



Yesterday. Today. Tomorrow.



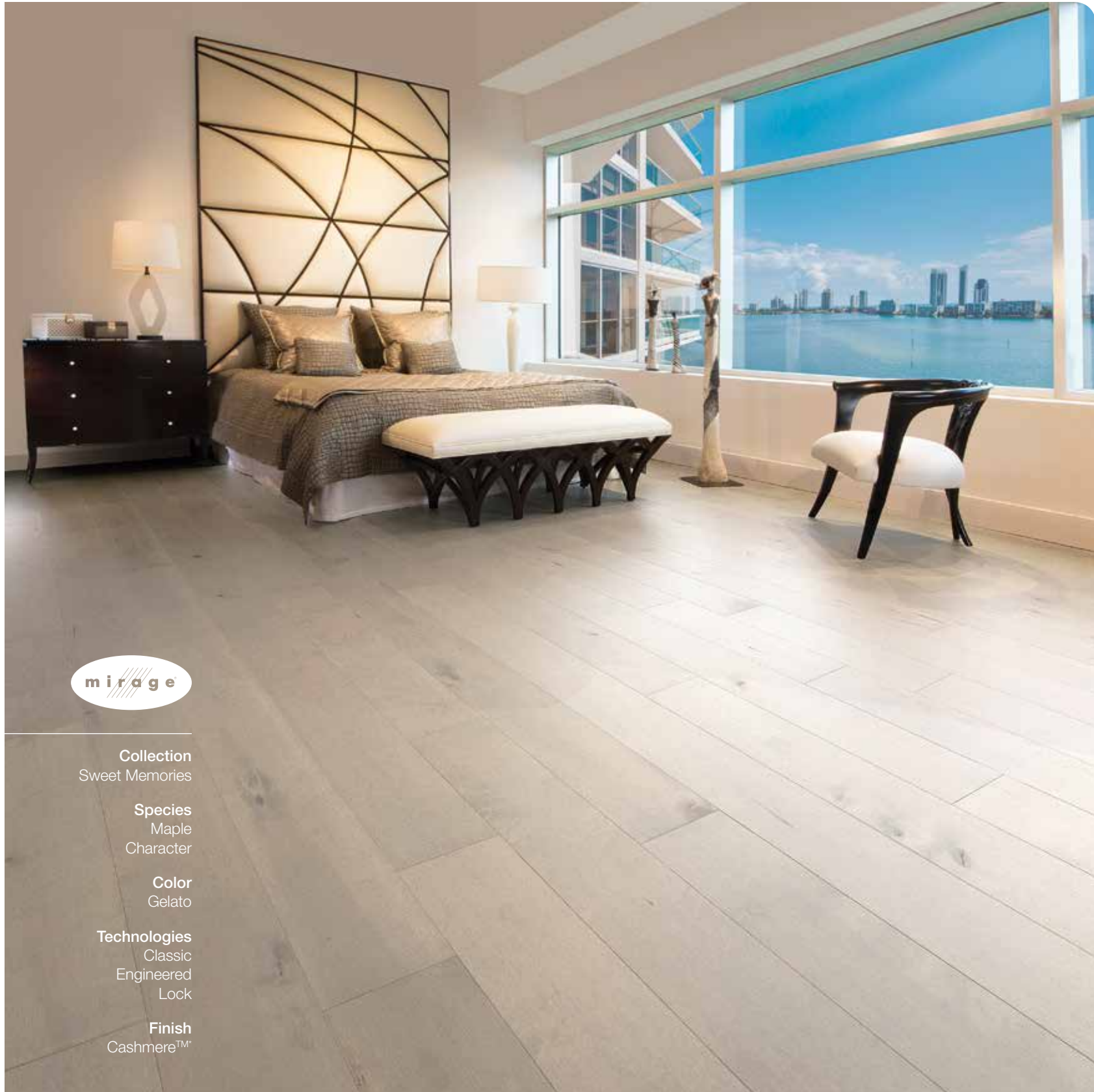
Collections



Live. Love. Share.

Quality without compromise.





Collection
Sweet Memories

Species
Maple
Character

Color
Gelato

Technologies
Classic
Engineered
Lock

Finish
Cashmere™

New!

Sweet Memories Collection



Fancy silver

Did you know?

Each color has its own special effect on your décor.
Flooring in a warm, matte tone brings a friendly, elegant feel to a large, cold room. A darker shade adds richness and opulence, regardless of room size. Pale colors lighten the look and give a sense of space.





Collection
Sweet Memories

Species
Yellow Birch
Character

Color
Gelato

Technology
Classic

Finish
Cashmere™

New!

Sweet Memories Collection



Pleasant perfume

Did you know?

A wood floor's **durability** and final appearance are largely dependent on the **composition of the finish** and how it is applied at the factory. At Mirage, the finish is perfectly balanced to avoid a plastic look and allow the full beauty of the wood to shine through while at the same time protecting it from life's little mishaps.





mirage

Collection
Sweet Memories

Species
Maple
Character

Color
Peppermint

Technologies
Classic
Engineered
Lock

Finish
Cashmere™

New!

Sweet Memories Collection

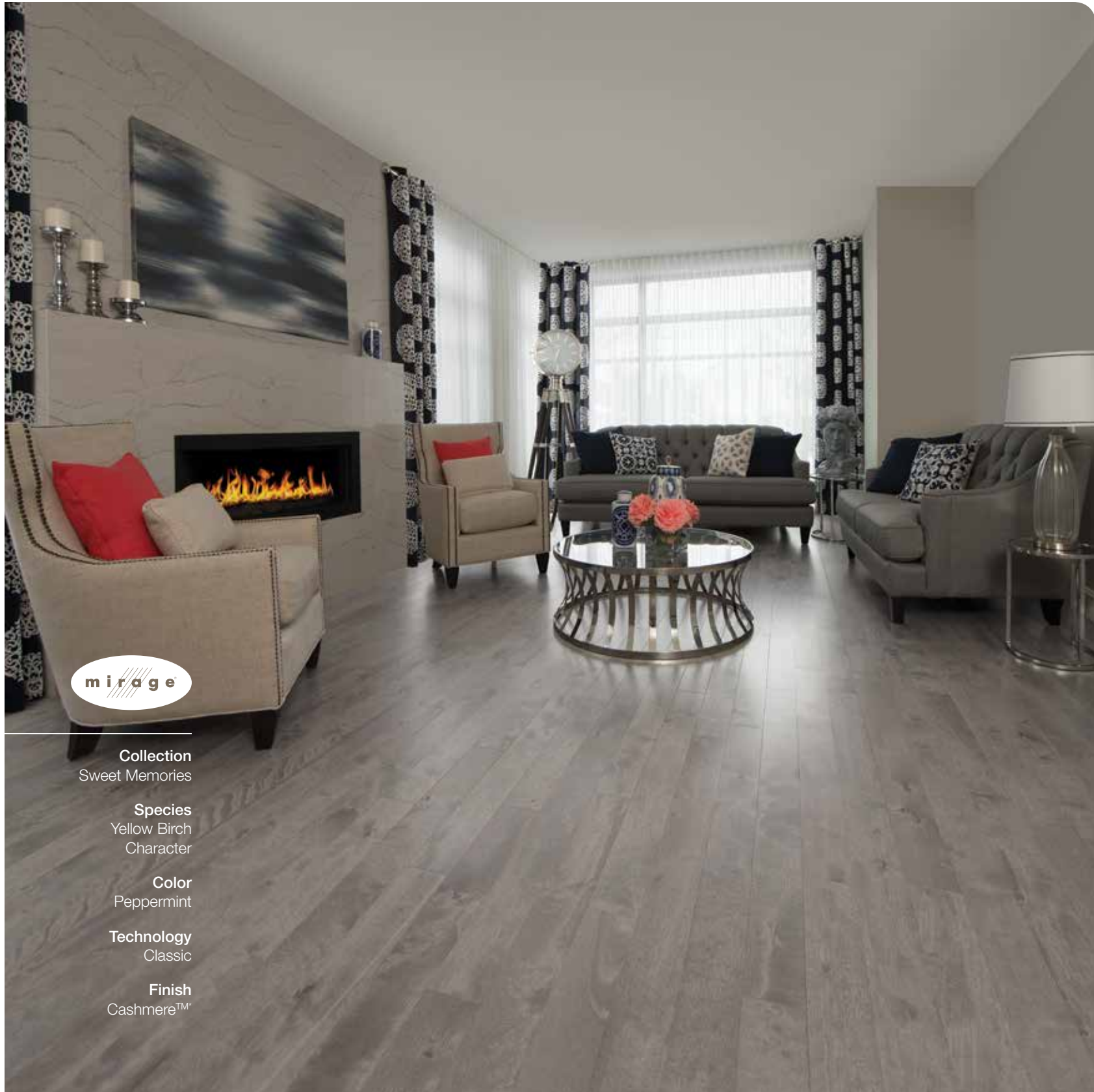


Mystical mint

Did you know?

Not only do you get even more impressive widths—up to 7-3/4"—boards are longer as well, **with some up to 82" long**. Longer, wider boards means fewer boards are needed, which in turn means fewer, less visible joints. The result is dramatic, a more uniform look that lets the authenticity of the wood shine through.





mirage

Collection
Sweet Memories

Species
Yellow Birch
Character

Color
Peppermint

Technology
Classic

Finish
Cashmere™

New!

Sweet Memories Collection



Dream infusion

Did you know?

Mirage floors are entirely designed and manufactured at our plant in Saint-Georges, Quebec, Canada. For more than 30 years our passion for wood, our expertise, and our all-encompassing commitment to quality have made us a leader in high-end hardwood flooring. Treat your home to Mirage!





Collection

Flair

Species

Maple
Character

Color

Nightfall

Technologies

Classic
Engineered

Finish

DuraMatt™

New!

Flair Collection



Serenity atmosphere

Did you know?

A Flair Collection floor is the touchstone of an on-trend rustic chic décor. Enjoy wood with all its natural personality—knots, color variations, wide widths, and subtle colors. Get superior protection with the DuraMatt™ finish, a Mirage exclusive, for a floor that coordinates perfectly with the glossy, minimalist features of any contemporary décor.





Collection
Flair

Species
Red Oak
Character

Color
Nightfall

Technologies
Classic
Engineered

Finish
DuraMatt™

New!

Flair Collection



Classic charm

Did you know?

Our DuraMatt™ finish is just what it sounds like: a durable, ultramatte finish that gives the floor **the appearance of an oiled hardwood**. This one-of-a-kind polyurethane finish is 20 times more wear-resistant than most conventional oil finishes, with an ultramatte look that lets all the beauty of the wood grain shine through while providing superior protection.





Collection
Admiration

Species
Maple

Color
Cape Cod

Technologies
Classic
Engineered
Lock

Finishes
Cashmere™
Semi-Gloss

New!

Admiration Collection



Coral beach

Did you know?

Board direction and width play an important role. Some combinations work better than others. For example, installing strips widthwise in a long, narrow room creates the illusion of space. Narrow strips make a room look longer, while wider strips reduce the sense of depth.



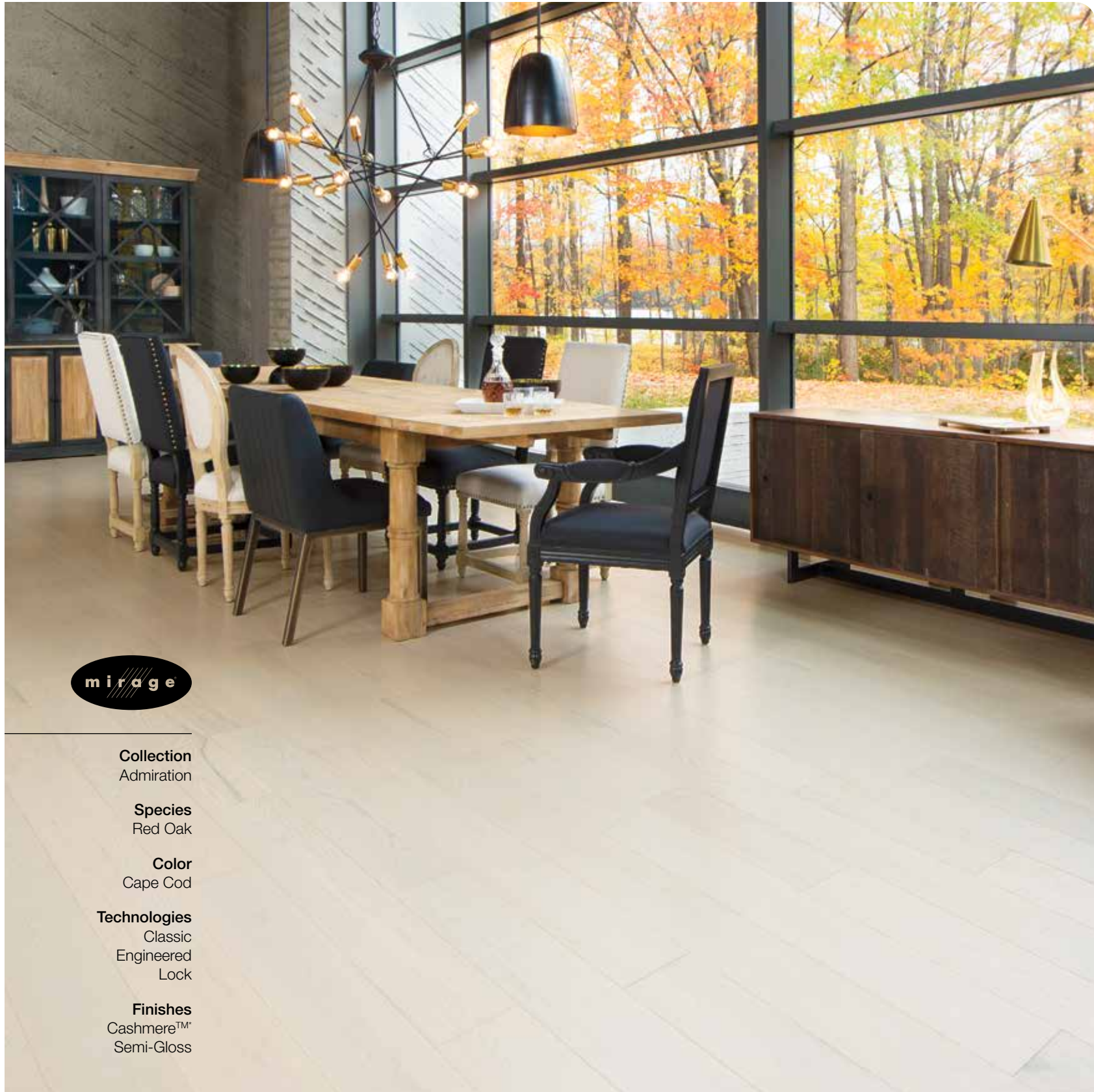
Collection
Admiration

Species
Yellow Birch

Color
Cape Cod

Technology
Classic

Finishes
Cashmere™
Semi-Gloss



Collection

Admiration

Species

Red Oak

Color

Cape Cod

Technologies

Classic

Engineered

Lock

Finishes

Cashmere™

Semi-Gloss

New!

Admiration Collection



Fall breeze

Did you know?

Basements and condominiums can also be enhanced by the beauty of a real wood floor! Thanks to their innovative structure designed for spaces with variable humidity, Mirage Lock and Mirage Engineered floors let you take advantage of the warmth of wood, anywhere you like.





mirage

Collection
Imagine
(textured floor,
cork look)

Species
Maple
Character

Color
Driftwood

Technologies
Classic
Engineered

Finish
DuraMatt™

New!

Imagine Collection



Cinders veiled

Did you know?

Some Mirage floors offer the benefit of **hiding signs of wear**. The Alive, Sweet Memories, Imagine, and Flair Collections are perfect for the lifestyle of young, active families and pet owners. With their varied textures and shading, they help hide whatever life throws their way.





Collection
Imagine
(textured floor,
cork look)

Species
Red Oak
Character

Color
Driftwood

Technologies
Classic
Engineered

Finish
DuraMatt™

New!

Imagine Collection



Pearl grayness

Did you know?

Mirage Engineered floors are just as sandable as our Mirage Classic floors. Engineered floors have a more compact structure, but the wood surface is just as thick and can be sanded 3 to 5 times—for a fabulous floor for years to come!



Collection
Natural

Species
White Oak, R&Q
Exclusive

Color
Natural

Technology
Engineered

Finishes
Cashmere™
Semi-Gloss

Yellow Birch
Select and
Better

Yellow Birch
Exclusive

Maple
Select and
Better

Maple
Exclusive

Red Oak
Select and
Better

Red Oak
Exclusive

Hickory
Exclusive

Hickory
Character

White Oak,
R&Q
Exclusive

White Oak,
R&Q
Character

Walnut
Exclusive

Walnut
Character



Collection
Natural

Species
Maple Exclusive

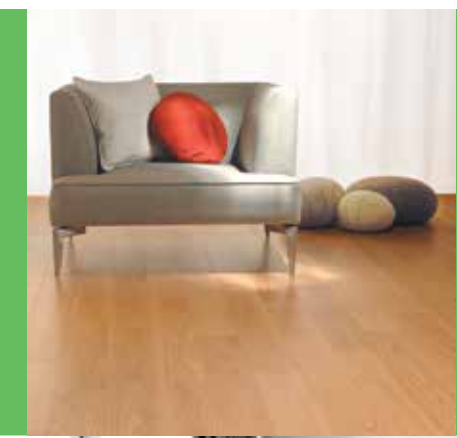
Color
Natural

Technologies
Classic
Engineered
Lock

Finishes
Cashmere™*
Semi-Gloss



Natural Collection



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.

Dazzle!

Let your inner beauty shine through. Perfect light, playful glances—timeless moments of clarity. Come out and play!



Collection
Admiration

Species
Maple

Color
Platinum

Technologies
Classic
Engineered
Lock

Finishes
Cashmere™*
Semi-Gloss



Maple Nordic	Red Oak Nordic	Maple Cape Cod	Yellow Birch Cape Cod	Red Oak Cape Cod	Maple Rio	Yellow Birch Rio	Red Oak Rio
Maple Greystone	Yellow Birch Greystone	Hickory** Greystone	Maple Platinum	Yellow Birch Platinum	Red Oak Platinum	Maple Charcoal	Yellow Birch Charcoal
Red Oak Charcoal	Walnut* Charcoal	Maple Graphite	Red Oak Graphite	Maple Java	Yellow Birch Java	Red Oak Java	Maple Coffee
Yellow Birch Coffee	Red Oak Coffee	Maple Waterloo	Yellow Birch Waterloo	Red Oak Waterloo	Maple Vienna	Yellow Birch Vienna	Red Oak Vienna
Maple Bolton	Yellow Birch Bolton	Red Oak Bolton	Maple Umbria	Yellow Birch Umbria	Red Oak Umbria	Hickory** Umbria	Maple Havana
Yellow Birch Havana	Red Oak Havana	Hickory** Havana	Yellow Birch Rich Oak	Red Oak Rich Oak	Maple Savanna	Yellow Birch Savanna	Red Oak Savanna
Hickory** Savanna	Walnut* Savanna	Maple Hudson	Yellow Birch Hudson	Red Oak Hudson	Maple North Hatley	Yellow Birch North Hatley	Red Oak North Hatley
Maple Sierra	Yellow Birch Sierra	Red Oak Sierra	Hickory** Sierra	Red Oak Golden	Maple Windsor	Yellow Birch Windsor	Red Oak Windsor
Maple Nevada	Red Oak Nevada	Maple Auburn	Yellow Birch Auburn	Red Oak Auburn	Maple Canyon	Yellow Birch Canyon	Red Oak Canyon



Collection

Admiration

Species

Red Oak

Color

Havana

Technologies

Classic

Engineered

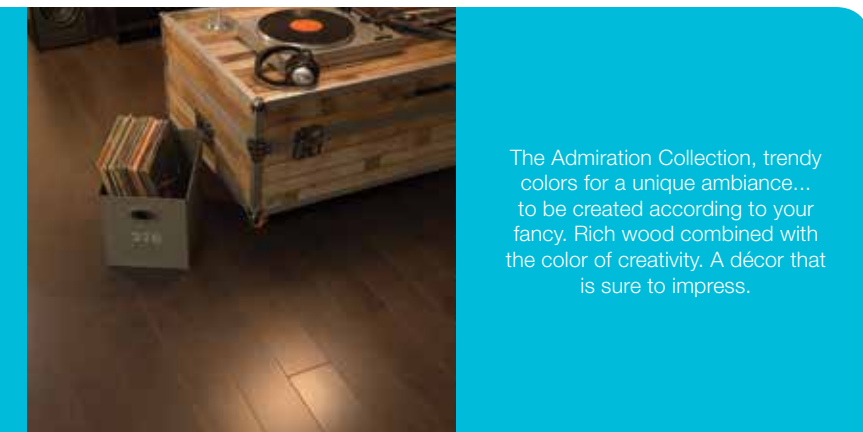
Lock

Finishes

Cashmere™

Semi-Gloss

Admiration Collection



The Admiration Collection, trendy colors for a unique ambiance... to be created according to your fancy. Rich wood combined with the color of creativity. A décor that is sure to impress.

Dare!

Be inspired, create a cozy space where dreams and desires come true. Instant happiness... The life you've longed for!



Collection

Sweet Memories

Species

White Oak, R&Q

Character

Color

Tree House

Technology

Engineered

Finish

Cashmere™

* Character floors appreciated for their pronounced color variation.

** Also available on Hickory Character grade.

The Sweet Memories Collection is prized for its floors with character and pronounced color variations.

White Oak, R&Q Carousel	Red Oak Carousel	White Oak, R&Q Château	Red Oak Château
White Oak, R&Q Treasure	Red Oak Treasure	White Oak, R&Q Hopscotch	Red Oak Hopscotch
White Oak, R&Q Tree House	Red Oak Tree House	Maple Gelato	Yellow Birch Gelato
Maple Peppermint	Yellow Birch Peppermint	Maple Nougat	Yellow Birch Nougat
Maple Praline	Yellow Birch Praline	Maple Gingerbread	Yellow Birch Gingerbread
Maple Black Jelly Bean	Yellow Birch Black Jelly Bean		



Collection
Sweet Memories

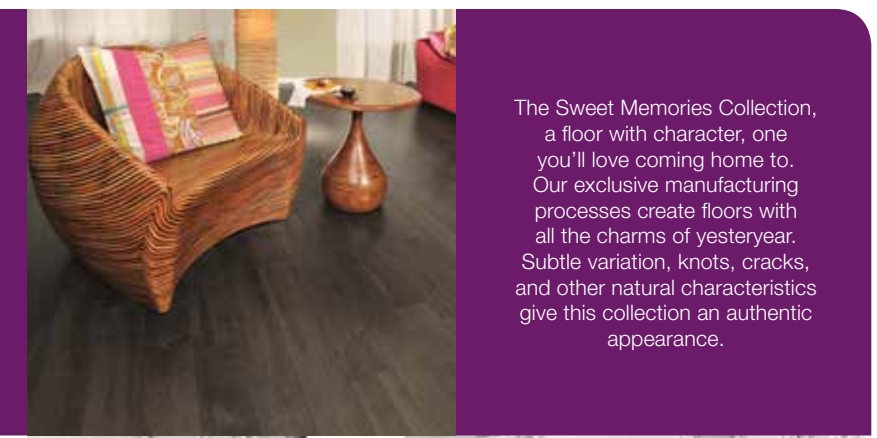
Species
Red Oak
Character

Color
Treasure

Technologies
Classic
Engineered
Lock

Finish
Cashmere™

Sweet Memories Collection



The Sweet Memories Collection, a floor with character, one you'll love coming home to. Our exclusive manufacturing processes create floors with all the charms of yesteryear. Subtle variation, knots, cracks, and other natural characteristics give this collection an authentic appearance.

Treasure!

Comforting and authentic, a superbly gourmet ambiance for memorable moments of genuine sharing. Enticing in every way!



Collection
Alive

Species
White Oak, R&Q

Color
Isla

Technology
Engineered

Finish
Cashmere™



- White Oak, R&Q Isla
- Red Oak Isla
- Red Oak Oakland
- Red Oak Stanford
- Red Oak Farnham
- Red Oak Eastman
- White Oak, R&Q Sepia
- Red Oak Sepia
- Red Oak Knowlton



Collection
Alive

Species
Red Oak

Color
Sepia

Technologies
Classic
Engineered
Lock

Finish
Cashmere™*

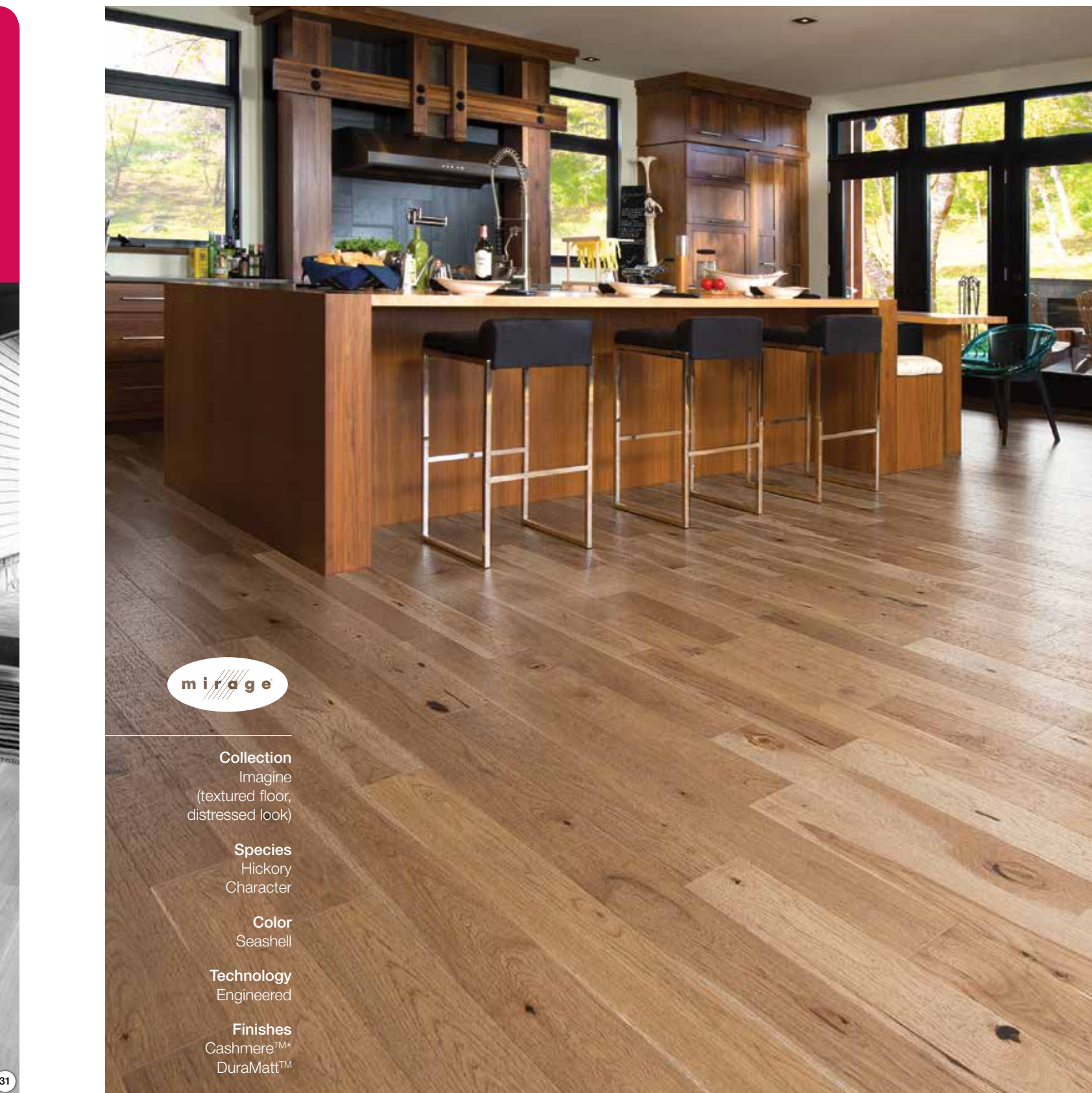
Alive Collection



The Alive Collection, a floor in harmony with the fast pace of today's families. A lightly brushed look in the latest colors. Perfect for town or country.

Live!

You pick up the pace, switch into high gear—it's crazy! You say goodbye and start your day. A few hours later, you're back to the comforts of home. That's what modern life is all about!



Collection
Imagine
(textured floor,
distressed look)

Species
Hickory
Character

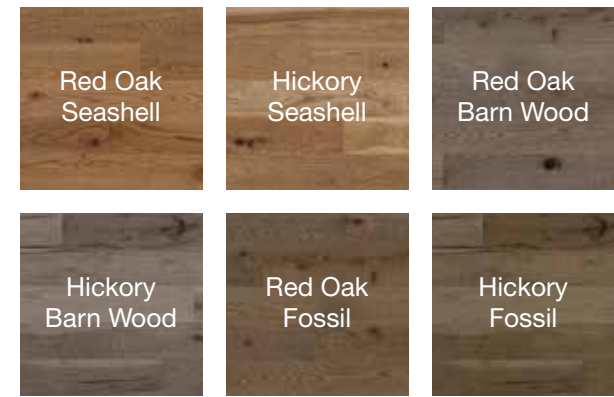
Color
Seashell

Technology
Engineered

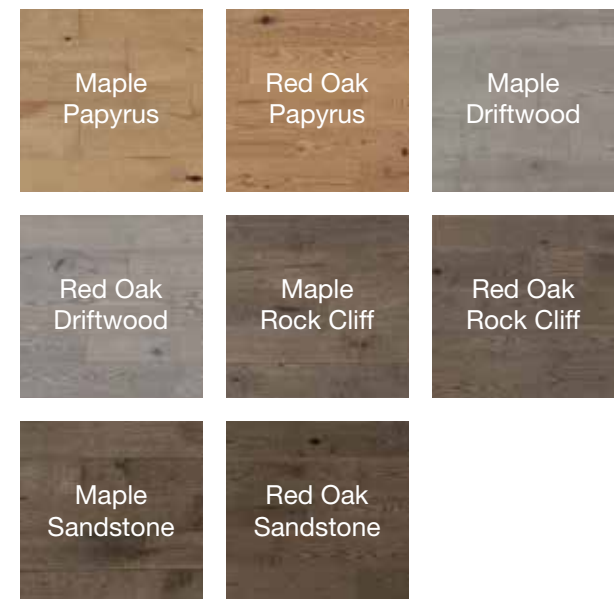
Finishes
Cashmere™*
DuraMatt™

The Imagine Collection is prized for its floors with character and pronounced color variations.

Distressed look (textured floor)



Cork look (textured floor)



Collection
Imagine
(textured floor,
cork look)

Species
Maple
Character

Color
Rock Cliff

Technologies
Classic
Engineered

Finishes
Cashmere™
DuraMatt™



Imagine Collection

Touch!

Imagination runs free in this pleasant haven. Creativity is instant. Fine-tuned, perfectly finished. The artistic touch you've been seeking for so long.



The Imagine Collection, a textured floor designed for real life. A unique process that adds texture to the wood and helps hide the marks and scuffs of daily use.





African Mahogany Brass

African Mahogany Onyx

Brazilian Cherry

Sapele



Collection
Exotic

Species
Brazilian Cherry

Color
Natural

Technology
Engineered

Finishes
Cashmere™*
Semi-Gloss

Exotic Collection



The Exotic Collection, stunning wood from around the world. Hues and tint that fascinate without fail. A cachet of exotic richness that will set you apart.

Dream!

Adventure calls. Captivating vistas and wonderful discoveries await. Get ready for a world of pleasure. It's departure time... Let the journey begin!



Flair Collection floors:
available in Character
or heavy Character.

Maple White Mist	White Oak White Mist
Maple Snowdrift	White Oak Snowdrift
Maple Sand Dune	White Oak Sand Dune
Maple Grey Drizzle	White Oak Grey Drizzle
Maple Dark Leaf	White Oak Dark Leaf
Maple Nightfall	Red Oak Nightfall



Collection
Flair

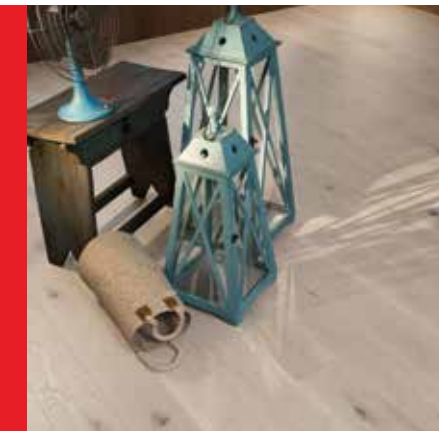
Species
Maple,
Heavy Character

Color
Grey Drizzle

Technology
Engineered

Finish
DuraMatt™

Flair Collection

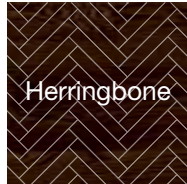


The Flair Collection, the natural grace and character of wood. Subtle earth tones in harmony with the ultramatte surface.

Impress!

Natural elegance never fails to impress. Gently audacious. The pleasure of pure comfort: you feel it right away. Perfect for your work space or modern den... Groundbreaking!

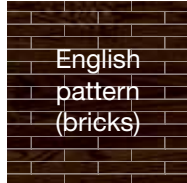




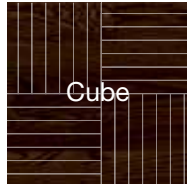
Herringbone



Double Herringbone



English pattern (bricks)



Cube



Basket

mirage

Collection
Herringbone

Species
Hickory

Color
Greystone

Pattern
Herringbone

Technology
Engineered

Finishes
Cashmere™*
Semi-Gloss

Herringbone Collection



The Herringbone Collection, different shapes that create unusual patterns. An interplay of species for perfect illusions. Equal lengths to make symmetry come to life.

Fascinate!

The atmosphere's perfect, the attire casual. Everything is in place for a day that brings your fantasies to life.



10 Reasons to Choose Mirage

1. Quality

Trade publication surveys of floor covering dealers have resulted in 30 awards for excellence for Mirage over the past 10 years. Boa-Franc, manufacturer of Mirage floors has also received, The Canada Awards for Excellence (CAE), which is the highest level of recognition an organization can receive in Canada.

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

Our nanotechnology-based finishes make 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.

Voted No. 1
in quality
by retailers

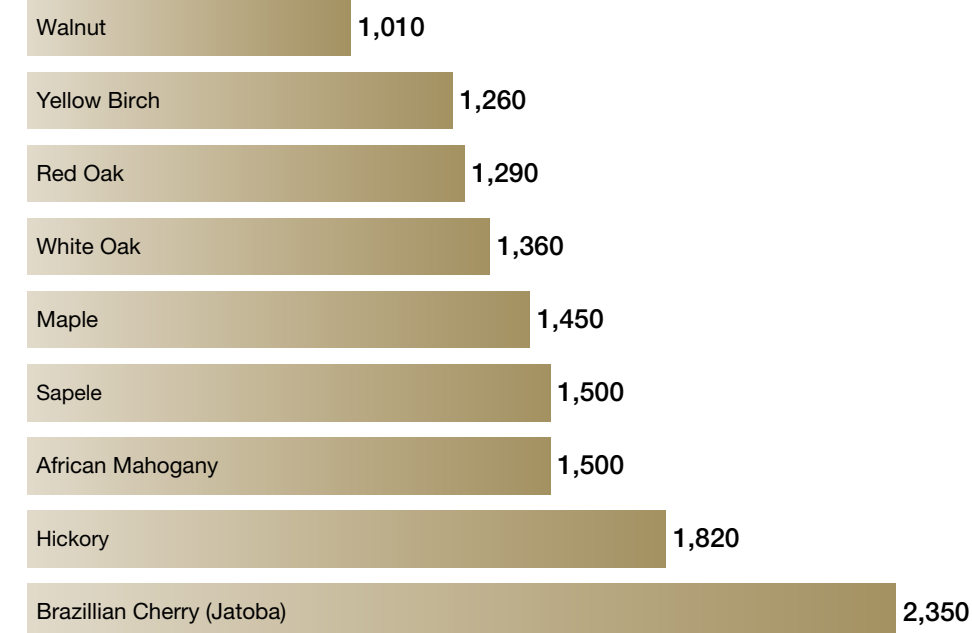
FCW
FLOOR COVERING WEEKLY

FLOOR FOCUS

floorcoveringnews

Different species.
Different hardness.

Cutting
methods



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

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

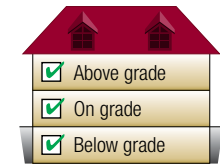
Log is boiled and then peeled in ultra-thin layer using a rotary cut (method used to make plywood)

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



Three approaches.
One Mirage Look.

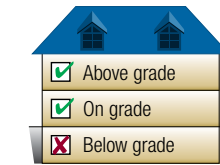
Environments change, methods evolve.
Engineered, Classic, and Lock. Three
different ways to bring your Mirage décor
to life. Uniformity, stability, longevity.
Precision guaranteed.



Recommended installation

Real hardwood boards. Ingenious structure.

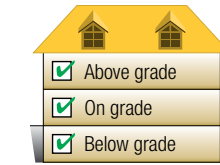
- Exclusive manufacturing process
- Real wood over a hardwood plywood base
- Boards with uniform thicknesses and widths, available in 2-9/16", 3-5/16", 5", 6-1/2", and 7-3/4" (65 mm, 84 mm, 127 mm, 165 mm, and 197 mm)
- Scored board backing (Perfect Score™) for better glue adherence and flexibility
- Glued down over concrete (even with radiant heat systems, except Brazilian Cherry and Hickory) stapled or nailed over wood subfloors
- Micro-V joint on all 4 sides of the board
- Can be sanded 3 to 5 times
- Each box contains fixed lengths up to 82" (2,086 mm)
- Environmentally friendly approach
- Ultra thick, real hardwood wear layer



Recommended installation

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

Real hardwood boards. Fast and easy installation.

- Exclusive manufacturing process
- 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, except Hickory) or wood subfloors
- Micro-V joint on all 4 sides of the board
- Each box contains 6 fixed lengths
- Green approach: maximization of wood used

Wood Grades



Maple Character, White Mist

Natural beauty, natural variations



Hickory Exclusive, Natural



Maple Select and Better



Maple Exclusive



Maple Character

The grade is a way to classify wood planks according to natural color variation and the presence of knots, splits, and other character marks. Generally speaking, there are three main grades: Select and Better, Exclusive and Character. It refers only to the visual aspect of wood. It is not a measure of quality.

Character grade floors, like those in the Sweet Memories, Imagine, and Flair Collections and species such as Walnut, Hickory, and White Oak, R&Q from the Natural and Admiration Collections are prized for their natural wood characteristics and pronounced color variations. A number of environmental factors can cause some distinctive marks to become particularly prominent over time. Talk to your Mirage dealer before making your final choice.

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. See your Mirage dealer for advice and all the technical details you need.

Finishes

For a superior protection



Clearer and highly resistant

- **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 (except for the Flair and the Imagine Collections available with the DuraMatt™ finish).



Ultra-resistant

Designed for high-traffic and commercial areas

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

* Available on Mirage Engineered and Mirage Classic products from the Natural, Exotic and Admiration Collections. Please contact your Mirage dealer for more information.

DURAMATT™

A durable and ultramatte finish.

The look of oiled hardwood floors reinvented by Mirage.

- Silky ultramatte finish that brings out wood's natural beauty.
- The look of an oiled hardwood floor without the hassles of regular oil application and low wear resistance.
- Hypoallergenic finish that is free of volatile organic compounds (VOCs) and formaldehyde.



Antimicrobial agent for a cleaner environment



Superior resistance to stains



Superior resistance to scratches



Flexible, elastic finish for longer life



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



Warranty

- Lifetime limited structural warranty.
- 35-year warranty on finish wear-through for residential applications (Nanolinx™ HD and DuraMatt™).
- 3-year warranty on finish wear-through for light commercial applications (Nanolinx™ HD and DuraMatt™).
- 5-year warranty on finish wear-through for commercial applications (Nanolinx™ Commercial).

Glosses

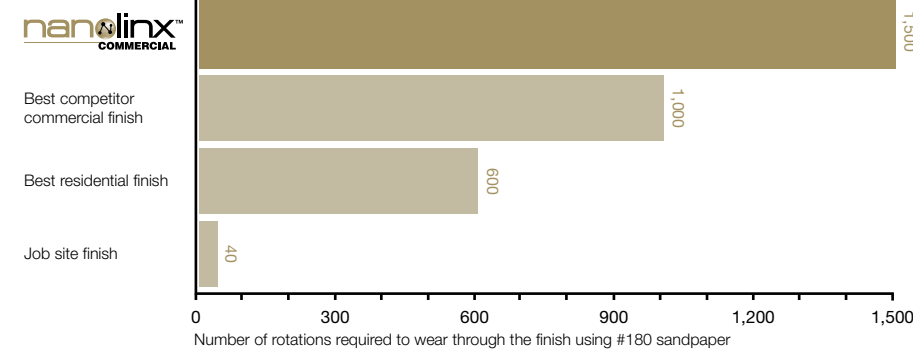
Cashmere™*

- Matte
- Easy upkeep

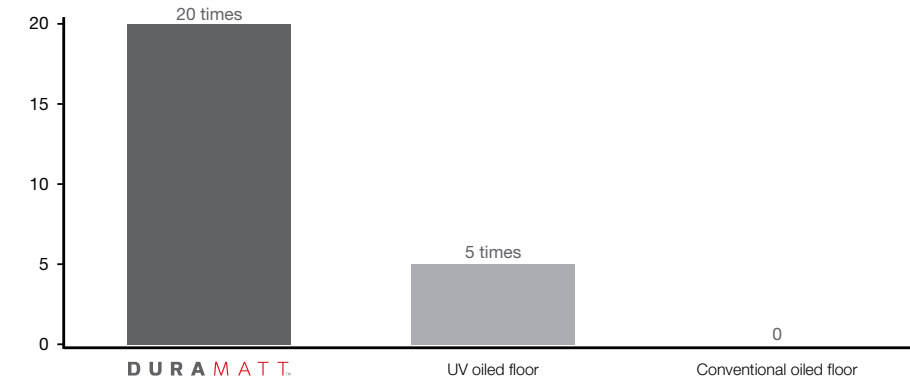
Semi-Gloss

- Moderately shiny
- Enhances floor color

Wear Resistance



Wear Resistance



* Registered trademark used under license

A harmonious
décor!



Moldings

Transition moldings, reducers, thresholds, and stair nosings. A wide range of accessories for a harmonious décor. A perfect finish!

Maintenance and touch-up products

Ultra-effective floor cleaner that leaves no residue. Adjustable mop. High performance microfiber cloth. Touch-up kit. Order online at www.miragefloors.com.

A Naturally
Responsible
Approach



Some concrete steps by Mirage

- We use only non-genetically modified wood
- None of our finishes release VOCs (Volatile Organic Compounds) or formaldehyde into the environment
- 100% water-based stain
- Over 90% of our purchased volume of domestic species comes from sawmills within 500 miles (800 km) of our plant to minimize greenhouse gas emissions.
- Mirage recycles 100% of the wood waste generated in the manufacturing of our floors
- All Mirage wood flooring products are packaged in recyclable cartons made of 100% recycled material
- 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

Naturally Responsible

To find out about all our other initiatives, discover our progressive approach to sustainable development at www.miragefloors.com

Contributes to **LEED CREDITS**

ISO 9001 CERTIFIED

CARB 93120 Compliant

Lacey Act Compliant

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

mirage



The Unique Reflection of Quality



www.miragefloors.com

1-800-463-1303