

NURTURE LOOKBOOK

# PUREGRAIN

HIGH-DEF

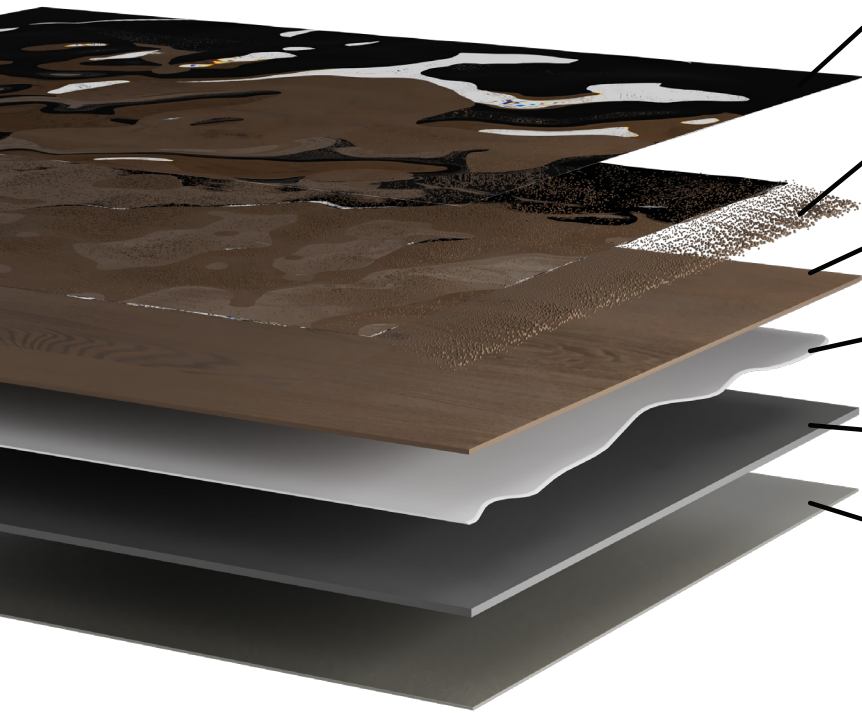


# PUREGRAIN

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.

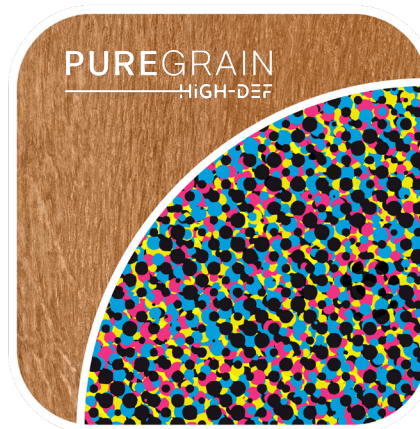
## DESIGN

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

## FILM vs DIGITAL



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



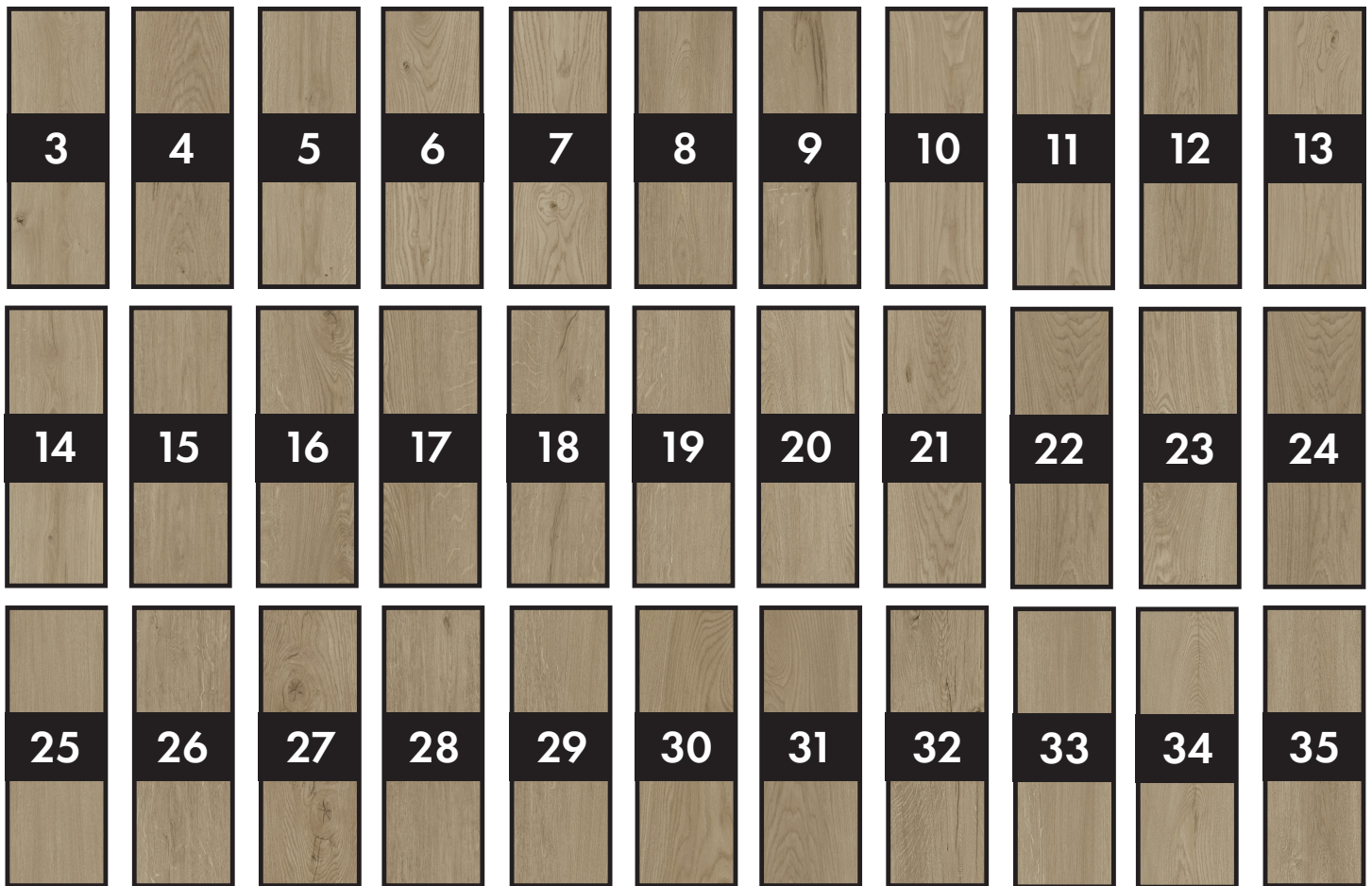
With high-resolution digital printing, the possibilities are endless! The increased dots per inch (DPI) leads us to our high-def color clarity allowing us to create industry-disrupting products.

\*Actual product from magnifying tool



# PUREGRAIN<sup>™</sup> 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

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## 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.



**NURTURE**

**COLOR: 6001 SHORELINE**



**NURTURE**

**COLOR: 6001 SHORELINE**



**NURTURE**

**COLOR: 6002 SEAMIST**



**NURTURE**

**COLOR: 6002 SEAMIST**



**NURTURE**

**COLOR: 6003 MOSAIC**



**NURTURE**

**COLOR: 6003 MOSAIC**



**NURTURE**

**COLOR: 6004 KEYSTONE**



**NURTURE**

**COLOR: 6004 KEYSTONE**



**NURTURE**

**COLOR: 6005 PANDORA**



**NURTURE**

**COLOR: 6005 PANDORA**



**NURTURE**

**COLOR: 6006 WILLOW**



**NURTURE**

**COLOR: 6006 WILLOW**



**NURTURE**

**COLOR: 6007 DRIFTER**



**NURTURE**

**COLOR: 6007 DRIFTER**



**NURTURE**

**COLOR: 6008 CANYON**



**NURTURE**

**COLOR: 6008 CANYON**



**NURTURE**

**COLOR: 6009 RENEW**



**NURTURE**

**COLOR: 6009 RENEW**



**NURTURE**

**COLOR: 6010 CAVERN**



**NURTURE**

**COLOR: 6010 CAVERN**



**NURTURE**

**COLOR: 6011 HAZEL**



**NURTURE**

**COLOR: 6011 HAZEL**



**NURTURE**

**COLOR: 6012 TIMBER**



**NURTURE**

**COLOR: 6012 TIMBER**



# NURTURE

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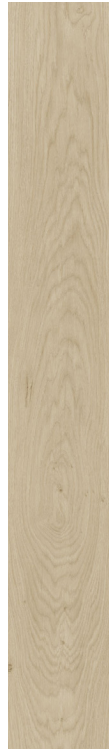
**6001  
SHORELINE**



**6002  
SEAMIST**



**6003  
MOSAIC**



**6004  
KEYSTONE**



**6005  
PANDORA**



**6006  
WILLOW**



**6007  
DRIFTER**



**6008  
CANYON**



**6009  
RENEW**



**6010  
CAVERN**



**6011  
HAZEL**



**6012  
TIMBER**

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# PUREGRAIN

## HIGH-DEF



### 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:** AC4 /Equivalent to 20 mil
- Pattern Repeat:** 35 Unique Planks

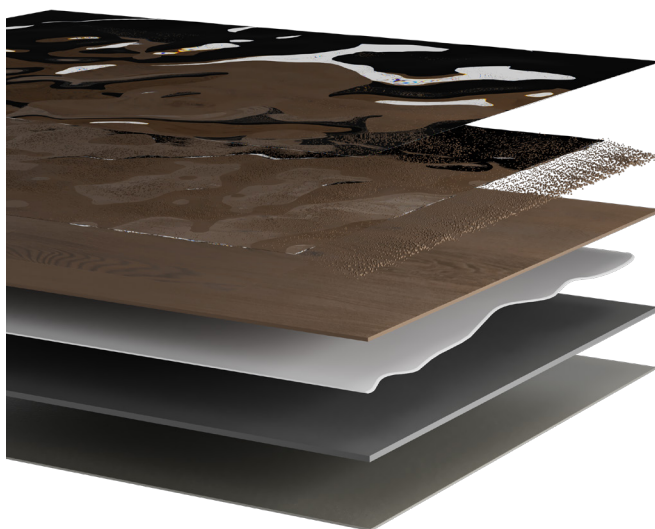
### WARRANTIES



Lifetime Residential  
7 Year Light Commercial



30 Year Pet Scratch • Lifetime Pet Stain



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SOFT UNDERFOOT



NOISE REDUCTION



REALISTIC TEXTURE

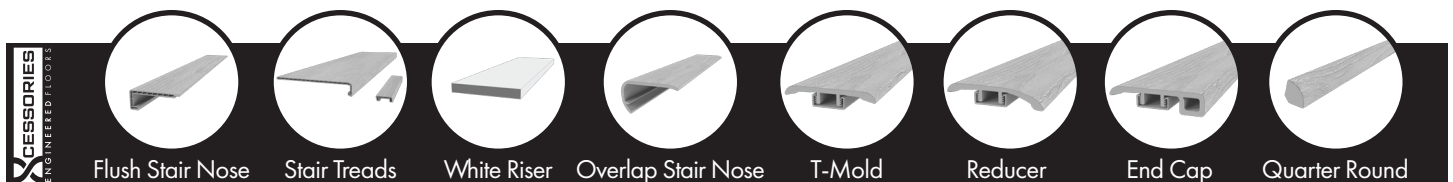


ENHANCED BEVEL

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OTHER FEATURES & BENEFITS

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



ACCESSORIES  
ENGINEERED FLOORS

# STOP REPEATING YOURSELF.

ENGINEERED  
FLOORS.

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Dalton, GA 30722

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