

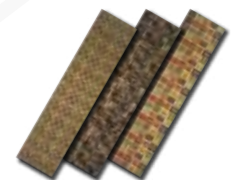


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CHIPPS TASTY WOOD BOARDS
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Images used for illustrative purposes only



Tasty Wood Boards

WARNING: CHIPPS CAN CAUSE HUGE BUYING APPETITE!

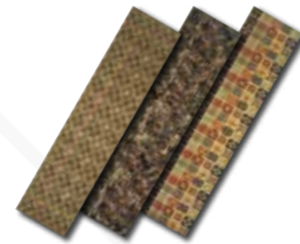
Chipps is a natural wooden floor combined with the ease and versatility of OSB, adding a dash of creativity and design in the mix. An easy-to-use, practical solution for floors, walls and ceilings that is at the same time a stand-out designer choice. Almost impossible to resist!



WOOD BOARDS WITH MOUTH-WATERING DESIGN FOR FLOORS/WALLS/CEILINGS

OSB? Practical, versatile and cost-effective, yes. Great to look at? Not so much. Well, not any more. These boards are the Chipps. Real wood that looks great. Guaranteed to uplift any space. We know you have good taste. So offer our customers Chipps and you'll be ahead of the competition, setting the trend once again.

Yes, we are trying to get on your good side. This is a sales brochure after all. Not that we need to convince you with sales copy. Chipps is a great product. Our boards are made of hardwood chips. Environment-friendly, durable, very strong and wear-resistant. The resins and waxes we use, are of the highest quality and non-toxic to work with. On top, they are easy to install thanks to the tongue and groove. But that's not all...



BEST IN CLASS (OR HOME, STORE, CAFÉ, ...)

Thanks to years of experience, we were able to create a product that can be held to the highest standards. Perfecting innovative techniques to serve you and our customers wood boards with mouth-watering designs. So if our customers ask why they should choose Chipps, here is our recipe for success:



MOUTH-WATERING DESIGNS

The delicious designs make our boards stand out. Our customers can find their specific taste in the extensive menu we offer. Guaranteed to make any space pop. Whether they want to turn their floor, wall or ceiling into a masterpiece, we have the right fit. It will make them be the envy of their neighbours. They will have no problem convincing their father-in-law of the great choice they made. Real wood, after all.



REAL WOOD: 15 OR 18 MM THICK

We use real hardwood chips for our boards. Combined with a strong and durable resin that is also-lutely non-toxic. The Chipps boards are 2440 x 590 x 15 or 18 mm thick. An eco-friendly, natural product. But less expansion and contraction than solid wood. It is 100% recyclable, so no worries if clients decide to change things up with a new Chipps design. Can't blame them, they are all so beautiful.



WEAR-RESISTANT 7 LAYER COATING

Wood boards can feel a bit, well, industrial. No one wants to give the customer a rough time. We're here to make their project as smooth as possible. 7 layers of smooth in this case. We apply a 7 layer coating that is wear-resistant. Making our wood boards suitable for use in any environment, from home to office or even stores and cafés. The only requirement you need, is a tasteful surrounding.



5 YEAR WARRANTY

You will look good selling Chipps. And the design will never go stale. How do we know? It's a gut feeling. But we can guarantee the quality, we offer a 5 year warranty. We also guarantee the joy customers will feel every time they see their beautiful floor/wall/ceiling. And that feeling will last much, much longer.



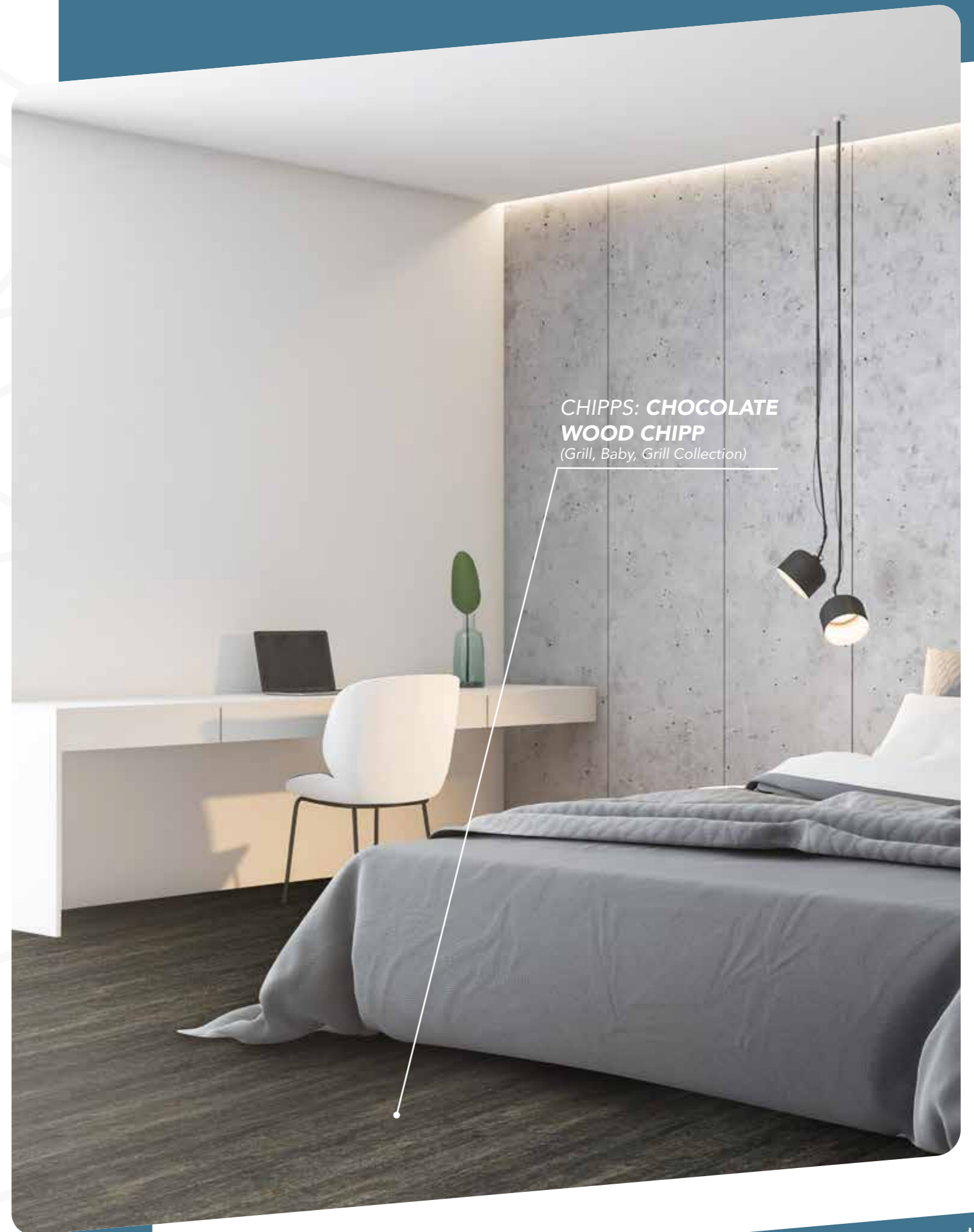
EASY TO INSTALL

Not only are our boards cost-effective to buy, our customers will also save time. The tongue and groove system allows for a speedy installation, transforming even the most complicated spaces with minimum effort.

Our boards can be put in using an acoustic felt as a subfloor. Because of the high density of the boards, it will not feel like a floating floor and there is almost no expansion. You only need a small expansion gap, wherever the wood flooring meets a fixed object, next to a wall, a doorway, ... The boards can of course be glued down as well, without the use of a subfloor, glued straight on the concrete or on a wooden bed.



CHIPPS: CHOCOLATE
WOOD CHIPP
(Grill, Baby, Grill Collection)



HAVE A LOOK AT THE GOURMET CHIPPS MENU

We offer a gourmet menu of over 40 tasty designs. Even our most demanding customer will find the right design for his or her taste. Whichever they choose, each will give their floor/wall/ceiling a distinctive look, drive their neighbours mad with envy.



Fish 'n' Chipps



Smoked



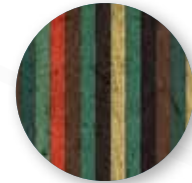
Fish 'n' Chipps light



Oak Wood Chipp



Funfetti



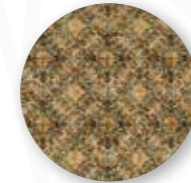
Pacific Wood Chipp



Cherry Wood Chipp



Capri



Casablanca

MORE THAN
40 TASTY
DESIGNS

OUR CORE VALUES: THESE INGREDIENTS ARE BAKED-IN

We see your project as our own. You want craftsmanship, climate-friendly products and constructive cooperation from your supplier. We do all that, and bring creativity and a complete collection that is colorful, customizable, and cost-efficient to the floor.



CRAFTSMANSHIP

Frank Lloyd Wright said: "Wood is universally beautiful to man. It is the most humanly intimate of all materials." Frank is right. We've been in the wood industry for generations. Years of experience in crafting the best products. Now, we use that experience to create Chipps: a wood product that is strong, durable and more versatile than ever. Pretty crafty, he!



CLIMATE-FRIENDLY

All the Chipps wood boards are produced in Belgium. Our production technique is very energy-efficient and no hazardous or toxic materials are used. Re-using wood chips minimizes waste and maximizes durability. Our boards are made from fast growing trees reducing the demand for old growth timber. Chipps is an environmentally sound building product. Give yourself a pat on the back for selling it and making this world a better place.



CONSTRUCTIVE COOPERATION

After years in the wood business, we know that for a successful project, cooperation is key. Our advisors will help you with all the tools you need. We've got the boards and know-how for that. If a chef needs his restaurant floor renewed for the grand opening? No problem. Our Chipps advisors are here to guide our customers to the best and most beautiful solution for their project. Just ask, we will floor you with our customer service.



DRIVEN BY INNOVATION

Not only did we add innovative design for any floor/wall/ceiling to tried and tested wood boards, we also improved the manufacturing and finishing process. So you get the best product possible. Every board is the result of a painstaking testing process.



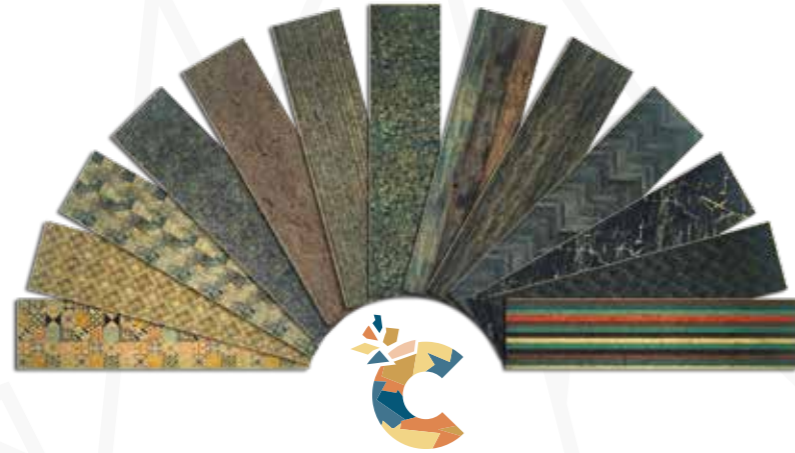
CHIPPS: ROSE PATELS
(Stay Classy, San Diego Collection)

CHIPPS: SOUR CREAM
(Don't Lick The Floor Collection)



GET CHIPPED

We want to make our customers happy. We all want to look good, and be the best in the business. Get Chipped, as we like to say. We will provide you with all the tools you need to help our customers to make the right decision.



LARGE / MEDIUM SAMPLE DISPLAY

Want to showcase our boards to our customers? No problem. We'll set you up with a large sample display, so they can experience the creative possibilities and strong and durable product quality of our Chipps wood boards.



SMALL COUNTER DISPLAY

If you prefer giving customers just a little taste of Chipps, we have our small counter display. The take-away option, if you want. It allows our customers to try our Chipps wood boards at home and help them in making the right decision. For them it's also a great give-away to hand out to the neighbours when they come over for a visit to admire the new floor/wall/ceiling. Pay it forward with Chipps.



MARCOM MATERIAL

We are Chipps and we want you to feel part of our family as well. We created dedicated marketing material for you and for our customers. It will help you to understand all the creative and technical aspects of our Chipps product, collections and more. Do you need something specific for your shop or marketing strategy? Let us know. We are more than glad to help you out and become a successful Chipps partner.



WANT TO FIND OUT MORE AND DISCOVER THE COLLECTION IN REAL LIFE?
BOOK A MEETING WITH OUR CHIPPS ADVISOR.



CHIPPS: TALK BIRDIE
(The Kings, The Queens and the In-Betweens Collection)

