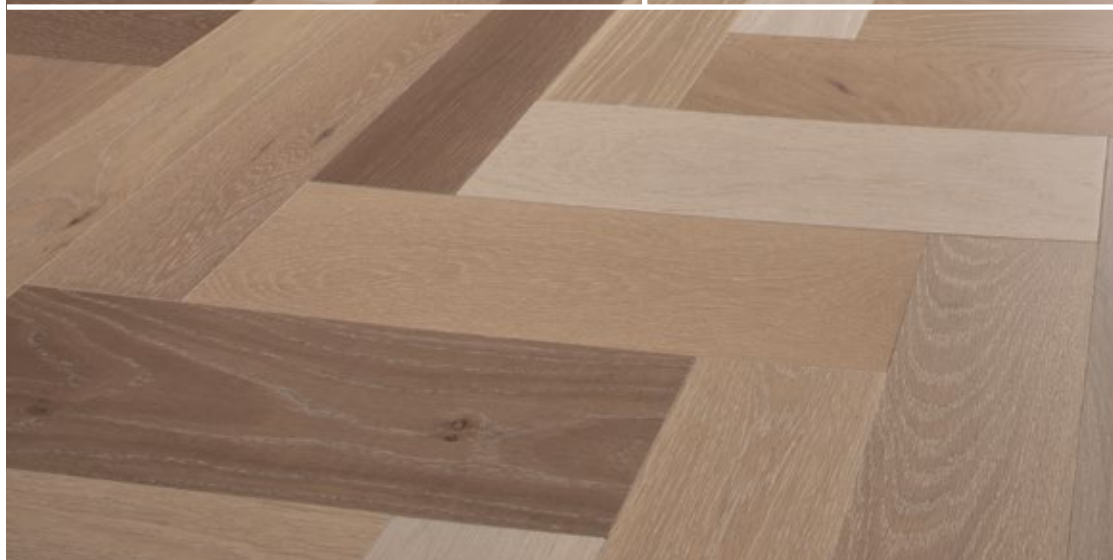




Yesterday. Today.



Tomorrow.



Collections



35 YEARS OF PASSION AND COMMITMENT

For over 35 years, we've been dedicated to delivering a product defined by its superior quality. Every year we take home awards for quality and excellence that position us as North America's leading hardwood floor manufacturer.

Ensuring constant quality is the challenge that gets us out of bed in the morning. Our company is defined by a spirit of innovation and service that simply wouldn't be possible without the passion and commitment of our employees. The "Mirage" difference comes from people who care.

We're a company of people who care about their community and the environment. Our day-to-day operations are guided by a belief in sustainable development—in meeting the needs of current generations without jeopardizing those of future generations.

We recycle wood, use a rigorous process to select responsible suppliers, do our part for forest preservation, uphold dozens of certification and association standards and more, all to protect the environment.

Our company and our employees have also made our community stronger by supporting more than 300 local organizations and more than 50 foundations and funds fighting to end poverty, violence, and various diseases.

Where there is caring, there are families. I'm proud to say that I have two families. There's my biological family, which I share with my wife, my four children, and my eleven grandchildren, and there's the big Boa-Franc family, the makers of Mirage hardwood floors. That's more than 500 employees dedicated to excellence. Both of my families know the importance of living life with respect, integrity, and commitment. These dedicated people have become my priority. Our people is our most important asset and is central to our management philosophy. We owe our success to our people.

I'll never say it enough: I'm proud of them and what we're able to achieve as a team to protect our environment and build a healthier, happier society. There are people behind the products you buy, people who care. Us.

If you're reading these lines, you probably share the same passion, the same culture. Together, let's continue to do our part for a healthy planet, a healthy society, and a healthy economy.

Now, prepare to be inspired by our Prestige brochure. We think you'll love the fantastic spaces, especially the many different styles of hardwood floors, with hundreds of colors, textures, and types of wood to choose from. Classic or cutting edge, Mirage has your dream floor.


Pierre Thabet
President



FLAIR Collection

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



Collection
Flair

Species
White Oak
Character

Color
Lunar Eclipse

Texture
Brushed

Finish
DuraMatt®



Collection
Flair

Species
Maple
Character

Color
White Mist

Texture
Smooth

Finish
DuraMatt®



Collection
Flair

Species
Red Oak
Character

Color
Nightfall

Texture
Brushed

Finish
DuraMatt®



Collection
Flair

Species
White Oak
Character

Color
Snowdrift

Texture
Brushed

Finish
DuraMatt®

SWEET MEMORIES Collection

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.



mirage

Collection
Sweet Memories

Species
Maple
Character

Color
Nougat

Texture
Smooth

Finish
DuraMatt®

NEW
inspiration!



mirage

Collection
Sweet Memories

Species
White Oak
Character

Color
Carousel

Texture
Brushed

Finish
DuraMatt®





Collection
Sweet Memories

Species
Maple
Character

Color
Peppermint

Texture
Smooth

Finish
DuraMatt®



Collection
Sweet Memories

Species
White Oak
Character

Color
Hula Hoop

Texture
Brushed

Finish
DuraMatt®



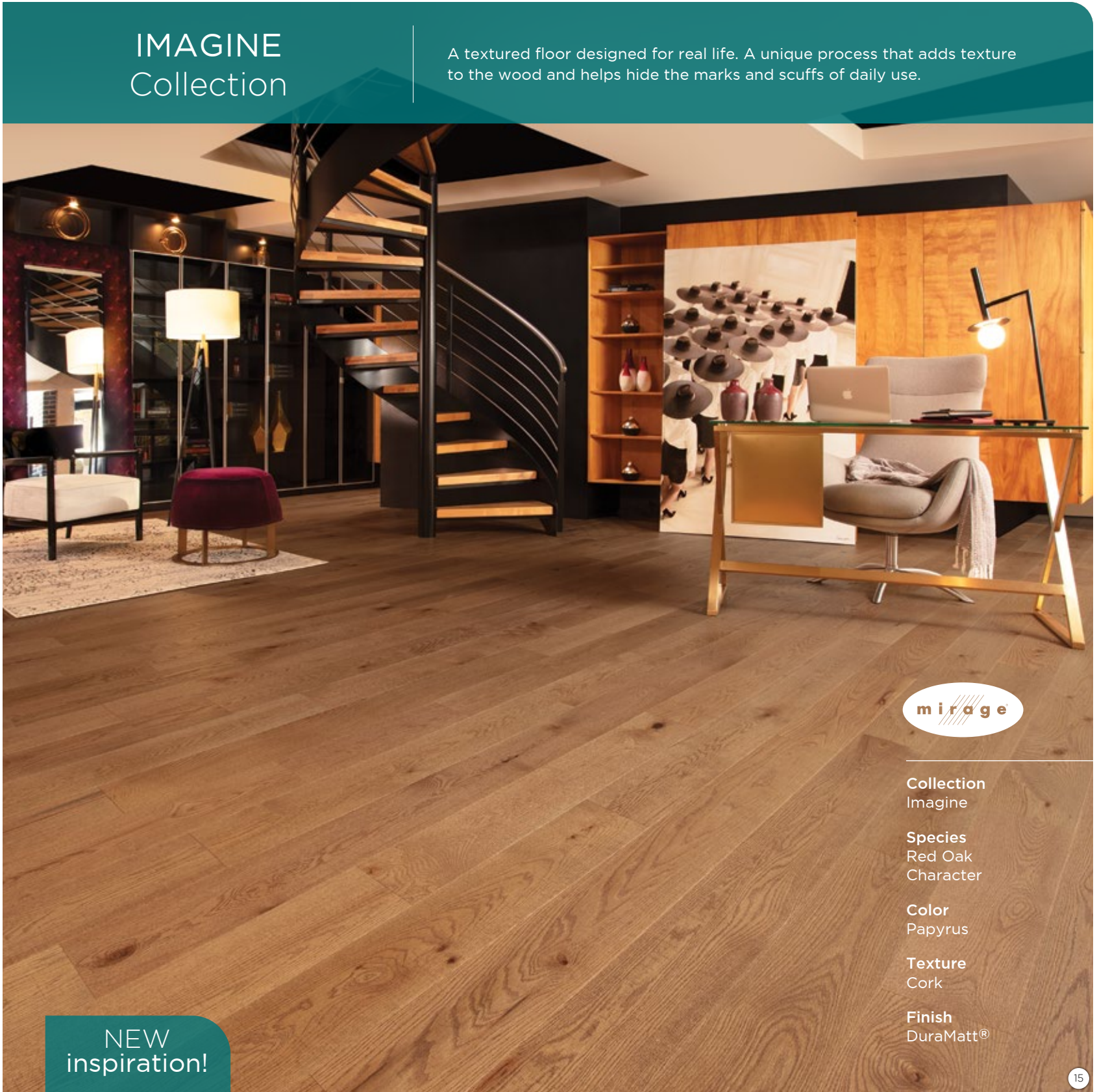
Collection
Sweet Memories

Species
Maple
Character

Color
Black Jelly Bean

Texture
Smooth

Finish
DuraMatt®



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
Red Oak
Character

Color
Papyrus

Texture
Cork

Finish
DuraMatt®

NEW
inspiration!



Collection
Imagine

Species
Maple
Character

Color
Papyrus

Texture
Cork

Finish
DuraMatt®

NEW
inspiration!



Collection
Imagine

Species
Maple
Character

Color
Driftwood

Texture
Cork

Finish
DuraMatt®

NEW
inspiration!



Collection
Imagine

Species
Maple
Character

Color
Rock Cliff

Texture
Cork

Finish
DuraMatt®



Collection
Imagine

Species
Maple
Character

Color
Sandstone

Texture
Cork

Finish
DuraMatt®

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

Finish
DuraMatt®



Collection
Admiration

Species
Maple
Exclusive

Color
Charcoal

Texture
Engraved

Finish
DuraMatt®



Collection
Admiration

Species
Walnut
Character

Color
Savanna

Texture
Smooth

Finish
Cashmere®*



Collection
Admiration

Species
Maple
Exclusive

Color
Platinum

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss



Collection
Admiration

Species
White Oak
Exclusive

Color
Isla

Texture
Brushed

Finish
DuraMatt®



Collection
Admiration

Species
Maple
Exclusive

Color
Nordic

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss



Collection
Admiration

Species
Maple
Exclusive

Color
Canyon

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss



Collection
Admiration

Species
Red Oak
Exclusive

Color
Cape Cod

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss

NATURAL Collection

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



Collection
Natural

Species
Red Oak
Exclusive

Color
Natural

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss



Collection
Natural

Species
Maple
Exclusive

Color
Natural

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss



Collection
Natural

Species
White Oak
Exclusive

Color
Natural

Texture
Brushed

Finish
DuraMatt®



Collection
Natural

Species
Hickory
Character

Color
Natural

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss



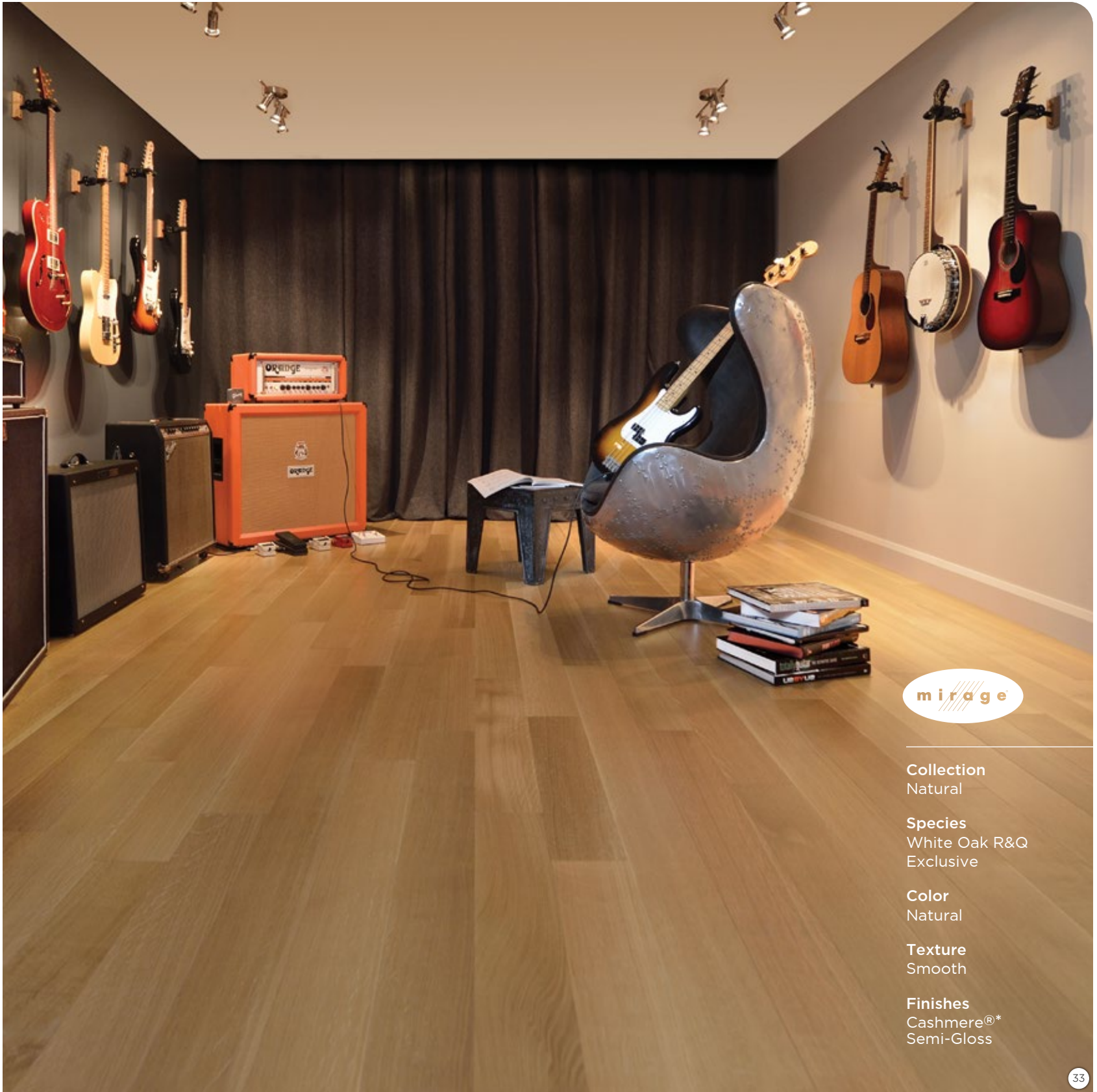
Collection
Natural

Species
White Oak
Character

Color
Natural

Texture
Brushed

Finish
DuraMatt®



Collection
Natural

Species
White Oak R&Q
Exclusive

Color
Natural

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss

HERRINGBONE Collection

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



mirage

Collection
Herringbone

Species
White Oak
Character

Colors
White Mist and
Lunar Eclipse

Pattern
Basket

Texture
Brushed

Finish
DuraMatt®

NEW
inspiration!



mirage

Collection
Herringbone

Species
White Oak
Character

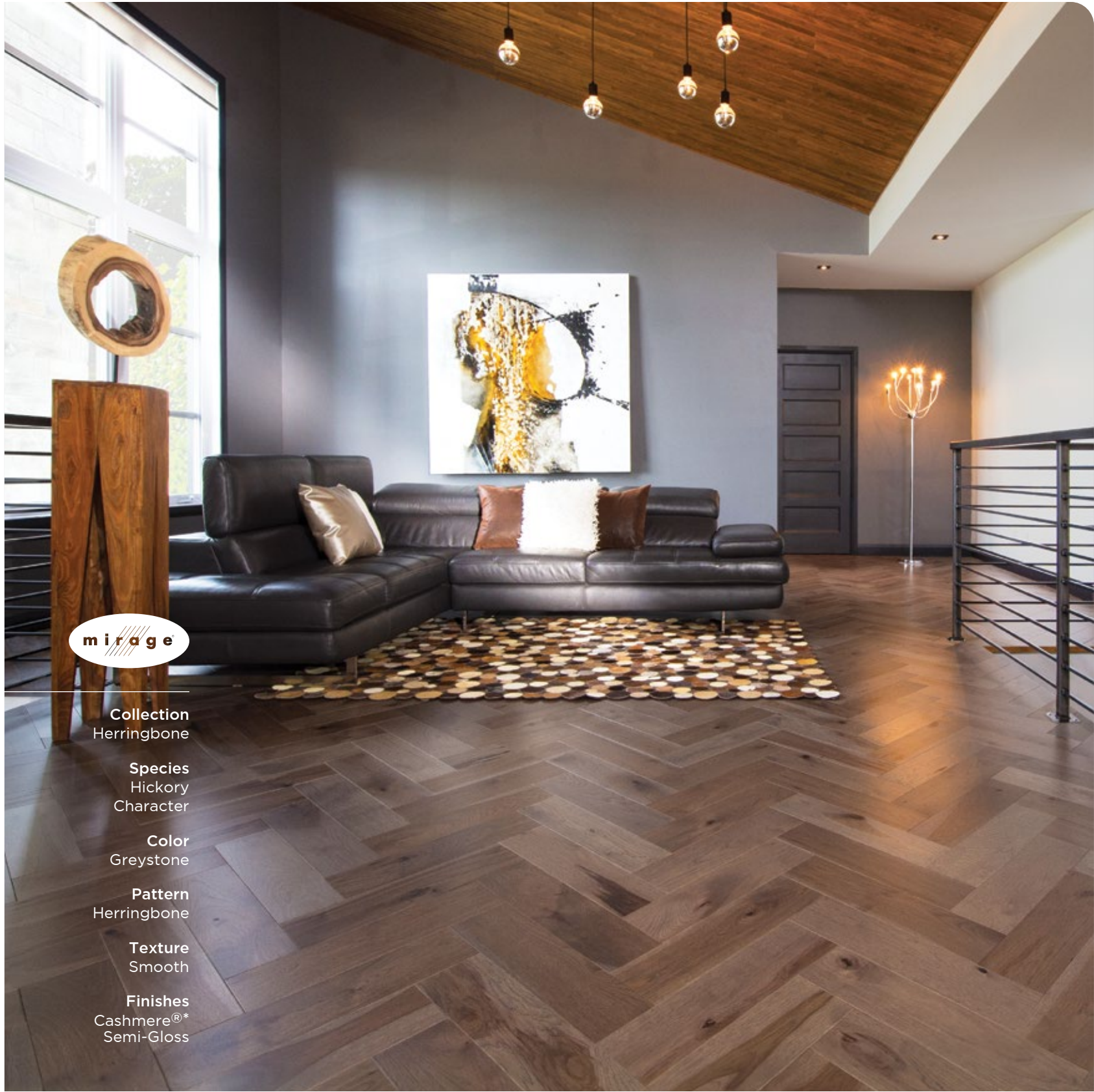
Colors
Bubble Bath, Hula Hoop
and Sand Castle

Pattern
Herringbone

Texture
Brushed

Finish
DuraMatt®

NEW
inspiration!



mirage

Collection
Herringbone

Species
Hickory
Character

Color
Greystone

Pattern
Herringbone

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss



mirage

Collection
Herringbone

Species
Maple
Exclusive

Colors
Canyon, Graphite
and Nordic

Pattern
Fence

Texture
Smooth

Finishes
Cashmere®*
Semi-Gloss

Finishes

For a superior protection



Ultra-resistant
Designed for high-traffic and commercial areas

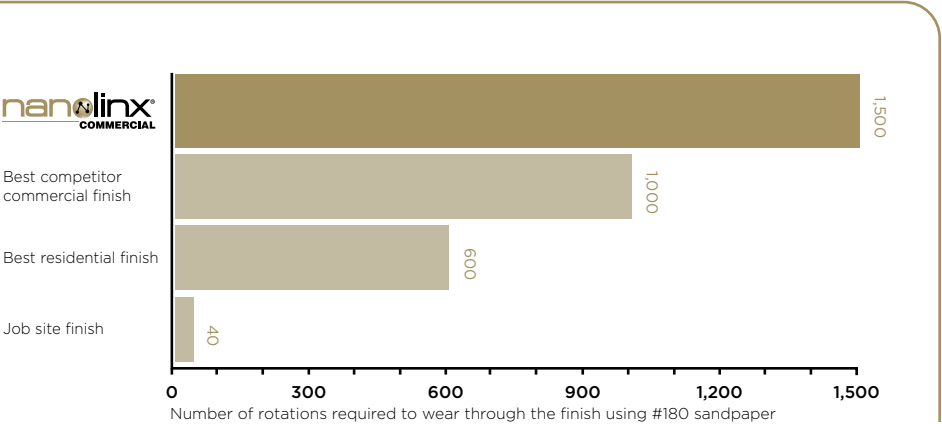
- **50% more wear resistant** than most other **commercial finishes**
 - The most crystal clear extra protection finish in the industry
 - Can be added to **Mirage Engineered** and **Classic products***
 - Tailor-made for commercial areas or busy families, adds extra protection to hardwood floors
 - Antimicrobial agents for a more hygienic environment and an easier-to-clean floor
- * Available on Mirage Engineered and Mirage Classic products from the Admiration, Natural and Exotic Collections. Please contact your Mirage representative or dealer for more information.



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

Wear Resistance



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

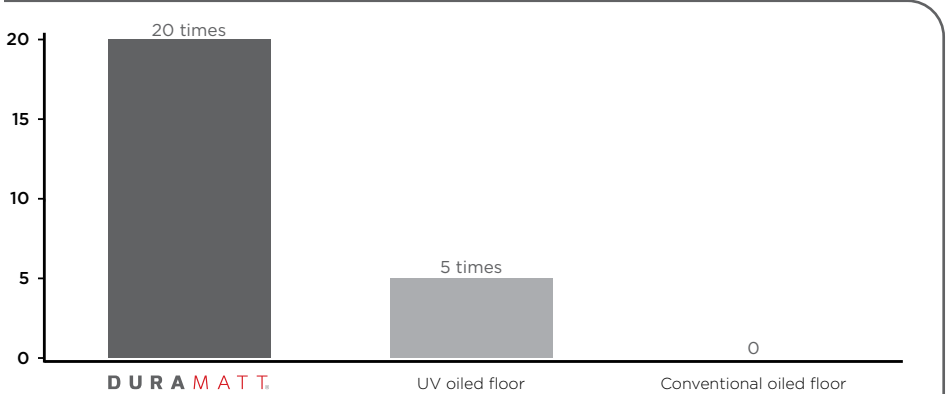


Superior resistance to stains



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 Exclusive Natural



Red Oak Select and 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 Exclusive 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 37 times.

2 100% NORTH AMERICAN



Designed and manufactured in North America for over 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



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

1-800-463-1303