



Hardwood Floors



MIRAGE ONE WITH NATURE

Being one with nature and protecting the environment are the core principles that guide our company's philosophy and everything we do. This has never been more true than it is today.

We are the real wood specialists. Mirage is a purely North American made company known for our exemplary service and products that exceed industry standards for quality.

Our suppliers, customers, and employees know we make it a priority to deliver real wood flooring sourced smartly and sustainably from forests through selective cutting.

The hardwood floors we produce breathe new life into an ecological and biodegradable product that comes from our forests, a natural and renewable resource.

We design hardwood floors that can last over 100 years, are recyclable, and are sustainably produced to do no harm to our natural environment. We abide by the highest environmental standards, so we can offer current and future generations of customers and the entire

ecosystem a wholesome product that won't pollute the planet. We work hard to be greener and greener every day, one step at a time.

Nature is our greatest resource. That's why it is so critical for us to stay connected with it and honor it.

Inspired by the power of nature, Mirage ingenuity has once again set the tone and raised the standard. When

we set our minds to do something, we do it in pursuit of excellence, and Mirage is bringing customers the best technology available on the market this year with TruBalance. After years of tests, a successful patent, and extensive experience in the field, this technology is unquestionably the platform of the future.

This platform, which I proudly refer to as the "*Triple crown*", is the ideal blend of the best features of every technology we've been using for decades at Mirage.

Performance and nature: The perfect combination for a product that does it all and does it well.

By producing the best hardwood floors in North America using responsibly processed wood, we have a positive impact on the environment as well as people's health and well-being. Wood is our passion. We're just as dedicated to our customers and suppliers. We see them as our partners as we work together to build a better future. We extend that same commitment and respect to our employees as well. Their skills and know-how are the cornerstone of our success, and we know that if they're happy at home with their families, they'll also be happy here at Mirage. It's all about balance. Our communities are important to us, and we want to make a difference in people's daily lives. This is all part of our management philosophy. We believe that everything revolves around both the circle of wood and the cycle of life.

When you choose Mirage Hardwood Flooring, you're making a responsible choice. It's a natural choice you can feel good about now—and for a long time to come!



Pierre Thabet
President



FLAIR Collection

The natural grace and character of wood.
Subtle earth tones in harmony with a matte surface.



Collection
Flair

Species
Hickory
Character

Color
Desert Rose

Texture
Brushed



Collection
Flair

Species
Hickory
Character

Color
Sandy Reef

Texture
Brushed



Collection
Flair

Species
White Oak
Character

Color
Stardust

Texture
Brushed



Collection
Flair

Species
White Oak
Character

Color
Lunar Eclipse

Texture
Brushed



Collection
Flair

Species
Maple
Character

Color
White Mist

Texture
Smooth



Collection
Flair

Species
White Oak
Character

Color
Sailing Stone

Texture
Brushed

SWEET MEMORIES Collection

Our exclusive manufacturing processes create floors with all the charms of yesteryear. Color variations, knots, cracks, and other natural characteristics give this collection an authentic appearance.



mirage

Collection
Sweet Memories

Species
Hickory
Character

Color
Clay Marbles

Texture
Brushed



mirage

Collection
Sweet Memories

Species
White Oak
Character

Color
Jump Rope

Texture
Brushed



Collection
Sweet Memories

Species
Red Oak
Character

Color
Paddle Ball

Texture
Brushed



Collection
Sweet Memories

Species
White Oak
Character

Color
Rocking Horse

Texture
Brushed



Collection
Sweet Memories

Species
Maple
Character

Color
Nougat

Texture
Smooth



Collection
Sweet Memories

Species
White Oak
Character

Color
Hula Hoop

Texture
Brushed

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.



Collection
Imagine

Species
Maple
Character

Color
Papyrus

Texture
Cork



Collection
Imagine

Species
Red Oak
Character

Color
Papyrus

Texture
Cork



Collection
Imagine

Species
Maple
Character

Color
Rock Cliff

Texture
Cork



Collection
Imagine

Species
Maple
Character

Color
Driftwood

Texture
Cork

ADMIRATION
Collection

Trendy colors for a unique ambiance. Rich wood combined with the color of creativity. A décor that is sure to impress.



Collection
Admiration

Species
Red Oak
Exclusive

Color
Rio

Texture
Brushed



Collection
Admiration

Species
Maple
Exclusive

Color
Charcoal

Texture
Engraved



Collection
Admiration

Species
Walnut
Character

Color
Savanna

Texture
Smooth



Collection
Admiration

Species
Maple
Exclusive

Color
Platinum

Texture
Smooth



Collection
Admiration

Species
White Oak
Exclusive

Color
Isla

Texture
Brushed



Collection
Admiration

Species
Maple
Exclusive

Color
Nordic

Texture
Smooth



Collection
Admiration

Species
Maple
Exclusive

Color
Canyon

Texture
Smooth



NATURAL Collection

All the natural richness of wood. Straightforward expression.
A look of purity for a naturally timeless classic.



Collection
Natural

Species
Hickory
Character

Color
Natural

Texture
Brushed



mirage

Collection
Natural

Species
Red Oak
Exclusive

Color
Natural

Texture
Brushed



mirage

Collection
Natural

Species
Red Oak
Character

Color
Natural

Texture
Brushed



Collection
Natural

Species
White Oak
Exclusive

Color
Natural

Texture
Brushed



Collection
Natural

Species
White Oak
Character

Color
Natural

Texture
Brushed



Collection
Natural

Species
White Oak, R&Q
Character

Color
Natural

Texture
Brushed



Collection
Natural

Species
Walnut
Character

Color
Natural

Texture
Brushed



Collection
Natural

Species
Maple
Character

Color
Natural

Texture
Smooth



HERRINGBONE Collection

Different shapes that create unusual patterns.
Equal lengths to make symmetry come to life.



Collection
Herringbone

Species
White Oak
Character

Colors
Bubble Bath, Hula Hoop
and Sand Castle

Pattern
Herringbone

Texture
Brushed



Collection
Herringbone

Species
Maple
Exclusive

Colors
Canyon, Graphite
and Nordic

Pattern
Fence

Texture
Smooth



Collection
Herringbone

Species
White Oak
Character

Colors
White Mist and
Lunar Eclipse

Pattern
Basket

Texture
Brushed

FINISHES

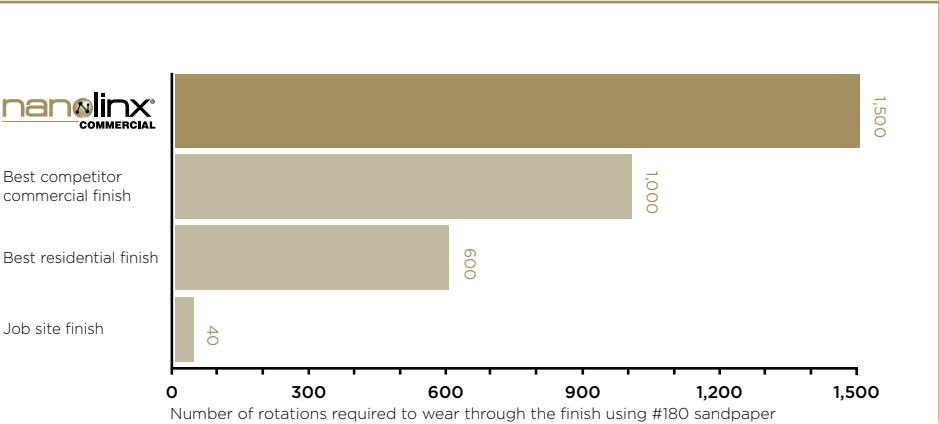
For a superior protection



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 **TruBalance**, **Engineered** and **Classic** technologies from the **Admiration** and **Natural Collections***
 - 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
- *Please contact your Mirage representative or dealer for more information.

Wear Resistance



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
- Protects hardwood floors from the snags of everyday life

Glosses

Cashmere®*

- Matte

Semi-Gloss

- Moderately shiny

* Registered Trademark used under license

DURAMATT®

A durable and
matte finish

- The look of an oiled hardwood floor without the hassles of maintenance
- Silky matte finish that brings out wood's natural beauty
- Hypoallergenic finish for a safe environment



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



Flexible, elastic finish for longer life



Superior resistance to scratches

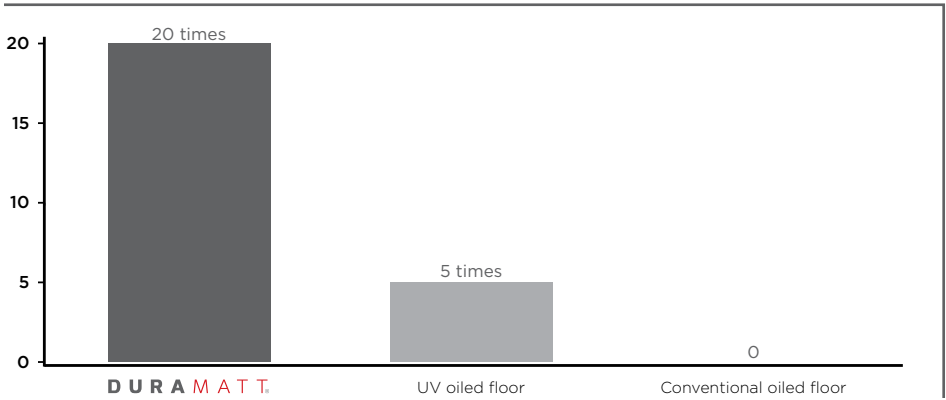


Superior resistance to stains



Antimicrobial agent for a cleaner environment

Wear Resistance



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)

Wood Grades

The grade is a way to classify wood planks according to natural color variation and the presence of knots, splits, and other character marks. It refers only to the visual aspect of wood. Generally speaking, there are three main grades: Select and Better, Exclusive and Character.



Red Oak Character Natural

Red Oak Select & Better



Red Oak Exclusive



Red Oak Character



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.



Hickory Character Natural



Maple Character Natural

5 REASONS TO CHOOSE MIRAGE



1 CONSISTENT QUALITY



The most consistent and controlled manufacturing process in the hardwood industry, unique know-how, and state of the art finishing method has earned Mirage #1 in quality 39 times.

2 100% NORTH AMERICAN



Designed and manufactured in North America for more than 35 years, Mirage floors are synonymous with a proud workforce and the best technology available to meet the needs of the local consumer.

3 VARIETY



More than 1,000 color, width, species, and finish combinations to provide a multi-award-winning design and flooring perfectly suited to your lifestyle.

4 PEACE OF MIND



The most wear-resistant floor in the hardwood industry coupled with a lifetime structural warranty will give you peace of mind that your investment is protected.

5 NATURALLY RESPONSIBLE



Mirage takes a progressive approach to sustainable development, designing products that meet the highest environmental standards in the industry. Our finishes are hypoallergenic, so your home stays healthy and safe for your family.

SUSTAINABLE DEVELOPMENT

A Naturally Responsible Approach

Some concrete steps by Mirage

- We use only non-genetically modified wood
- Hypoallergenic finish for a safe environment
- Over 85% of our purchased volume of domestic species comes from sawmills within 500 miles (800 km) of our plant to minimize greenhouse gas emissions
- Mirage uses the wood waste generated in the manufacturing of our floors
- All Mirage wood flooring products are packaged in recyclable cartons made of recycled material
- Top quality Mirage products that contribute to LEED projects
- 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
mirage

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

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





Hardwood Floors



www.miragefloors.com

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