

Renewed IQ Optima Homogenous Vinyl From Tarkett: A Step Towards Wellbeing and Inclusive Spaces



iQ Optima comes in three patterns: blend, original and mono.

With over 40 years as a bestseller and 100 million square metres sold, Tarkett's iQ Optima has been relaunched. Produced in Sweden, Tarkett's homogenous vinyl offers boundless versatility; its enduring qualities have made it an iconic floor that delivers technical functionality as well as outstanding design.

The iQ Optima moving nuances collection has rejuvenated the range, featuring new designs and an expanded colour palette. It has been specially designed to promote well-being and harmony in heavy traffic areas, making it an ideal option for settings such as education and healthcare.

Contemporary emotive design

The collection focuses on design without compromising on technical performance. Drawing inspiration from soft washes of watercolour and the organic travertine mineral, the new collection offers a diverse range of colours across four distinct palettes: Basalt, Argil, Lichen, and Oxid.

The idea behind moving nuances is to combine a directional effect in the design with a delicate palette of colours that evoke both movement and emotion. It features three different patterns, which are completely unique to Tarkett, including 'blend' (a fusion of lightness, contrast, and toned-down colours), 'original' (the unique directional pattern with tone-on-tone contrast), and 'mono' (the least contrasting as a dementia-friendly option). All were chosen for their understated, subtle nature, ideal for use across large general areas.



Combining iQ Optima with iQ Eminent

The new collection has been organised to reflect Tarkett's wider range of iQ flooring, with each of the four colour palettes designed to be paired across the iQ Granit and iQ Eminent ranges. This offers architects and designers an ideal solution for creating harmonious spaces that provide user comfort and well-being. Moving Nuances promotes inclusivity with dementia-friendly options, and can also work alongside iQ technical ranges, such as iQ Toro SC (static-conductive), iQ Granit SD (static-dissipative), and Granit Safe.T (non-slip).

Reliable longevity

Tarkett is the only flooring company to offer dry-buffing surface restoration across its homogenous vinyl flooring, which keeps floors like new. Because of this, an iQ floor will typically last for 30 or more years.

The dry-buffing maintenance procedure uses mechanical friction to smooth out the floor finish removing wear patterns without taking off the protective surface, meaning floors can be continuously restored. This brings maximum durability and keeps floors more hygienic and looking their best for a much longer time. As it does not require the use of water or detergent, dry-buffing is also more environmentally friendly.

Additionally, iQ Optima also has an 'excellent cleanability' rating – validated by the Fraunhofer riboflavin test. It is resistant to disinfectants and antiseptics used in healthcare settings, and suitable for ISO 4 clean room applications (ISO14644-1).

Less waste, lower emissions

The collection has been produced with a circular economy in mind. Made in Tarkett's Ronneby production plant in Sweden, iQ Optima contains 25% recycled material on average, is constructed using 100% renewable energy, and lasts for 30 years. It can be recycled through Tarkett's ReStart® take-back recycling programme (offcuts from installation as well as post-use), resulting in lower carbon emissions as 1m² of recycled iQ homogeneous vinyl saves 11,8kg CO₂eq/m²*.

The collection has been created with the health and sustainability standards of Cradle to Cradle® principles. It uses phthalate-free plasticisers, does not contain biocides, and emits extremely low emissions of volatile organic compounds (VOCs) for improved indoor air quality.



iQ Optima promotes wellbeing and harmony in heavy traffic areas.



[Click here to see more.](#)

About Tarkett

With a history of more than 140 years, Tarkett is a worldwide leader in innovative and sustainable flooring and sports surface solutions, generating a turnover of €3.4 billion in 2023. The Group has close to 12,000 employees, 23 R&D centres, 8 recycling centres and 34 production sites. Tarkett creates and manufactures solutions for hospitals, schools, housing, hotels, offices, stores and sports fields, serving customers in over 100 countries. To build "The Way to Better Floors," the Group is committed to circular economy and sustainability, in line with its Tarkett Human-Conscious Design® approach. Tarkett is listed on the Euronext-regulated market (compartment B, ISIN: FR0004188670, ticker: TKTT) www.tarkett-group.com

For more information, contact:

Connor Peter – Digital & Communication Specialist, Tarkett UK&I
connor.peter@tarkett.com