

**BEAU
FLOR[®]**

Beauty for Living.

PURE
Rigid Composite Vinyl Plank & Tile





Bring your ideas to life... **PURE Plank & Tile**

Rigid Composite Vinyl Flooring

Pure is the freedom to create floors that are as unique as you are. The Pure collection has been refreshed with an expanded offering of 24 designs in wood and tile looks. Sixteen new designs are paired alongside eight existing designs to create a selection of trendy and versatile looks that can blend seamlessly with any interior design style.



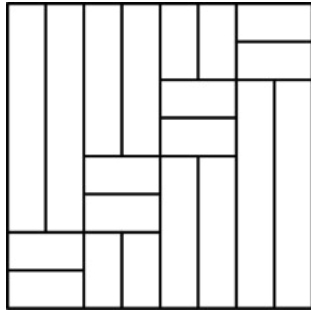


two times faster to install
with our unique & easy
Dreamclick® locking system

**BEAU
FLOR®** Beauty for Living.

FEATURES & BENEFITS

Why Pure?

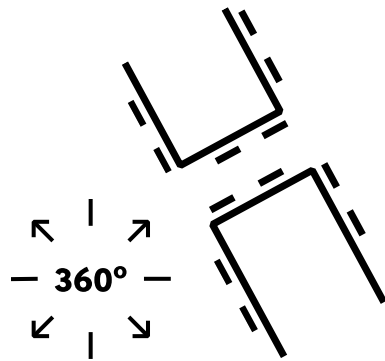


*Trendy & Versatile
Design Options*

Design Capabilities – PURE is rotatable by 360°. Your creativity is only limited by your imagination. Our PURE collection can be locked together on all 4 sides, and can be installed in any direction and rotated 360° to create a limitless number of unique patterns. You can also mix different colors together and combine tile and plank visuals to make one of a kind designs.

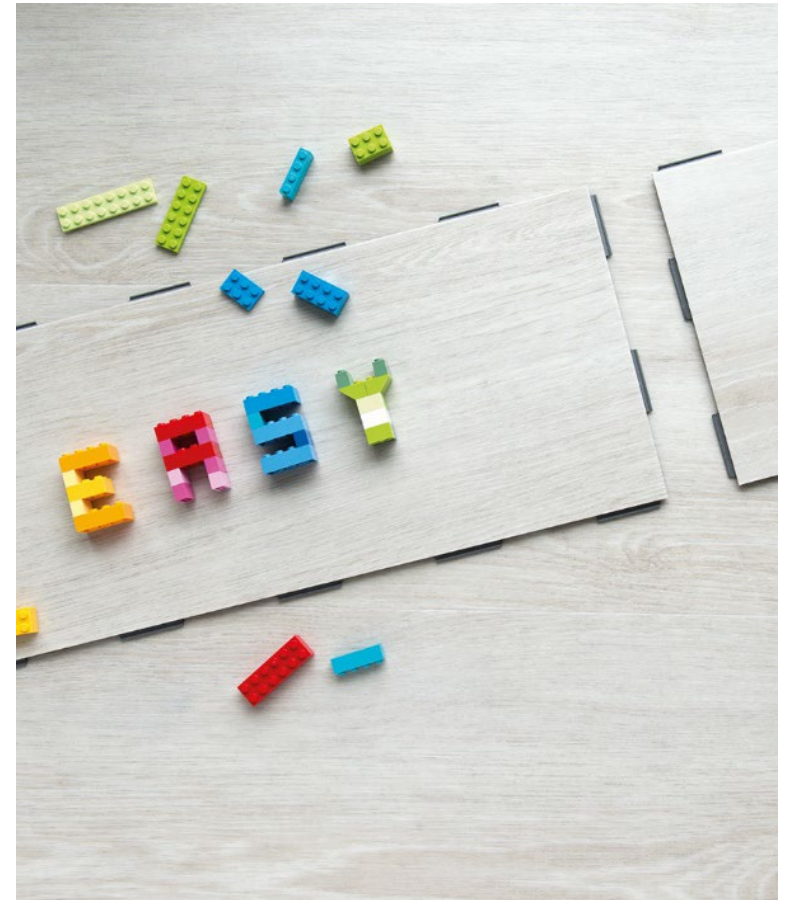


Why Pure?

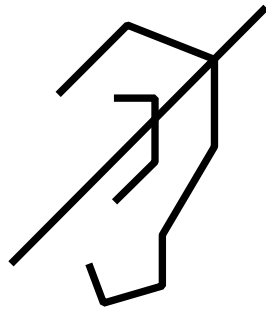


*Installation is a breeze
with our patented
DreamClick® 360°
locking system*

Fast & Easy Installation – PURE is faster to install. Our PURE collection features our unique DreamClick® 360° locking system that is two times faster to install compared to other flooring options on the market. PURE is easy to click together and locks on all 4 sides, so several installers can work together on the same floor with minimal tools required.



Why Pure?

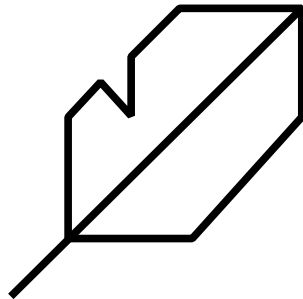


*The most
Sssh on the market*

Quiet Comfort – PURE is a quieter floor. You want a floor that can absorb the sounds you make. Our PURE collection has superior sound absorption qualities that make it up to 50% quieter when compared to other flooring options on the market. This means that you don't have to tiptoe to avoid disturbing the people around you. An added bonus is that this cushioned top layer also provides warmth and comfort underfoot.

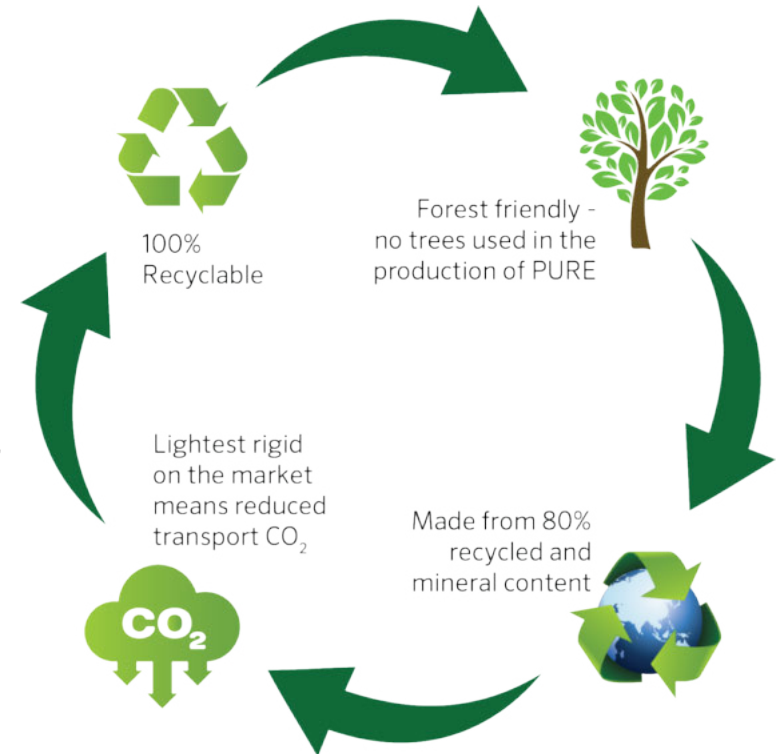


Why Pure?



*Lightweight,
eco-friendly
rigid product*

Environmentally Friendly – PURE is a lightweight, eco-friendly floor. You want to feel good about your purchase, that's why you can trust that PURE is one of the most environmentally friendly flooring products on the market. Our PURE products are continuously improved and adapted to reduce their life-cycle impact on the natural environment. PURE is 100% recyclable, making it a perfect floor for the world of tomorrow.

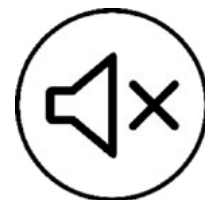




Toulon Oak | 109S Pearl



UNIQUE
DESIGN
POSSIBILITIES



QUIET
FLOORS



WATERPROOF &
STAIN RESISTANT



KID & PET
FRIENDLY



SPECIFICATIONS & PRODUCT INFO

How do we measure up?

PROS VS COMPETITION

- ✓ Easy UNIQUE installation design possibilities
- ✓ Faster to install
- ✓ Withstands expanded temperature range (45°F – 115°F) / -32°C – 46°C (best in industry)
- ✓ Wider & Longer planks
- ✓ Quieter – The most silent floor on the market
- ✓ No pad needed
- ✓ 100% Recyclable
- ✓ Lightweight
- ✓ Offered in planks and tiles – can mix different SKUs together
- ✓ Made in Europe vs Asia
- ✓ No repeat

PRODUCT PROS

- ✓ Can install on all subfloors
- ✓ Little or no subfloor preparation
- ✓ Easy to clean and maintain
- ✓ Waterproof
- ✓ Kid & pet friendly
- ✓ Environmentally friendly
- ✓ Indentation resistant
- ✓ Superior scratch resistance
- ✓ Can be used for heavy residential and light commercial applications
- ✓ Can be installed in every room of the house – no exception
- ✓ Easy board replacement
- ✓ IIC 67 – STC 64 (with underlay) / IIC 62 – STC 63 (without underlay)

Specs and product testing: PURE PLANK

SPECIFICATIONS:

STYLE NAME	PURE PLANK
LOCKING SYSTEM	DREAMCLICK
FINISH	SOFT WOOD / SAND EMOSS
BEVEL	4 SIDED MICRO BEVEL
NOMINAL WEAR LAYER THICKNESS	22 MIL (0.55 MM)
NOMINAL PRODUCT THICKNESS	5.0 MM
NOMINAL PLANK SIZE	8.03" W X 52.20 "L X 0.20" H
PIECES PER CARTON	8
SQUARE FEET PER CARTON	23.29 SQ. FT.
APPROX. WEIGHT PER CARTON	27.56 LBS.
CARTON SIZE	8.82"W X 53.39"L X 1.61"H
CARTONS PER PALLET	56
SQUARE FEET PER PALLET	1,304.24 SQ. FT.
APPROX. WEIGHT PER PALLET	1,572 LBS.
PALLETS PER 40 FT. CONTAINER	27
SQUARE FEET PER 40 FT. CONTAINER	39,127.20 SQ. FT.
APPROX. WEIGHT PER 40 FT. CONTAINER	42,444 LBS.
COUNTRY OF ORIGIN	MANUFACTURED IN BELGIUM



Specs and product testing: PURE PLANK (cont.)

PERFORMANCE:

FLOORSCORE CERTIFIED	AATCC 134 (STEP) ELECTROSTATIC 0.4 K.V. OR LOWER
ORTHO PHTHALATE FREE	ASTM C1028 SCOF - DRY 0.74
RECLAIMABLE	ASTM F970 STATIC LOAD - PASSES $\leq 1,200$ PSI
ASTM E648 CRITICAL RADIANT FLUX - CLASS 1	ASTM F2753 ROLLING LOADS - PASSES
ASTM E662 SMOKE DENSITY - UNDER 450	ASTM F925 CHEMICAL RESISTANCE - PASSES
ASTM F1515 LIGHT STABILITY < 8.0 DELTA E - PASSES	ASTM F1514 HEAT STABILITY DELTA E < 8.0 PASSES
ASTM F2199 DIMENSIONAL STABILITY HEAT - PASSES	ASTM D4060 ABRASION RESISTANCE - 38,000 CYCLES
ASTM E492 - IIC RATING 62	STC RATING 63

INSTALLATION:

END USE	RESIDENTIAL, LIGHT COMMERCIAL
INSTALLATION METHOD	FLOAT
SUITABLE GRADE LEVEL	ALL GRADES WHERE EXCESSIVE MOISTURE CONDITIONS DO NOT EXIST
RADIANT FLOOR HEAT COMPATIBLE	FLOOR SURFACE TEMPERATURE NOT TO EXCEED 80°F
INSTALLATION SUNDRIES AS REQUIRED	UNDERLAYMENT NO MORE THAN 1.5 MM THICKNESS

WARRANTIES:

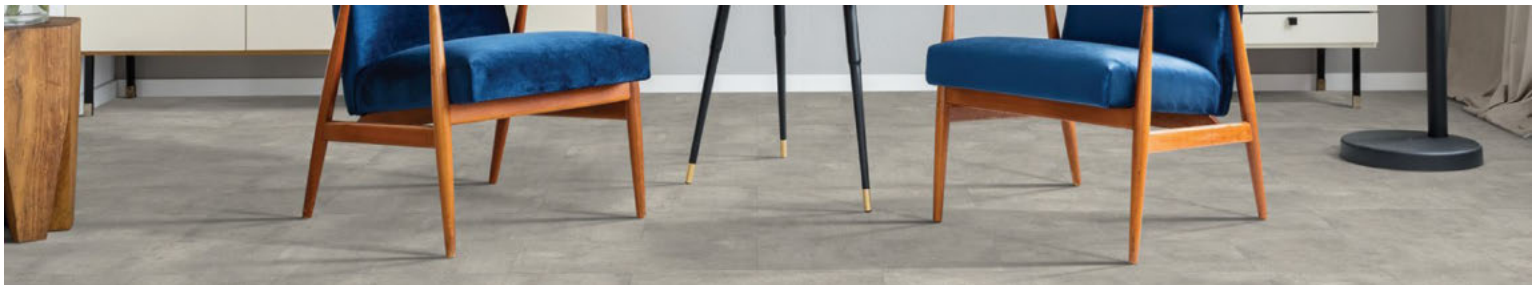
LIFETIME LIMITED RESIDENTIAL WEAR, MANUFACTURING DEFECT, FADE, STAIN, WATERPROOF WARRANTY	10 YEAR LIMITED LIGHT COMMERCIAL WEAR, MANUFACTURING DEFECT WARRANTY
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Specs and product testing: PURE TILE

SPECIFICATIONS:

STYLE NAME	PURE TILE
LOCKING SYSTEM	DREAMCLICK
FINISH	SAND EMBOSS
BEVEL	4 SIDED MICRO BEVEL
NOMINAL WEAR LAYER THICKNESS	22 MIL (0.55 MM)
NOMINAL PRODUCT THICKNESS	5.0 MM
NOMINAL PLANK SIZE	12.047" X 24.09"
PIECES PER CARTON	8
SQUARE FEET PER CARTON	16.126 SQ. FT.
APPROX. WEIGHT PER CARTON	19 LBS.
CARTON SIZE	12.67"W X 24.88"L X 1.61"H
CARTONS PER PALLET	56
SQUARE FEET PER PALLET	903.06 SQ. FT.
APPROX. WEIGHT PER PALLET	1,104 LBS.
PALLETS PER 40 FT. CONTAINER	40
SQUARE FEET PER 40 FT. CONTAINER	32,510.16 SQ. FT.
APPROX. WEIGHT PER 40 FT. CONTAINER	41,912 LBS.
COUNTRY OF ORIGIN	MANUFACTURED IN BELGIUM



Specs and product testing: PURE TILE (cont.)

PERFORMANCE:

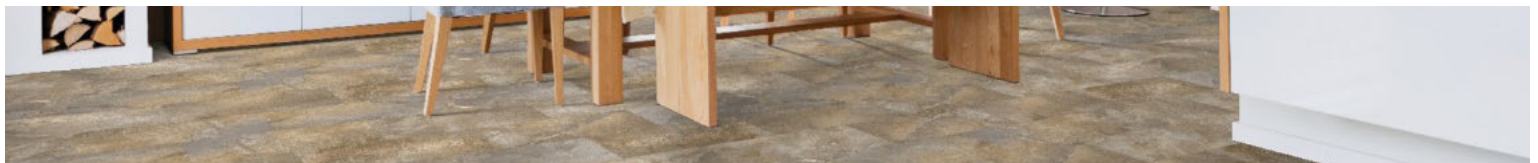
FLOORSCORE CERTIFIED	AATCC 134 (STEP) ELECTROSTATIC 0.4 K.V. OR LOWER
ORTHO PHTHALATE FREE	ASTM C1028 SCOF - DRY 0.74
RECLAIMABLE	ASTM F970 STATIC LOAD - PASSES $\leq 1,200$ PSI
ASTM E648 CRITICAL RADIANT FLUX - CLASS 1	ASTM F2753 ROLLING LOADS - PASSES
ASTM E662 SMOKE DENSITY - UNDER 450	ASTM F925 CHEMICAL RESISTANCE - PASSES
ASTM F1515 LIGHT STABILITY < 8.0 DELTA E - PASSES	ASTM F1514 HEAT STABILITY DELTA E < 8.0 PASSES
ASTM F2199 DIMENSIONAL STABILITY HEAT - PASSES	ASTM D4060 ABRASION RESISTANCE - 38,000 CYCLES
ASTM E492 - IIC RATING 62	STC RATING 63

INSTALLATION:

END USE	RESIDENTIAL, LIGHT COMMERCIAL
INSTALLATION METHOD	FLOAT
SUITABLE GRADE LEVEL	ALL GRADES WHERE EXCESSIVE MOISTURE CONDITIONS DO NOT EXIST
RADIANT FLOOR HEAT COMPATIBLE	FLOOR SURFACE TEMPERATURE NOT TO EXCEED 80°F
INSTALLATION SUNDRIES AS REQUIRED	UNDERLAYMENT NO MORE THAN 1.5 MM THICKNESS

WARRANTIES:

LIFETIME LIMITED RESIDENTIAL WEAR, MANUFACTURING DEFECT, FADE, STAIN, WATERPROOF WARRANTY	10 YEAR LIMITED LIGHT COMMERCIAL WEAR, MANUFACTURING DEFECT WARRANTY
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16 PLANK skus featuring innovative designs and colors



COLUMBIAN OAK | 226M Russet



Columbian Oak | 966M Mist
60001623



Columbian Oak | 216M Sand
60001621



Columbian Oak | 611M Fawn
60001620



Columbian Oak | 661M Latte
60001622



Columbian Oak | 226M Russet
60000197

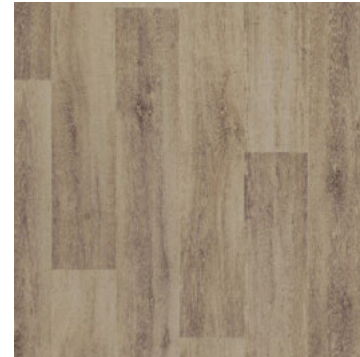


Columbian Oak | 663D Mocha
60000198

16 PLANK skus featuring innovative designs and colors (cont.)



LIME OAK | 996D Ash



Lime Oak | 669M Saddle
60000121



Lime Oak | 996D Ash
60000124



Lime Oak | 966D Walnut
60000125



Lime Oak | 954D Coffee
60000200

16 PLANK skus featuring innovative designs and colors (cont.)



TOULON OAK | 109S Pearl



Toulon Oak | 109S Pearl
60000108



Toulon Oak | 069L Flaxen
60001624



Toulon Oak | 976M Mink
60000112

16 PLANK skus featuring innovative designs and colors (cont.)



AUTHENTIC OAK | 919M Oyster



Authentic Oak | 919M Oyster
60001625

16 PLANK skus featuring innovative designs and colors (cont.)



URBAN | 996D Gunmetal



Urban | 166S Limestone
60001627



Urban | 996D Gunmetal
60001628

8 TILE skus featuring innovative designs and colors



NEWCASTLE | 169M Dove



Newcastle | 169M Dove
60001629



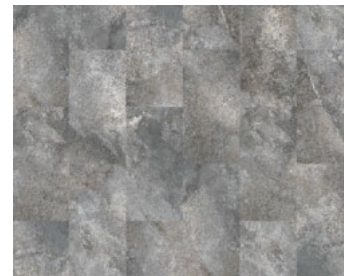
Newcastle | 963M Shell
60001631



Newcastle | 369M Clay
60001630



Newcastle | 909M Smoke
60001633



Newcastle | 796D Shadow
60001632

8 TILE skus featuring innovative designs and colors (cont.)



ZINC | 373D Stone



Zinc | 967M Fog
60001626



Zinc | 679M Umber
60000085

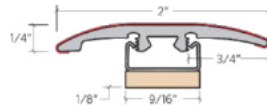


Zinc | 373D Stone
60000086

Coordinating moldings

Slim Trim 3 in 1

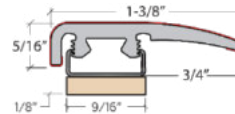
Functions as a reducer, t-molding, and end cap. Comes with SlimTrack and Versatrack Shim



Description	Material #
3N1 PURE COLUMBIAN FAWN 611M	63002473
3N1 PURE COLUMBIAN SAND 216M	63002475
3N1 PURECOLUMBIAN LATTE 661M	63002476
3N1 PURE COLUMBIAN MIST 966M	63002477
3N1 Pure Columbian Oak Russet 226M	63002080
3N1 Pure Columbian Oak Mocha 663D	63002082
3N1 PURE TOULON FLAXEN 069L	63002478
3N1 Pure Toulon Oak Mink 976M	63002083
3N1 Pure Toulon Oak Pearl 109S	63002084
3N1 Pure Lime Oak Saddle 669M	63002088
3N1 Pure Lime Oak Coffee 954D	63002092
3N1 Pure Lime Oak Walnut 966D	63002093
3N1 Pure Lime Oak Ash 996D	63002094
3N1 PURE AUTHENTIC OYSTER 919M	63002479
3N1 PURE URBAN GUNMETAL 996D	63002480
3N1 PURE URBAN LIMESTONE 166S	63002481
3N1 PURE NEWCASTLE DOVE 169M	63002482
3N1 PURE NEWCASTLE CLAY 369M	63002483
3N1 PURE NEWCASTLE SHELL 963M	63002484
3N1 PURE NEWCASTLE SHADOW 796D	63002485
3N1 PURE NEWCASTLE SMOKE 909M	63002486
3N1 PURE ZINC FOG 967M	63002487
3N1 PURE ZINC STONE 373D	63002488
3N1 PURE ZINC UMBER 679M	63002489

Slim Cap PVC Endcap

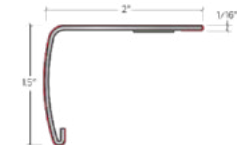
Slim Cap is used to transition from laminate to carpet, masonry (fireplaces), sliding doors and other exterior door jambs.



Description	Material #
PVC End Cap PURE COLUMBIAN FAWN 611M	63002490
PVC End Cap PURE COLUMBIAN SAND 216M	63002491
PVC End Cap PURE COLUMBIAN LATTE 661M	63002492
PVC End Cap PURE COLUMBIAN MIST 966M	63002493
PVC End Cap Pure Columbian Oak Russet 226M	63002096
PVC End Cap Pure Columbian Oak Mocha 663D	63002098
PVC End Cap PURE TOULON FLAXEN 069L	63002494
PVC End Cap Pure Toulon Oak Mink 976M	63002099
PVC End Cap Pure Toulon Oak Pearl 109S	63002100
PVC End Cap Pure Lime Oak Saddle 669M	63002104
PVC End Cap Pure Lime Oak Coffee 954D	63002108
PVC End Cap Pure Lime Oak Walnut 966D	63002109
PVC End Cap Pure Lime Oak Ash 996D	63002110
PVC End Cap PURE AUTHENTIC OYSTER 919M	63002495
PVC End Cap PURE URBAN GUNMETAL 996D	63002496
PVC End Cap PURE URBAN LIMESTONE 166S	63002497
PVC End Cap PURE NEWCASTLE DOVE 169M	63002498
PVC End Cap PURE NEWCASTLE CLAY 369M	63002499
PVC End Cap PURE NEWCASTLE SHELL 963M	63002500
PVC End Cap PURE NEWCASTLE SHADOW 796D	63002501
PVC End Cap PURE NEWCASTLE SMOKE 909M	63002502
PVC End Cap PURE ZINC FOG 967M	63002503
PVC End Cap PURE ZINC STONE 373D	63002504
PVC End Cap PURE ZINC UMBER 679M	63002505

VersaEdge Extra Tall Stair Nose

To be used with VT-VEX Shims. Various sizes available.



Description	Material #
VEX Stairnose PURE COLUMBIAN FAWN 611M	63002506
VEX Stairnose PURE COLUMBIAN SAND 216M01	63002507
VEX Stairnose PURE COLUMBIAN LATTE 661M	63002508
VEX Stairnose PURE COLUMBIAN MIST 966M	63002509
VEX Stairnose Pure Columbian Oak Russet 226M	63002112
VEX Stairnose Pure Columbian Oak Mocha 663D	63002114
VEX Stairnose PURE TOULON FLAXEN 069L	63002510
VEX Stairnose Pure Toulon Oak Mink 976M	63002115
VEX Stairnose Pure Toulon Oak Pearl 109S	63002116
VEX Stairnose Pure Lime Oak Saddle 669M	63002120
VEX Stairnose Pure Lime Oak Coffee 954D	63002124
VEX Stairnose Pure Lime Oak Walnut 966D	63002125
VEX Stairnose Pure Lime Oak Ash 996D	63002126
VEX Stairnose PURE AUTHENTIC OYSTER 919M	63002511
VEX Stairnose PURE URBAN GUNMETAL 996D	63002512
VEX Stairnose PURE URBAN LIMESTONE 166S	63002513
VEX Stairnose PURE NEWCASTLE DOVE 169M	63002514
VEX Stairnose PURE NEWCASTLE CLAY 369M	63002515
VEX Stairnose PURE NEWCASTLE SHELL 963M	63002516
VEX Stairnose PURE NEWCASTLE SHADOW 796D	63002517
VEX Stairnose PURE NEWCASTLE SMOKE 909M	63002518
VEX Stairnose PURE ZINC FOG 967M	63002519
VEX Stairnose PURE ZINC STONE 373D	63002520
VEX Stairnose PURE ZINC UMBER 679M	63002521

**Refer to the sales field guide for complete trim installation information.*



MARKETING & MERCHANDISING

**BEAU
FLOR**[®] Beauty for Living.

Lime Oak | 669M Saddle & Urban | 166S Limestone

Marketing & merchandising

Pure | Step Up Display

- 24 – 21”w x 26”h sample boards with large room scene back labels
- 3 Header Graphics
- 2 Storyboards
- 3 Step up display fixtures
(Retrofit only includes 1 step up display fixture)

\$449

Complete Set
FOB White, GA

\$349

Retrofit Kit
FOB White, GA



Each stacker is 21”w x 32”d x 60”h

Marketing & merchandising (cont.)

Pure | Tree Display Retrofit

- 16 sample planks
- Will include an extra set of all 16 sample planks
- Large Header Graphic
- 2 hanging room scene boards

**We will only be supplying retrofits for the displays currently in the field. This display will not be available for new placement.*

\$149

FOB White, GA



40" w x 20" d x 84" h

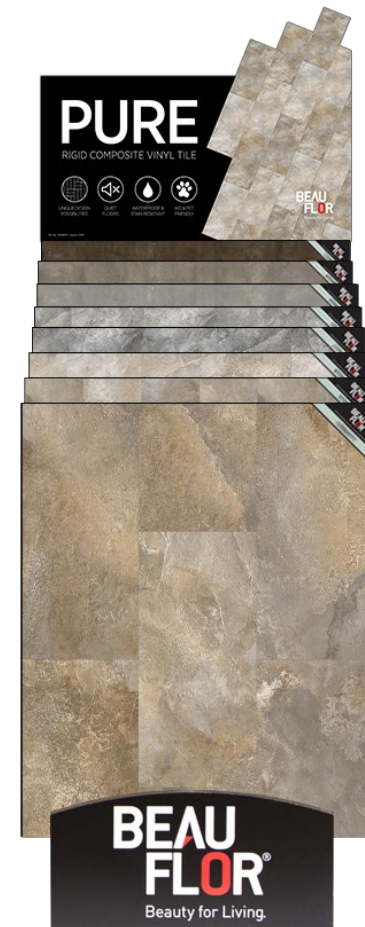
Marketing & merchandising (cont.)

Pure | Tree Display Companion Tile Stacker

- 8 – 21”w x 26”h sample boards with large room scene back labels
- 1 Header Graphics
- 1 Storyboard
- 1 Step up display fixture

\$149

FOB White, GA



21”w x 32”d x 60”h

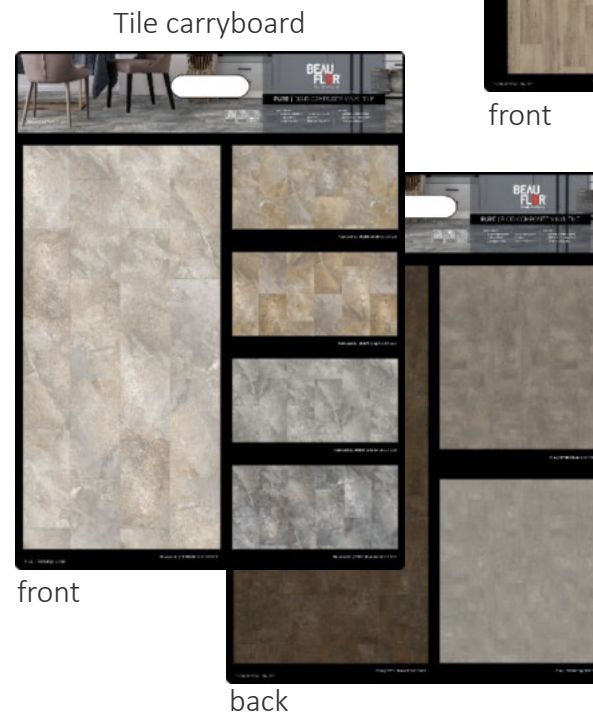
Marketing & merchandising (cont.)

Pure | Carry Board Set

- 2 sided Plank carry board showing 16 skus
- 2 sided Tile carry board showing 8 skus

\$40

FOB White, GA



Each carryboard is 21" w x 30" h

Marketing & merchandising (cont.)

Pure | Plank Sell Sheets

- High quality, 2 sided quick guide to spec info, style names and material numbers

\$5

per pad (25)



8.5"w x 11"h

Pure | Tile Sell Sheets

- High quality, 2 sided quick guide to spec info, style names and material numbers

\$5

per pad (25)



8.5"w x 11"h

Merchandising order form

Customer Name: _____

Account Manager: _____

Customer Number: _____

Delivery Term: FCA White, GA



Pure Step Up Display Complete	Order Quantity	Price	Total
		\$449.00	

Bill Of Material	Pieces/Kit	Part No.
Display Fixture	3	11004796
Header Graphic Pure Plank	1	11006870
Header Graphic Pure Herringbone	1	11006872
Header Graphic Pure Tile	1	11006871
Sample Boards Box A	1	11006841
Sample Boards Box B	1	11006842
Sample Boards Box C	1	11007009
Sample Boards Box D	1	11007010
Sample Boards Box E	1	11007011
Sample Boards Box F	1	11007012
Plank Storyboard	1	11007333
Tile Storyboard	1	11007334

Requested Delivery Schedule

Delivery No.	Requested Date	Delivery Quantity
1		
2		

Pure Step Up Display Retrofit	Order Quantity	Price	Total
All of above minus 2 display fixtures		\$349.00	

Requested Delivery Schedule

Delivery No.	Requested Date	Delivery Quantity
1		
2		

Merchandising order form (cont.)



Customer Name: _____

Account Manager: _____

Customer Number: _____

Delivery Term: FCA White, GA

Pure Tree Display Retrofit			Order Quantity	Price	Total
				\$149.00	
Bill Of Material	Pieces/Kit	Part No.			
Graphics Kit	3	11007312			
Tree Display Sample Set Pure Box A	1	11007313			
Tree Display Sample Set Pure Box B	1	11007314			
Tree Display Sample Set Pure Box C	1	11007315			
Tree Display Sample Set Pure Box D	1	11007316			
Requested Delivery Schedule					
Delivery No.		Requested Date	Delivery Quantity		
1					
2					

Pure Tile Step Display			Order Quantity	Price	Total
				\$149.00	
Bill Of Material	Pieces/Kit	Part No.			
Display Fixture	1	11004796			
Header Graphic Pure Tile	1	11006871			
Sample Boards Box E	1	11007011			
Sample Boards Box F	1	11007012			
Tile Storyboard	1	11007334			
Requested Delivery Schedule					
Delivery No.		Requested Date	Delivery Quantity		
1					
2					

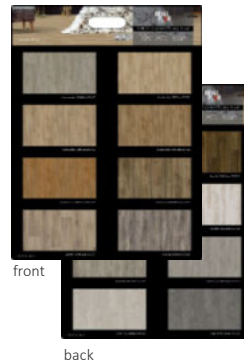
Merchandising order form (cont.)

Customer Name: _____

Account Manager: _____

Customer Number: _____

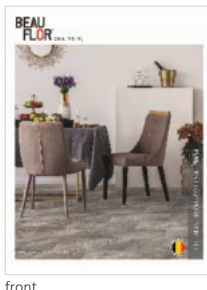
Delivery Term: FCA White, GA



Pure Carryboard Set			Order Quantity	Price	Total
				\$40.00	
Bill Of Material	Pieces/Kit	Part No.			
Pure Plank Carryboard	1	11007344			
Pure Tile Carryboard	1				
Requested Delivery Schedule					
Delivery No.	Requested Date	Delivery Quantity			
1					
2					



Pure Plank Sell Sheet			Order Quantity	Price	Total
				\$5.00	
Bill Of Material	Pieces/Kit	Part No.			
Pure Plank Sell Sheet (pad of 25)	1	11007400			
Requested Delivery Schedule					
Delivery No.	Requested Date	Delivery Quantity			
1					
2					



Pure Tile Sell Sheet			Order Quantity	Price	Total
				\$5.00	
Bill Of Material	Pieces/Kit	Part No.			
Pure Tile Sell Sheet (pad of 25)	1	11007401			
Requested Delivery Schedule					
Delivery No.	Requested Date	Delivery Quantity			
1					
2					

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