



November 10, 2017

Technical Newsletter #32 1.0

Subject: In-Store Sample Panels

1. At the time of the sale, make sure you present the customer a sample that corresponds to the chosen color, species, finish (gloss level) and width.
2. Make sure that the seller covers the following aspects regarding the sample shown:

Finish

The selected gloss level will produce different visual and texturing effects. Higher gloss levels will accentuate and highlight the texture of the wood whereas a lower gloss will reduce the look of the texturing. Traffic volume, trends, ease of care and personal preferences will affect the customer's choice of finish.

Grade

Each Mirage grade has its own characteristics. It is impossible to make a sample panel that reflects all the possible natural variations that will be seen over an entire floor. It is important that the store sales staff explain the different features of each type of floor to assist the customer in making the right choice according to their needs and preferences. **See back of samples for more details.**

Oxidation of wood

Explain to the customer that the sample panels may have changed in appearance if they are a few months old due to the natural oxidation of the wood as compared to a new floor that has not oxidized yet. You can use the **Technical Bulletin # 28** in reference to assist in your explanations.

Color

An existing floor will have changed color over time and may not match the current sample. Therefore, we recommend that you update samples after a few years to ensure that they accurately represent the product. Your Mirage representative can assist you if needed.

Photo of the floor on the back of the sample

This photo shows a floor installed in a setting that is probably different from what your customer has in mind. Be sure to inform your customer that the picture found on the back of the sample is unique and that hardwood flooring may have other variants that are natural and specific to the wood species and/or the chosen product.

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