



**Wilroma
Flooring**



About Wilroma

Wilroma is a specialized SPC flooring brand by Hospitality Essentials LLC, engineered for high-performance hospitality and commercial interiors. Built with precision and design integrity, Wilroma floors combine the warmth of natural wood with the unmatched strength of next-generation SPC technology.

Designed for heavy-use environments such as hotels, resorts, multi-unit residences, and retail spaces, Wilroma delivers long-lasting durability, timeless aesthetics, and effortless installation—making it a trusted choice for professionals who value both form and function.

Our Promise

Backed by the manufacturing and FF&E expertise of Hospitality Essentials LLC, Wilroma ensures:

- Factory-direct production for superior cost efficiency
- Custom design flexibility to align with brand standards
- Sustainable materials for environmentally conscious builds
- On-time delivery and logistics support across the U.S.



Why SPC Flooring?

SPC flooring is engineered for spaces that demand both performance and design. It offers the warmth of natural wood with the strength of advanced technology.

100% Waterproof
no swelling, no warping



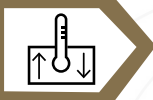
Excellent Sound Insulation
quiet and comfortable interiors

Slip & Scratch Resistant
built for heavy traffic areas



No Adhesive Required
quick and clean installation

Superb Dimensional Stability
stays in shape, always



Low Maintenance
effortless upkeep, long-lasting finish



FloorScore® certified. It is the most recognized indoor air quality (IAQ) certification standard for hard surface flooring materials, adhesives, and underlayments.



Applications:



Corporate Offices



Residential



Retail



Hospitality



Our Collections

Wilroma Plus

Designed for luxury and high-end hospitality environments, Wilroma Plus balances durability with an expansive, elegant look.

Plank Size:	7.25" × 60"
Thickness:	6.0 mm
Wear Layer:	28 mil 0.70 mm
Edge Finish:	Enhanced Painted Bevel
Pieces:	8 Per Box
Coverage:	24.02 sq.ft / 2.23 sqm / Carton
Interlock:	Unilin™ Click System
Surface Treatment:	UV Treated

Key Benefits:



Premium large plank design



Scratch & stain resistance



Excellent sound insulation with IXPE backing



Glue-free installation & easy maintenance





Wilroma Plus Pallet Size

PLANK SIZE: 7.25" x 60"

Thickness: 6.0mm | 28 mil

- Per Pallet: 1321 sq.ft – 55 boxes
- Each Box: 24.02 sq.ft
- Plank Size: 7.25" x 60"
- Pallets in a Container: 16 pallets
- Coverage per Container: 21,138 sq.ft

Available Swatches



Naples (WP-104)



Venice (WP-105)



Mist Ash (WP-111)



Our Collections

Wilroma Evo

Wilroma Evo offers flexibility and performance, making it a reliable choice for guestrooms, corridors, and multi-use spaces.

Plank Size:	7" × 48"
Thickness:	5.50 mm
Wear Layer:	22 mil 0.55 mm
Edge Finish:	Micro Bevel
Pieces:	9 Per Box
Coverage:	21.022 sq.ft / 1.95 sqm / Carton
Interlock:	Unilin™ Click System
Surface Treatment:	UV Treated

Key Benefits:



Seamless natural wood look



Waterproof & stain-resistant



Superb dimensional stability



Easy to clean and maintain





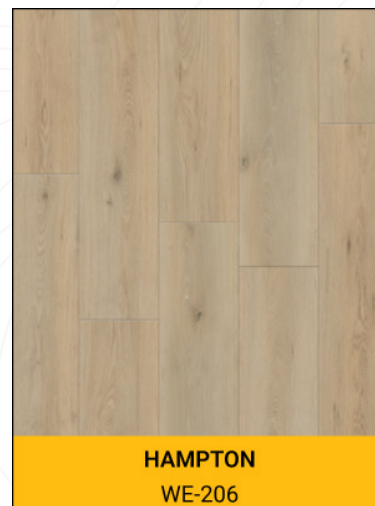
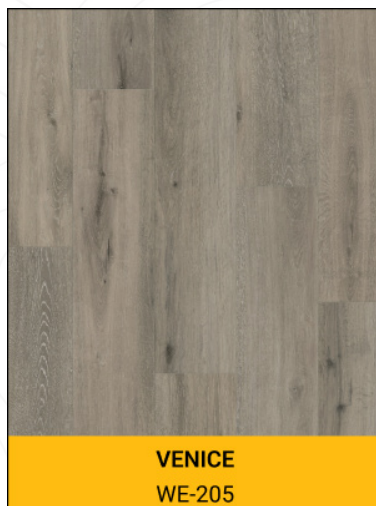
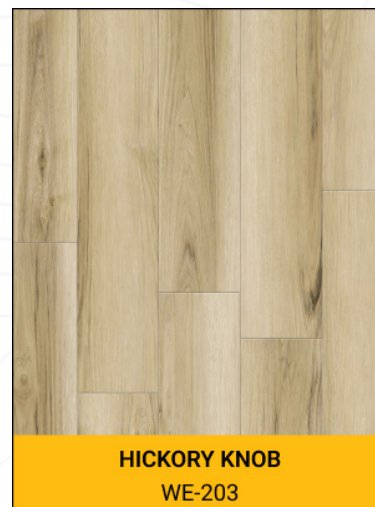
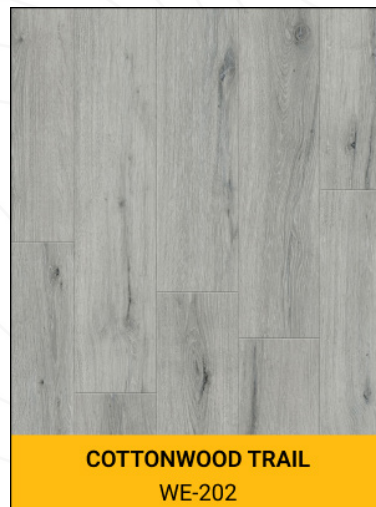
Wilroma Evo Pallet Size

Plank Size: 7" × 48"

Thickness: 5.50 mm

- Per Pallet: 1051 sq.ft – 50 boxes
- Each Box: 21.02 sq.ft
- Plank Size: 7" × 48"
- Pallets in a Container: 24 pallets
- Coverage per Container: 25,224sq.ft

Available Swatches





Let's Work Together

Contact Information:



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