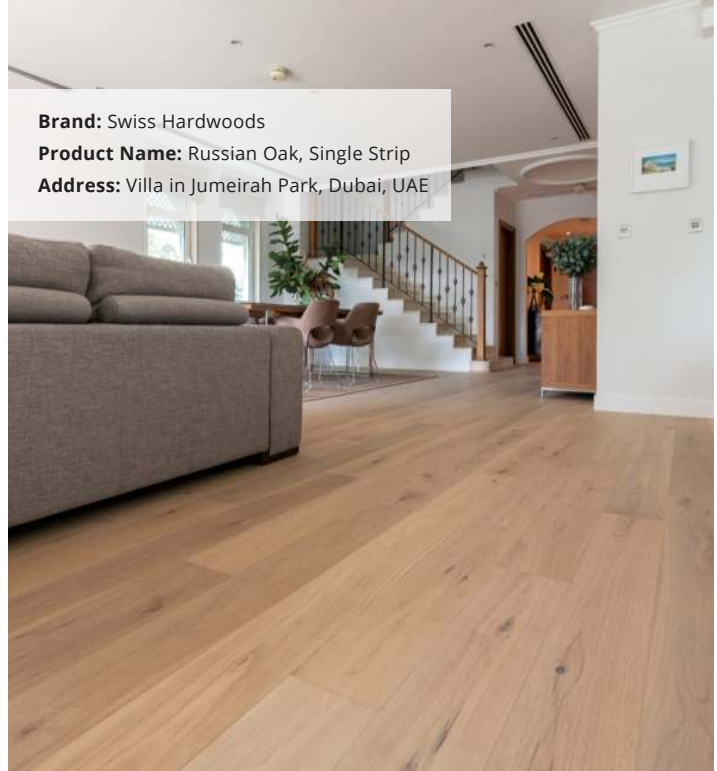


For more projects, scan the QR code to visit:

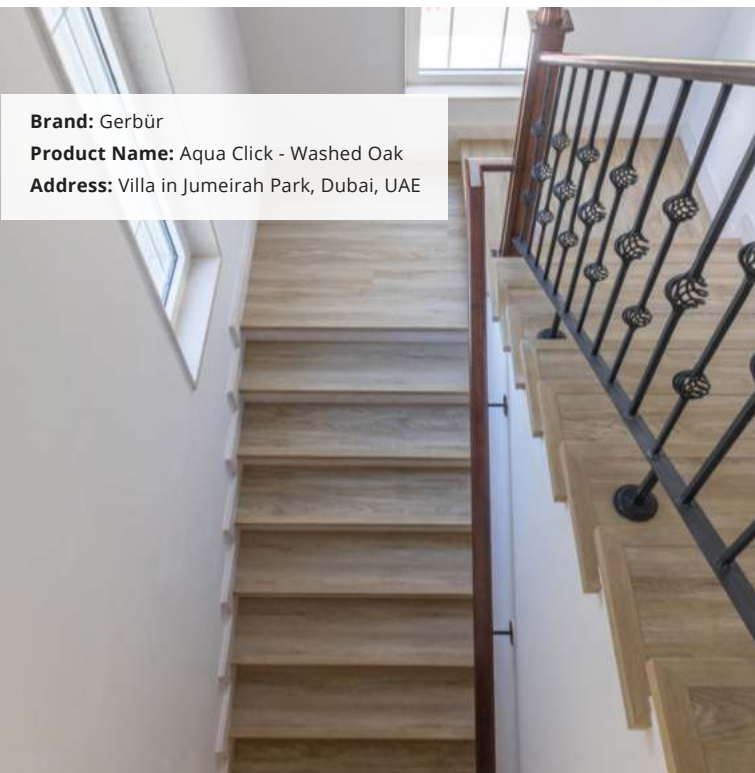
<https://www.floorworld.com/en/completed-flooring-projects>



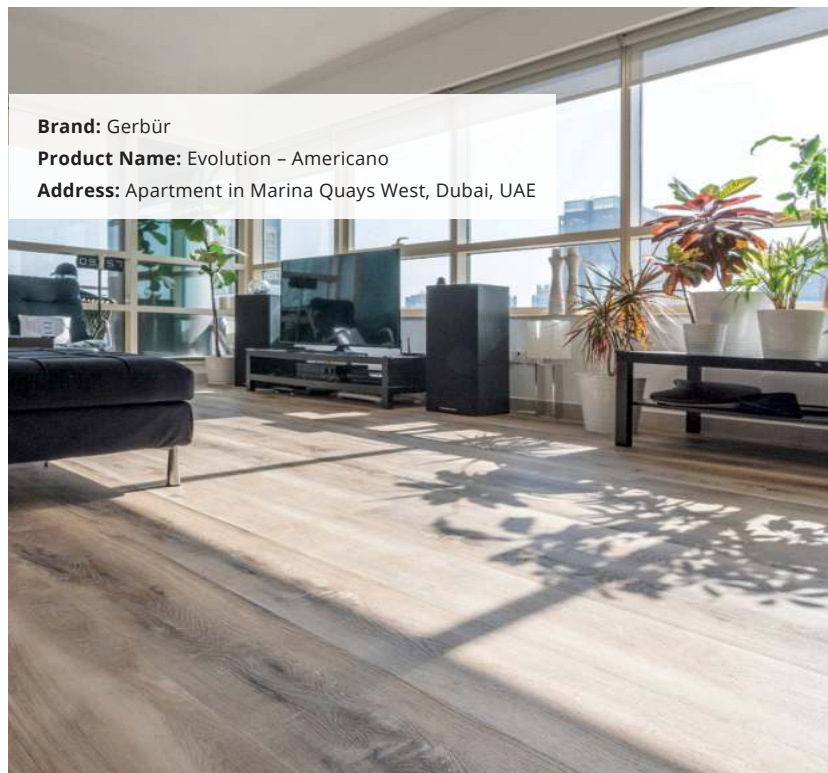
Brand: Gerbür
Product Name: Vinyl Click Herringbone- Soft Classic Oak
Address: Villa in Green Community, Dubai, UAE



Brand: Swiss Hardwoods
Product Name: Russian Oak, Single Strip
Address: Villa in Jumeirah Park, Dubai, UAE



Brand: Gerbür
Product Name: Aqua Click - Washed Oak
Address: Villa in Jumeirah Park, Dubai, UAE



Brand: Gerbür
Product Name: Evolution –Americano
Address: Apartment in Marina Quays West, Dubai, UAE



Brand: Gerbür
Product Name: Evolution – Ristretto
Address: Apartment in The Greens, Dubai, UAE



Brand: Gerbür
Product Name: Nature LVT - European Oak
Address: Villa in Arabian Ranches, Dubai, UAE



Brand: Swiss Hardwoods

Product Name: Decorum Natural Collection

Address: Villa in The Lakes, Deema 3, Dubai, UAE



Brand: Gerbür

Product Name: Vision Vinyl Click - Pistachio

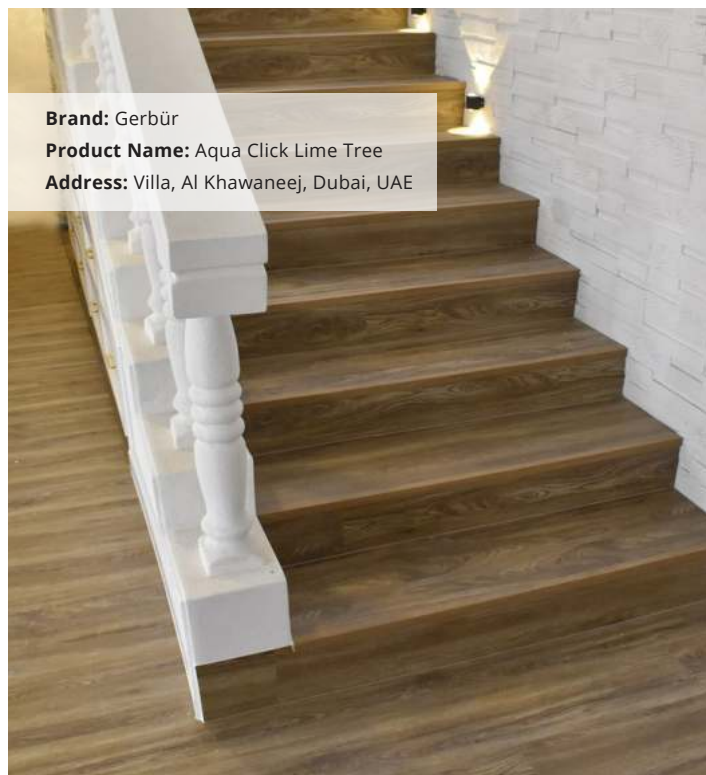
Address: Villa in Sharjah, UAE



Brand: Gerbür

Product Name: Aqua Click - Nutmeg

Address: Villa in Jumeirah Park, Dubai, UAE



Brand: Gerbür

Product Name: Aqua Click Lime Tree

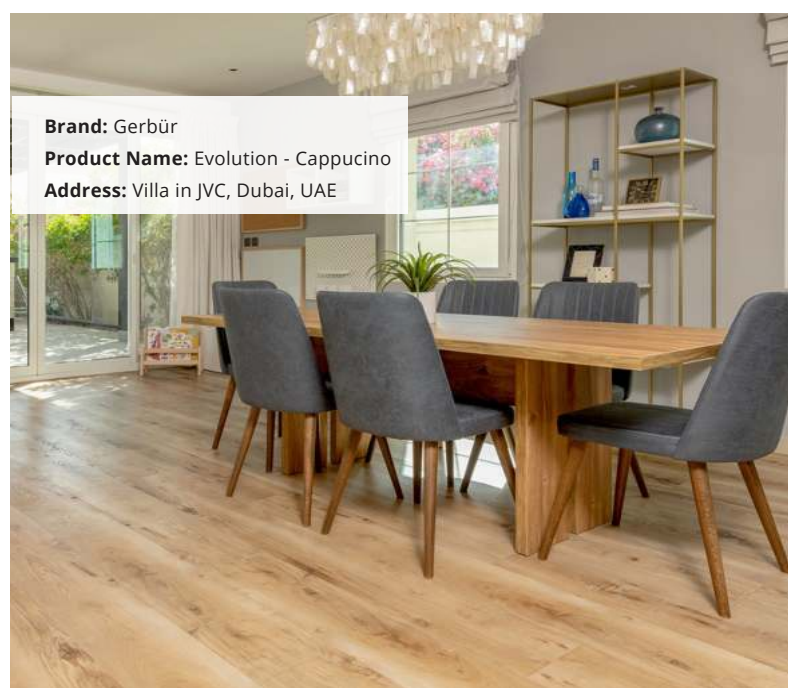
Address: Villa, Al Khawaneej, Dubai, UAE



Brand: Swiss Hardwoods

Product Name: Chevron - Dark Oak

Address: Flat in Dream Building, Shaikh Isa Avenue, Bahrain



Brand: Gerbür

Product Name: Evolution - Cappuccino

Address: Villa in JVC, Dubai, UAE

Our Customers



What Our Customers Have To Say

We are proud of the excellence our teams consistently display. Commercial or residential, our clients can always count on us to provide personalised customer service that goes the extra mile, professional and discreet installations and the highest-quality flooring. Visit our website to read more customer reviews.

advice cooperative

courteous quality

on schedule communicate

best customer services

efficient speedy

prompt extra miles

precise excellent

satisfied fast service

great experience

fantastic

convenience

pleasure happy

thumbs up

Innovative products





Get In Touch With Us!

Because, we're here to help

Ready to start your new flooring project? Get in touch with our friendly customer service team. We also offer a free, no-obligation quotation and estimating service, giving you an accurate picture of the costs before you make your decision.

We are excited to partner with your business, so that we can both grow together on the solid foundation of a high quality floor.

FLOORWORLD.COM

The Biggest Flooring Company in the Middle East

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