

HD105 LOOKBOOK

PUREGRAIN

HIGH-DEF

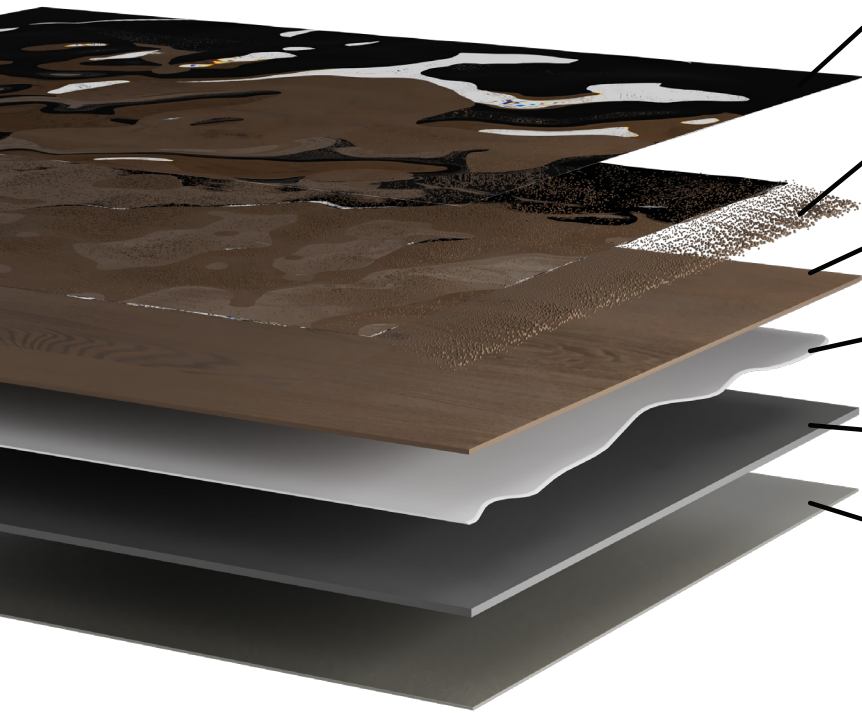


PUREGRAIN

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.

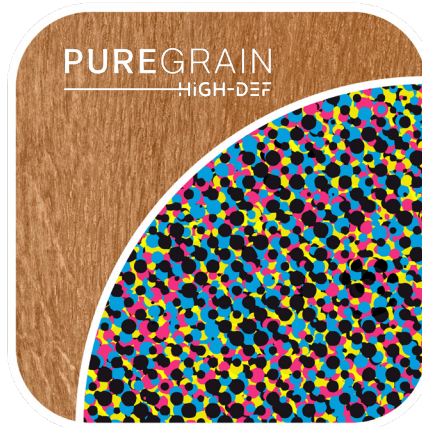
FILM vs DIGITAL

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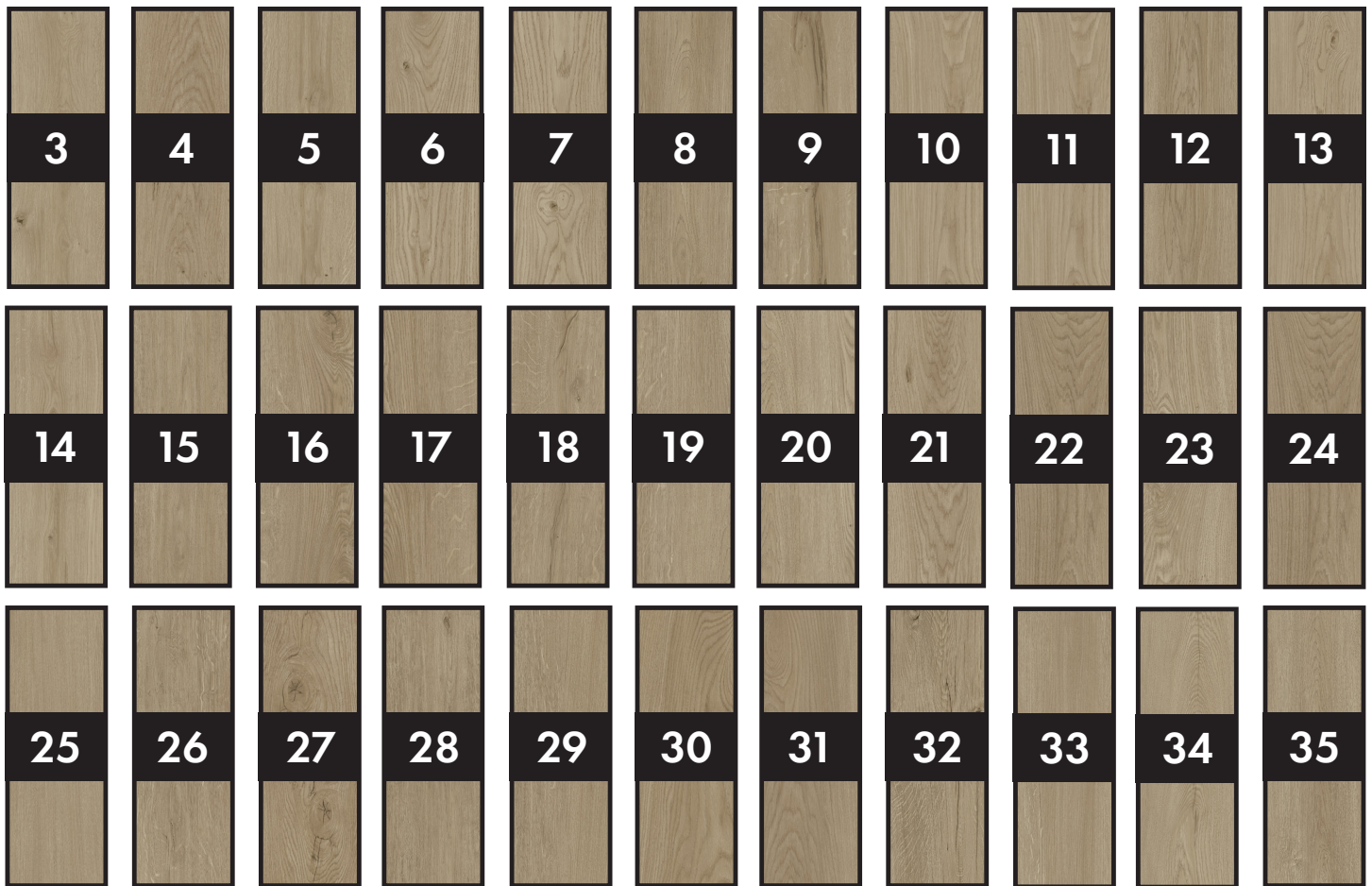
With high-resolution digital printing, the possibilities are endless! The increased dots per inch (DPI) leads us to our high-def color clarity allowing us to create industry-disrupting products.

*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.



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.



HD105

COLOR: 1101 RIVERWAY



HD105

COLOR: 1101 RIVERWAY



HD105

COLOR: 1102 JET STREAM



HD105

COLOR: 1102 JET STREAM



HD105

COLOR: 1103 TOP SAIL



HD105

COLOR: 1103 TOP SAIL



HD105

COLOR: 2101 MAJESTIC



HD105

COLOR: 2101 MAJESTIC



HD105

COLOR: 2103 DYNASTY



HD105

COLOR: 2103 DYNASTY



HD105

COLOR: 2106 GEMINI



HD105

COLOR: 2106 GEMINI



HD105



1101 RIVERWAY

A horizontal wood sample with a dark brown, rich, and somewhat irregular grain pattern, featuring several prominent knots and a slightly weathered appearance.



1102 JET STREAM

A horizontal wood sample with a medium brown, smooth, and consistent grain pattern, showing a few small knots and a clean, finished look.



1103 TOP SAIL

A horizontal wood sample with a dark, almost blackish-brown, grain pattern that is very dense and textured, with a few small knots and a weathered, rustic appearance.



2101 MAJESTIC

A horizontal wood sample with a light brown, smooth, and consistent grain pattern, featuring several prominent knots and a clean, finished look.



2103 DYNASTY

A horizontal wood sample with a dark brown, wavy, and irregular grain pattern, featuring several prominent knots and a weathered, rustic appearance.



2106 GEMINI

A horizontal wood sample with a light brown, smooth, and consistent grain pattern, featuring several prominent knots and a clean, finished look.

HD105



THE PUREGRAIN™ DIFFERENCE

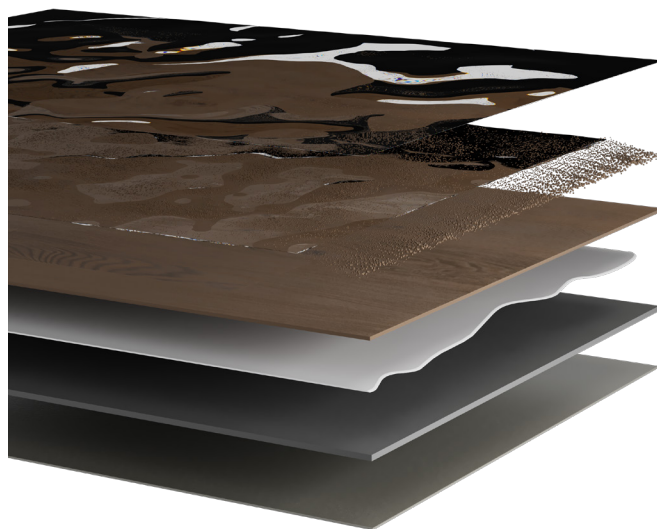
American crafted, luxury redefined. PureGrain High-Def DLVT is more than flooring; it's a walk with nature. Each plank captures the authenticity of real wood, replicating its unique grain texture with stunning accuracy. Experience the vibrant beauty and resilience of the forest underfoot.

SPECIFICATIONS

- Size:** 7" x 60"
- SQFT/Box:** 22.16
- SQFT/Pallet:** 1108
- Planks Per Box:** 8
- Total Thickness:** 6.5 MM
- Underlayment:** 1.5 MM XPO
- 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 30 mil
- Pattern Repeat:** 35 Unique Planks

WARRANTIES

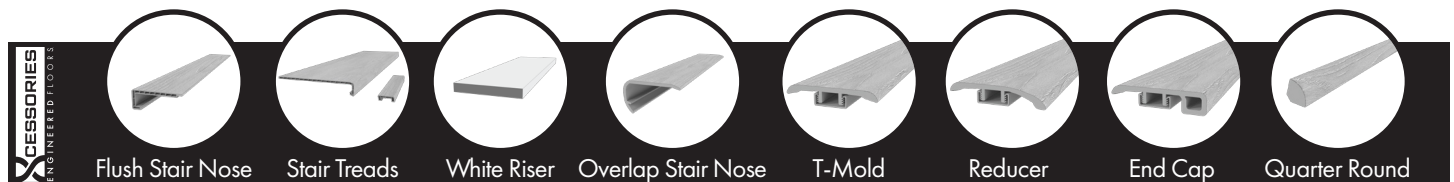
- Lifetime Residential
- Lifetime Waterproof
- Lifetime Pet Stains
- 10 Year Light Commercial



- 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
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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

OTHER FEATURES & BENEFITS

- SOFT UNDERFOOT
- NOISE REDUCTION
- REALISTIC TEXTURE
- ENHANCED BEVEL
- WATERPROOF
- INSTALLS OVER MOST EXISTING FLOOR
- SUPERIOR SCRATCH RESISTANCE
- HIGH DIMENSIONAL STABILITY
- FAST INSTALLATION
- HIGH INDENTATION RESISTANCE
- PET-FRIENDLY



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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