

CULTIVATE LOOKBOOK

PUREGRAIN

HIGH-DEF

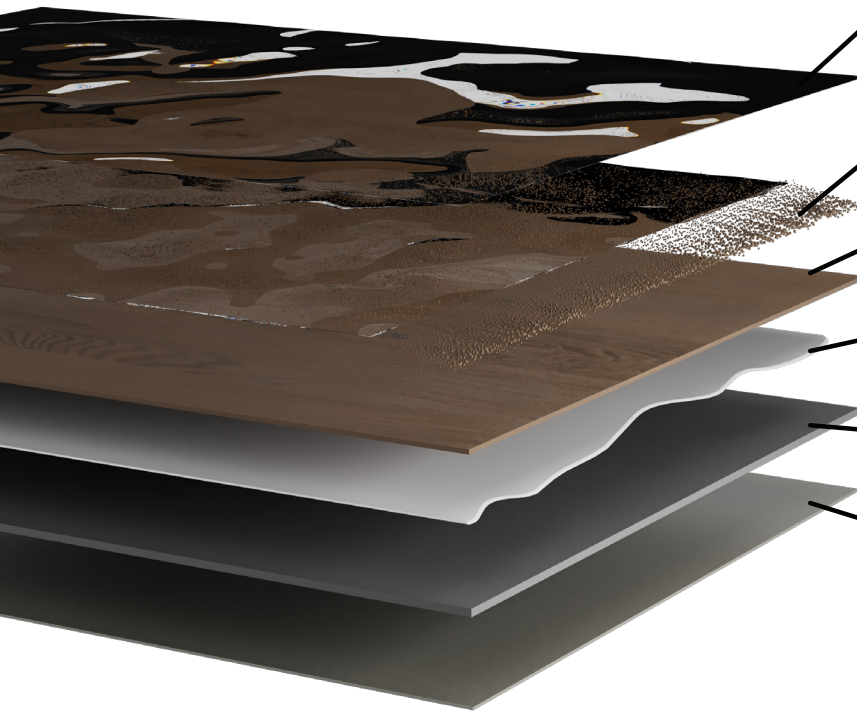


PUREGRAIN

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

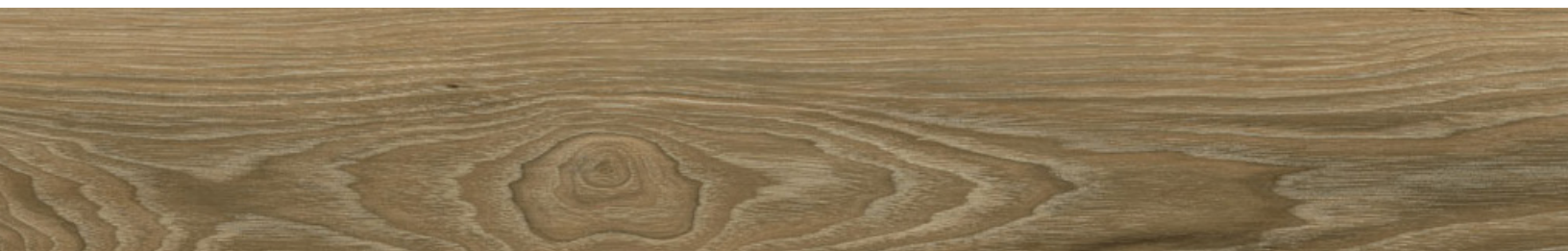
High density rigid core for unmatched indentation properties perfect for high traffic areas

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.

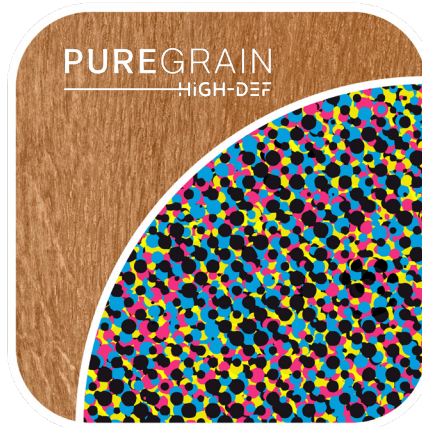
FILM vs DIGITAL

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.

PUREGRAIN
HIGH-DEF



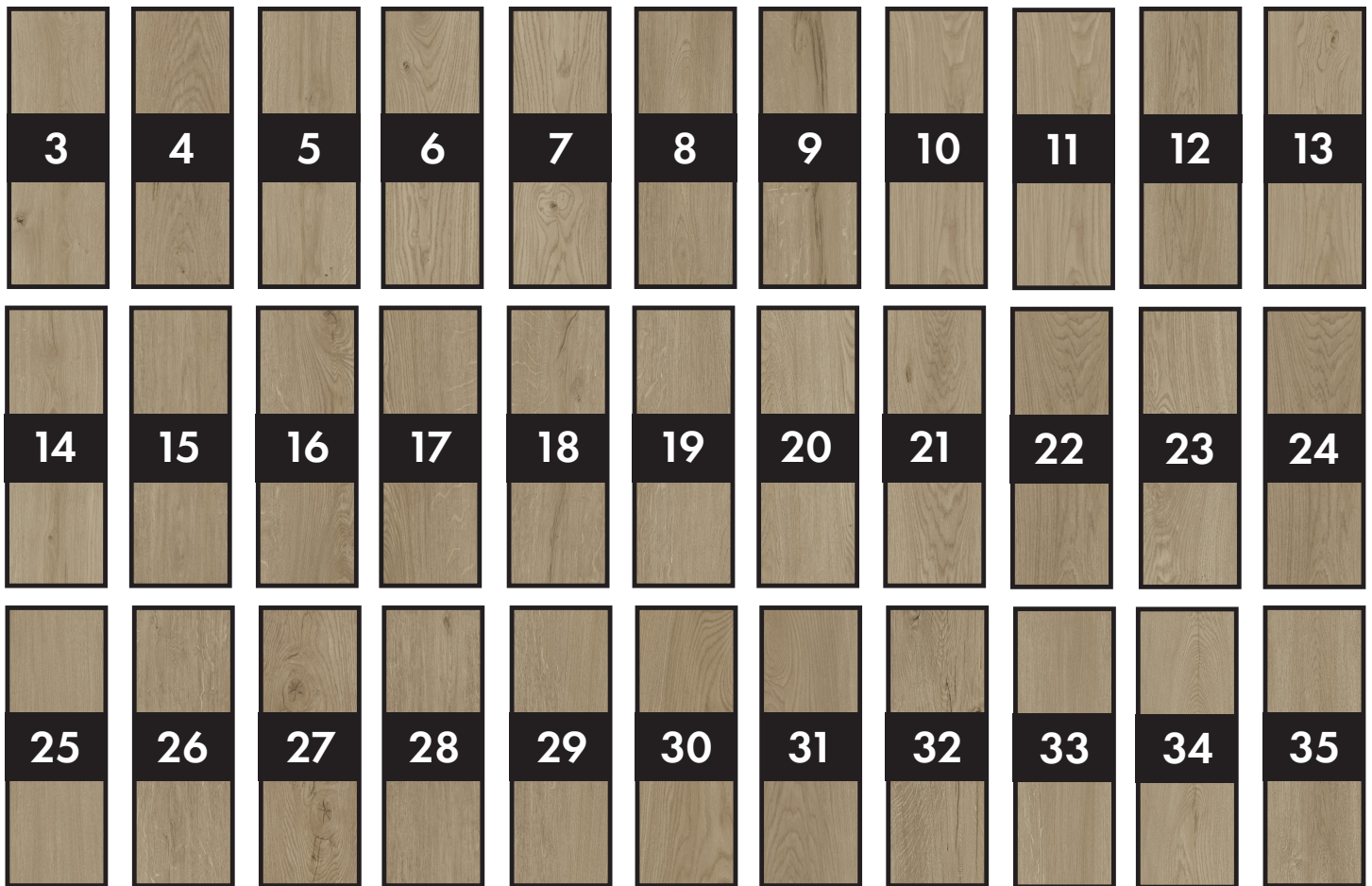
With high-resolution digital printing, the possibilities are endless! The increased dots per inch (DPI) leads us to our high-def color clarity allowing us to create industry-disrupting products.

*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.



PUREGRAIN

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®
(AC5 rating, equivalent
to 30 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.



CULTIVATE

COLOR: 6013 UNIVERSITY PEAK



CULTIVATE

COLOR: 6013 UNIVERSITY PEAK



CULTIVATE

COLOR: 6014 EVERGLADE



CULTIVATE

COLOR: 6014 EVERGLADE



CULTIVATE

COLOR: 6015 GRAND TETON



CULTIVATE

COLOR: 6015 GRAND TETON



CULTIVATE

COLOR: 6016 DENALI



CULTIVATE

COLOR: 6016 DENALI



CULTIVATE

COLOR: 6017 ARCHES



CULTIVATE

COLOR: 6017 ARCHES



CULTIVATE

COLOR: 6018 SANFORD



CULTIVATE

COLOR: 6018 SANFORD



CULTIVATE

COLOR: 6019 WHEELER



CULTIVATE

COLOR: 6019 WHEELER



CULTIVATE

COLOR: 6020 ACADIA



CULTIVATE

COLOR: 6020 ACADIA



CULTIVATE

COLOR: 6021 CHARLESTON



CULTIVATE

COLOR: 6021 CHARLESTON





CULTIVATE

COLOR: 6022 CASTLE



CULTIVATE

COLOR: 6023 CRESTONE



CULTIVATE

COLOR: 6023 CRESTONE



CULTIVATE

COLOR: 6024 GLACIER PEAK



CULTIVATE

COLOR: 6024 GLACIER PEAK



CULTIVATE



6013
UNIVERSITY PEAK



6014
EVERGLADE



6015
GRAND TETON



6016
DENALI



6017
ARCHES



6018
SANFORD



6019
WHEELER



6020
ACADIA



6021
CHARLESTON



6022
CASTLE



6023
CRESTONE



6024
GLACIER PEAK

D2023 CULTIVATE



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
- Planks Per Box:** 10
- Total Thickness:** 5 MM
- Underlayment:** 1 MM IXPE
- Construction:** High Density Rigid Core
- Edge:** One2Click® Angle/Angle with Natural Bevel
- Embossing:** Digital Emboss
- Surface Coating:** Evertuff Clearcoat® with Aluminum Oxide
- Abrasion Rating:** AC5/Equivalent to 20 mil
- Pattern Repeat:** 35 Unique Planks

WARRANTIES

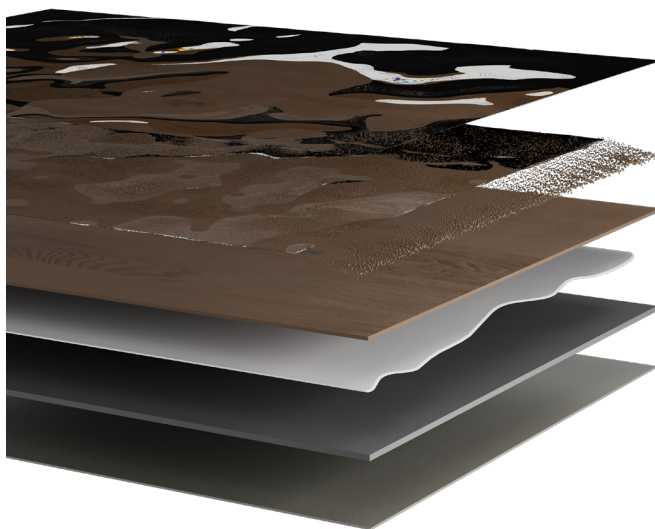
- Lifetime Residential
- Lifetime Waterproof
- Lifetime Pet Stains
- 10 Year Light Commercial

SOFT UNDERFOOT **NOISE REDUCTION**

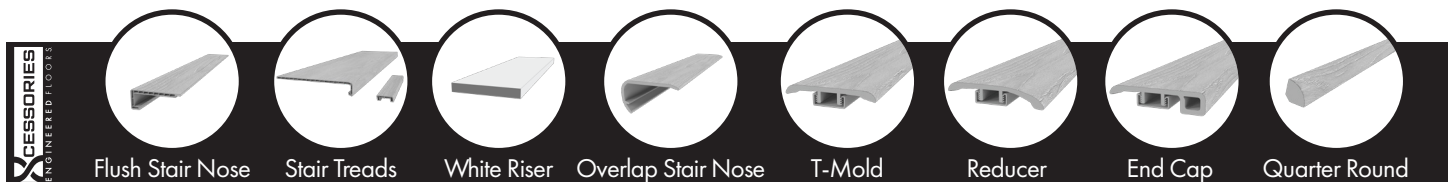
REALISTIC TEXTURE **ENHANCED BEVEL**

OTHER FEATURES & BENEFITS

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



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- High density rigid core for unmatched indention properties perfect for high traffic areas
- Attached pad for ease of installation and enhanced sound absorption



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:
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Customer Service Department
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Dalton, GA 30722

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