




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 **TESA**

The Action Group is a 52 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 TESA**



Action **TESA** 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 **TESA** 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 TESA flooring	05
flooring range -8mm essenza series 8mm AC3	06-11
flooring range - 8mm endura series 8mm AC4	12-13
Midas - new premium collection	14
advantages of 12mm flooring over solid wood flooring	15
AC3 flooring range-12mm argentum series 12mm	16
AC4 flooring range-12mm platina series 12mm	17
french bleed flooring range - 8mm, 12mm - AC4	18
high gloss flooring, 8mm and 12mm - AC4	19
herringbone flooring - 8mm AC4	20-21
handscraped flooring - 12mm AC4	22
synchronized embossed flooring -12mm AC4	23
AC5 flooring range - 8mm, 12mm	24-25
accessories - profile, skirting & beading code detail	26
technical ratings & foot fall load factors	26
technical specifications/packageing and box detail	27
flooring cleaning and maintenance method	28
prestigious client list	29
site photograph	30-33



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”.

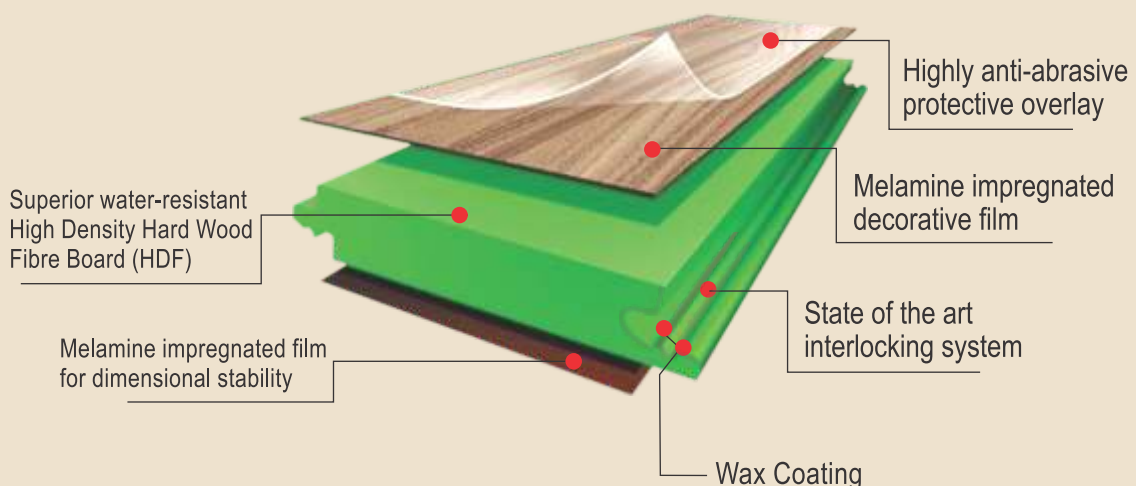
The construction of Laminate Flooring has essentially four layers :

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.



TRUE HDF INSIDE

Manufactured by State of the Art plant machinery imbibing 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.



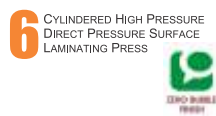
HDHMR Accessories - India's first & exclusive prelaminate HDHMR Accessories



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



Walnut Plank (MT)

3051



Cambridge Oak (DD)

3053



Golden Oak (WT)

3055



Chocolate Oak (WT)

3056



Oak Cherry (WT)

3058



Antique Oak (DD)

3066



American Sequoia (WT)

3075



Medoc Walnut (DD)

3090



Siam Teak (DD)

3380



Honey Oak (DD)

3381

essenza
8MM AC-3



Rift Oak (WT)

3382



Vine Yard Oak (WT)

3384



Brindle Oak (WT)

3561



Royal Oak (WT)

3562

essenza
8MM AC-3



Northland Grey Oak (WT)

3564



Natural Walnut (WT)

3565



Belfort Oak (WT)

3566



Elegant Sand Oak (WT)

3568



Burn Oak (DD)

3570



Liberty Oak (DD)

3573



Everest Oak (WT)

3576



Moonlight Oak (DD)

3577

essenza
8MM AC-3



Prime Oak (WT)

3591



Vintage Oak (WT) & (CT)*

3593*

*MOQ - 3000 sqft



HICKORY WALNUT (WT)

3594



Country Oak (IG)

3601

essenza
8MM AC-3





Spiced Oak (IG)

3602



Warm White Oak (IG)

3603



Harmony Walnut (IG)

3604



Lumber Walnut (IG)

3605



English Walnut (IG)

3606



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



Olive Ash (MT)

3061



Golden Rustic Oak (WT)

3063



Elegant Oak (DD)

3064



Ovengakol (DD) 3069



Real Wood (DD) 3070



Lingfield Oak (MT) 3088



Olivia Walnut (DD) 3089



Silver Stricks (WT) 3563



Dark Walnut Oak (DD) 3574



European Oak (WT) 3575

MIDAS

Premium Collection

HDF LAMINATED FLOORING

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



Magical Oak (CT)

3595



Russet Brown Teak (CT)

3596



Natural Burn Wood (CT)

3597



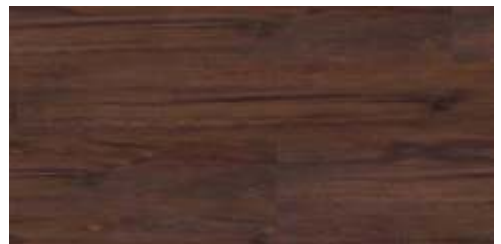
Fossil Grey Walnut (CT)

3598



White Wood Ruff (CT)

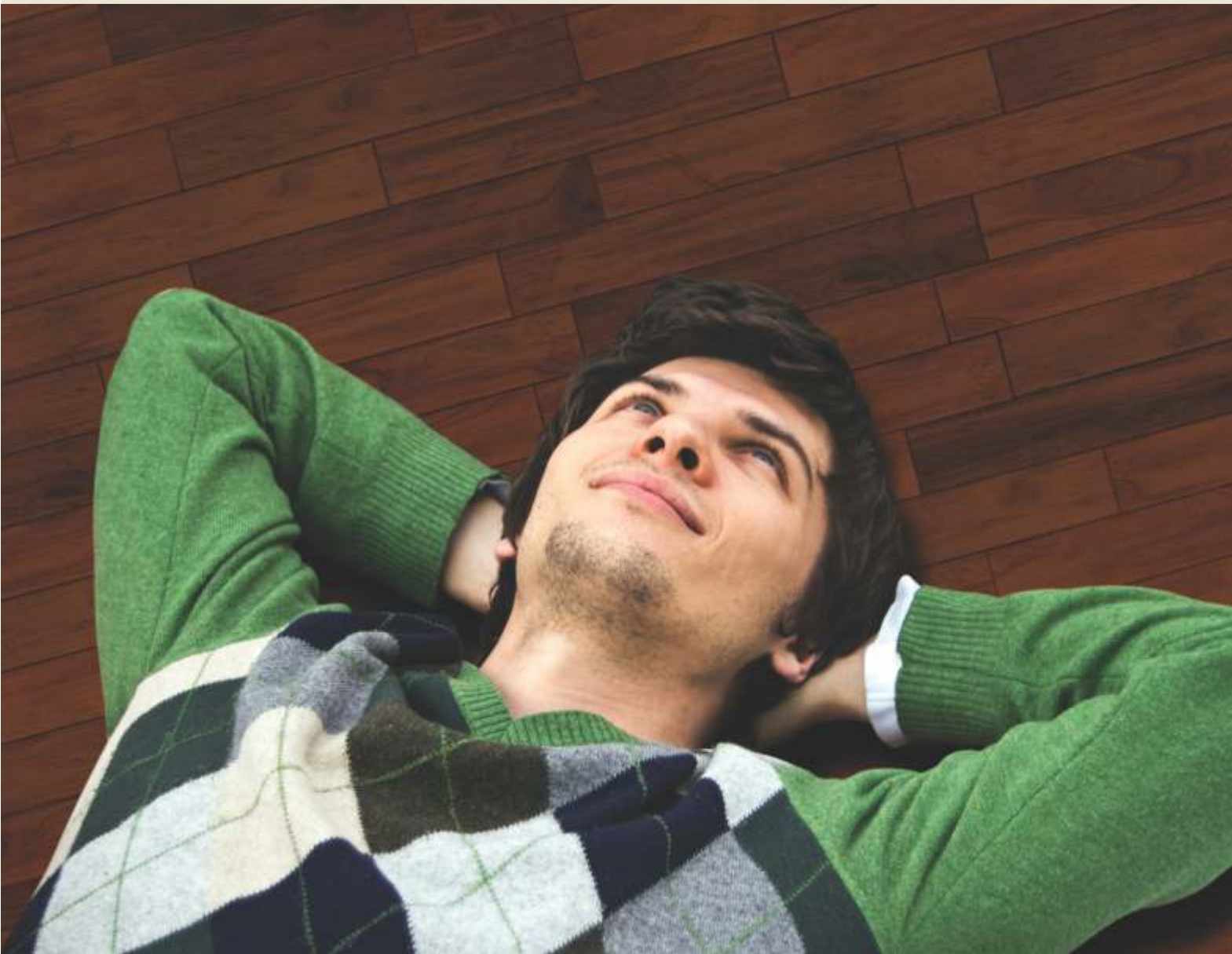
3599



Hash Brown Teak (CT)

3600

8MM AC-4



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

12 MM - AC-3

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

Our AC3 flooring range passes 2000 RC

Abrasion Test as per EN 13329

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 AC 3 and available in 12mm.



Country Oak (IG)

3601



Spiced Oak (IG)

3602



Warm White Oak (IG)

3603



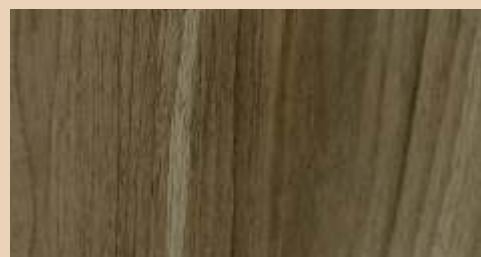
Harmony Walnut (IG)

3604



Lumber Walnut (IG)

3605



English Walnut (IG)

3606



Melbourne Acacia (WT)

3081



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)

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

12 MM - AC-4



Wild Oak (MT)

3083



Rustic Oak (WT)

3085



African Red Wood (MT)

3086



Bleached Walnut (DD)

3581



Silver Wood (DD)

3582



Havana Wood (DD)

3583



Ollie Wood (DD)

3584



Harvest Chest (DD)

3585



Brandy (DD)

3586

8MM &
12MM AC-4

Sizes available – 141mm(W) x 1214mm(L)





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 8mm & 12mm.

Sizes available – 193mm(W) x 1214mm(L)
8mm and 12mm (AC4)

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

8MM & 12MM AC-4



Oak Cherry (HG)

3058



Olive Ash (HG)

3061



African Red Wood (HG)

3086

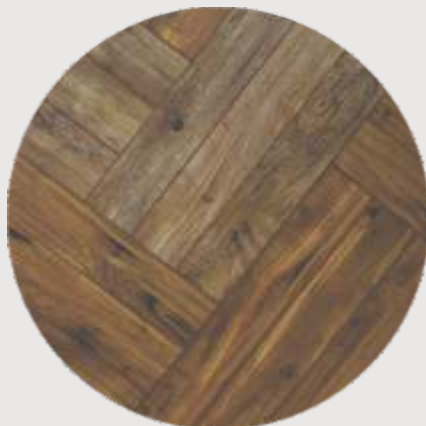


Medoc Walnut (DD)

3090



DIAGONAL
DOUBLE PLAN
PATTERN



3P
WEAVE
PATTERN



2 P
WEAVE
PATTERN



Olive Ash 3061



Ovengakol 3069



Real Wood 3070



American Sequoia 3075



Medoc Walnut 3090



Melbourne Acacia 3081



African Red Wood 3086



Northland Grey Oak 3564



Natural Walnut 3565



Liberty Oak 3573

* Natural Strip – Dual (single Shade)

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 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-Grove

elite - synchronized embossed laminated flooring

Elite HDF Synchronized flooring from Action Tesa is having very unique feature. Embossed texture is registered with decor paper pattern. The texture of press plates is synchronized with décor paper pattern. Unlike other laminate flooring surfaces it matches the texture of the décor 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)

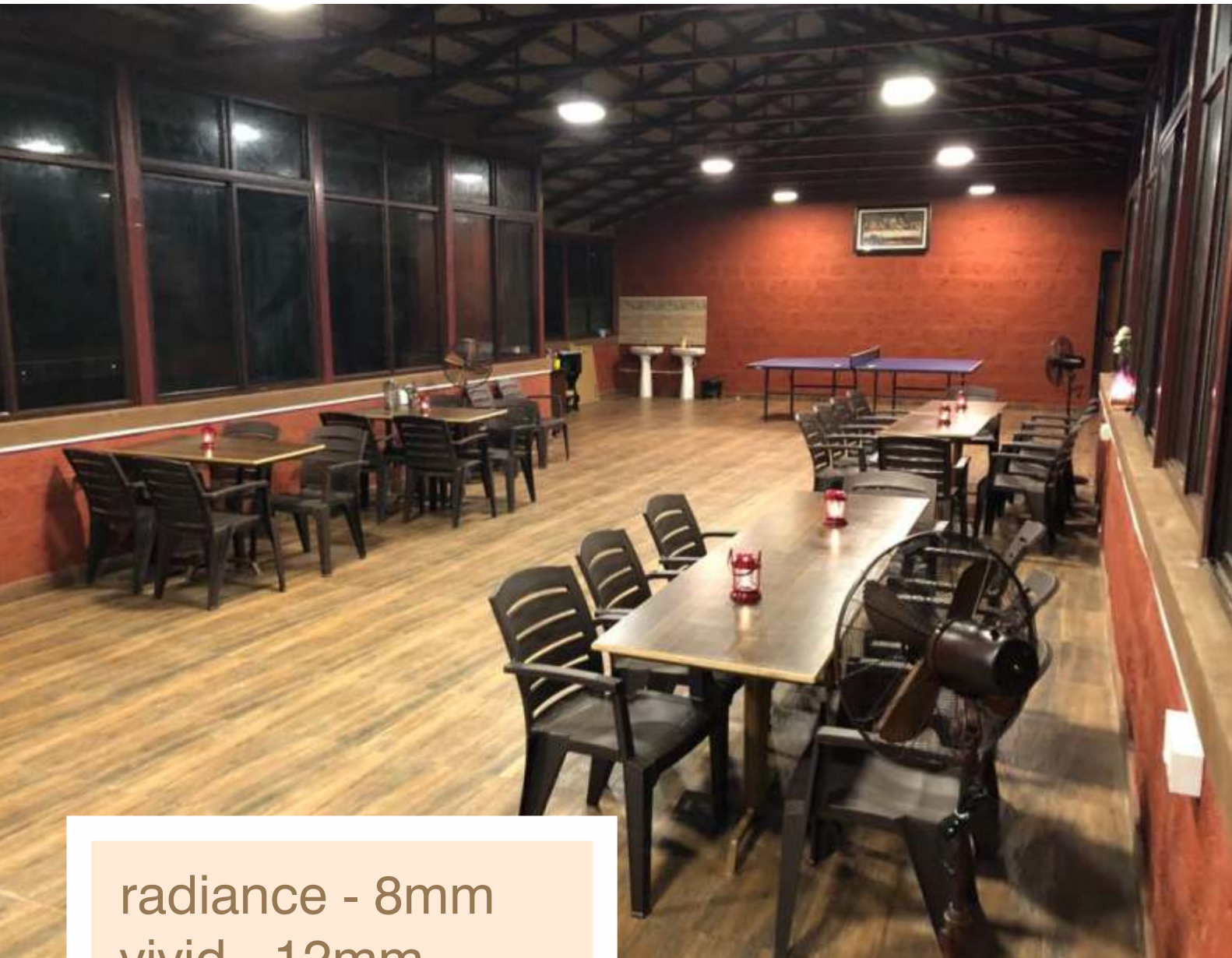
Available in 2 color: Dark Veins - 3550 & Bella Wood - 3551



Dark Veins - 3550



Bella Wood - 3551



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 6000 rotation cycles.**

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

AC-5



Chocolate Oak (WT) 3056



Olive Ash (MT) 3061



Antique Oak (DD) 3066



Ovengakol (DD) 3069



Rustic Oak (WT) 3085



African Red Wood (MT) 3086



Siam Teak (DD) 3380



Rift Oak (WT) 3382



Vine Yard Oak (WT) 3384



Brindle Oak (WT) 3561



Royal Oak (WT) 3562



Natural Walnut (WT) 3565



ACTION TESA FLOORING

Accessories

• SKIRTING • PROFILE • BEADING

CORE MATERIAL HDHMR BOARD

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.

• Beading • Skirting • T Profile • Profile • Stair Nose

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

Size : 18mm (Thickness) x 18mm (W)

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

Size : 15(Thickness) X 75(W), 18mm (Thickness) x 60mm(W), 18mm(Thickness) x 100mm(W),

Special Sizes like 18MM(Thickness)X75MM, 18MM (Thickness)X 125MM will available as per MOQ and as per special conditions.

T Profile: For transition between the same levels.

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

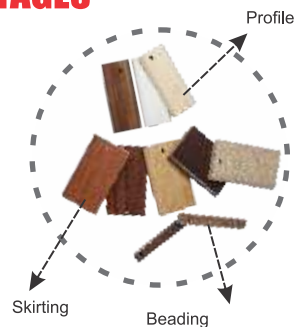
Size :15mm (Thickness) x 50mm (W)

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

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

ADVANTAGES

- Core Material HDHMR Board
- Hot Pressed Product
- Thermo Setting Adhesive
- High Abrasion Resistance
- Water Resistance
- Borer Resistance
- Termite Resistance
- 8 feet Length
- Highly Durable
- Advance Technology – Heavy Duty Six Head Planer
- Uniform Thickness and Profiling



Flooring Accessories with Same Color Combination



Flooring Accessories combination with Tiles and Marble

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 :

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

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

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	6000 RC
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	No crack or damage observed	No crack or damage observed	-
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
Density - Thickness - 8mm 900 kg m ³ (± 3%) and 12mm 880 kg m ³ (± 3%)				

Packing & Box Details :

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, AC5	193	1214	MT,DD, WT	8	20.1760	1.8744
Normal	12	AC-3, AC-4, AC5	193	1214	MT,DD, WT	6	15.1320	1.4058
Normal	12	AC5	193	1214	MT,DD, WT	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
Synchronized	8	AC-4	195.5	1217	SE	8	20.4879	1.9033
Synchronized	12	AC-4	195.5	1217	SE	6	15.3659	1.4275
French Bleed	8	AC-3, AC-4	141	1214	DD	10	18.4250	1.7117
French Bleed	12	AC-3, AC-4	141	1214	DD	6	11.055	1.0270
High Gloss	8	AC-4	193	1214	HG	8	20.1760	1.8744
High Gloss	12	AC-4	193	1214	HG	6	15.1320	1.4058
Midas	8	AC-4	193	1214	CT	8	20.1760	1.8744



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 simple 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 a mixture of water.
- 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.



DOs



DON'Ts

- 1) Place walk off mats at all exterior entrances to capture most of the harmful dirt before it reaches the wooden floor to avoid scratches
 - 2) Place floor protector pads or soft felt on the bottom of the legs of furniture
 - 3) Keep high heel shoes in good repair, remember that cleats, sports shoes and high heels can dent a floor surface
 - 4) Wipe up food and other spills immediately with a dry or slightly damp cloth or towel
 - 5) Laminate floors are not termite proof like all other woods they require protection from termite, it is recommended you take annual maintenance service from an effective pest management company
 - 6) Never use oil soap, wax product or household cleaner containing lemon oil, tung oil or ammonia
 - 7) Do not use an excessive wet mop to clean the floor too much water can cause swelling, dullness of the surface and may leave a discoloring residue, vacuum or ordinary household broom is enough for daily dirt removal
- if you want to use wet mop please ensure the mop is well wrung and only damp (not wet)
- 9) While cleaning the floors with textured surface you should always follow the grains of the floor and clean it in the same direction

SOME OF OUR PRESTIGIOUS CUSTOMER BUILDER PROJECTS



HOSPITALITY PROJECTS



GOVT. CLIENTS: • AIIMS • BSNL • CPWD • DGMAP • DSIDC • EPIL • EIL • GAIL • HP • HSCC • IISER • IRCON • LIC • MCD • MDU • MTNL • NTPC • RITES

essence of action **T E S A** 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



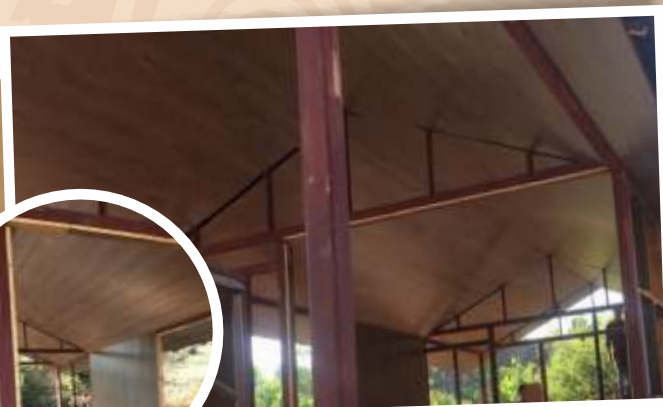
Auto Expo 2018 - Expo Mart, Noida



FARZI CAFE - Gurgaon (Cyber City)



Divan Heights - Nasik
Flooring used in stair case



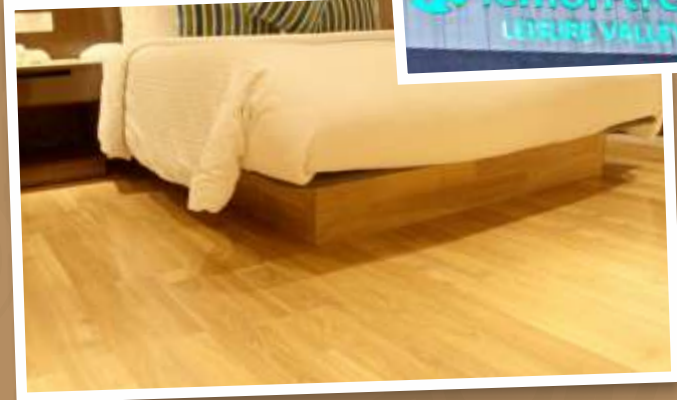
Cottage Velocity Project - Pune
Flooring used in ceiling



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

Application

Actual Site Photograph



Flooring used in Bike Showroom Platforms



Flooring used in Bike Showroom Platforms



Flooring used in Wall Paneling in Hotel Room



Flooring used in Wall Paneling in Hotel Room



Flooring used in Dining Table



Flooring used in stair case



Flooring used in Railway Mock-up room.



Flooring used in Railway Mock-up room.



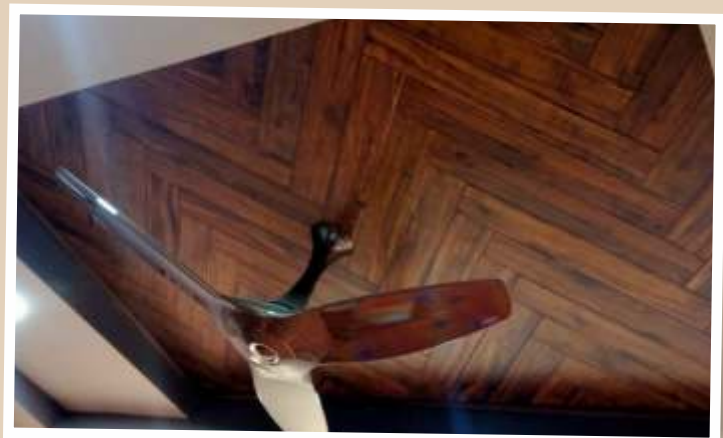
Flooring used in Wall Paneling



Flooring used in Wall Paneling



Flooring used in Wardrobe



Flooring used in ceiling