

The Mirage logo is a white oval containing the word "mirage" in a lowercase, sans-serif font. The letter "i" is stylized with four diagonal lines extending upwards and to the right.

mirage®

Being Responsible
is in our roots!

A progressive approach to
sustainable development





For a **QUALITY** future: Mirage, **a responsible choice!**

At Mirage, everything we do is rooted in sustainable development because we firmly believe there is no better way to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Year after year, the Spirit that inhabits our company has grown and spread, and today our responsible attitude is shared by our employees and business partners alike. **We are firm believers in innovation, which helps us develop durable, state-of-the-art products.** We have integrity in our dealings with our partners and employees. We treat raw materials with respect, so they will be enjoyed by future generations. And we are committed to providing you with the world's finest hardwood flooring. A floor that will last, a floor that gives you the peace of mind that comes from choosing a responsible and reliable company.

Pierre Thabet

Join us in bringing pride
and conviction to all we do!

How Mirage **preserves natural resources** and helps **build a better world!**



RECYCLING

- 100% of wood waste generated in the manufacturing of Mirage floors is repurposed.
- We make our own stacking sticks out of wood waste and reuse them for wood drying, and we repurpose glue and varnish drums.
- We reuse packaging materials from our suppliers to make our pallets.
- All products are packaged in recyclable cartons made of 100% recycled material.



FOREST PRESERVATION

- We use 95% of every tree cut to make our products. The remaining 5% is made up of branches left in the forest to biodegrade naturally and enrich the soil, helping saplings to grow.
- Selective cutting methods are used to safeguard the forest and promote new tree growth, for greater diversity and resilience of species.
- We participate in preservation and reforestation projects throughout Canada and the United States to improve air quality and replenish tree supplies.
- We use natural wood that is not genetically modified.
- No solvent-based stain.



REDUCED CONSUMPTION

- We strive to improve work methods, optimize material use, and develop new manufacturing techniques to get the most out of the resources and energy used.
- We use cutting-edge equipments to make the most of each wood plank through computer and optical analysis.
- Our equipment is calibrated and compliant with international standards.
- Our cutting methods (dry sawing of hardwood) guarantee great-looking wood and optimal raw material use.
- The boilers that fuel our wood driers run on cutting waste recuperated from our manufacturing process, considerably reducing our electricity and natural gas needs.
- T-sheds, air driers, and a weather station ensure maximum use of wind and solar energy to limit drying unit time and energy consumption.
- Over 90% of our purchased volume of domestic species comes from sawmills within 500 miles (800 km) of our plants to minimize greenhouse gas emissions.

COMMUNITY INVOLVEMENT

Over the years, our company and employees have donated to over 300 local organizations and more than 50 funds and foundations that fight poverty, violence, illiteracy, and illness.



MEETING THE **HIGHEST STANDARDS**

EPA TSCA Title VI COMPLIANT PRODUCTS

In our continuing efforts to meet the industry's strictest pollution-control standards, all Mirage Engineered and Lock products are fully EPA TSCA Title VI, which aims at controlling formaldehyde emissions. This American regulation is in effect nationwide.

LACEY ACT COMPLIANT

Mirage ensures full compliance with the 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.

PRODUCTS THAT CONTRIBUTE TO LEED CREDITS

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.

QUALITY CERTIFICATION

We are the first hardwood flooring manufacturer to receive ISO 9001 certification in North America.



ECO-FRIENDLY PRODUCTS **THAT LAST**

m i r a g e
Engineered

- Mirage Engineered floors feature a wear layer that uses **four times less hardwood** than conventional 3/4" thick solid boards covering the same surface area.

m i r a g e
Classic

- Mirage Classic floors are available in a variety of board widths and lengths, **optimizing the resources being used.**

m i r a g e
TruBalance

- Structured hardwood flooring that can be installed as a **floating floor** (no nails, no staples) with the use of a recommended membrane.
- Mirage structured floors feature a wear layer that uses **four times less hardwood** than conventional 3/4" thick solid boards covering the same surface area.
- Digital manufacturing **optimizes the use of raw materials** that go into making the middle 13 mm thick wood layer.

m i r a g e
Lock

- Mirage Lock **glueless** hardwood floors feature a tension-free locking system.
- The high-density fiber (HDF) core is made from **77%** pre-consumer recycled content, which saves trees and keeps waste out of landfills.
- The ultra-thick wear layer uses **six times less hardwood** than conventional 3/4" thick solid boards covering the same surface area.
- Flooring can be easily **removed and reused.**



Make a choice that says you care.
Choose Mirage!



Hardwood Floors



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