



**mirage**<sup>TM</sup>

Hardwood Floors



# WOOD AT ITS NATURAL BEST FOR 40 YEARS

Mirage is turning 40! It's a major milestone. And we couldn't have reached it without the commitment, dedication, and passion of our employees and partners—and the trust of valued customers like you.

We're thrilled that the beauty and durability of Mirage floors have been recognized year after year with prestigious industry awards for quality. But what makes us most proud is knowing that you're happy with your choice to bring a stunning Mirage hardwood floor into your home. We know nothing beats the warmth of wood. Or the sense of well-being you get from cozy home enhanced by nature's beauty. Wood at its natural best.

Quality isn't just found in our products, but also in the dedication and services we provide to bring you Mirage peace of mind. We're laser focused on constantly exceeding your expectations and adapting to your needs and interests. Consistent product quality, outstanding design, unparalleled customer service, an eco-friendly footprint, and a tradition of community engagement are all part of who we are and what makes Mirage different.

Our values and dedication to innovation drive everything we do and will continue to set us apart from the competition and earn us a place in your heart—and maybe in the hearts of your loved ones too!

Thank you for your trust in the Mirage brand.

**Be natural. Be Mirage.  
Think natural. Think Mirage.**

A handwritten signature in black ink, appearing to read 'P. Thabet'.

Pierre Thabet  
President

MUSE  
Collection

Delicate colors personified through graceful wood grain  
and audacious character. Be your own Muse!



**mirage**

Collection  
Muse

Species  
White Oak  
Exclusive

Color  
Rachel

Texture  
Brushed



**mirage**

Collection  
Muse

Species  
White Oak  
Exclusive

Color  
Ada

Texture  
Brushed



**mirage**

Collection  
Muse

Species  
White Oak  
Exclusive

Color  
Hattie

Texture  
Brushed



**mirage**

Collection  
Muse

Species  
White Oak  
Character

Color  
Grace

Texture  
Brushed



**mirage**

Collection  
Muse

Species  
White Oak  
Character

Color  
Ingrid

Texture  
Brushed



**mirage**

Collection  
Muse

Species  
White Oak  
Character

Color  
Eleanor

Texture  
Brushed

NATURAL  
Collection

All the natural richness of wood.



**mirage**

Collection  
Natural

Species  
White Oak  
Character

Color  
Natural

Texture  
Brushed



**mirage**

Collection  
Natural

Species  
White Oak  
Exclusive

Color  
Natural

Texture  
Brushed



**mirage**

Collection  
Natural

Species  
Red Oak  
Character

Color  
Natural

Texture  
Brushed

**mirage**

Collection  
Natural

Species  
Red Oak  
Exclusive

Color  
Natural

Texture  
Brushed



**mirage**

Collection  
Natural

Species  
Maple  
Character

Color  
Natural

Texture  
Smooth



**mirage**

Collection  
Natural

Species  
White Oak, R&Q  
Character

Color  
Natural

Texture  
Brushed





**mirage**

Collection  
Natural

Species  
Hickory  
Character

Color  
Natural

Texture  
Brushed



**mirage**

Collection  
Natural

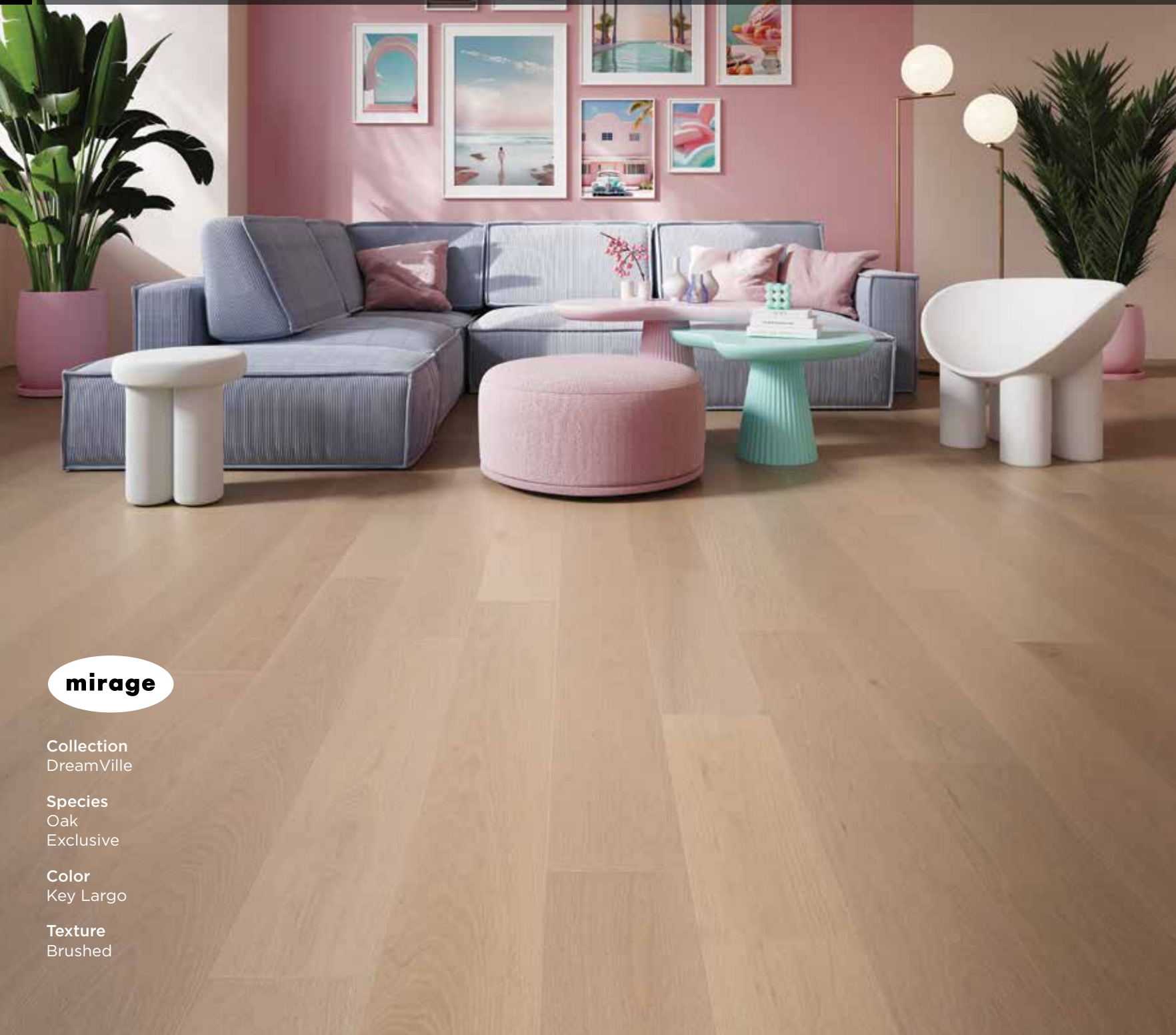
Species  
Walnut  
Character

Color  
Natural

Texture  
Brushed

DREAMVILLE  
Collection

Hideaways in paradise.  
Trendy, natural-looking floors with a matte finish.



**mirage**

Collection  
DreamVille

Species  
Oak  
Exclusive

Color  
Key Largo

Texture  
Brushed



**mirage**

Collection  
DreamVille

Species  
Oak  
Exclusive

Color  
Aspen

Texture  
Brushed



**mirage**

Collection  
DreamVille

Species  
Oak  
Character

Color  
Tofino

Texture  
Brushed



**mirage**

Collection  
DreamVille

Species  
Oak  
Character

Color  
Bow Valley

Texture  
Brushed



**mirage**

Collection  
DreamVille

Species  
Oak  
Character

Color  
Loveland

Texture  
Brushed



**mirage**

Collection  
DreamVille

Species  
Oak  
Exclusive

Color  
Loveland

Texture  
Brushed

**FLAIR**  
Collection

Inspired by natural phenomena.  
Characterized by the natural grace of wood.



**mirage**

Collection  
Flair

Species  
Maple  
Character

Color  
Patina

Texture  
Smooth



**mirage**

Collection  
Flair

Species  
Hickory  
Character

Color  
Desert Rose

Texture  
Brushed



**mirage**

Collection  
Flair

Species  
White Oak  
Character

Color  
Stardust

Texture  
Brushed



**mirage**

Collection  
Flair

Species  
Hickory  
Character

Color  
Sandy Reef

Texture  
Brushed



**mirage**

Collection  
Flair

Species  
Maple  
Character

Color  
White Mist

Texture  
Smooth



**mirage**

Collection  
Flair

Species  
White Oak  
Character

Color  
Snowdrift

Texture  
Brushed

**IMAGINE**  
Collection

Evokes elements of nature.  
An ideal texture to hide everyday wear.



**mirage**

Collection  
Imagine

Species  
Maple  
Character

Color  
Papyrus

Texture  
Cork



**mirage**

Collection  
Imagine

Species  
Red Oak  
Character

Color  
Papyrus

Texture  
Cork





**mirage**

Collection  
Imagine

Species  
Maple  
Character

Color  
Rock Cliff

Texture  
Cork



**mirage**

Collection  
Imagine

Species  
Maple  
Character

Color  
Driftwood

Texture  
Cork

**SWEET MEMORIES**  
Collection

Childhood memories.  
All the true characteristics of wood.



**mirage**

Collection  
Sweet Memories

Species  
White Oak  
Character

Color  
Carousel

Texture  
Brushed



**mirage**

Collection  
Sweet Memories

Species  
White Oak  
Character

Color  
Rocking Horse

Texture  
Brushed



**mirage**

Collection  
Sweet Memories

Species  
Maple  
Character

Color  
Nougat

Texture  
Smooth



**mirage**

Collection  
Sweet Memories

Species  
White Oak  
Character

Color  
Hula Hoop

Texture  
Brushed

ADMIRATION  
Collection

Trendy colors for a unique ambiance.



**mirage**

Collection  
Admiration

Species  
Red Oak  
Exclusive

Color  
Rio

Texture  
Brushed



**mirage**

Collection  
Admiration

Species  
White Oak  
Exclusive

Color  
Isla

Texture  
Brushed



**mirage**

**Collection**  
Admiration

**Species**  
Maple  
Exclusive

**Color**  
Nordic

**Texture**  
Smooth



**mirage**

**Collection**  
Admiration

**Species**  
Maple  
Exclusive

**Color**  
Canyon

**Texture**  
Smooth

# ESCAPE Collection

To escape from the daily routine.  
Neutral-toned floors for a warm atmosphere.



**mirage**

Collection  
Escape

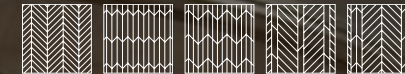
Species  
Red Oak  
Character

Color  
Galena

Texture  
Brushed

# CHEVRON Collection

The pleasing geometry of chevron brings an unrivalled illusion  
of movement. Give your room a feeling of elegance and luxury.



**mirage**

Collection  
Chevron

Species  
White Oak  
Character

Color  
Natural

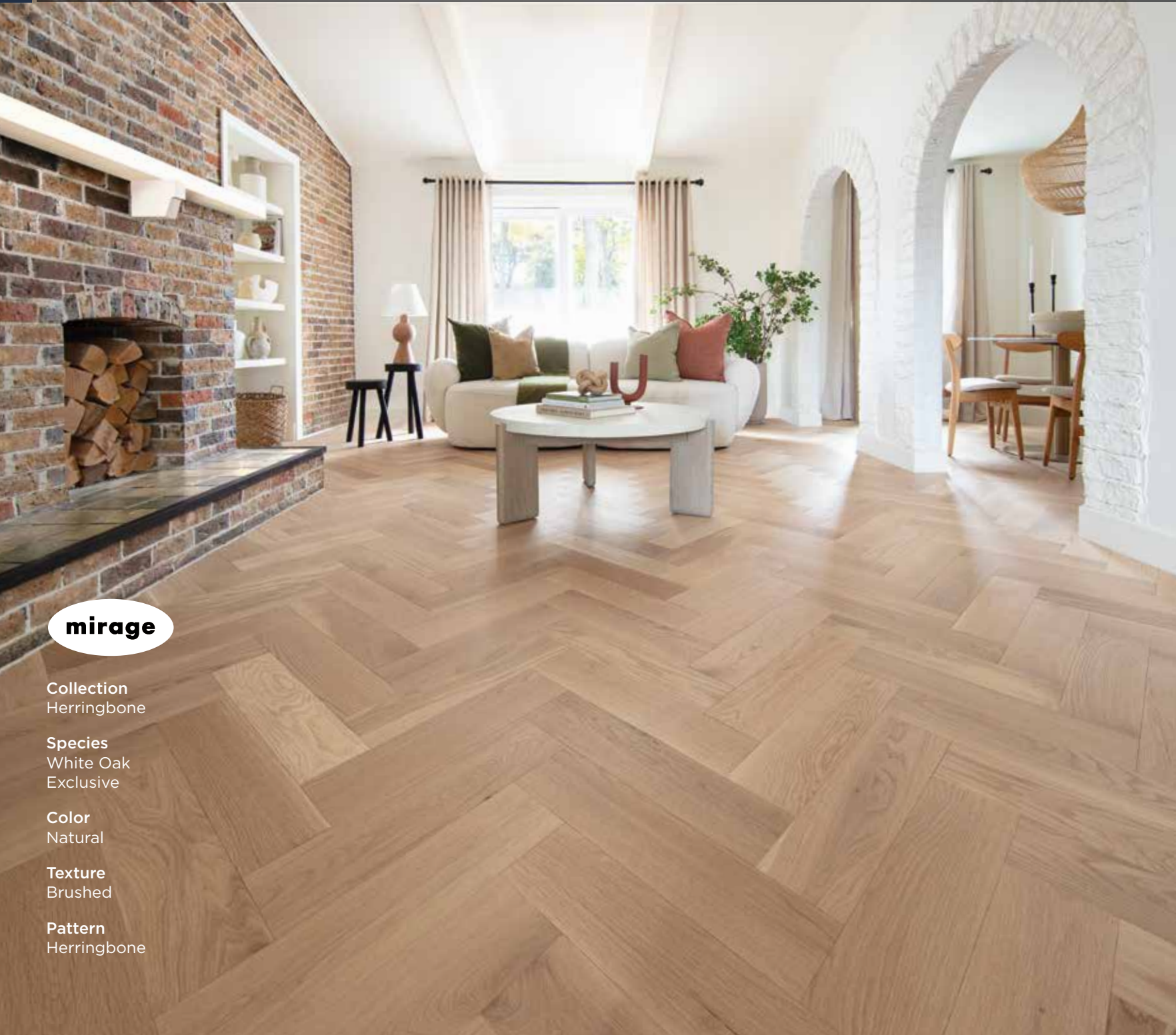
Texture  
Brushed

Pattern  
Chevron

# HERRINGBONE

Collection

Different shapes that create unusual patterns.  
Make symmetry come to life.



## mirage

**Collection**  
Herringbone

**Species**  
White Oak  
Exclusive

**Color**  
Natural

**Texture**  
Brushed

**Pattern**  
Herringbone



## mirage

**Collection**  
Herringbone

**Species**  
White Oak  
Character

**Colors**  
Bubble Bath, Hula Hoop  
and Sand Castle

**Texture**  
Brushed

**Pattern**  
Herringbone

## FINISHES

# DURAMATT®

### A DURABLE AND MATTE FINISH.

The look of oiled hardwood floors reinvented by Mirage.



Polyurethane finish  
20 times more wear-resistant  
than most conventional  
oil finishes



Flexible,  
elastic finish  
for longer life



Superior resistance  
to scratches



Superior resistance  
to stains



Antimicrobial agent  
for a cleaner  
environment

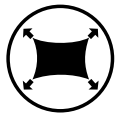


### CLEARER AND HIGHLY RESISTANT!

5 times more resistant than competing finishes.



Wear-resistant



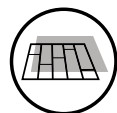
Flexible



Clean



UV protector



Transparent

## WARRANTY

### STRUCTURE

### STRUCTURAL LIFETIME LIMITED WARRANTY

ALL OUR FLOORS COME  
WITH A STRUCTURAL  
LIFETIME LIMITED WARRANTY.



### DURAMATT®



### 35-YEAR WARRANTY

ON FINISH WEAR-THROUGH  
FOR RESIDENTIAL  
APPLICATIONS.

### 3-YEAR WARRANTY

AGAINST WEAR OF FINISH  
FOR LIGHT COMMERCIAL  
APPLICATIONS.



## WOOD GRADES

The grade is a way to classify wood planks according to natural color variation and the presence of knots, mineral streaks, and other character marks. It refers only to the visual aspect of wood.

We have two main grades: **Character** and **Exclusive**.

Red Oak Natural **Character** Brushed



Red Oak Natural **Exclusive** Brushed



## NATURAL BEAUTY, NATURAL VARIATIONS

Wood is a natural material that reacts to ambient light. All wood species change color after installation, some much more than others. A floor will get lighter or darker depending on the species, but this won't affect the beauty or quality of the floor.

The actual look and color of a species may vary from what appears in this document. We cannot guarantee that all character marks and color variations will be represented on a small sample.

White Oak Natural Character Brushed



Maple Natural Character Smooth



# WHY MIRAGE?

## Consistent Quality

Mirage has been setting the wood industry quality standards for 40 years.



## Proudly North American

Designed and manufactured in North America.



## Variety

The most extensive combination of colors, widths, species and finishes.



## Naturally Responsible

Products that meet the highest environmental standards in the industry.



## Peace of Mind

The most wear-resistant floor coupled with a lifetime structural warranty.



# FLOOR VISUALIZER

Imagine your dream floors in your home!  
Simple as 1, 2, 3!



[miragefloors.com/instavu](https://miragefloors.com/instavu)

- 1 - Take a photo of your room
- 2 - Select your floor
- 3 - Share it with your friends or your Mirage dealer

# SUSTAINABLE DEVELOPMENT

## Selective Cutting

Implementing selective cutting to promote tree growth and resilience while maintaining the diversity of species.

## Preservation and Reforestation

Partaking in preservation and reforestation projects to improve air quality and replenish resources.

## Energy

Reducing energy consumption by using wind power technologies for drying wood in the open air.

## Community Engagement

Contributing to more than 350 organizations and foundations that fight issues like poverty, violence, illiteracy and disease.

## Well-being

Applying a hypoallergenic finish on Mirage products to support a healthy environment.

## LEED Credits

Producing first-rate products that contribute to LEED credits.



To find out about our other initiatives, discover our progressive approach to sustainable development at [miragefloors.com](https://miragefloors.com)





Hardwood Floors



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