

*Life is better on* **mirage** *hardwood floors*



*Prestige Brochure*  
Inspirations 2012



*Feel the quality.*

Enjoy uncompromising comfort.







## Design Tip



For a kitchen chock full of charm, feast your eyes on Praline, an amber brown that blends beautifully with dark or caramel-colored wood. The whites and creams of the walls and linens create a savory balance in an all-wood décor. Add a dash of orange, yellow, or purple for a kitchen that really cooks!

# Praline

Roasted almond.  
Mouth-watering beauty.

- > Series: Sweet Memories
- > Species: Aged Maple
- > Technologies: Classic and Engineered
- > Finish: Cashmere™\*

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# Nougat

Heavenly honey.  
Soft gray.

- > Series: Sweet Memories
- > Species: Aged Maple
- > Technologies: Classic and Engineered
- > Finish: Cashmere™\*

## Design Tip



Plush sofas, natural fibers, broad wood panels and wallpaper for a touch of antique refinement. Designer painting, pewter accessories, and cushions with stylized-motifs offer a modern take on old-fashioned charm! With its honey grey hue, Nougat lends a delightful delicacy to all décors!





## Design Tip



Opulent Onyx! Make your dream décor a reality with this classically beautiful deep brown. Go all in with pinks and flowers to express your feminine side. Top it off with light-colored hardwood furniture and majestic light fixtures for an assertive look that says château chic.

# Onyx

Classic treasure.  
Sophisticated gem.

- > Series: Exotic
- > Species: African Mahogany
- > Technology: Engineered
- > Finishes: Cashmere™\* and Semi-Gloss

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# Henna

Shimmering exoticism.  
Vermillion seduction.

- > Series: Exotic
- > Species: African Mahogany
- > Technology: Engineered
- > Finishes: Cashmere™\* and Semi-Gloss

## Design Tip



Enter the new world of Henna! Tame the wild side of African Mahogany with textured elements in solid wood, chrome, and stone. Splashes of caramel, green, and blue make it all shine.





## Design Tip



Wonderfully contemporary rectangular dining room! The glass table, solid-color chairs, and long shelves keenly complement the décor's sleek lines. Grey and Charcoal sparkle against aubergine accents. Funky ceiling, up-to-the-minute style!

# Charcoal

Evening mist.  
Modern appeal.

- > Series: Design
- > Species: Knotty Walnut
- > Technologies: Classic and Engineered
- > Finish: Cashmere™\*

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# Savanna

Silvery sands.  
Desert enchantment.

- > Species: Knotty Walnut
- > Technologies: Classic and Engineered
- > Finish: Cashmere™\*

## Design Tip



Asian-style kitchens and Knotty Walnut Savanna: a fresh take on fire & ice! Combine with dark and light panels and opt for straight lines and crisp corners on the island and appliances. Prepare feasts in an optimized space and treat guests to royal welcome!





## Design Tip



1, 2, 3, 4, 5 color accents sparkle in a bright city condo! The warm brown Colorado floor, bold carpet, and vibrant cushions add a touch of the untamed to the immaculate walls. The open-concept design, generous windows, and mirror reflect a life on the go!

# Colorado

Elegantly grained.  
Strikingly beautiful.

- > Species: Knotty Walnut
- > Technologies: Classic and Engineered
- > Finish: Cashmere™\*

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## Design Tip



Memorable moments in your first-class travelers lounge! Chocolate shelves, cozy armchairs, table lamps—the perfect décor for an evening lost in a book or a daydream. For learning or having fun, choose the depth of Canyon!

# Canyon

Blazing landscape.  
Natural splendor.

- > Species: Maple, Red Oak and Yellow Birch
- > Technologies: Classic and Engineered
- > Finish: Semi-Gloss

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# Old Hickory

Intuitive variance.  
Expressive purity.

- > Species: Old Hickory
- > Technology: Engineered
- > Finishes: Cashmere™ and Semi-Gloss

## Design Tip



A high-end cottage with Old Hickory, a wood species synonymous with serenity. Dark horizontal paneling, a giant mural, and natural fibers: modern meets rustic. Sleek deco and minimalist furniture make your floor pop.





## Design Tip



The essence of design at its most simple! When a floor has all the character of Hickory, smooth fabrics and mono-color walls add perfect harmony. A painting or deco accessories add bursts of color. A fashionable stripped-down ambiance that works in any studio, office, or condo.

# Hickory

Contrasting tones.  
Natural harmony.

- > Species: Hickory
- > Technology: Engineered
- > Finishes: Cashmere™\* and Semi-Gloss

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# STYLISH Collection

## Alive Series

Fashionable look.  
Active life.

The Alive series is ideal for today's busy lifestyles. This series is designed for people who are always on the go. A lightly brushed look in the latest colors.

A floor in harmony with the fast pace of today's families. Perfect for town or country.

> Species: Red Oak  
> Color: Terra

Isla  
Red Oak

Terra  
Red Oak

Urbana  
Red Oak

> Species: Red Oak  
> Color: Isla

*Design Tip*



Like rough textures but need to soften them a bit? Terra is the answer! Its citrusy side warms up grays beautifully. Add a carpet and curved furniture for a more feminine look. And a dash of apple green or turquoise will liven up the room and let the wood sing.



# STYLISH Collection

## World Aromas Series

### Global inspirations. Local species.

The World Aromas Series, a tribute to exoticism. A deeper-than-ever wood grain. A dream décor.

A manufacturing process exclusive to Mirage. A local species, Canadian Breza, for a responsible, environmentally friendly choice. A full rich color through the entire thickness of the wood. An exotic look. A suggestive color to boot: Bali Coco, the first to nourish your need to escape!

Bali Coco  
Canadian  
Breza

> Species: Canadian Breza  
> Color: Bali Coco

### Design Tip



The magic of Bali Coco: it enhances the contrast of dark and light woods. If both are already part of your décor, Bali Coco will tie them together for a much more harmonious effect. Perfect for those who like a regular change of environment!



# STYLISH Collection

## Sweet Memories Series

Muted tones, childhood memories.  
Simply inviting.

The Sweet Memories Series, to lend a touch of authenticity to your décor. A floor with character, one you'll love coming home to.

Aged Maple and Handcrafted Oak in all their splendor! Our exclusive manufacturing processes create floors with all the charms of yesteryear. Subtle variations, knots, cracks, and other natural characteristics give this series an authentic appearance. It's a high-quality floor that stands up to anything.

The contemporary way to create the feel of yesterday!

> Species: Handcrafted Oak  
> Color: Carousel

> Species: Aged Maple  
> Color: Black Jelly Bean

*Design Tip*



There's no better way to liven up architectural details than Carousel! Its creamy white makes any room seem larger and adds a touch of authentic texture. A smashingly sophisticated look with leather, glass, or fur-covered furniture and accessories.

Carousel  
Handcrafted  
Oak

Château  
Handcrafted  
Oak

Truffle  
Aged Maple

Toffee  
Aged Maple

Nougat  
Aged Maple

Teddy Bear  
Handcrafted  
Oak

Gingerbread  
Aged Maple

Brownie  
Aged Maple

Black Jelly  
Bean  
Aged Maple

Praline  
Aged Maple

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# STYLISH Collection

## Exotic Series

Evocative species.  
Exotic looks.

The Exotic Series, an invitation to get away from it all. Hues and tints that fascinate without fail. A different, refined look. A unique style in your dwelling.

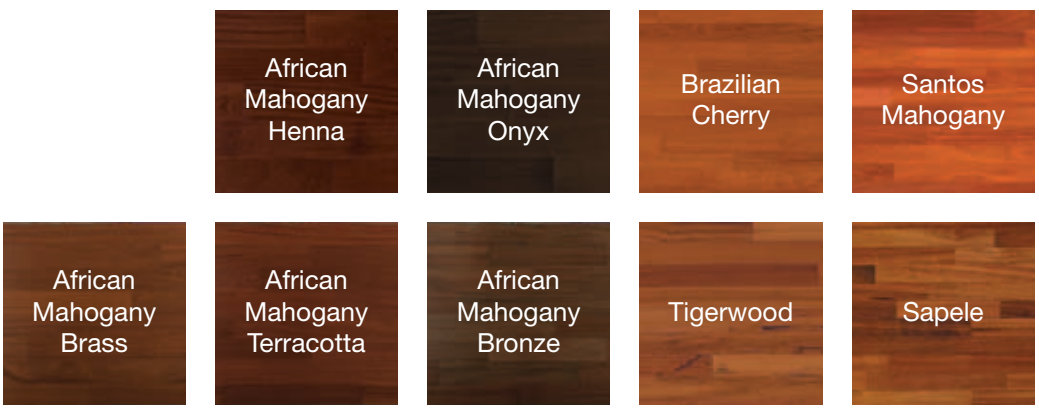
Woods of incomparable hardness. A cachet of exotic richness that will set you apart.

*Design Tip*



An African ranch look: bold and beautiful! Lush materials and subtle woods for an equestrian feel. Use Brass, an orange with pronounced veins, for warm, classic, or exotic interiors. With tawny, caramel, or grayish walls, you'll put your floor's splendor front and center.

> Species: African Mahogany  
> Color: Brass



> Species: Tigerwood  
> Color: Natural





# STYLISH Collection

## Design Series

Dare. Amaze. Make them envious.

The Design Series, a contemporary touch adapted to your lifestyle. Trendy rich colors. A unique ambiance... to be created according to your fancy.

Deep-shaded species for a modern and discreet look. Rich woods combined with the colors of creativity. A unique décor that is sure to impress.

*Design Tip*



To bring out stainless—the key element in any true chef’s kitchen—choose a dark grey such as Graphite. Match with greens and oranges to fuel culinary creativity. Cupboards to the ceiling, an oversized island, imposing accessories and voilà—haute cuisine. Your table is ready!

> Species: Red Oak  
> Color: Graphite

	Alaska Maple	Alaska Red Oak	Charcoal Yellow Birch	Umbria Yellow Birch	Vienna Yellow Birch	Java Yellow Birch
Graphite Maple	Sambuca Maple	Greystone Maple	Maple Charcoal	Umbria Maple	Vienna Maple	Java Maple
Graphite Red Oak	Sambuca Red Oak	Charcoal Knotty Walnut	Red Oak Charcoal	Umbria Red Oak	Vienna Red Oak	Java Red Oak

> Species: Maple  
> Color: Greystone







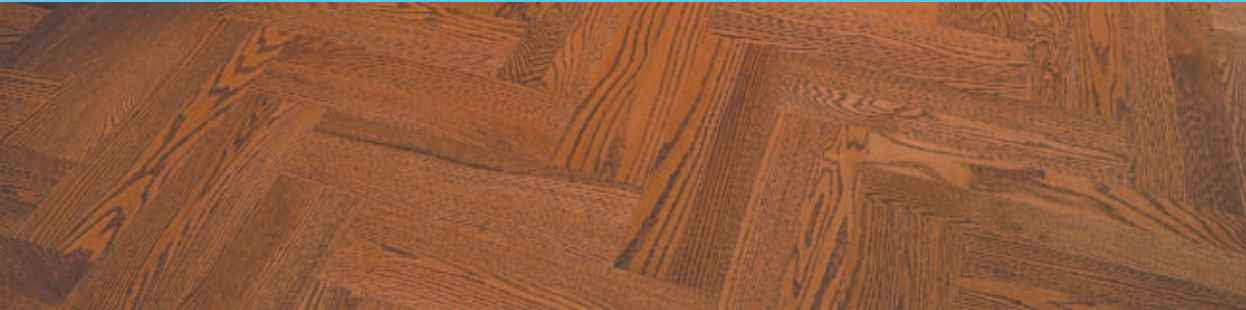
*Astuce design*

The floor steals the show with its eye-catching patterns! Dare to put them in large rooms for a spectacular look, guaranteed. Stress simplicity in colors, patterns, fabrics, and textures. Suitable for contemporary, classic, or traditional décors. Whatever the case, it will always be in good taste.

> Species: Brazilian Cherry  
 > Color: Natural  
 > Pattern: Basket

# STYLISH Collection

## Herringbone Series



### Imagine. Intrigue.

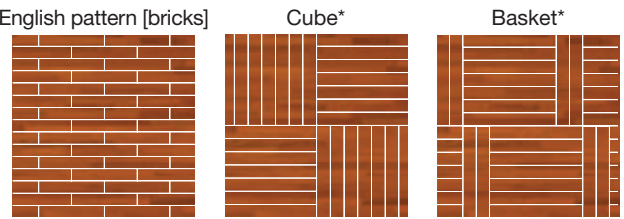
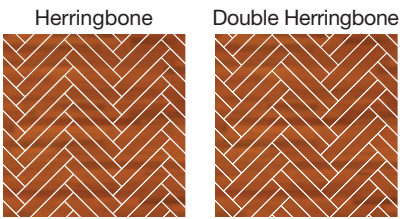
The Herringbone Series, a contemporary tribute to the patterns of yesteryear. A resolutely sumptuous personal touch. A totally unique trompe l'œil.

Different shapes that create unusual patterns. An interplay of species for perfect illusions. Equal lengths to make symmetry come to life.

The Herringbone Series is now available in most Mirage colors with special orders of 500 sq. ft. minimum.



### Patterns



\*Require the use of 17-1/8" [465 mm] strips only.

> Species: American Cherry  
 > Color: Natural  
 > Pattern: English [bricks]





## Design Tip



Living room elegance and symmetry is a snap to achieve! Arrange your furniture face to face or side by side in straight lines. Add cushions and accessories—in twos of course. Arranging light colored furnishings over the classy beige of Sonora for a surprising sense of space.

> Species: Maple  
> Color: Sonora

# ELEGANT Collection

An incredibly colorful décor.  
Jealousy guaranteed.

The Elegant Collection, dazzling and tasteful. Warm and friendly colors for a muted or joyful ambiance. A look that inspires elegance.

A stain to bring out the best of the species.  
Different wood grains for harmonious shades.



> Species: Red Oak  
> Color: Savanna







## Design Tip



Create consistency with the varied colors and grain of Knotty Walnut. Light tones and classic lines produce timeless design. An imposing headboard and ornate wood-working: the opulence of a grand hotel!

> Species: Knotty Walnut  
> Color: Natural

# Natural Collection

## Natural beauty. Dazzling radiance.

The Natural Collection, all the natural richness of wood. Straightforward expression. The subtle play of radiant wood grain. A look of purity for a naturally timeless classic.

Authentic species for greater decorating flexibility. With each décor, a unique cachet. With each species, a radiant touch.



> Species: Yellow Birch  
> Color: Natural

Select &  
Better  
Maple

Select &  
Better  
Yellow Birch

Select &  
Better  
Red Oak

Exclusive  
Hickory

American  
Walnut

Knotty  
Walnut

American  
Cherry

Exclusive  
Maple

Exclusive  
Yellow Birch

Chêne  
Exclusive

Old Hickory

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# Voted No. 1 in quality by retailers

**m i r a g e**

NEWS floor coveringnews

**FCW**  
Floor Covering Weekly

**FLOOR FOCUS**

## 10 Reasons to Choose Mirage

### 1. Quality

Trade publication surveys of floor covering dealers have resulted in 16 awards for excellence for Mirage over the past 9 years.

### 2. Environmental Friendliness

All Mirage floors are produced in North America using the finest-quality hardwood from certified, responsibly managed forests.

### 3. Health

Mirage's hypoallergenic finishes are free of volatile organic compounds [VOCs] and formaldehyde... helping to keep your surroundings healthier for you and your family.

### 4. Versatility

Mirage is one of the few manufacturers to offer three different installation technologies, so you can enjoy genuine wood floors in every room of your home—wherever you live.

### 5. Warranty

Mirage is renowned for its high standards and uncompromising product quality. Its lifetime limited structural warranty means your floor will stay beautiful for generations to come!

### 6. Longevity

Nanolinx™, our nanotechnology-based finish, makes Mirage floors the most wear-resistant in the industry. Your floor will be protected against the hazards of everyday living for years and years.

### 7. Value

Our commitment to unrivaled quality translates into a beautiful hardwood floor that you'll cherish forever—and that will help increase your home's value!

### 8. Dedication

Our dynamic team is dedicated to providing exceptional customer service, innovative products, superb style, and top quality.

### 9. Selection

We offer the most extensive combination of colors, widths, and species—sure to please the most discriminating homeowner.

### 10. Peace of Mind

Each week, 1,500 families choose Mirage floors! Follow their lead and experience the peace of mind that comes from knowing you've made the right choice.



# Technologies

## Three approaches. One Mirage Look.

Environments change, methods evolve. Engineered, Lock, and Classic. Three different ways to bring your Mirage décor to life. Uniformity, stability, longevity. Precision guaranteed.



**mirage**  
Engineered

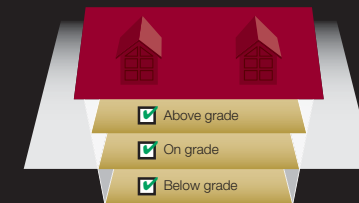


### Real hardwood boards. Ingenious structure.

- Real wood over a hardwood plywood base
- Exclusive manufacturing process
- Boards with uniform thicknesses and widths, available in 2-9/16", 3-5/16", 5" and 6-1/2"\* [Sweet Memories] [65 mm, 84 mm, 127 mm and 165 mm]
- Scored board backing [Perfect Score™] for better glue adherence and flexibility
- Glued down over concrete [even with radiant heat systems] or stapled over wood subfloors
- Micro-V joint on all 4 sides of the board
- Can be sanded 3 to 5 times
- Each box contains 6 assorted lengths up to 60" long [1,524 mm] for 5" boards [127 mm], up to 46-7/8" [1,191 mm] for 2-9/16" boards [65 mm], and 45-3/8" [1,152 mm] for 3-5/16" boards [84 mm]. A Sweet Memories series exclusive, 6-1/2" [165 mm] boards are up to 69" [1,758 mm] long.

- Environmentally friendly approach

\* Also available in most colors from the Mirage Engineered technology, on special order with a minimum of 1,000 sq. ft.



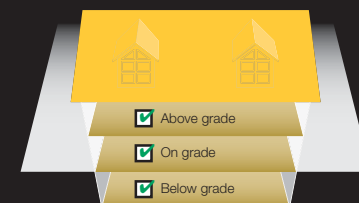
Recommended  
installation

**mirage**  
Lock



### Real hardwood boards. Fast and easy installation.

- Real hardwood boards with a high density fiber core [HDF]
- Single-action interlocking boards available in 4-5/16" [109 mm]
- Floor can be moved and reused
- No glue, nails, or staples required
- Can be installed over concrete [even with radiant heat system] or wood subfloors
- Micro-V joint on all 4 sides of the board
- Each box contains 6 assorted lengths up to 46-1/8" long [1,172 mm]
- Green approach: maximization of wood used



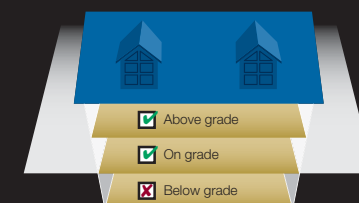
Recommended  
installation

**mirage**  
Classic



### Solid, 100% hardwood product.

- Exclusive manufacturing process
- Boards with uniform thicknesses and widths, available in 2-1/4", 2-1/2", 3-1/4", and 4-1/4" [57 mm, 64 mm, 83 mm, and 108 mm]
- Nailed or stapled over a wood subfloor
- Micro-V joint on all 4 sides of the board
- Can be sanded 3 to 5 times
- Each box contains random board lengths
- Exceptional durability



Recommended  
installation



## Different species. Different hardness.

American Cherry	950
American Walnut	1,010
Canadian Breza	1,210
Yellow Birch	1,260
Red Oak	1,290
Maple	1,450
Sapele	1,500
African Mahogany	1,500
Hickory	1,820
Tigerwood	2,160
Santos Mahogany [Cabreuva]	2,200
Brazilian Cherry [Jatoba]	2,350

Values given in pounds, based on the Janka test. The higher the number, the harder the wood.

## Cutting methods

There are two basic cutting methods for the hardwood wear layer of an Engineered or a Lock floor. Only the dry sawn method produces the perfect appearance and superior quality worthy of Mirage.



### Mirage

**Dry sawn:** Hardwood precisely sawn in desired thickness of plank.



- Same look as a 3/4" [19 mm] solid flooring
- Fine natural grain
- Each board is unique; no repetitive pattern
- Ultra-thick wear layer; can be sanded 3 to 5 times



### The competition

**Rotary peeled:** Log is boiled and then peeled in ultra-thin layer using a rotary cut [method used to make plywood].



- Repetitive patterns similar to plywood
- Ultra-thin wear layer; only 1 sanding or sometimes none





What can **nanotechnology** do to improve hardwood flooring protection?

Thanks to this cutting-edge technology, Mirage's finish is made of the smallest particles possible.

Nine times smaller than a hair, each particle molds perfectly to the shape of the hardwood floor, creating the clearest and most flexible finish in the industry.

**mirage** Competition



Clear and flexible

Cloudy and cracking



*Two finishes* to suit any lifestyle

**nanolinx™**  
ORIGINAL

**Highly resistant** – Perfect for everyday life

- **Five times more** wear resistant than most other residential finishes
- Antimicrobial agents for a more hygienic environment and an easier-to-clean floor
- Well thought out to protect hardwood floors from the snags of everyday life
- Standard protection on all Mirage products

*Glosses*

**Cashmere®\***

- Matte and silky
- Appearance of an oiled floor
- Easy upkeep

**Semi-Gloss**

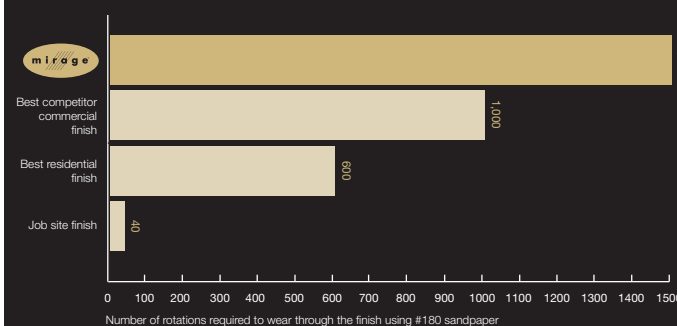
- Moderately shiny
- Enhances floor color

\*Registered trademark used under license

Commercial Grade Finish  
**nanolinx™**  
PREMIUM

**Ultras resistant** – Designed for high-traffic and commercial areas

- **50% more** wear resistant than most other commercial finishes
- Antimicrobial agents for a more hygienic environment and an easier-to-clean floor
- Tailor made for commercial areas or busy families, adds extra protection to hardwood floors
- The most crystal clear extra protection finish in the industry
- **Can be added to all Mirage Engineered products\***



\* Except for Sweet Memories and World Aromas Series.  
With a minimum order.  
Please contact your Mirage dealer for more information.

*Accessories*

A harmonious décor!

**Everything you need to tie together your décor**

Transition moldings, reducers, thresholds, and stair nosings. A wide range of accessories for a harmonious décor. Stains for stairs and other wood surfaces to match the color and species of your floor.

**Everything you need to make your floor last**

Ultra-effective floor cleaner that leaves no residue. Adjustable mop. High performance microfiber cloth. Touch-up kit. Fast upkeep to make your life easier.

Warranty

Lifetime limited structural warranty.

25-year warranty on finish wear-through for residential applications.

3-year warranty on finish wear-through for light commercial applications [Nanolinx™ Original].

5-year warranty on finish wear-through for commercial applications [Nanolinx™ Premium].



Natural beauty,  
natural variations

Wood is a natural product that changes color when exposed to light. All wood species change color after installation, but some change much more than others. The floor will become darker or lighter depending on the selected species without affecting the beauty or quality of the product.

What is more, the true appearance and color of the species may differ from those pictured. Some series, like the Exotic, Sweet Memories, Alive, and World Aromas Series, also have technical features that you should know about before making your choice. We therefore recommend that you select your new Mirage floor based on a real sample. See your Mirage dealer for advice and details about all the important technical features of our floors.





# A Naturally Responsible Approach

Selecting hardwood flooring is an environmentally friendly decision. When it's Mirage, it's also a

**responsible choice**

that can last a lifetime.

You care about a better quality of life for you and generations to come — and we do, too. That's why, from our earliest days, Mirage has adopted sustainable development as our guiding philosophy. That means meeting the needs of the present without jeopardizing the resources of the future, and it's how we do business every day.

# Some concrete steps by Mirage

- We use only non-genetically modified wood
- Mirage is FSC® and PEFC-certified. That means they come from certified producers committed to meeting healthy forestry management standards
- Over 90% of our purchased volume of domestic species comes from sawmills within 500 miles of our plant
- Mirage recycles 100% of the wood waste generated in the manufacture of our floors
- All Mirage wood flooring products are packaged in recyclable cartons made of 100% recycled material
- None of our finishes release VOCs [Volatile Organic Compound] or formaldehyde into the environment
- Top quality Mirage products qualify for LEED
- We are the first hardwood flooring manufacturer to receive ISO 9000 certification in North America
- Contribution to more than 350 organizations and foundations that fight problems including poverty, violence, illiteracy and illness



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



Make a choice that says you care.  
Choose Mirage Quality.



Look for FSC® certified products.



[www.miragefloors.com](http://www.miragefloors.com)

1-800-463-1303

Litho Canada 1112\_23064E1.0



The Unique Reflection of Quality