



PARTNER PROGRAM · MOROCCO

Reseller Pack

Your turnkey Herculex retail space.

SIGNATURE DISPLAY · SAMPLE BOXES

· CATALOGS

WWW.HERCULEX-FLOORING.COM

Herculex glue-down SPC vs the alternatives

	SPC HERCULEX	CLICK / SPC	SOLID WOOD	TILE	GERFLEX
100% waterproof	✓	✓	✗	✓	~
Mold resistance	✓	~	✗	~	~
Durability in heavy traffic	✓	~	~	✓	✗
Warm and silent underfoot	✓	~	✓	✗	~
Renovation: only 2.55 mm	✓	✗	✗	✗	✓
Direct install over existing floor	✓	✓	✗	~	✓
Chevron & Hungarian point	✓	~	✓	~	✗
Plank-by-plank repair	✓	~	~	~	✗
Easy & hygienic maintenance	✓	✓	✗	~	✓
Underfloor heating compatible	✓	~	~	✓	~

✓ Yes / excellent

~ Partial / by product

✗ No / limited Indicative comparison with generic market solutions.

25-YEAR RESIDENTIAL WARRANTY • 15-YEAR COMMERCIAL

The Compact Display

The most convincing demo on the market:
water runs continuously over the Herculex
floor, before the customer's eyes.



01 Integrated water module

A cascade runs continuously over a chevron panel
— living proof of a 100% waterproof floor.

03 Integrated catalog holder

Your sample boxes and catalogs within the
customer's reach, front-facing.

02 6 sample panels

Every colorway of the Morocco & Andalous
collections, large format, for customers to
handle.

04 Herculex identity

Forest-green lacquer, gold logo and
lettering — the most premium fixture
in the store.

100% WATER RESISTANT


WATERPROOF

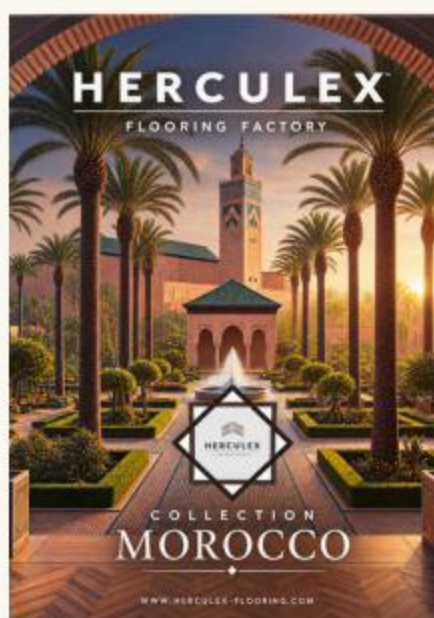

DURABLE


EASY MAINTENANCE

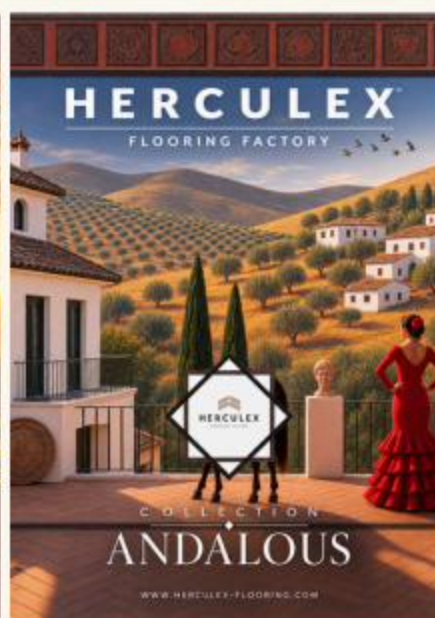

SILENT COMFORT

The Sample Boxes

Two rigid trifold boxes with real glued samples — customers touch the product, at home as in the store.



Morocco Collection



Andalous Collection

25 + 25

25 Morocco Collection boxes and 25 Andalous Collection boxes, to hand to customers and specifiers.

Real glued samples — 6 colorways per collection.

LVT guide in 4 languages (EN · FR · DE · ES).

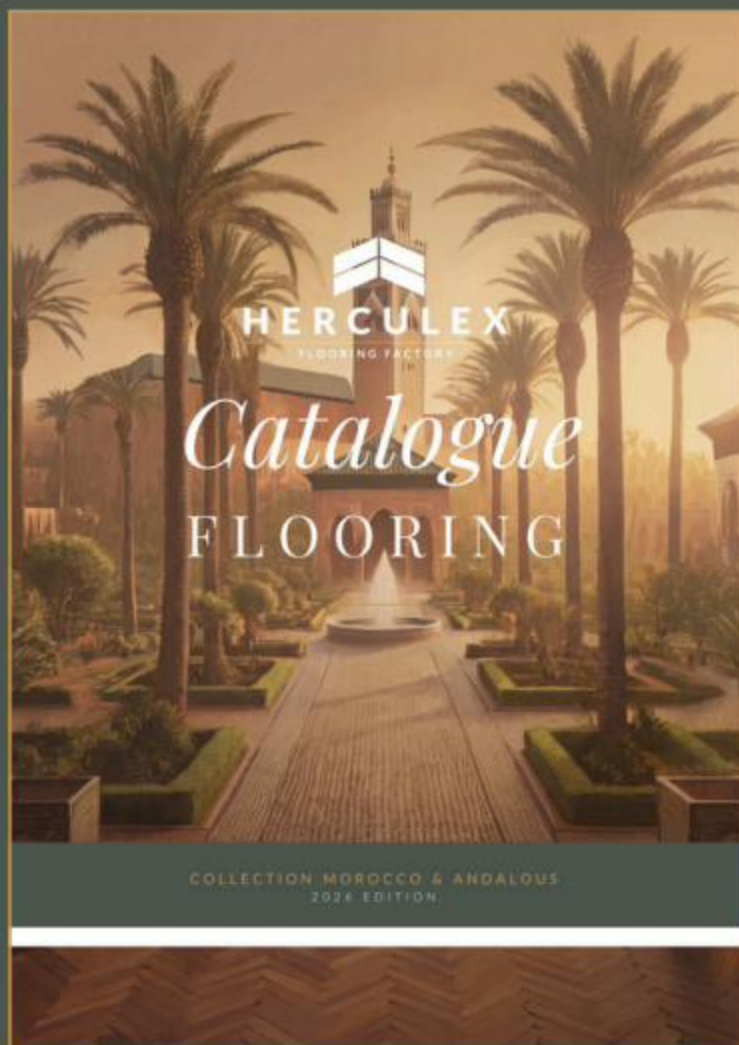
15 product characteristics illustrated on the back



Inside the box — six real samples and the story of the factory

08 · THE SPECIFICATION TOOL

The Product Catalog



100

COPIES INCLUDED

The 2026 Herculex catalog — 24 pages to specify the full range.

12 wood colorways · 2 stones

5 laying patterns — from straight to Hungarian point. Full technical specifications

Installation & care guide



A Complete Pack

1×

Signature Display

Forest-green & gold fixture, continuously running water module, catalog holder

12×

Sample panels

Assembled large format — each of the 12 colorways from the Morocco & Andalous collections

25×

Morocco Collection boxes

Rigid trifold with real glued samples

25×

Andalous Collection boxes

Rigid trifold with real glued samples

100×

2026 product catalogs

The complete edition — 24 pages, range, patterns and specifications

TOTAL INVESTMENT

One payment — your complete Herculex retail space.

5 000 DH excl. tax

Prices excl. tax. Transport and delivery terms per agreement. Pack contents can be adapted to the store's floor area.

The Signature Display

The most convincing demo on the market: water runs continuously over the Herculex floor, before the customer's eyes.

01 Integrated water module

A cascade runs continuously over a chevron panel — living proof of a 100% waterproof floor.

02 12 sample panels

Every colorway of the Morocco & Andalous collections, large format, for customers to handle.

03 Integrated catalog holder

Your sample boxes and catalogs within the customer's reach, front-facing.

04 Herculex identity

Forest-green lacquer, gold logo and lettering — the most premium fixture in the store.



100% WATER RESISTANT


WATERPROOF

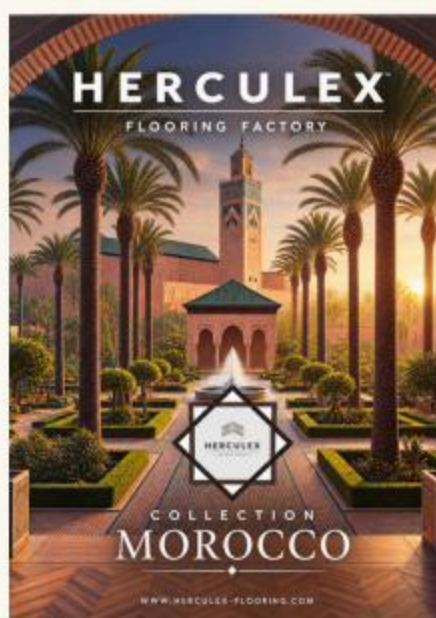

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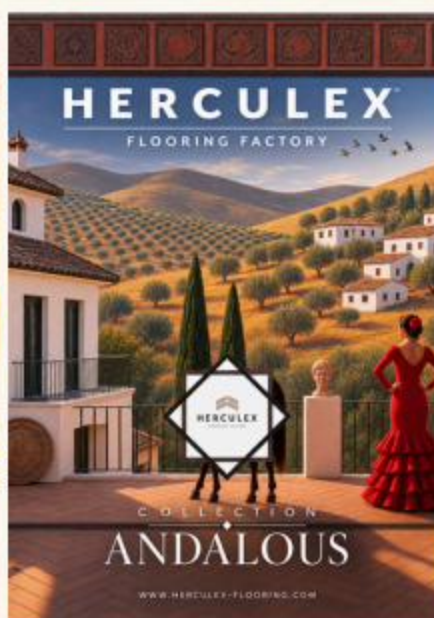

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The Sample Boxes

Two rigid trifold boxes with real glued samples — customers touch the product, at home as in the store.



Morocco Collection



Andalous Collection

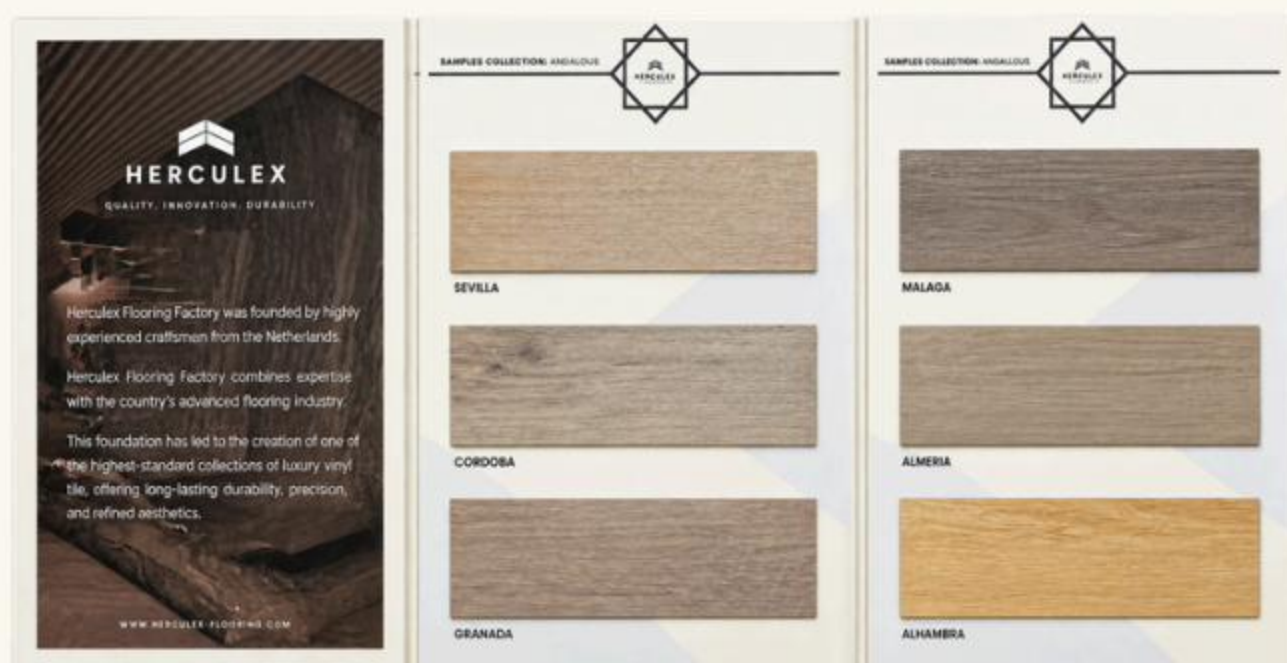
50 + 50

50 Morocco Collection boxes and 50 Andalous Collection boxes, to hand to customers and specifiers.

Real glued samples — 6 colorways per collection.

LVT guide in 4 languages (EN · FR · DE · ES).

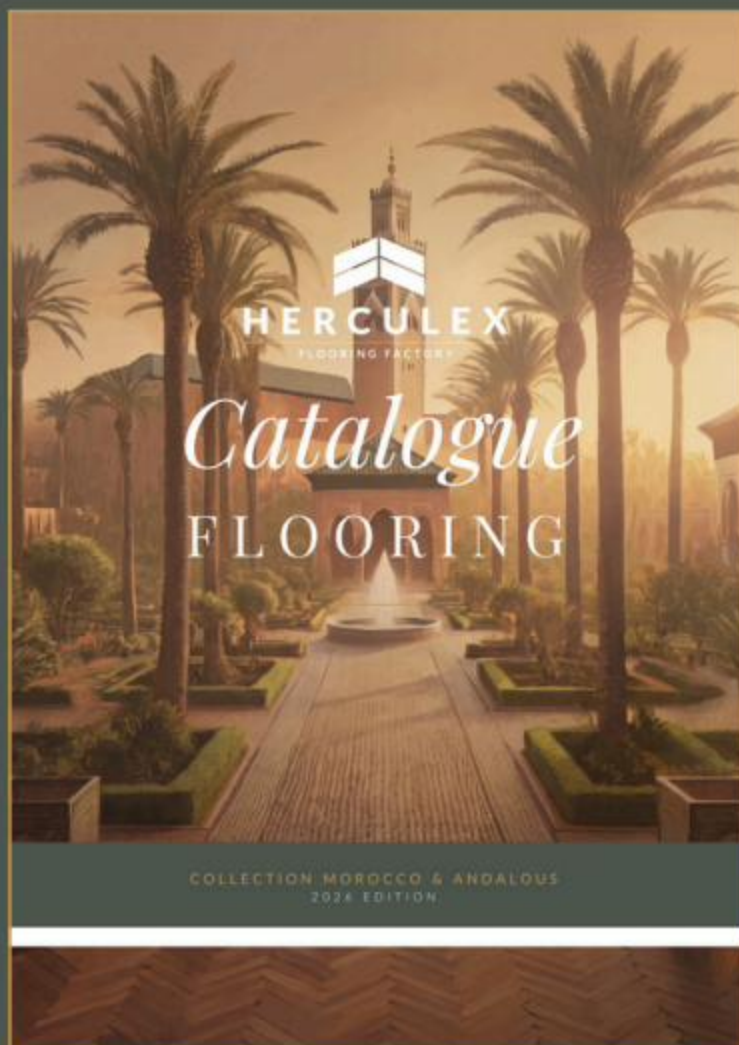
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Inside the box — six real samples and the story of the factory

04 · THE SPECIFICATION TOOL

The Product Catalog



250

COPIES INCLUDED

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12 wood colorways · 2 stones

5 laying patterns — from straight to Hungarian point. Full technical specifications

Installation & care guide



A Complete Pack

1×

Signature Display

Forest-green & gold fixture, continuously running water module, catalog holder

12×

Sample panels

Assembled large format — each of the 12 colorways from the Morocco & Andalous collections

50×

Morocco Collection boxes

Rigid trifold with real glued samples

50×

Andalous Collection boxes

Rigid trifold with real glued samples

250×

2026 product catalogs

The complete edition — 24 pages, range, patterns and specifications

TOTAL INVESTMENT

One payment — your complete Herculex retail space.

12 000 DH excl. tax

Prices excl. tax. Transport and delivery terms per agreement. Pack contents can be adapted to the store's floor area.

Reseller Pricing

Glue-down SPC flooring

ORDER QUANTITY (m ²)	PRICE PER m ² (DH)	MIN. RECOMMENDED RETAIL (DH)
100 – 199 m ²	129 DH	159 DH
200 – 299 m ²	124 DH	159 DH
300 – 399 m ²	119 DH	159 DH
400 – 499 m ²	114 DH	159 DH
500 – 749 m ²	109 DH	159 DH
750 – 999 m ²	104 DH	159 DH
1,000 m ² (MAX)	99 DH	159 DH

All prices in Moroccan dirhams (DH), excluding tax.

IMPORTANT

- Listed prices are recommended prices, excl. tax.
- Prices do not include transport. Delivery terms per agreement.
- For projects and large quantities: contact us for a personalized offer.

NOTES

- Prices may be revised based on raw material costs.
- Payment terms per agreement.
- Warranty: 25 years residential - 15 years commercial.

Technical Specifications

Construction	—	LVT — luxury vinyl tile
Laying patterns	—	Straight · Herringbone · Hungarian · Vienna · Tile
Herringbone sizes	EN ISO 24342	119×595 · 153×765 · 236×1520 mm
Hungarian / Vienna point	EN ISO 24342	120 × 540 mm
Stone & tile	EN ISO 24342	900 × 900 mm
Straight plank	EN ISO 24342	119×595 · 153×765 · 236×1520 mm
Total thickness	EN ISO 24346	2.55 mm
Wear layers	EN ISO 24340	0.35 / 0.55 / 0.75 mm
Surface finish	—	Embossed / matte
Installation	—	Glue-down
Underfloor heating	EN 12667	
Usage class	EN ISO 10874	
Fire class	EN 13501-1	
Slip resistance	EN 13893	
VOC emissions	EN 717-1	
Water resistance	—	Waterproof
Certifications	—	Pending
Warranty	—	25 years

COLORWAY INDEX



Between Herculex Flooring Factory ("Herculex"), a company under Moroccan law, and the undersigned reseller ("the Reseller"), it is agreed as follows. This agreement grants the Reseller the status of Authorized Herculex Reseller, conditional on full compliance with the commitments below.

ARTICLE 1

Recommended retail price and brand positioning

The recommended retail price of Herculex products is set at 159 dirhams (MAD) incl. tax per m², in accordance with the official price list communicated by Herculex. The Reseller acknowledges that this recommended price reflects the brand's premium positioning and undertakes to preserve the brand's image, value and pricing consistency in the market. Any commercial practice damaging the brand image or the positioning of Herculex products constitutes a serious breach of this agreement and may trigger immediate review of the partnership, including termination under the conditions of Article 5.

ARTICLE 2

Payment terms

Payments are due at 30 days net from the invoice date, on all quantities ordered, without exception. Any late payment automatically triggers the late-payment penalties provided by Law No. 69-21 on payment terms, the immediate suspension of pending deliveries and, where applicable, the switch of the account to payment on order.

ARTICLE 3

Professionalism and brand representation

As an Authorized Reseller, the Reseller undertakes to act professionally and to present Herculex products accurately, completely and in accordance with the technical specifications and official materials provided by Herculex. Any customer complaint concerning an inaccurate, misleading or unprofessional presentation of the products will trigger an internal investigation by Herculex. If the breach is established, Herculex may suspend the Authorized Reseller status, temporarily or permanently, depending on the seriousness of the facts.

ARTICLE 4

Prohibition of substitution and exclusive use of displays

The Reseller is strictly prohibited from: (a) substituting Herculex products with products of another brand or origin, in particular by presenting or selling them as Herculex products; (b) using Herculex displays, samples, POS materials and branded supports to exhibit, promote or sell third-party products. Any established breach triggers the immediate and automatic termination of this agreement, the revocation of Authorized Reseller status, the immediate return of displays and materials, and exposes the Reseller to legal action for unfair competition (art. 84 of the Dahir of Obligations and Contracts) and trademark infringement (Law No. 17-97 on industrial property), without prejudice to any damages.

ARTICLE 5

Term, termination and governing law

This agreement is entered into for a term of twelve (12) months, tacitly renewable. Either party may terminate it at any time with thirty (30) days' written notice. In case of serious breach (Articles 2, 3 and 4), termination is immediate, without notice or compensation. Termination entails revocation of Authorized Reseller status and prohibition from using the Herculex brand and materials. This agreement is governed by Moroccan law; any dispute falls under the exclusive jurisdiction of the Commercial Court of Casablanca.

SIGNATURES

HERCULEX FLOORING FACTORY
Name: _____
Title: _____
Date: _____
Signature and stamp:

THE AUTHORIZED RESELLER
Company name: _____
Represented by: _____
ICE / RC: _____
Date, signature and stamp ("Read and approved"):

DISPLAY CHOICE

Check the selected option:

☐ Signature Display

☐ Compact Display

Document executed in two original copies. The price referred to in Article 1 is a recommended price within the meaning of Law No. 104-12 on price freedom and competition.



The strength of Moroccan flooring.

Salé, Morocco

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