



About Us

Likewise Floors was established in January 2019 through the consolidation of three leading South African flooring distributors. With a combined legacy of more than 70 years, we bring deep industry expertise and a strong foundation of knowledge to the market. Our purpose is simple: to be a reliable, value-adding partner to flooring professionals across Southern Africa.

We specialise exclusively in the professional flooring sector—supplying world-class products and internationally respected brands to flooring companies, contractors, and installers. By not selling directly to the public, we remain fully committed to supporting our partners' success.

Likewise Floors proudly represents a curated portfolio of premium brands, including Quick-Step, Classen Laminates, Beauflor, Greentouch Vinyls, LANO Carpets, and our own LikeLawn artificial grass range.

Vision, Mission, and Industry Membership

Our mission is to enhance South African homes and commercial spaces through access to the finest flooring products the world has to offer. We aim to lead the market in flooring distribution by combining trusted international brands with exceptional service, strong partnerships, and decades of technical expertise.

Driven by innovation, we continuously source global trends and technologies—such as advanced Rigid Board SPC, next-generation laminates, and high-performance vinyl solutions—ensuring our partners always have access to a cutting-edge, diverse, and future-focused product portfolio.

While we collaborate closely with industry professionals and uphold global best practices, we are proud members of SAWLFA. This affiliation reinforces our shared commitment to quality and industry development across the industry. We remain committed to the stringent, internationally recognised manufacturing standards that all our brands collectively adhere to.

Guarantees & Warranties

We take pride in the quality and reliability of the international brands we distribute. All manufacturer warranties are fully honoured and passed directly through to you and your clients. Below is an overview of the coverage you can expect across our product categories:

Laminates (Quick-Step, Classen)

Our laminate collections offer some of the strongest warranties in the industry. For residential installations, warranties typically range from 20 years up to Lifetime, covering wear, staining, and fading.

Premium ranges—such as those from Quick-Step—also include warranties on click-system integrity and moisture resistance for up to 72 hours, depending on the specific product.

Important: Warranties require installation strictly in accordance with manufacturer guidelines, including the correct underlay and moisture barrier. Damage caused by misuse, incorrect installation, or standing water beyond the water-resistance rating is excluded.

Click [HERE](#) for full laminate warranty details.

Luxury Vinyl Tiles, SPC & Vinyl (Beauflor, Greentouch)

Our luxury vinyl and SPC flooring ranges are engineered for durability and long-term performance. Depending on product specifications and wear layer, warranties generally include up to 20 years Residential and 10 years Commercial protection against wear, delamination, and manufacturing defects.

Important: Coverage is dependent on proper subfloor preparation and the use of approved adhesives. Damage caused by concentrated heat—such as magnified sunlight through Low-E glass—is typically excluded.

Click [HERE](#) for full LVT/SPC warranty details.

Carpets (LANO and other premium brands)

Our carpet ranges carry robust manufacturer-backed guarantees. Residential warranties typically range from 10 to 15 years, depending on the product grade and construction, and generally cover abrasive wear.

Important: Warranties apply only to professionally installed carpets and require regular maintenance. Wear coverage does not include pile crushing, flattening, or soiling.

Click [HERE](#) for full carpet warranty details.

Artificial Grass (LikeLawn)

Designed specifically for South Africa's climate, our LikeLawn synthetic grass collections are supported by warranties ranging from 8 to 10 years, covering UV stability and material integrity.

Important: UV warranties protect against excessive fading but exclude damage caused by heat spots, fire, flooding, or physical abuse.

To view the full details of our artificial grass guarantees and warranties, please click [HERE](#).

