

mirageTM

5 reasons why

**you should choose
Mirage hardwood
over plastic flooring**

(LVT or SPC, WPC
and rigid-core
products*)



Proudly North American

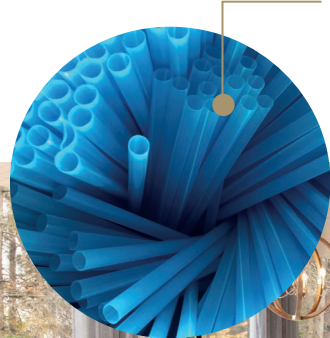


Hardwood flooring comes from a renewable resource, trees.

Fact: Vinyl floors are plastic. This means they're made out of hydrocarbons and oil, two resources with very damaging manufacturing processes for the environment.

1,000 sq. ft. of plastic flooring = 570,000 plastic straws* = 70,000 plastic bags* = 27,000 plastic bottles*

It's time to take a conscious step away from plastic.



Hardwood flooring looks and feels like... wood, not plastic.

A plastic floor may at first look a lot like wood. But its repetitive pattern and fake wood texture can only imitate the warmth and richness of a wood floor. In the end, it's easy to see why hardwood - and only hardwood - is the real deal.

Maple Character Nougat



Hardwood is biodegradable. Plastic is not.

Since plastic isn't biodegradable, it will spend just a few years in your home and then thousands of years in landfills.



Plastic flooring isn't waterproof after all.

Some people say plastic floors are waterproof. Turns out this is fake flooring news. If you have water damage to a plastic floor, it will need to be replaced due to potential mold issues and subfloor damages, so there's really no advantage over hardwood!



Hardwood flooring is the best investment.

Plastic may seem cheaper at first, but it will cost you more in the long run when you have to change it in a few years because of potential imperfections, dents or scratches. Hardwood, on the other hand, can be touched up or sanded and refinished. Hardwood flooring is a lifetime investment and will increase the value of your home over time.

*Based on average thickness, density and PVC/plastic composition.

Mirage benefits



Voted North America's #1 in quality by dealers



Proudly North American



The best choice for the environment



The most wear-resistant floor in the hardwood industry



Hypoallergenic finish for a safe environment



Consistent color and milling

mirageTM

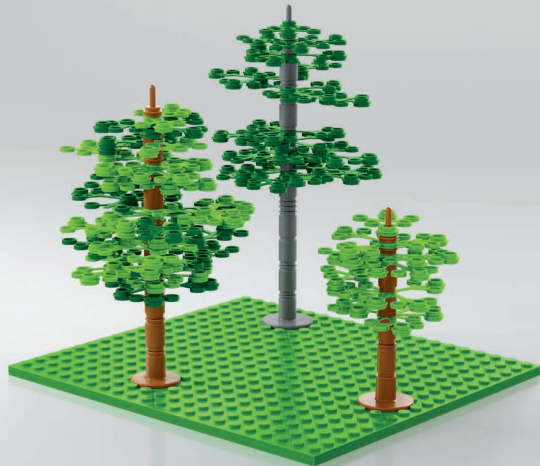
The wood specialist since 1983.

Our #1 goal: to make the world's best hardwood flooring.

We focus exclusively on what we do and believe that it's best to innovate through hardwood products.



**Plastic is not
a type of wood.**



**Invest in real
hardwood flooring.**

miragefloors.com



35-year warranty on
finish wear-through for
residential applications



Lifetime limited
structural warranty