

AMERICAN STANDARD LOOKBOOK

PUREGRAIN

HIGH-DEF

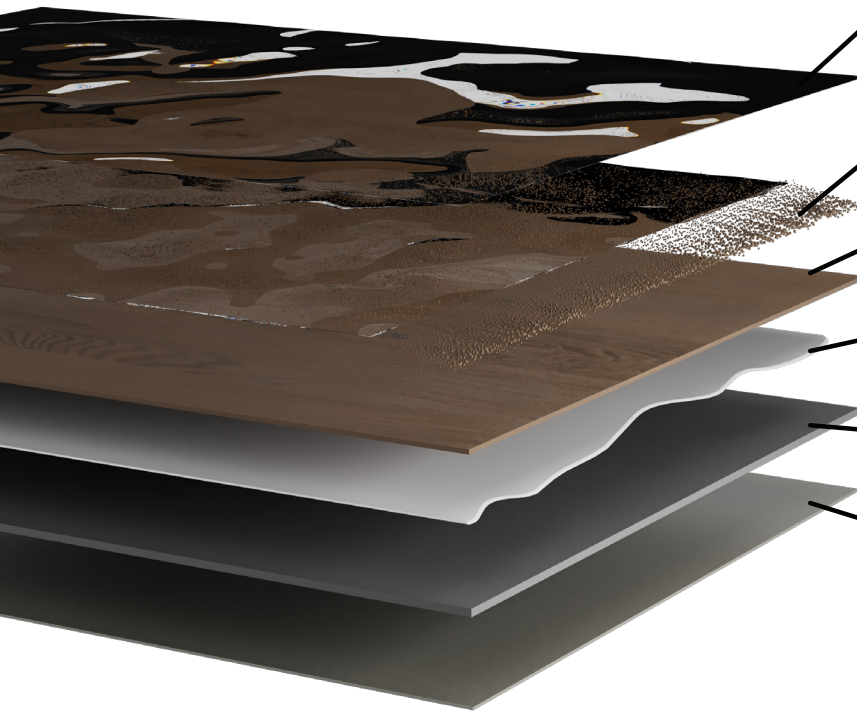


PUREGRAIN

HIGH-DEF

THE PUREGRAIN™ DIFFERENCE

PureGrain™ by Engineered Floors® is the first domestically made luxury vinyl tile (DLVT) that uses digital print technology to create high-resolution designs directly on a high-density rigid core. The creative process begins with scanning unique wood species, which allows for unlimited design possibilities and minimal plank repeat for a more authentic wood look.



Protective top coat and matte finish for a low gloss visual that hides surface imperfections

Lacquer layer and texture build up for unhindered color clarity and realistic wood texture (EIR)

Digitally printed decor allowing for high resolution image and enhanced plank repeats

Primer base allows for a perfect canvass to start the printing process

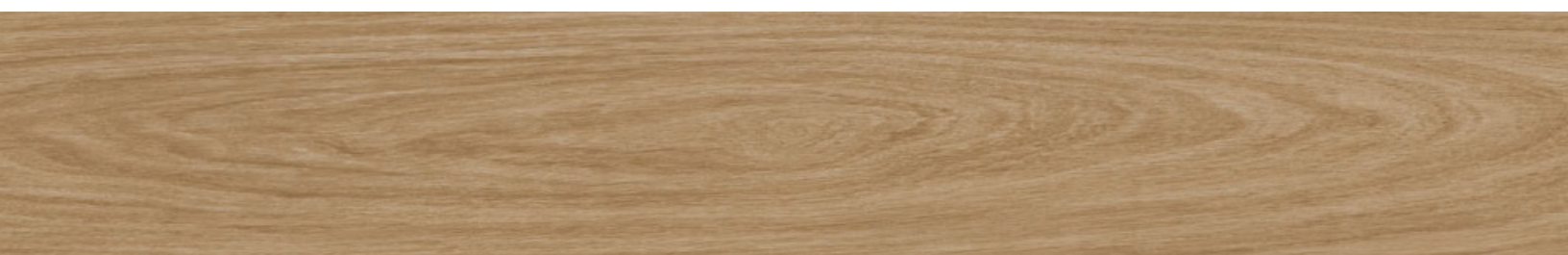
High density rigid core for unmatched indention properties perfect for high traffic areas

Attached pad for ease of installation and enhanced sound absorption



EVERTUFF CLEARCOAT® TECHNOLOGY

Our Evertuff Clearcoat® provides ultimate protection against everyday scuffs and scratches.



THE 4D EXPERIENCE

DEPTH

Compared to traditional film products, digital print technology produces designs with 5X more color clarity.

DIMENSION

Using digital emboss technology, a structure is built up on the surface of the board, creating an exact texture match to the design.

DURABILITY

Evertuff Clearcoat® provides built-in protection using a UV coating in place of a traditional wear layer, leading to enhanced abrasion properties.

DESIGN

Each decor starts from real wood, designed with 35 unique plank patterns compared to traditional film products.

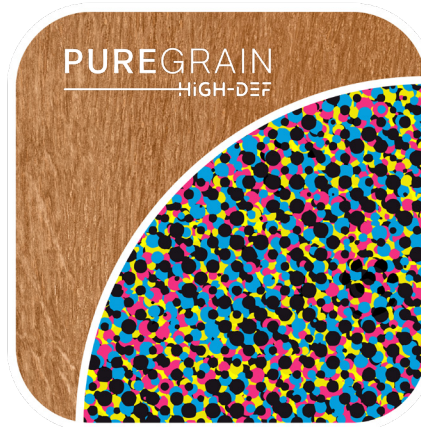
FILM vs DIGITAL

TRADITIONAL LVT



Traditional film products from our competitors do not have the clarity, realism, or the variety we offer in our direct digital print product.

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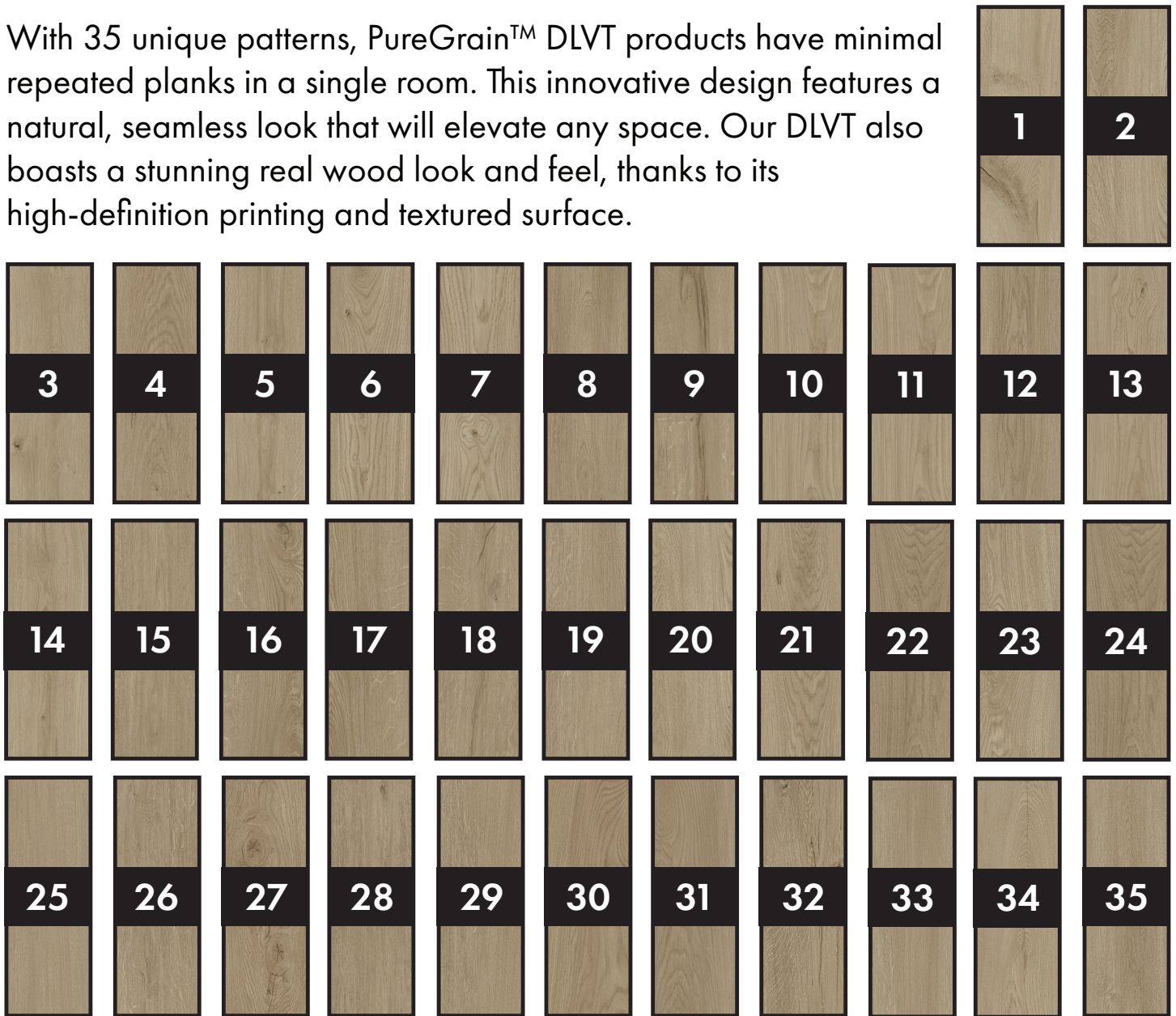
With high-resolution digital printing, the possibilities are endless! The increased dots per inch (DPI) leads us to our high-def color clarity allowing us to create industry-disrupting products.

*Actual product from magnifying tool



PUREGRAIN[™] HIGH-DEF vs OTHER LVT

With 35 unique patterns, PureGrain™ DLVT products have minimal repeated planks in a single room. This innovative design features a natural, seamless look that will elevate any space. Our DLVT also boasts a stunning real wood look and feel, thanks to its high-definition printing and textured surface.



With just 5 unique patterns, other LVT products have many repeated planks in a single room. This does not imitate the unique properties of wood.



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HIGH-DEF

TRADITIONAL LVT



ORIGIN

Proudly Made in the USA

Sourced Globally



TECHNOLOGY

Digitally printed with
5x higher resolution

Traditional Film Print
(Less Realistic)



EIR (TEXTURE)

Digitally embossed for
exact texture match

No - Random emboss
for faux wood texture



DURABILITY

EverTuff Clearcoat®
(AC3 rating, equivalent
to 20 mil wear layer)

12 mil wear layer



INSTALLATION

One2Click® locking
system (angle/angle) for
superior joint strength

Drop and Lock



PLANK REPEAT

35 unique wood planks

6 -12 repeating planks



BEVEL

Painted Natural Bevel

Micro Bevel



PET PROTECTION

PawPrint Protection
covers all household pet
messes & scratches

Covers pet stains only



30 Year Pet Scratch • Lifetime Pet Stain • Waterproof

Meet Hank, your flooring's best friend.

He's a bundle of energy, and accidents are part of the fun. Our enhanced warranties guarantee your floors against all accidents. PureGrain's superior durability stands up to scratches, spills, and everyday wear and tear.



AMERICAN STANDARD

COLOR: 6201 GRAYTON



AMERICAN STANDARD

COLOR: 6201 GRAYTON





AMERICAN STANDARD

COLOR: 6202 LAGUNA



AMERICAN STANDARD

COLOR: 6203 WATERCOLOR



AMERICAN STANDARD

COLOR: 6203 WATERCOLOR



AMERICAN STANDARD

COLOR: 6204 ISLAMORADA



AMERICAN STANDARD

COLOR: 6204 ISLAMORADA



AMERICAN STANDARD

COLOR: 6205 JUPITER



AMERICAN STANDARD

COLOR: 6205 JUPITER



AMERICAN STANDARD

COLOR: 6206 ALYS



AMERICAN STANDARD

COLOR: 6206 ALYS



AMERICAN STANDARD

COLOR: 6207 SEASIDE



AMERICAN STANDARD

COLOR: 6207 SEASIDE





AMERICAN STANDARD

COLOR: 6208 CORONADO



AMERICAN STANDARD

COLOR: 6209 SANTA BARBARA



AMERICAN STANDARD

COLOR: 6209 SANTA BARBARA



AMERICAN STANDARD

COLOR: 6210 MAUI



AMERICAN STANDARD

COLOR: 6210 MAUI





AMERICAN STANDARD

COLOR: 6211 DELRAY



AMERICAN STANDARD

COLOR: 6212 BISCAYNE



AMERICAN STANDARD

COLOR: 6212 BISCAYNE



AMERICAN STANDARD



**6201
GRAYTON**



**6202
LAGUNA**



**6203
WATERCOLOR**



**6204
ISLAMORADA**



**6205
JUPITER**



**6206
ALYS**



**6207
SEASIDE**



**6208
CORONADO**



**6209
SANTA BARBARA**



**6210
MAUI**



**6211
DELRAY**



**6212
BISCAYNE**

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THE PUREGRAIN™ DIFFERENCE

American crafted, luxury redefined. PureGrain High-Def DLVT is more than flooring; it's a walk with nature. Each plank captures the authenticity of real wood, replicating its unique grain texture with stunning accuracy. Experience the vibrant beauty and resilience of the forest underfoot.

SPECIFICATIONS

- Size:** 7" x 48"
- SQFT/Box:** 22.16
- SQFT/Pallet:** 1108
- Total Thickness:** 5 MM
- Underlayment:** 1 MM XPO
- Construction:** High Density Rigid Core
- Edge:** One2Click® Angle/Angle with Natural Bevel
- Embossing:** Digital Emboss Lite
- Surface Coating:** Evertuff Clearcoat®
- Abrasion Rating:** Equivalent to 20 mil
- Pattern Repeat:** 35 Unique Planks

SOFT UNDERFOOT **NOISE REDUCTION**

REALISTIC TEXTURE **ENHANCED BEVEL**

OTHER FEATURES & BENEFITS

- WATERPROOF
- INSTALLS OVER MOST EXISTING FLOOR
- SUPERIOR SCRATCH RESISTANCE
- HIGH DIMENSIONAL STABILITY
- FAST INSTALLATION
- HIGH INDENTATION RESISTANCE
- PET-FRIENDLY

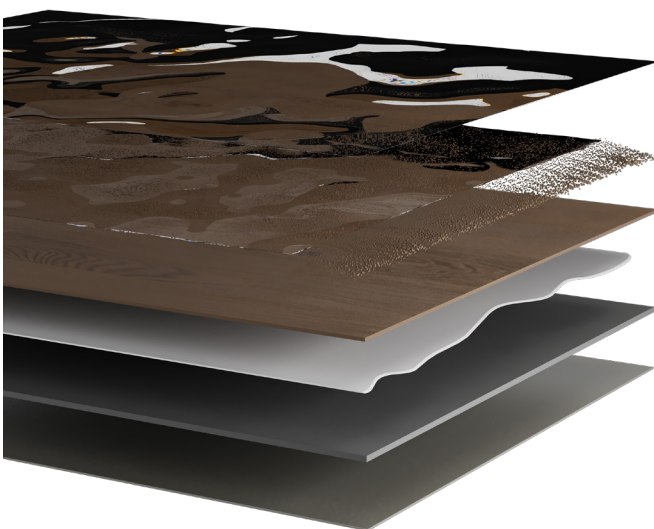
WARRANTIES



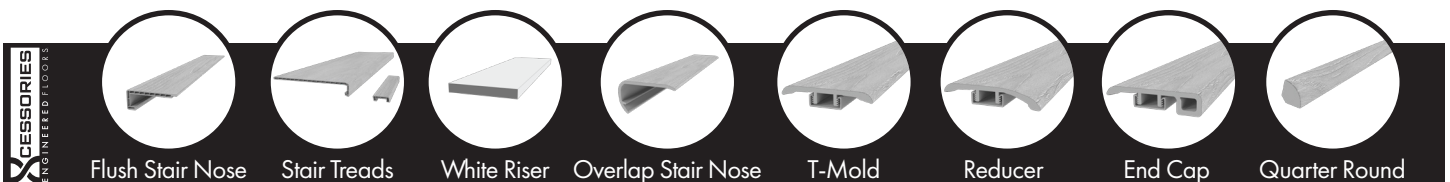
Lifetime Residential
7 Year Light Commercial



30 Year Pet Scratch • Lifetime Pet Stain



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STOP REPEATING YOURSELF.

ENGINEERED
FLOORS.

For more information visit: engineeredfloors.com

Got a question? We're here to help. Contact us at
866-706-9745

Or write us at:
Engineered Floors®
Customer Service Department
P.O. Box 2207
Dalton, GA 30722

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