



Carpet, Laminate & LVT Pricing

COMPLETE GUIDE



Introduction

Floors. Whether you're hosting a party or a corporate meeting, you need the right flooring to complete the scene.

You need it to be durable, functional and beautiful. It's a careful balancing act.

Your floor is always the largest surface in any room; it, therefore, needs to lay the right foundation for an entire space, be it your bedroom, lounge or office—the colour, texture, style and patterns.

There are three fundamental things to consider when embarking on your flooring journey.

What we do know is that new flooring is an investment, so you need it to look at it's best for years to come.

1 Style. It's important to unpack what styles, patterns, textures and colours appeal to you. There are a host of resources available to help you unpack what this might look like for you. When you're able to identify this, a major piece of your puzzle is already in place.

2 Lifestyle. Consider the current uses of the room or office you're looking to renovate or build. Do you have kids and pets running in and out of this space? Are you cooking nearby? Or is it a quiet home office with little foot traffic?

3 Budget. While this guide will take you through the costing of each style of flooring, it's important to have a rough budget in mind. Don't forget to factor in labour, underlay, floor preparation, installation and delivery fees. We also recommend factoring budget for additional things like skirting boards or extra adhesive.

There are three fundamental things to consider when embarking on your flooring journey.

Selecting the right flooring for your home or office needn't be a daunting task, but rather the start of an exciting journey. It's not every day you get to buy new flooring.

In this guide, our aim is to take you through the process of costing as they relate to carpets, laminate flooring and LVT flooring. Three of the most popular flooring solutions across South Africa, to give you an accurate idea of what budget to set yourself for this project.

So let's get started:

The Cost of Flooring?



Have you ever gone online or to a local flooring supplier to get prices for some new carpets or laminates for your home or office?

You compare a few products, and then a few more. You're thinking of your furniture, the colour of your walls, the way the sun filters into the room in the late afternoon.

You go into full Grand Designs mode. Texture, colour, durability... You can hear Kevin complimenting you on your impeccable taste. Even your mother-in-law is impressed.

Finally, you're eureka moment. You find the perfect floor that matches the style you're looking for at a per square meter price that you were happy with.

So you request a quote.

You're excited, this new floor is going to look amazing.

Your quote is finally ready. You look at it with anticipation. Suddenly, the birds stop singing, Kevin fades off into the distance, and you can feel a sense of dread welling up inside you.

The quote came back with a price much higher than you expected!

Don't worry! We've all been there. It's actually a pretty common mistake to make when buying new flooring.

So what's the deal?

Well...there are actually many factors to consider when purchasing any kind of flooring.

All you've done in that process is considered the primary cost of material. But we need to consider the weight of the product, what floor your home or office is on, accurate measurements are essential and more often than not miscalculated.

Then there's delivery costs and the size of your flooring matters here. If you have rolls and rolls of carpet, you might need a small truck and extra staff, but for a smaller bedroom, a small working vehicle might suffice.

Labour is another big factor. Depending on the type of flooring you choose, you might need a specialist installer. Installing carpets is much more specialised than laminate flooring.

Flooring assessment. Before providing an accurate quotation, a good flooring specialist will insist on a flooring assessment. This is because there are so many variables to consider. Overlaying carpets onto Bitumen poses moisture risks, or an older house might have serious moisture issues which can cause laminate or LVT flooring to bubble.

Are your floors level? Or smooth? If not, that could leave you with uneven floors that are an eyesore, reduce the lifespan of the product and can even be hazardous.

Right?! Flooring is not as easy as a quick online estimate. It's complex and requires patience and consideration to ensure the longevity of your product.

So, are you ready to jump into pricing with us? Let's dive in:

A Cost Comparison of Carpets, Laminate & Vinyl Flooring



Flooring, while seemingly simple, has many factors to consider, so we're going to try and unpack what costing goes into each of the above flooring options for you.

Carpets - What do they cost?



Carpets. People either love them or not.

But, carpets have come a long way since myth-busting the great allergy debate way back when.

They're trendy, stylish and always feel soft and comfortable underfoot.

There are so many styles of carpet that can go on to compliment any room, decor or functional need.

So what else should you consider before heading out to purchase the perfect carpet?

Carpet Type

Then there are types. There are so many different types of carpets that it's first so important to understand what type of carpet will perfectly match your needs.

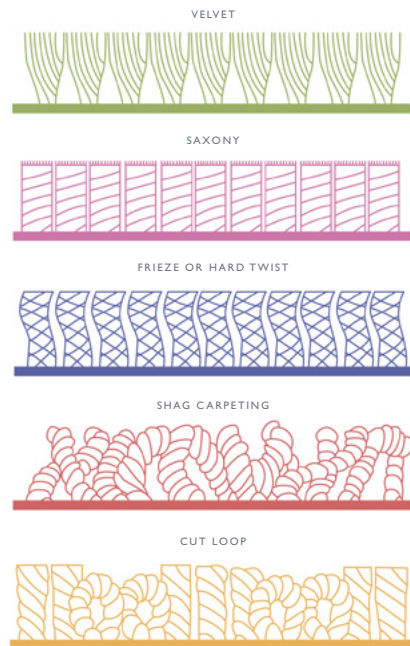
Different carpet fibres have unique characteristics that will compliment your home or office. But they also affect price. For example, a textured looped-yarn, that boasts a luxurious, warm finish will differ greatly from a tweed finish carpet, where the latter is great value for money.

There are three main styles of carpets:



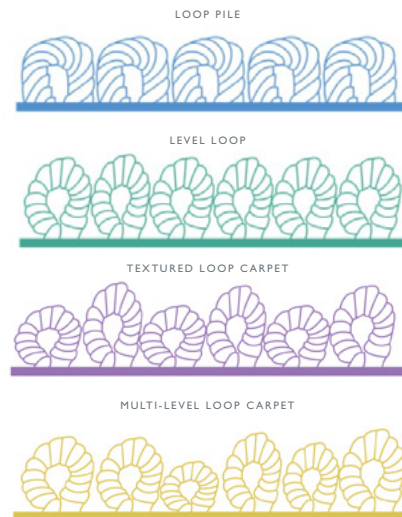
CUT PILE

A popular style of carpet that is created when the fibre loops are cut. These cut fibres result in a softer and more luxurious feel than loop pile. Cut pile carpets come in a wide variety of different lengths, thicknesses, colours and are typically made out of nylon, polypropylene, wool and polyester.



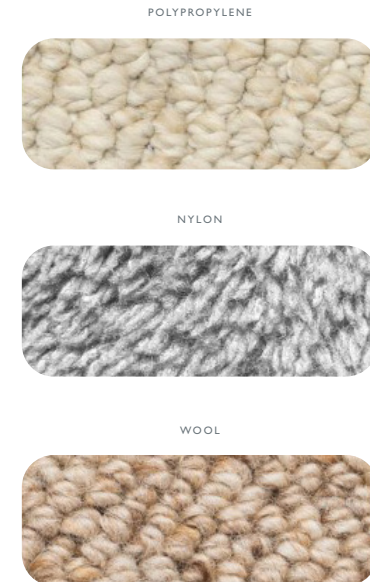
LOOP PILE

The fibres are bent into a series of loops. This makes the carpet durable and resistant to stains, although it does not have as much cushioning as other choices. Loop pile comes in a variety of weights, thicknesses and are typically made from polypropylene nylon and wool.



CUT - LOOP PILE

This style combines both cut and looped yarns that come in a variety of patterns. Cut-loop carpets are slightly less durable than a loop pile carpet but still boast great performance. They come in a variety of colours, styles, lengths and thicknesses. Much like the cut-pile, they're typically made out of polypropylene nylon and wool.



Carpet type should be chosen according to your desired style, texture and purpose. For example, a tight low loop pile carpet will offer minimal pile distortion and look better in high traffic areas than a chunky large loop. Remember that any, luxurious piled carpet is probably not the best performer in high traffic areas as cut pile carpets all tend to flatten to a certain extent.

Then there are different carpet fibres and yarns to consider:

Nylon

Is a synthetic fibre and commonly used in cut pile carpets. It's incredibly durable, and affordable. They're great for high traffic areas and if cared for correctly can last many for many years.

Polypropylene

Is a synthetic wool substitute, which makes it a great stain-resistant option. Polypropylene is most common in loop pile carpets and is often priced less than nylon carpets.

Polyester

Is well-known for their vibrant fade-resistant colours. Polyester is not recommended for high traffic areas as it's known to flatten over time.

Wool

Is the only natural fibre used in carpets. It's long-lasting, soft and durable. High-grade wool carpets can be very expensive. Wool carpets are often mixed with synthetic fibres to create a carpet that boasts durability, is resistant to stains and still adds a luxurious finish, but also suited to a budget.

It's essential to note that the quality of your carpet (or any flooring) is dependent on a combination of factors, factors that also need to align with your budget.



Measuring

Carpets are priced on square meter measurements and will vary depending on the style and quality you choose to buy. Flooring specific companies can range anywhere from **R95 per m2 to R1060 per m2**.

To start calculating your price, you first need to know how much carpeting you need to fill your room.

For example, if your lounge is 5m², then multiply that by the per m² price.

There are, however, some exceptions. Certain carpets, such as broadlooms, are measured using linear meters.

It's worthwhile noting the difference between square and linear meters:

- A square metre is a unit of measure though it applies to a square whose sides measure exactly one metre.
- A linear meter applies to a length of a material such as carpeting.



Linear meters are often used as a way to calculate the size of an area which may be complicated by its shape, like a door being in the way.

Should your room size be **4.1m x 4.1m = 16.81m²**, the actual material requirement will be **20.50m² = 5.131m** because of the standard width of the rolls.

This results in your pricing being a little higher than you anticipated. It's really important to keep this in mind when choosing your carpets.

Remember, that figure is **NOT** your final price. You still need to look at your floor prep, underlay and installation.

Flooring Preparation

Flooring preparation, as well as installation, is often overlooked during the purchasing process. This is a fundamental mistake which is easily made.

If you're sourcing your carpets from a flooring provider (we can provide a list of approved flooring installers), your flooring often then comes with some form of guarantee.

This guarantee can only be provided to you if you use the inhouse installation services of the flooring provider you purchased your carpets from.

Here's why:

Floor preparation is complex. And herein lies the challenge.

It's tempting to skip this step, but in fact, it directly affects the longevity and overall wear of your carpet.



Flooring preparation normally includes an assessment of the existing conditions of your floor, whether you will require the removal of any existing flooring, and lastly any preparations such as levelling that needs doing. It's, therefore, important to consider the labour and material needed to prepare the area for adequate installation, as a general guide flooring preparation can cost anywhere from **R160m2**.

The pricing of the above is, of course, dependent on the condition of your existing flooring and the type of flooring that will be installed. If yours is in good condition, these costs above maybe not apply.

Installation

Once your floor is levelled and prepped, it's time to get to the installation of your beautiful carpet.

First, let's start with the underlay. There are many types of underlay to choose from, from felt, to rubber, to polyurethane (PU) foam and Polyethylene. Some are more environmentally friendly than others, but ultimately, the carpet you choose to purchase will have a preference of underlay to ensure the longevity of your carpet.

The most commonly used underlays for carpets are as such:

1

Rubberlay

Made from recycled car tyres.
It's suited to any type of carpets.

- **KEY CONSIDERATIONS**

Has the most resilience of all underlays. Also the most expensive.

- **SUBFLOOR**

Compatible with all subfloor types.

- **THICKNESS**

Recommended thickness is 5mm.

- **PRICE**

From R 60m2.

2

PU (polyurethane) Foam

PU foam underlay can have a solid or an open cell structure, with each one giving different levels of flexibility and durability.

- **KEY CONSIDERATIONS**

It's best for areas where you expect minimal moisture. You can use it in conjunction with a moisture barrier.

- **SUBFLOOR**

Compatible with all subfloor types as long as it has a moisture barrier.

- **THICKNESS**

Recommended thickness from 9mm - 10mm.

- **PRICE**

From R30 m2

3

Felt

Made from both natural and synthetic fibres. It's quite thick and great for insulation and noise.

- **KEY CONSIDERATIONS**

It's best for areas where you expect minimal moisture. You can use it in conjunction with a moisture barrier.

- **SUBFLOOR**

Compatible with all subfloor types as long as it has a moisture barrier.

- **THICKNESS**

Recommended thickness 10mm - 12mm

- **PRICE**

From R 30 - 40m2

4

Polyethylene

Spillguard - great for insulation, spillage and noise. It's also soft which provides a little more cushion underfoot.

- **KEY CONSIDERATIONS**

A moisture-resistant underlay.

- **SUBFLOOR**

Prevents spills from reaching the subfloor.

- **THICKNESS**

Recommended thickness 8mm - 10mm

- **PRICE**

From R 30m2

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To Wrap up:

- Carpets can cost anywhere from **R95m2 - R1060m2**.
- Floor preparation costs roughly **R160m2**.
- Underlay can cost anywhere from **R30m2**.
- Installation labour costs approximately **R75m2**.

Floor World Wholesale boasts a wide range of carpet styles and designs that match just about any budget.

Let's look at what a quote might look like for a 10m² bedroom with a carpet that costs R200 per m²:

SAMPLE QUOTE

	PRICE PER M ²	QUANTITY	TOTAL
CARPET	R200	10	R2000
FLOOR PREPARATION	R160	10	R1600
UNDERLAY	R30	10	R300
INSTALLATION	R75	10	R750
TOTAL			R4650

To ensure the longevity of your carpets, it's important to follow through on a care and maintenance plan.
You can find a comprehensive guide at the back of this booklet.

Laminate flooring

What does it cost?



Laminate flooring has become a [popular flooring solution](#) for many homes and businesses across South Africa. It's no surprise really, it's affordable, durable and provides a touch of modern flare to any home or office. Laminate flooring can cost anywhere from **R190m2 - R530m2**. This is based on the international rating system AC3 – AC5, more on this later.

But here's the thing...

Despite its widespread popularity, it requires careful selection and installation to ensure the longevity of your flooring for many happy years and memories to come. Read on to find out more.

Laminate Types

Laminate flooring is extremely versatile. It can offer a seemingly endless amount of finishes from wood grain to stone and tile.

But as with most things, with more choice comes more complexity. We are going to try to break it down for you as simply as possible.

There are two things that ultimately define laminates and their price:

- **Surface types**
- **AC Rating**

Let's start with surface types.

SURFACE TYPES

This is perhaps the most important consideration visually when picking the perfect laminate. Generally, you have three options:

- **Smooth**
A plain, smooth finish that is similar to varnish on hardwood.
- **Embossed**
This gives the laminate a textured finish leaving a sort of wood grain effect.
- **Distressed**
A hand scraping process that gives the laminates an antique look.

AC RATING

Abrasion Class or AC rating is used to determine durability. This is a very good thing since the quality of products on the market today vary greatly. If you truly want to compare like for like when looking at laminate quotes you need to make sure the AC rating is specified.

Ask any of our sales personal to have a look at our wide range of laminate flooring.

Here's a quick look at the five different ratings:

- **AC1 Moderate Residential**
Built to withstand only light residential use. Suitable for closets or bedrooms.
- **AC2 General Residential**
Built for moderate foot traffic. Suitable in residential spaces that don't see a tremendous amount of wear and tear like dining rooms or living rooms.
- **AC3 Heavy Residential**
Built for all kinds of residential use including high traffic rooms and even commercial spaces that have light traffic like offices without off-street traffic and hotel rooms.
- **AC4 General Commercial**
Built to withstand every kind of residential use as well as more heavily trafficked commercial spaces that have off-street traffic like offices, cafes, and boutiques.
- **AC5 Heavy Commercial**
Built for the busiest commercial uses and high-traffic spaces like department stores and government buildings.

Floor World recommends a minimum of an AC3 be used because of our climatic conditions. Also for heavy usage, only AC4 & AC5 is recommended.

Flooring Preparation



Good floor preparation is essential to get the best results possible from your laminate flooring. Good prep means beautiful, flat, long-lasting floors. Bad prep means, wobbly surfaces, gaps between joints and a floor that won't withstand day-to-day use.

Floor preparation is, therefore, a critical consideration when it comes to laminate flooring. We highly recommend a quick-drying self-levelling screed.

This screed helps to ensure (it's not foolproof) that there are no compounds that could risk any chemical reactions with your flooring, as well as protection from any rising damp. This, therefore, gives your flooring the best chance at a long happy life.

Quick-drying screed dries within 24 hours upon installation, allowing

the installation team to install your Laminate Flooring the next day. This saves on time and overall cost compared to normal screed where you can only install two weeks later.

This screeding process is calculated differently depending on what your flooring requires. On average it can be calculated at R 160/m². Many factors are taken into consideration such as; thickness of the screed which will range from 3-6mm, whether you require a full screed or only need specific sections to be levelled, and the previous flooring condition compared to the type of flooring that has been selected

As Laminate Floors adopt a click method of installation, it is also important to note that laminate flooring **CANNOT** be installed over a sprung floor, as there is too much movement and can cause permanent damage to your flooring. It also can not be installed over parquet flooring.

Installation

Laminate flooring needs approximately 48 hours to acclimatise to your conditions. Don't skip this step. This process allows your flooring to get used to the temperature and humidity of the room it's going to be installed into. This means your flooring will need to be delivered at least 48 hours prior to installation.

A proper moisture barrier must also be utilised. Allowing for the correct expansion gaps is also most important as laminates expand and contract slightly as temperatures fluctuate.

Having a click system method of installation, the correct procedure must be adopted.

Then there's humidity and temperature to consider.

Yes. You read that correctly.

Your laminate (and this goes for LVT flooring too) shouldn't be installed in an area that is in excess of 60% humidity factor.

Your laminates should also be installed at temperatures of between 16°C-28°C. In fact, both laminate and LVT should never be installed in cold weather.

So who installs your laminates?

While it's tempting to watch a few YouTube videos and don your DIY cap, we always recommend having your flooring professionally installed. A flooring solutions provider like Floor World can direct you to highly trained installers across the country who can help with all your installation needs.

To Wrap up:

- Laminate flooring can cost anywhere from **R190m2 - R530m2**. This is based on the international rating system AC3 – AC5. (We **DO NOT** recommend using AC1 or AC2 products).
- Moisture barriers can cost anywhere from **R30m2**.
- Self-levelling screed costs roughly **R160m2**.
- Installation labour costs approximately **R75m2**.



Let's use our example from earlier look at what a quote might like for a 10m2 bedroom with AC3 laminate flooring that costs R190 per m2:

SAMPLE QUOTE

	PRICE PER M2	QUANTITY	TOTAL
AC3 LAMINATE	R 190	10	R 1900
FLOOR PREPARATION	R 160	10	R 1600
UNDERLAY	R 30	10	R 300
INSTALLATION	R 75	10	R 750
TOTAL			R 4550

To ensure the longevity of your laminates, it's important to follow through on a care and maintenance plan.
You can find a comprehensive guide at the back of this booklet.

LVT Flooring

LVT flooring is probably the fastest growing product in the flooring market. Many people are drawn to it as it is waterproof; it looks good and has an affordable price tag attached to it.

LVT flooring has an average cost of **R200 – R640m2**. It's important to note that these prices always exclude floor preparation, installation and VAT. These are normally factored into a total quotation once you've selected your preferred flooring.

As with carpets and laminate flooring, LVT floor pricing is largely defined by three factors, namely the type of product, the floor preparation required and the installation.

Let's dive in...

LVT Flooring Types

Luxury vinyl planks – LVTs - have become very popular here in South Africa and for good reason. You can get that lovely look of hardwood flooring without the added expense and maintenance of actual hardwood.

LVTs comes in a wide variety with a seemingly endless amount of options, but ultimately it comes down to two simple considerations:

- Quality
- Material

Let's take a look at quality first as it is largely applicable to all the vinyl types.

QUALITY

When talking about quality, we are referring to thickness and wear layer. It's pretty simple, the thicker the plank and the thicker the wear layer, the higher the quality and obviously the price.

Why does plank thickness matter? Well, the thicker the plank, the sturdier it is. Thicker planks are denser and feel better to walk on. A thicker plank has the added benefit of being able to cover up a less-than-stellar subfloor.

LVT plank thicknesses can range from 2mm - 8,5mm.

Now, this does not mean you should go for the thickest plank possible. It depends on the amount of traffic the flooring has to withstand. As a general rule we recommend:

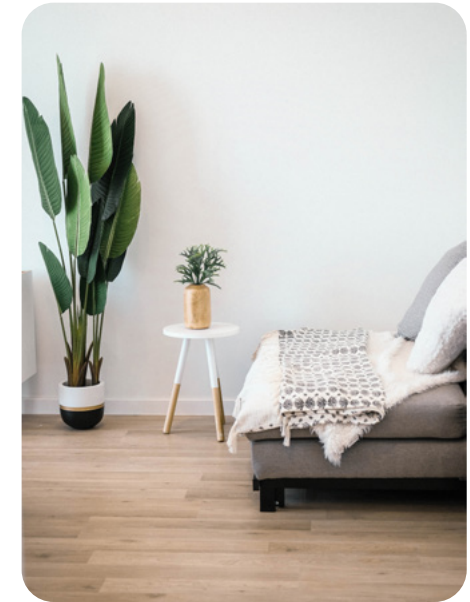
- 2.5mm for low traffic areas
- 5.0mm for high traffic areas
- 6.0mm for commercial use

The wear layer is the second half of this quality equation. It protects the vinyl from scratches and stains. Wear layer thickness ranges from 0.15 to 0.55mm. Naturally, if you have kids and pets running around, it's better to go for a thicker wear layer for that added protection.

MATERIAL

In South Africa, there are two dominant types of LVT planks, both being available in both a click and stick-down options.

- **Luxury Vinyl Tiles (LVTs)**
Standard LVT's have a soft pliable construction. They are waterproof from water coming from above. Prices start from R200m2
- **Luxury Stone Plastic Composite (SPC)**
Also known as rigid core, it is 100% waterproof and extremely durable. SPC LVTs won't easily dent or show furniture marks and has a more solid feel when walking over it than standard LVT flooring. Prices start from R370m2



The key difference is the materials used to make each. Luxury SPC is the more durable option between the two and is often used in commercial settings but comes at a higher price.

Standard LVT flooring can withstand a fair amount of household wear and tear and are more affordable, but it will show heavy furniture marks, which is something to consider if you like to redecorate often.

Floor World boasts a wide range of LVT styles and designs that match just about any budget.

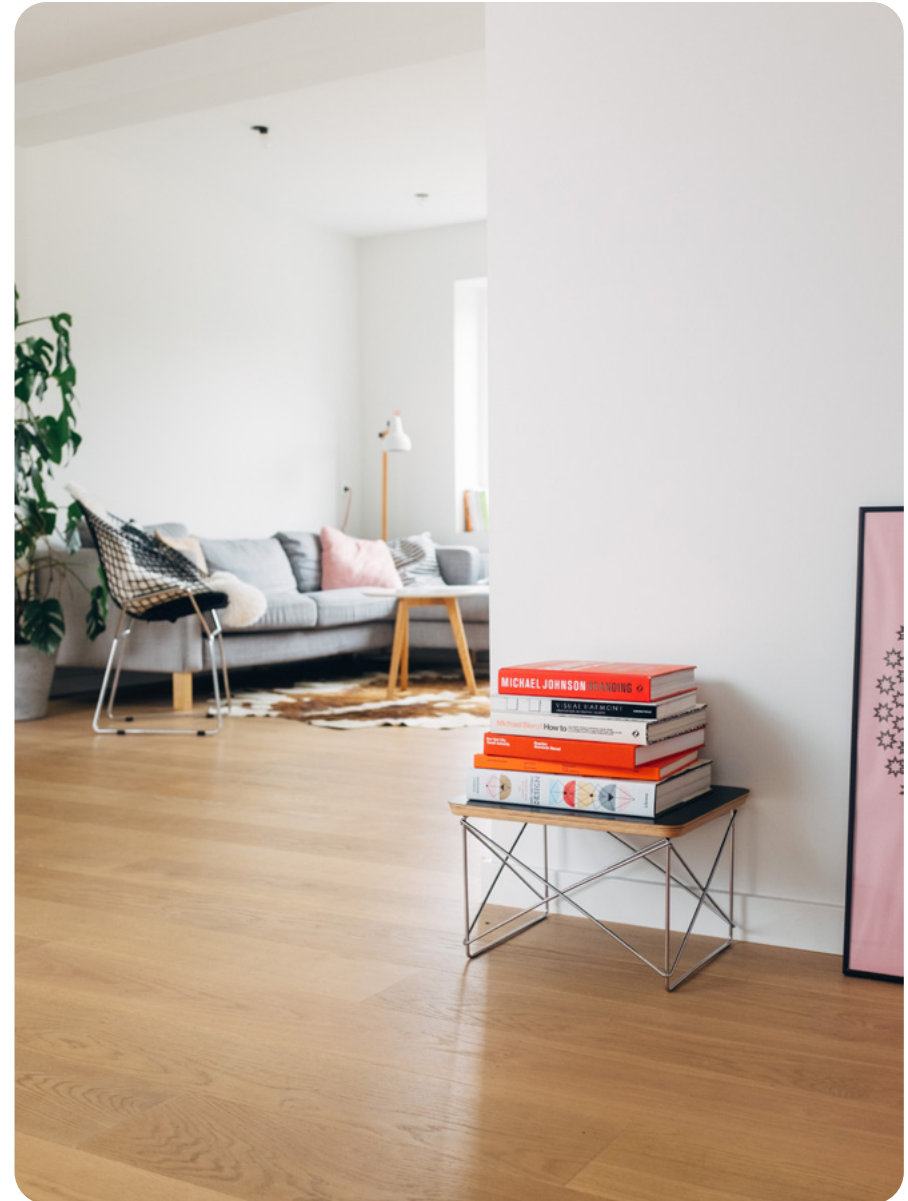
Floor Preparation

The installation process is quite similar to that of laminate flooring. It requires careful preparation and specific conditions to ensure the longevity of your product, especially for the stick-down option

Since the floor preparation process is exactly the same, we won't repeat ourselves here, so feel free to jump back to the laminates section to see our recommendations.

A quick note here is that Luxury SPC flooring is a little more forgiving when it comes to your subfloor. It doesn't bend easily and has a limited chance of "telegraphing" which will leave you with an overall better finish if your subfloor is less than perfect.

"Telegraphing" is the term used to refer to visible swirls or patterns on the surface of flooring caused by the impression of some unevenness of the substrate underneath it."



Installation

You guessed it, the installation comes next. And if you are thinking, “Is the installation process any different to laminate flooring installation?” The answer there is no. So here’s a quick highlights reel.

LVT flooring can be installed over plywood, cement and existing floors. These are your top considerations:

- LVT flooring needs approximately 48 hours to acclimatise to your conditions. Don’t skip this step. This process allows your flooring to get used to the temperature and humidity of the room it’s going to be installed into. This means your flooring will need to be delivered at least 48 hours prior to installation.
- A proper moisture barrier must also be utilised. Combi-lay is a suitable choice.
- Allowing for the correct expansion gaps is also most important as LVTs expand and contract slightly as temperatures fluctuate.
- The click method of installation differs from the stick down, so ensure the correct procedure is adopted.

Note: Don’t use a rubber underlay as there is a high risk of a chemical reaction that can cause permanent damage to your flooring.

Lastly, when it comes to installation you cannot forget about labour. Some vinyl flooring can be installed DIY but we hardly ever recommend this as the cost of getting the installation wrong can be very high.

To Wrap up:

- Your flooring can cost anywhere from **R200 – R640m2**.
- Self-levelling screed costs roughly **R160m2**.
- Moisture barriers can cost anywhere from **R30m2**.
- Installation labour costs approximately **R75m2**.

It's time to return to our bedroom example from earlier. Let's go with the most [affordable luxury SPC flooring](#) in our range at R370 per m2:

SAMPLE QUOTE

	PRICE PER M2	QUANTITY	TOTAL
LUXURY SPC	R370	10	R3700
FLOOR PREPARATION	R160	10	R1600
UNDERLAY	R30	10	R300
INSTALLATION	R75	10	R750
TOTAL			R6350

To ensure the longevity of your vinyl flooring, it's important to follow through on a care and maintenance plan.
You can find a comprehensive guide at the back of this booklet.

Key Takeaways

We hope this guide has been a handy resource as you embark on the exciting journey of picking the perfect flooring for you.

If chosen and installed correctly, your floors will give you a lifetime of happy memories.

We'd love to be part of your journey. So please do not hesitate to contact us so we can provide you with an accurate quote that matches your needs and most importantly, your budget.

Floor World boasts an array of flooring styles to suit your every need and most importantly your budget.

We hope to chat with you very soon.

