

Enriched With
JOME[®]
TECHNOLOGY



* Warranty on Flooring stands only if Action TESA Accessory is used.



Certified Warranty*



Certified Warranty*



CERTIFIED WARRANTY*



BALAJI ACTION BUILDWELL

Corporate Office : G - 11, Udyog Nagar,
Main Rohtak Road, New Delhi - 110041

Land Line : 011 - 41120000, Fax : 011 - 25472907,

E - mail : ho@actiontesa.com, www.actiontesa.com

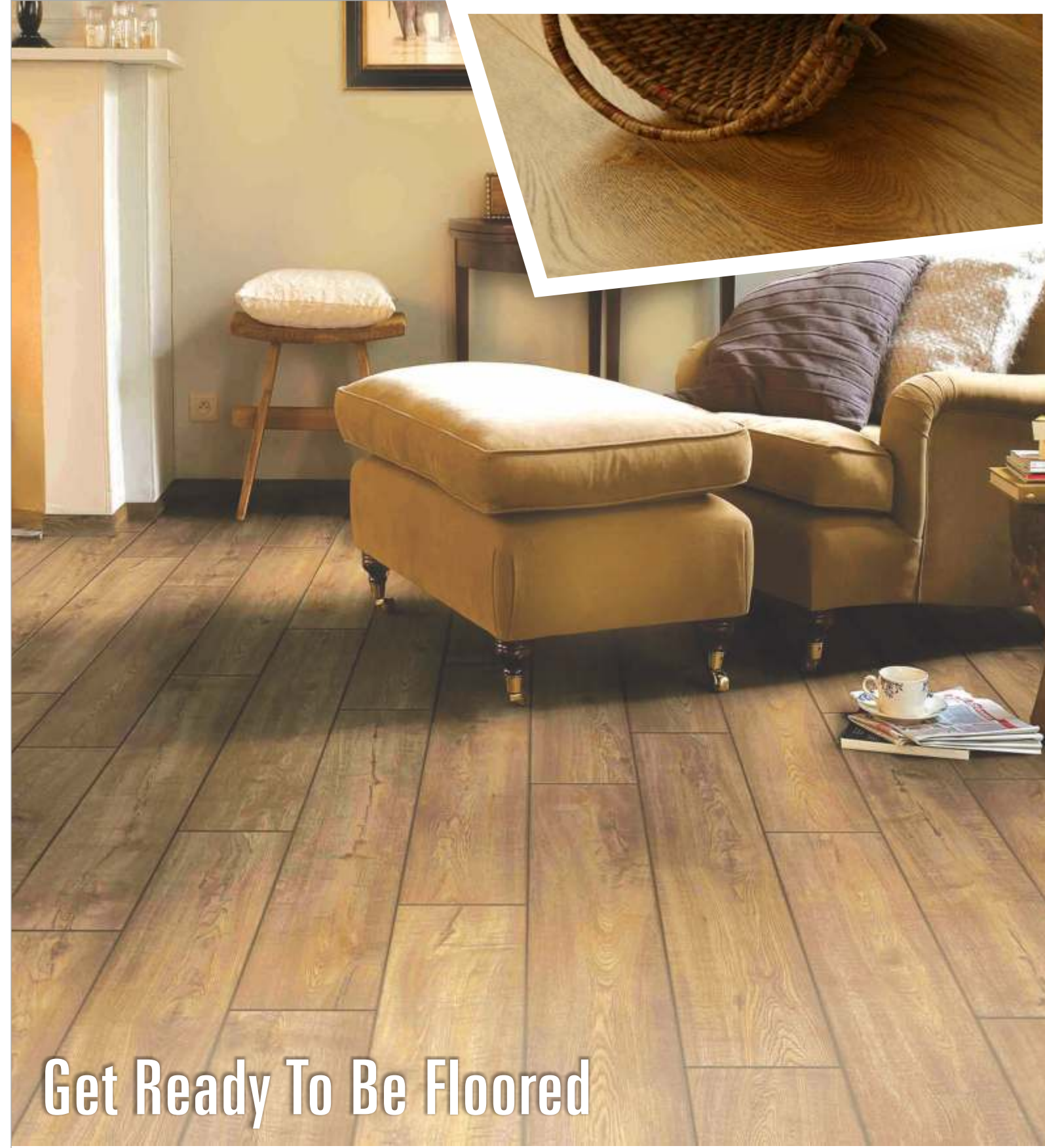
<https://www.linkedin.com/company/balaji-action-buildwell> <http://www.facebook.com/theactiontesa>



Vol-02 Sept 2018



Download the Action TESA app on your android mobile from **Google Play Store** & For iOS user, download the app from **App Store**



Get Ready To Be Floored





The Action Group, one of India's largest business house came into existence in the early 1970s, under the aegis of Shri Mange Ram Aggarwal - a leader, a visionary and a philanthropist.

The Group began its operations by stepping into the footwear industry with Action Shoes which soon became a household selling name. Propelled by the spirit of constant growth and innovation, backed by commitment to excellence, the Group is today a multi dimensional company with a strong presence in sectors as diverse as -

- **Footwear**
- **Electronics** 
- **Real Estate**
- **Chemicals**
- **Healthcare**
- **Steel & Power**
- **Flex Manufacturing**
- **Coal Mining**
- **MDF & Particle Boards**

about action **T E S A**

The Action Group is a 44 year old Conglomerate with a leading presence in the Footwear, Steel & Power, Chemicals, Real Estate, Health Care & Electronics. Now the group has forayed into manufacture of Engineering Panels under the brand name - **Action T E S A**



Action **T E S A** has many milestones to its credit. It has installed the first thin MDF / HDF plant in the country as well as the largest Particle Board plant. The company has also introduced to the country DOME Technology unique to its products. It is also the first company in India to manufacture True HDF based Laminate Wooden Flooring. Action **T E S A** offers a host of value added products that include MDF & Particle Boards, Door Skin, Embossed HDF, UV Coated Boards and Printed Decor Boards.

index

about laminate flooring	03
composition layer explained	03
why action T E S A flooring	05
flooring range -8mm	06-09
essenza series 8mm AC3	
flooring range - 8mm	10-12
endura series 8mm AC4	
advantages of 12mm flooring over solid wood flooring	13
flooring range-12mm	14-15
argentum series 12mm AC3	
flooring range-12mm	16-17
platina series 12mm AC4	
woodmoulded flooring - 8mm, 12mm - AC4	18
high gloss flooring - 12mm - AC4	19
herringbone flooring - 8mm AC4	20-21
handscraped flooring - 12mm AC4	22
synchronized embossed flooring -12mm AC4	23
king size (8 ft long flooring) - 8mm, 12mm - AC4	24-25
flooring range - 8mm, 12mm - AC5	26-27
technical ratings & foot fall load factors	28
accessories - profile, skirting & beading code detail	28
technical specifications/packageing and box detail	29
flooring cleaning and maintenance method	30
prestigious client list	31
site photograph	32-33



about laminate flooring

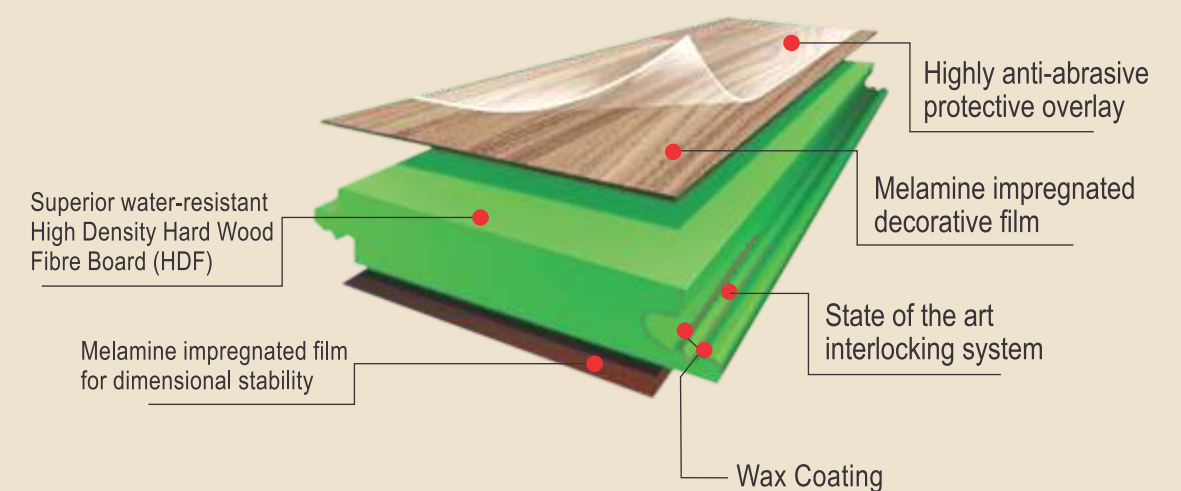
Laminate Flooring is a floating glue less click locked & sealed flooring similar to a jigsaw puzzle. In this method, the individual planks are locked on to each other by means of clicking together, but do not attach to the sub-floor on which it is being installed. Laminated Flooring is generally a HDF based tongue and groove interlocking flooring system that rest on top of the existing substrate like ~ concrete slab, hard wood flooring or virtually any other flat hard surface that is suitable for installation.

Laminate Flooring is popular due to its ease of installation & its simple maintenance, easy cleaning methods, resistance to stains & a very durable surface due to the "WEAR RESISTANT LAYER".

The construction of Laminate Flooring has essentially four layers :

1. A wear resistant SURFACE LAYER – Consisting of a Aluminum Oxide coated tissue to make the flooring surface resistant to impact, scratches, burns & stains.
(THIS LAYER DEFINES THE LIFE OF LAMINATE FLOORING)
2. A Printed Decorative paper layer which gives the decor of wood grain or patterns.
3. The Core– Comprising of HDF 8mm & 12mm
4. The balancing paper that lends balance to the construction preventing warpage.

composition layers





why action **TESA** flooring



Uniquely designed **locking profile with easy CLICK to a perfect fit.**

The locking profiles are sealed with a **coat of molten wax** to prevent any effect of moisture seepage. Most of the laminate flooring come without wax coating which create the problem of swelling from edges & weakening of joint.



Manufactured by State of the Art plant machinery imbining the best that technology has to offer, A Laminate Flooring with **“TRUE HIGH DENSITY FIBRE BOARD INSIDE”**, made with backward Integrating Action **TESA** HDF with consistency in quality & durability advantage of manufacturing the basic input in laminate flooring – HDF.



A **Genuine AC3, AC4 & AC5 Laminate Flooring** with quality abrasion resistant/wear resistant Al_2O_3 layer meeting European Standards specified for Abrasion Resistance. We meet the **European standard EN 13329.**



Ideal for the Tropical Climate of the sub continent with lower water absorption & better dimensional stability. Also as it is produced indigenously so, all the shades are readily available in stock to meet any future requirement of the same shade.



Equipped with a **6 Cylindrical Direct Pressure Laminating (DPL) Press** to ensure perfect bonding of the Wear layer & the Decorative surface with the **HDF substrate**, ensuring **“Zero Bubble Lamination”**.



Action **TESA** Flooring is **anti bacterially** treated for better hygiene and is resistant to fungal growth.



Easy to Maintain & Quick to Install. Support at your doorstep by technically trained “Field Support Team”. A **“HASSLE FREE FLOORING”**.



Action **TESA** HDF based Laminate Flooring comes with the revolutionary **DOMe Technology** which makes it dimensionally stable.



State of the art **GLUE KITCHEN** ensuring the best Glue compositions with high solid content. With 10% more Glue content which ensures consistency of Glue with High Internal Bond.



Action **TESA** Flooring Team - **Technically qualified**, hands on experience, dedicated.



Speedy delivery of any shade within a very short period of time.





essenza

The Essenza Range of Flooring is a specially designed flooring solution most versatile for domestic application & will stand up to consistent daily foot traffic – Ideal for Bed Room/FamilyRoom/Drawing Room/Hotel Rooms. It is classified as AC3.

Sizes available – 193mm(W) x 1214mm(L)

Our AC3 flooring range passes 2000 RC Abrasion Test as per EN 13329

8MM AC-3



Cambridge Oak (DD) Code: 3053



Oak Cherry (WT) Code: 3058



Golden Oak (WT) Code: 3055



Brindle Oak (WT) Code: 3561



Royal Oak (WT) Code: 3562



Siam Teak (DD) Code: 3380



Northland Grey Oak (WT) Code: 3564



Natural Walnut (WT) Code: 3565



Belfort Oak (WT) Code: 3566



Earthen Cherry (DD) Code: 3567



Walnut Plank (MT) Code: 3051



American Sequoia (WT) Code: 3075



Chocolate Oak (WT) Code: 3056



Cherry (WT) Code: 3057



Walnut Light (DD) Code: 3071



Elegant Sand Oak (WT) Code: 3566



Antique Oak (DD) Code: 3066



Medoc Walnut (DD) Code: 3090



Burn Oak (DD) Code: 3570



Villanger Oak Code: 3571



Honey Oak (DD) Code: 3381



Rift Oak (WT) Code: 3382



Grey Watham Oak (WT) Code: 3572



Liberty Oak (DD) Code: 3573



Bubinga Wood (WT) Code: 3095



Verbier Oak (WT) Code: 3383



Everest Oak (WT) Code: 3576



Moonlight Oak (DD) Code: 3577



Vine Yard Oak (WT) Code: 3384



Wenge Real Wood (DD) Code: 3067



Elegant Pine Oak (WT) Code: 3578



Natural Strip (WT) Code: 3579

essenza
8MM AC-3



essenza
8MM AC-3



endura

The Endura Range of Flooring is a perfect choice for busy areas like boutiques /cafes /shops/showrooms/offices.

Sizes available – 193mm(W) x 1214mm(L)

Our AC4 flooring range passes 4000 RC Abrasion Test as per EN 13329

8MM AC-4



Golden Rustic Oak (WT) Code: 3063



Elegant Oak (DD) Code: 3064



African Walnut (WT) Code: 3092



Lingfield Oak (MT) Code: 3088



Real Wood (DD) Code: 3070



Ovengakol (DD) Code: 3069



Olivia Walnut (DD) Code: 3089



Helsinki Oak (DD) Code: 3068



Olive Ash (MT) Code: 3061



Silver Stricks (WT) Code: 3563



White Plank Oak (DD) Code: 3569



Dark Walnut Oak (DD) Code: 3574



European Oak (WT) Code: 3575



Charlotte Oak White (WT) Code: 3580



Bleached Walnut (MT) Code: 3581



Silver Wood (MT) Code: 3582



Havana Wood (MT) Code: 3583



Ollie Wood (MT) Code: 3584



Harvest Chest (MT) Code: 3585



Brandy (MT) Code: 3586



advantages of action **TESA** 12mm flooring over solid wood flooring

- **Uniform pattern of knots and grains:** Being an engineered product the design patterns are uniform and can be customised, whereas in real wood floor these patterns are natural, hence random.
- **More strength than wooden flooring:** The laminate flooring is made using HDF as substrate having more density and compactness hence better compressive strength and can withstand heavy traffic with negligible dents on the surface whereas real wood flooring having lesser density & compactness is prone to more dents whenever it come across heavy traffic. This is precisely the reason why laminate flooring is used for areas with high foot fall.
- **Resistance to house hold accidents:** The surface of Action **TESA** 12mm laminate flooring provided with Aluminum Oxide coated tissue paper which protects it from any accidental damage such as cigarette burns, spilling bleach etc. which is missing in real wood flooring.
- **Value for Money**



argentum

The Argentum range of flooring is exquisitely crafted flooring solution which is suitable not only for medium to heavy foot fall areas but also an excellent options for homes where high strength and durability is needed. It is classified as AC3 and available in 12mm.

Sizes available – 193mm (W) x 1214mm(L)
126mm (W) x 807 (L)

**Our AC3 flooring range passes 2000 RC
Abrasion Test as per EN 13329**

12 MM - AC-3



Walnut Lacquered (WT) Code: 3077



Weathered Oak (DD) Code: 3078



Grey Oak (DD) Code: 3079



Natural Bamboo (Vertical-MT) Code: 3080



Melbourne Acacia (WT) Code: 3081



Rustic Cedar (DD) Code: 3082

argentum

12MM AC-3



platina

The Platina range is an exclusively crafted flooring solution meant for areas of high foot fall. It is classified as AC4 and available in 12mm.

Sizes available – 193mm(W) x 1214mm(L)
126mm(W) x 807mm (L)

**Our AC4 flooring range passes 4000 RC
Abrasion Test as per EN 13329**



Wild Oak (MT) Code: 3083



High Rise Coco (DD) Code: 3084



Rustic Oak (WT) Code: 3085



African Red Wood (MT) Code: 3086



African Teak (DD) Code: 3087



Bleached Walnut (MT) Code: 3581



Silver Wood (MT) Code: 3582



Havana Wood (MT) Code: 3583



Ollie Wood (MT) Code: 3584



Harvest Chest (MT) Code: 3585

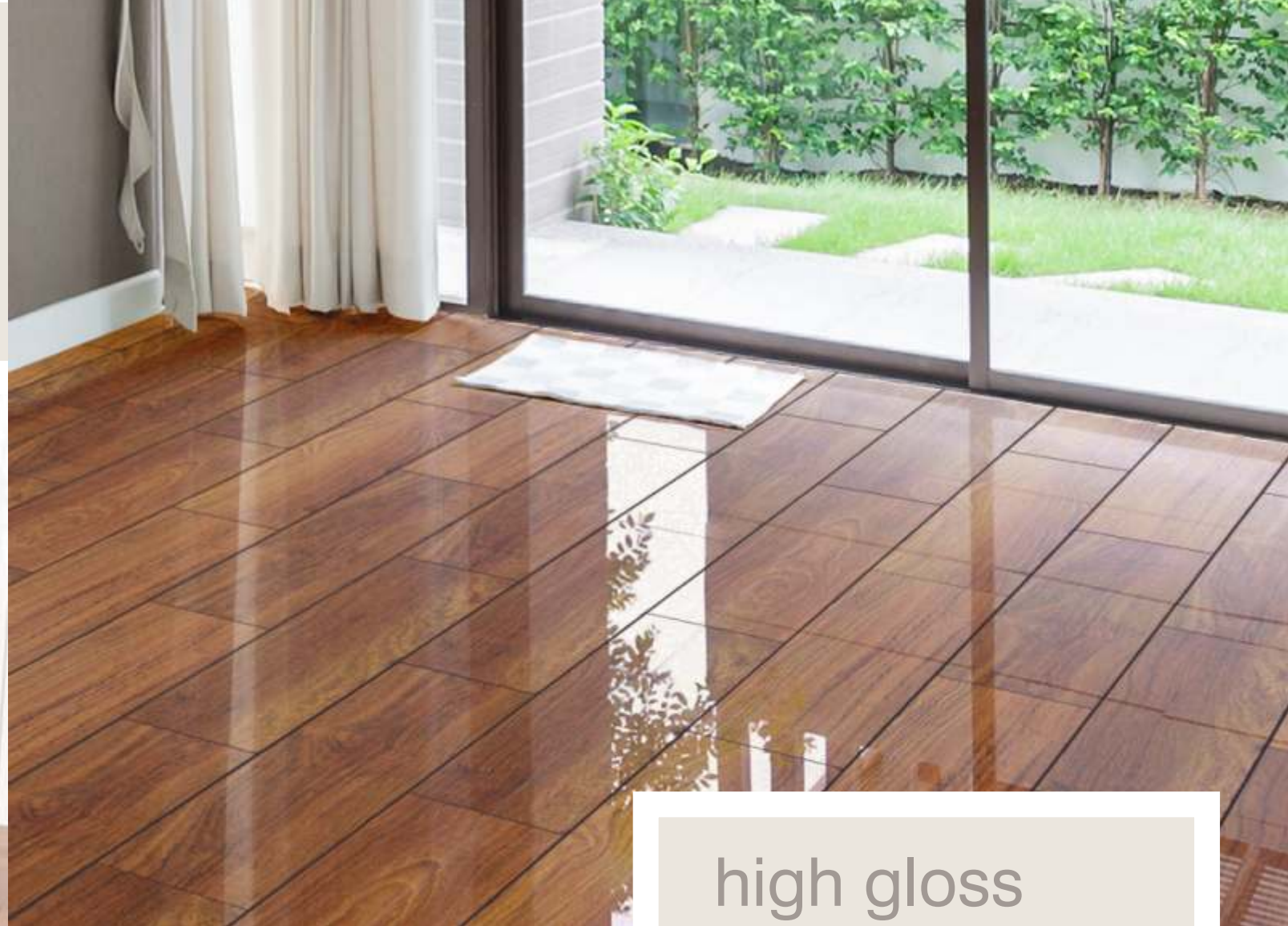
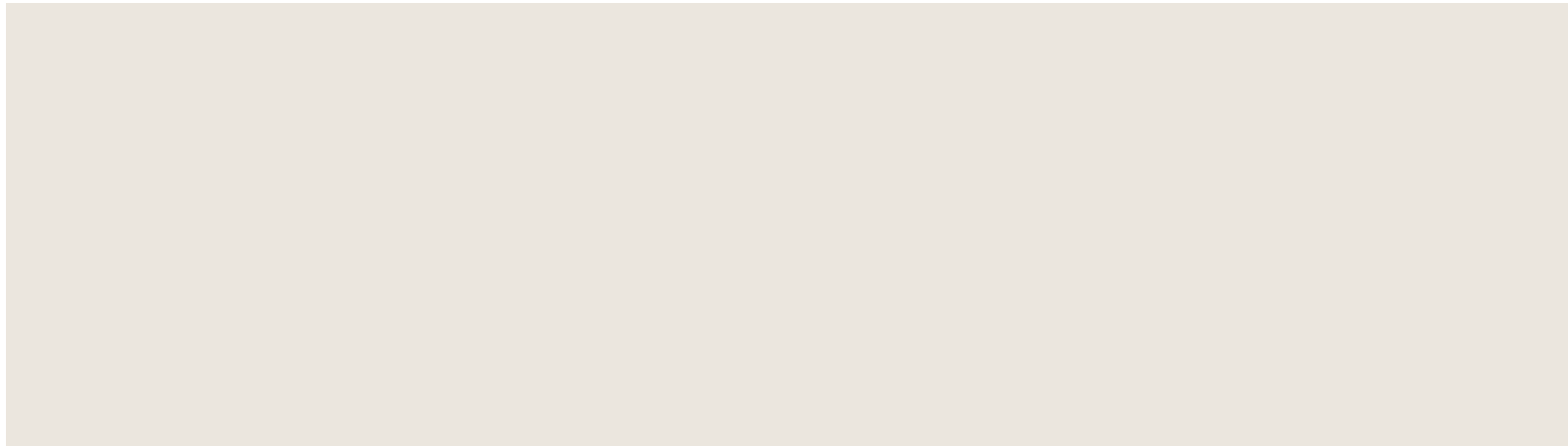


Brandy (MT) Code: 3586

12MM
AC-4



platina
12MM AC-4



woodz moulded

The softly rounded edges are made of the same material like the surface, these making the design same from floorboard to floorboard without transition, with the same general optic of the whole room. The groove is very robust because of its form not only but also because there is only one material on the edges and the surface .

Sizes available – 126mm(W) x 807mm(L)
8mm & 12mm (AC4)

Colors – Shade Available 3061, 3063, 3068, 3069 & 3070

We can give any color from our 8mm and 12mm range in woodz moulded subject to the MOQ

high gloss flooring

Action TESA High gloss laminate flooring is a great choice. It can bring a modern and beautiful aesthetic to your room. TESA laminate flooring suitable for both domestic and commercial areas. It is classified as AC4 and available in 12mm.

Sizes available – 193mm(W) x 1214mm(L)
12mm (AC4)

Colors – Shade Available 3058, 3061, 3384, 3086, 3090 & 3096

12MM AC-4



Ovengakol Code: 3069



Real Wood Code: 3070



Medoc Walnut Code: 3090



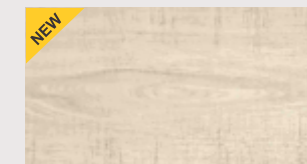
African Walnut Code: 3092



Melbourne Acacia Code: 3081



African Red Wood Code: 3086



Liberty Oak (DD) Code: 3573



Charlotte Oak White (DD) Code: 3580



Elegant Pine Oak (DD) Code: 3578



Natural Strip (DD) Code: 3579

• Elegant Pine Oak – Grace (single Shade)
• Natural Strip – Dual (single Shade)



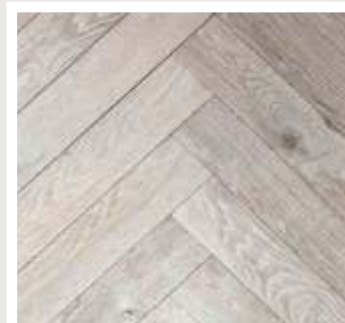
Natural Oak Herringbone Flooring Shade No. 3069 & 3070



Realwood Herringbone Flooring Shade No. 3081 & 3086



American Walnut Herringbone Flooring Shade No. 3090 & 3092



Liberty Oak – Silver Shade No. 3580 & 3573

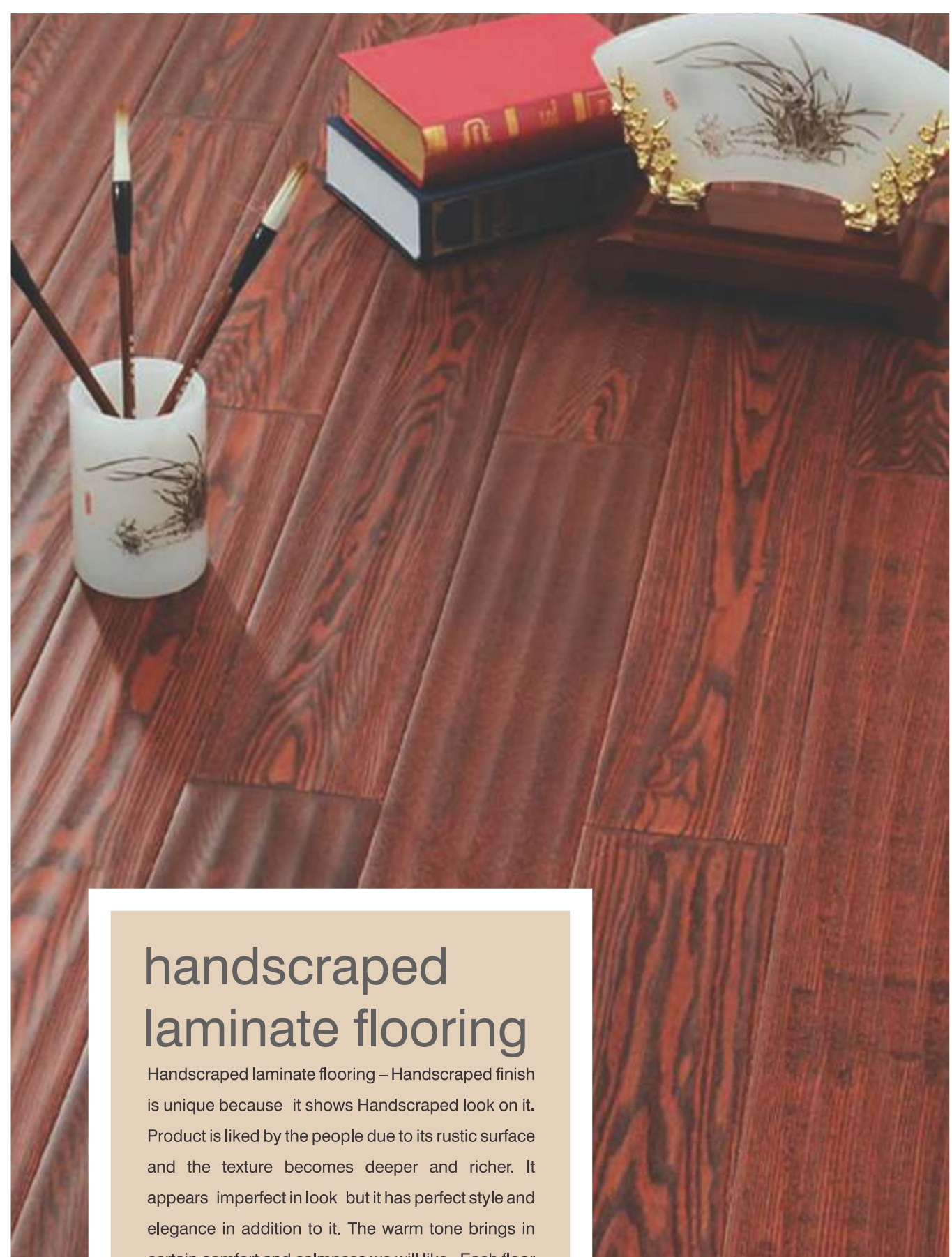


herringbone flooring

A floor with Herringbone pattern gives your floor a distinct look. Action TESA laminate flooring specializes in Herringbone flooring enabling you to select your own surface, width, length and colours giving your home an authentic look. Herringbone floor have rich history as a traditional floor pattern. It can be installed in several configurations. Each plank has a tongue and groove locking system .

Sizes available – 99mm(W) x 600mm(L)
8mm (AC4)

Texture - DD



handscraped laminate flooring

Handscraped laminate flooring – Handscraped finish is unique because it shows a handscraped look on it. Product is liked by the people due to its rustic surface and the texture becomes deeper and richer. It appears imperfect in look but it has perfect style and elegance in addition to it. The warm tone brings in certain comfort and calmness we will like. Each floor has an aged look with inherent 'flaws' that gives it its complete uniqueness. This is truly a beautiful choice which will always delight.

Sizes available – 193mm(W) x 1214mm(L)
12mm (AC4)

Colors – Available in All 12mm - AC4 Shades

Edges – V-Groove

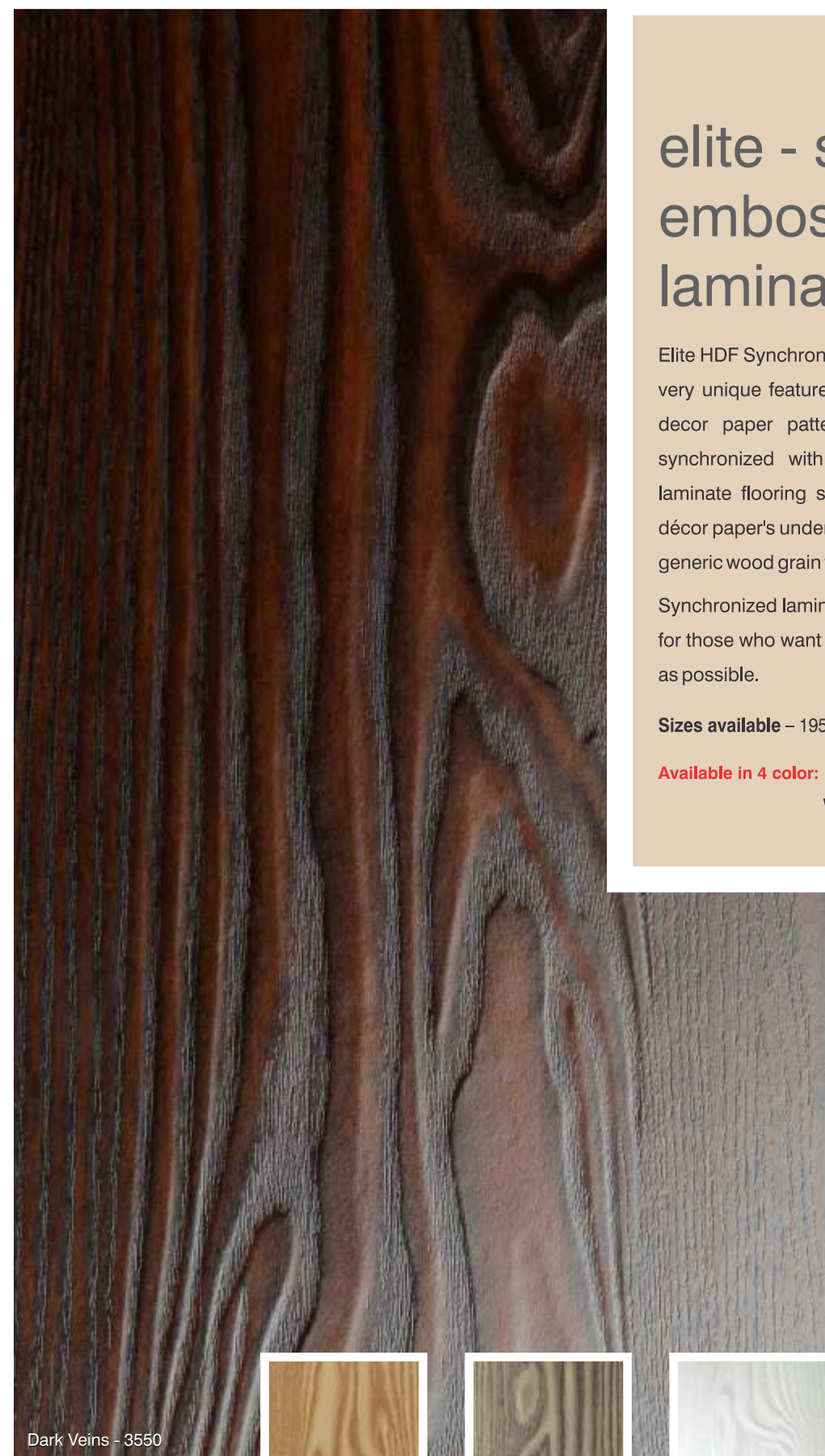
elite - synchronized embossed laminate flooring

Elite HDF Synchronized flooring from Action Tesa is having a very unique feature. Embossed texture is registered with a decor paper pattern. The texture of the press plates is synchronized with the decor paper pattern. Unlike other laminate flooring surfaces, it matches the texture of the decor paper's underlying pattern rather than just applying a generic wood grain texture.

Synchronized laminate flooring is therefore an ideal choice for those who want their floor to look as close to real wood as possible.

Sizes available – 195.5 mm(W) x 1217mm(L) 8mm & 12mm (AC4)

Available in 4 color: Dark Veins - 3550, Bella Wood - 3551, White Marbau - 3552 & Harbor Maple - 3553



Dark Veins - 3550



Bella Wood - 3551



Harbor Maple - 3553



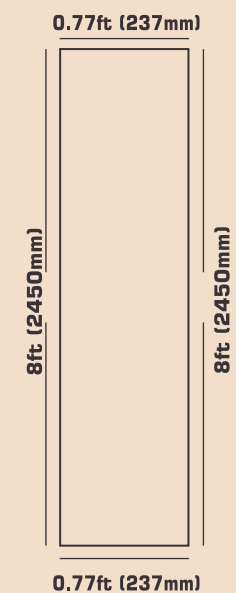
White Marbau - 3552



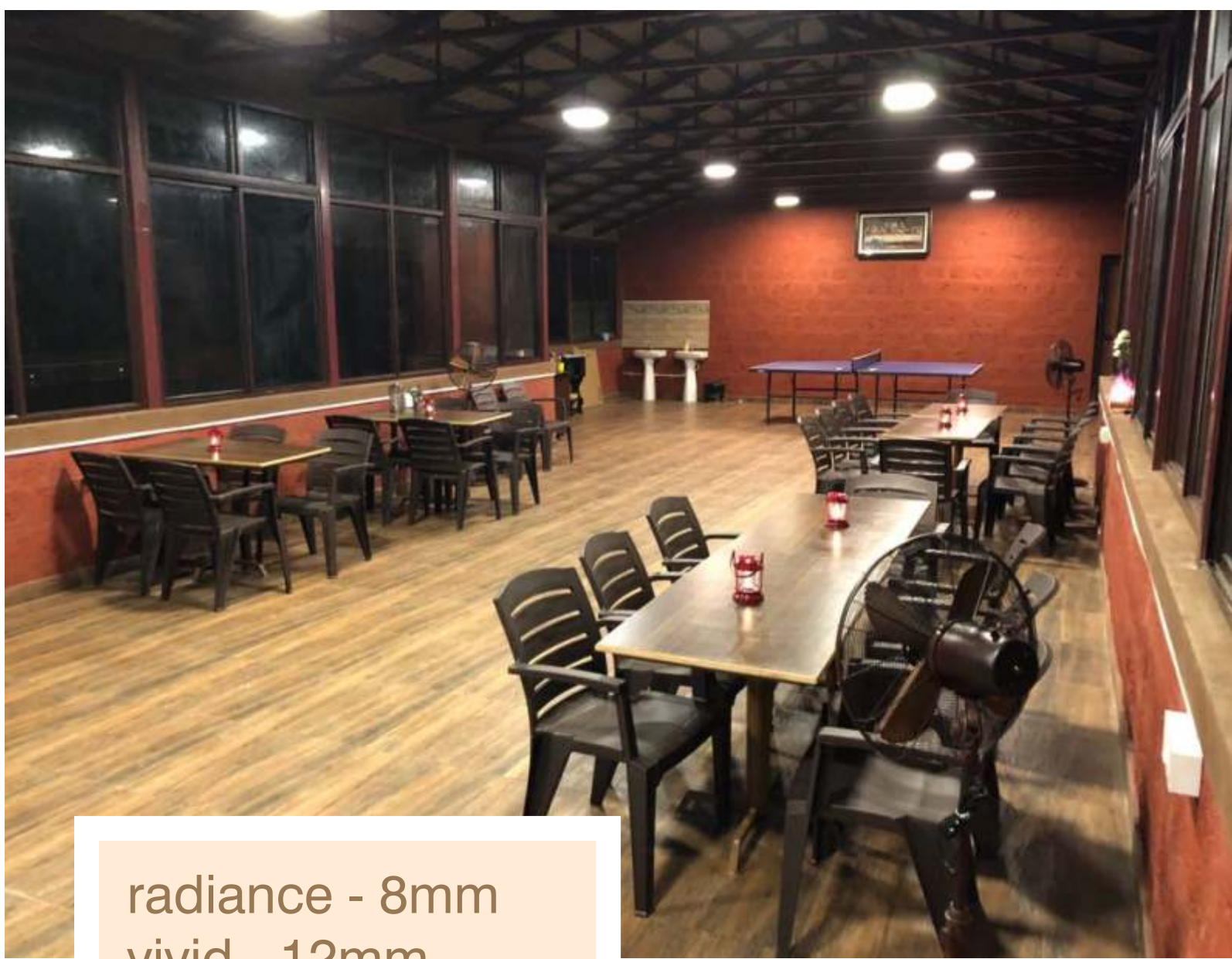
king size series

- Available in 236mm(W) x 2450mm(L) tile size
- Thickness available in 8mm & 12 mm
- Variants of AC4
- Excellent flooring option for large areas like auditoriums, lounges of airports, hotels banquets etc.
- Longer plank size gives look of real wood

Colors – All 8mm & 12mm flooring shades are available in king size range



8 ft Long Laminated Flooring



radiance - 8mm
vivid - 12mm

Action TESA takes pride of being India's 1st and only manufacturer of AC5 HDF Laminate flooring. AC5 HDF Laminate flooring is best suited for commercial use with heavy traffic. Action TESA HDF Laminate Flooring meets the European standard EN 13329 guidelines. AC 5 range is tested at 6500 rotation cycles.

Sizes available – 193mm (W) x 1214mm(L)

AC-5



Ovengakol (DD) Code: 3069



Olive Ash (MT) Code: 3061



Rustic Oak (WT) Code: 3085



Siam Teak (DD) Code: 3380



Vine Yard Oak (WT) Code: 3384



Royal Oak (WT) Code: 3562



Chocolate Oak (WT) Code: 3056



Antique Oak (DD) Code: 3066



African Red Wood (MT) Code: 3086



Rift Oak (WT) Code: 3382



Brindle Oak (WT) Code: 3561



Natural Walnut (WT) Code: 3565

8MM & 12MM AC-5

technical ratings & foot fall load factors

The various classes according to usage are given below :

- Class 31 : Moderate loads, ideal for hotel room, meeting rooms, residences etc.
- Class 32 : General Loads, ideal for Offices, Showrooms, Stores, waiting rooms etc.
- Class 33 : Heavy loads, ideal for Large Offices, Shops and Public Buildings.

Hardness & Ratings are explained below :

Heads	Commercial Segment		
	Moderate	General	Heavy
Load Bearing Class	31	32	33
Abrasion Class	AC3	AC4	AC5
Combination of Load & Abrasion Class			

AC abrasion ratings are a standardized measures adopted by the Association of the European producers of laminated flooring (EPFL).

The AC measures the combined abrasion resistance, impact resistance, resistance to staining, cigarette burns & thickness swelling along the edges.

AC3 can be applied to more varied locations such as domestic flooring & in small offices & other light commercial locations.

AC4 can be installed in higher traffic commercial areas such as boutiques, busy offices & restaurants.

AC5 radiance and vivid range of flooring is the highest rated laminate flooring best suited for heavy foot traffic in commercial properties. It is classified as AC5

accessories

Our client can avail from us a wide variety of accessories which are available in matching colors/designs and specifications. These are commonly used to enhance and change the looks of any room. These are produced using advance technology. These are highly stain resistant and require very little routine care and maintenance.

- Quarter Round • Skirting • Transit Profile • Reducer Profile • Stair Nose

Quarter Round: It is used to hide the expansion gap left along the walls during installation.

Size : 17mm (Thk) x 17mm (W)

Skirting: For covering expansion gap on the edges and along wall.

Size : 18 (Thk) x 60(W), 18(Thk) x 100(W), 18(Thk) x 125 (W) & 18(Thk) x 140 (W) mm

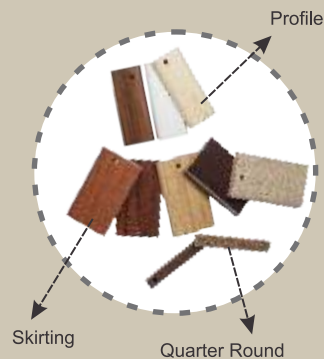
Transit Profile: For transition between the same levels.

Reducer Profile: For covering the expansion gap between the laminate flooring & another flooring.

Size : 15mm (Thk) x 50mm (W)

Stair Nose: It is used to cater the edge of a stair tread or step.

Size : 18mm (th) x 60mm (w)



Shade No.	Accessories Code	Shade No.	Accessories Code	Shade No.	Accessories Code
3053	COM	3381	EOH	3063	GRO
3058	OCS	3382	WO	3064	EOH
3055	GOL	3095	BW	3092	VA
3561	REL	3383	BOR	3088	LO
3562	ASH	3384	VA	3070	REL
3380	OCS	3067	CH	3069	NUT
3564	NGO	3071	WNG	3089	OW
3565	NW	3566	WO	3068	ASH
3566	BO	3570	BO	3061	OAK
3567	EC	3571	VO	3563	SS
3051	WNG	3572	GWA	3569	WPO
3075	AR	3573	LO	3574	DWO
3056	WNG	3576	EO	3575	EO
3057	CRY	3577	MO	3580	COW
3066	MOH	3578	OAK		
3090	MW	3579	NUT		

Accessories Code 12mm

Quarter Round, Profile & Skirting Code

Shade No.	Accessories Code
3077	WNG
3078	WO
3079	GO
3080	OAK
3081	COM
3082	RC
3083	WK
3084	HC
3085	WK
3086	MOH
3087	AT

technical specifications

PRODUCT FEATURE	TEST STANDARD	ESSENZA/ARGENTUM	ENDURA/PLATINA	RADIANCE / VIVID
Abrasion Resistance	EN13329	AC-3	AC-4	AC-5
Abrasion Class	-	2000 RC	4000 RC	6500 RC
Density	-	900 kg m ³	900 kg m ³	900 kg m ³
Decorative Paper GSM	-	75 gsm	75 gsm	75 gsm
Overlay Paper GSM	-	45 gsm	55 gsm	65 gsm
Edges Sealed	-	Molted Wax	Molted Wax	Molted Wax
Impact Resistance	EN13329	IC1	IC2	IC2
Stain Resistance	EN438	GROUP 5	GROUP 5	GROUP 5
Cigarette Burns	EN438	CLASS 5	CLASS 5	CLASS 5
Light Fastness	EN20105/A02	CLASS 7	CLASS 7	CLASS 7
Furniture Legs	EN424	NO DAMAGE	NO DAMAGE	NO DAMAGE
Chair Castor (Soft Roll)	EN425	NO DAMAGE	NO DAMAGE	NO DAMAGE
Thickness Swelling	EN13329	≤ 18 %	≤ 18 %	≤ 18 %
Thickness Swelling (12mm)	EN13329	≤ 12 % (Argentum Only)	≤ 12 % (Platina Only)	≤ 12 %
Static Indentation	EN433	0.9kv	0.9kv	0.9kv
Flame Resistance	EN13501	CFL-S1	CFL-S1	CFL-S1
Impact sound resolution (12MM)	ISO 717-2	20-22 DB (Argentum Only)	20-22 DB (Platina Only)	20-22 DB
Slip Resistance (12MM)	EN14041	CLASS DS (Argentum Only)	CLASS DS (Platina Only)	CLASS DS

Type of Flooring	Thickness in mm	Grade	Width in mm	Length in mm	Texture	No of plank in Box	Sq feet in one Box	Sq Meter in one Box
Normal	8	AC-3, AC-4	193	1214	MT,DD, WT	8	20.1760	1.8744
Normal	12	AC-3, AC-4	193	1214	MT,DD, WT	6	15.1320	1.4058
Wood Z Moulded	8	AC-4	126	807	MT	8	8.7559	0.8134
Wood Z Moulded	12	AC-4	126	807	MT	6	6.5669	0.6100
High Gloss	12	AC-4	193	1214	HG	6	15.1320	1.4058
Herringbone	8	AC-4	99	600	DD	8	5.1150	0.4752
Handscrapped	12	AC-4	193	1214	HS	6	15.1320	1.4058
King Size	8	AC-4	236	2450	DD	4	24.8947	2.3128
King Size	12	AC-4	236	2450	DD	3	18.6710	1.7346
Synchronized	8	AC-4	195.5	1217	SE	8	20.4878	1.9033
Synchronized	12	AC-4	195.5	1217	SE	6	15.3659	1.4275



cleaning and maintenance guide for action **TESA** laminate flooring

The after care that laminate flooring requires is very little and extremely simple. Cleaning laminate flooring, if carried out regularly, can keep your floor looking like new for many years to come.

- A simply brush over with a soft headed brush or a very slightly damp mop, is all that is needed when cleaning laminate flooring. You can use a vacuum cleaner around the edges of the room.
- Special cleaning pads are available which look very much like a mop, and have replaceable wipes that wrap around the pad which attracts the dust, etc. and these make cleaning laminate flooring even easier.
- For stain removal, do not use a strong detergent. Use a mild, non-abrasive cleaner.
- For large cleaning of stains, etc. on laminate flooring, use a mop with ammonia or a mixture of water and vinegar.
- When cleaning laminate flooring do not use steel wool, sand paper, or scouring powder on the laminate surface, and also never try to sand, wax, or apply lacquer to the laminate flooring.



HYGIENIC-NATURE FRIENDLY

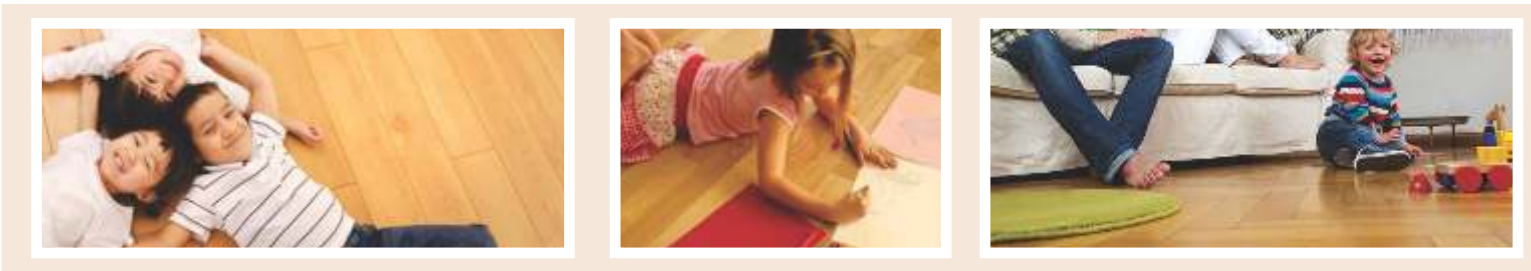
STAIN RESISTANT



SOME OF OUR PRESTIGIOUS CUSTOMER BUILDER PROJECTS



HOSPITALITY PROJECTS



essence of action **TESA** laminate flooring



Application

Actual Site Photograph

Action TESA is the first company in India to have a Laminate Flooring manufacturing facility. Flooring is one of the most important aspects of the house or business. It adds to the charm and beauty of your living or office space. More and more homes and offices are being graced with Action TESA Laminate Flooring. Now our flooring is taking the hospitality industry by storm. Cafes, hotels, airport lobbies - they all are looking towards Action TESA flooring for all their flooring needs.

Anytime Fitness Gym - Delhi



Auto Expo 2018 - Expo Mart, Noida



FARZI CAFE - Gurgaon (Cyber City)



Divan Heights - Nasik
Flooring used in stair case



Cottage Velocity Project - Pune
Flooring used in ceiling



Cottage Velocity Project - Pune
Flooring used in Wall Peneling



Holiday Inn - New Delhi International Airport



Lemon Tree - Leisure Valley - Gurgaon



TATA Housing - Gurgaon



DLF Capital Green - Delhi



Indiabulls - Centrum Park - Gurgaon



Godrej Frontier - Gurgaon