

We're Creating a Better World—Want to Help?

A Naturally Responsible Approach



m i r a g e[®]

Hardwood Floors



Congratulations

on considering Mirage Quality Prefinished Hardwood Flooring! Wood is a carbon neutral material — it offsets as much as it releases — and it's a renewable, natural and biodegradable resource. 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.

From participating in reforestation projects to recycling at our facilities, we're always looking for new ways to protect the Earth while improving our products and caring for our customers.

Through Sustainable Development practices, we can do all that and more.



Here are just a few of the ways we're working to preserve resources and create a better world for all of us today... and for future generations.

NEW USES FOR WOOD WASTE

Mirage **recycles 100% of the wood waste generated in the manufacture of our floors**, using some of it to fuel the furnace that generates heat for the kiln dryers we use to dry our lumber. The rest becomes logs and pellets for heating, wood fiber panels and farm animal bedding.

RECYCLING TODAY FOR A BETTER TOMORROW

- > In more than 25 years of operation, we have **recycled and reused more than 500,000 packages** through a packaging return system courtesy of our delivery service.
- > All Mirage wood flooring products are packaged in **recyclable cartons made of 100% recycled material**.
- > Additionally, we reuse glue and finish drums for other uses, and send our used electronic hardware [printers, monitors, ink cartridges, etc.] to an organization that fully recycles it.



THE HIGHEST STANDARDS — CERTIFIED

Mirage is **FSC** and **PEFC**-certified. That means they come from certified producers committed to meeting healthy forestry management standards.

CARB-CERTIFIED

Mirage is working to meet the industry's strictest pollution-control standards, and just found one more way. All Mirage Lock products are in full compliance with CARB 93120 certification to meet the California Air Resource Board's Airborne Toxic Control Measure to **reduce formaldehyde emissions**.

LACEY ACT COMPLIANCE

Mirage ensures full compliance with new United States legislation to **protect the world's forests**. The Lacey Act bans the use of illegally sourced natural resources and species threatened with extinction.

LEED-QUALITY PRODUCTS

Top quality Mirage products qualify for LEED [Leadership in Energy and Environmental Design] credits from the U.S. Green Building Council and the Canada Green Building Council.

TREES FOR A CLEANER FUTURE

Mirage continuously participates in **reforestation projects** throughout Canada and the United States to improve air quality and replenish tree supplies. Other reforestation projects to preserve the natural habitats of various animal species and prevent shoreline erosion are also under way.

COMMUNITY INVOLVEMENT

Contributions to more than **350 local organizations and foundations** that fight problems including poverty, violence, illiteracy and illness. Additionally, Mirage has donated more than **a quarter of a million dollars to hospital foundations** across North America.





CLEAN AIR FOR LIFE

Mirage works to protect air quality in everything we do. **None of our finishes release VOCs [Volatile Organic Compound] or formaldehyde into the environment.** Also, all of our flooring can be installed cleanly, without producing harmful solvent gases. Mirage floors create a **healthy environment for the whole family** because they do not collect dust and other allergens.

LOCAL SOURCING TO SHRINK CARBON FOOTPRINT

We care about reducing greenhouse gas emissions and we're always working to reduce them. To that end, **nearly 85% of our purchased volume of domestic species comes from sawmills within 500 miles of our plant.** The electricity that powers our factories is generated by hydro electric facilities, so we have a smaller carbon footprint than plants using electricity produced by burning coal or diesel fuel.

CONTROLLED NATURAL DRYING

Air driers and weather station ensure maximum use of wind and solar energy during the hottest periods to limit the use of other energy sources.

ECO-FRIENDLY PRODUCTS THAT LAST

mirage
Lock



- > Glueless engineered hardwood floors featuring a tension-free locking system.
- > Made of HDF core containing wood made from 100% post-industrial recycled fiber.
- > The ultra-thick wear layer uses **six times less hardwood** than conventional 3/4" solid board to cover the same floor surface.
- > Can be easily removed and reused.

Mirage's other hardwood flooring products also offer real environmental benefits:

mirage
Engineered



- > Features a wear layer using **four times less hardwood** than conventional 3/4" solid board for the same surface.

mirage
Classic



- > Comes in various board widths and lengths to minimize the waste of natural resources.

Thank you for making a choice for the future

WHAT IS SUSTAINABLE DEVELOPMENT?

“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

World Commission on Environment and Development Report [Oxford University Press, 1987]

To find out more, visit www.miragefloors.com.

mirage

The Unique Reflection
of Quality

A product of **BOA-FRANC**

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