

Yesterday. Today. Tomorrow.



Collections 2013

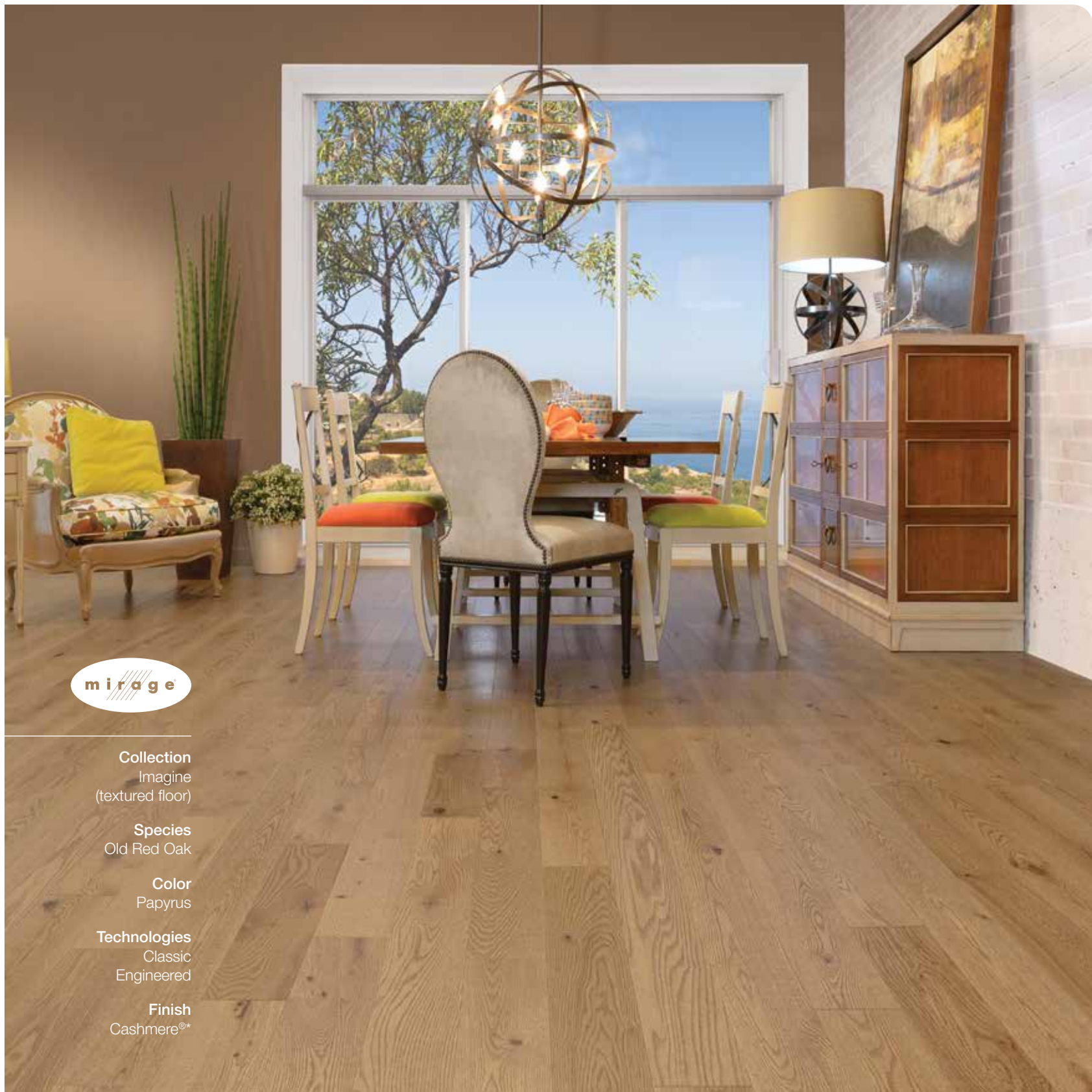




Live. Love. Share.

Quality without compromise.

mirage



mirage

Collection

Imagine
(textured floor)

Species

Old Red Oak

Color

Papyrus

Technologies

Classic
Engineered

Finish

Cashmere®*

New for 2013

Imagine Collection

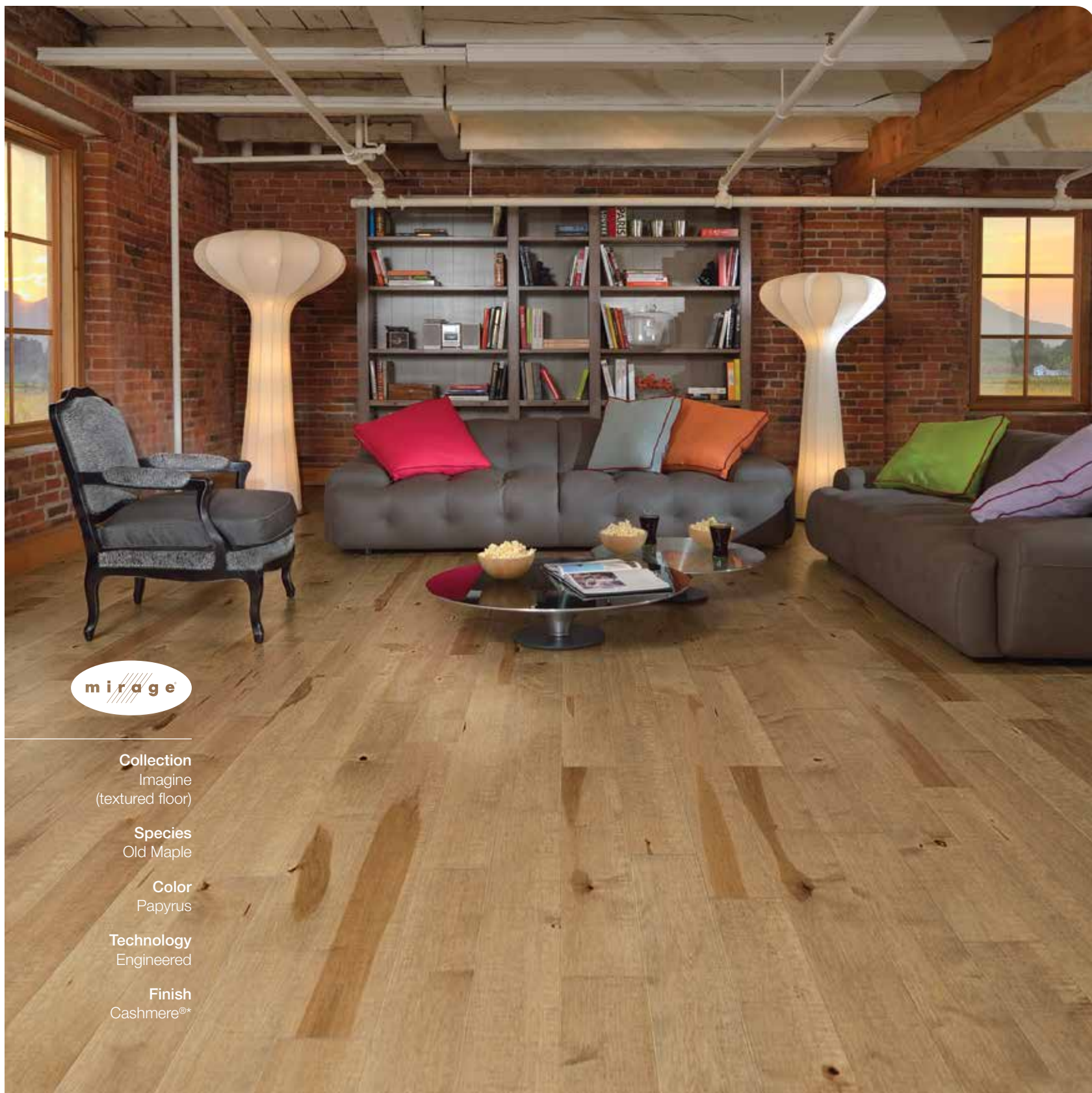


Delightfully delicate

Did you know?

Mirage floors are entirely designed and manufactured at our plant in Saint-Georges, Quebec, Canada. For more than 30 years our passion for wood, our expertise, and our all-encompassing commitment to quality have made us a leader in high-end hardwood flooring. Treat your home to Mirage!





mirage

Collection
Imagine
(textured floor)

Species
Old Maple

Color
Papyrus

Technology
Engineered

Finish
Cashmere®*

New for 2013

Imagine Collection



Excitingly creative

Did you know?

Some Mirage floors offer the benefit of **hiding signs of wear**. The Alive, Sweet Memories, and Imagine Collections are perfect for the lifestyle of young, active families and pet owners. With their varied textures and shading, knots, and cracks, they help mask whatever life throws their way.





Collection
Imagine
(textured floor)

Species
Old Red Oak

Color
Linen

Technologies
Classic
Engineered

Finish
Cashmere®*

New for 2013

Imagine Collection

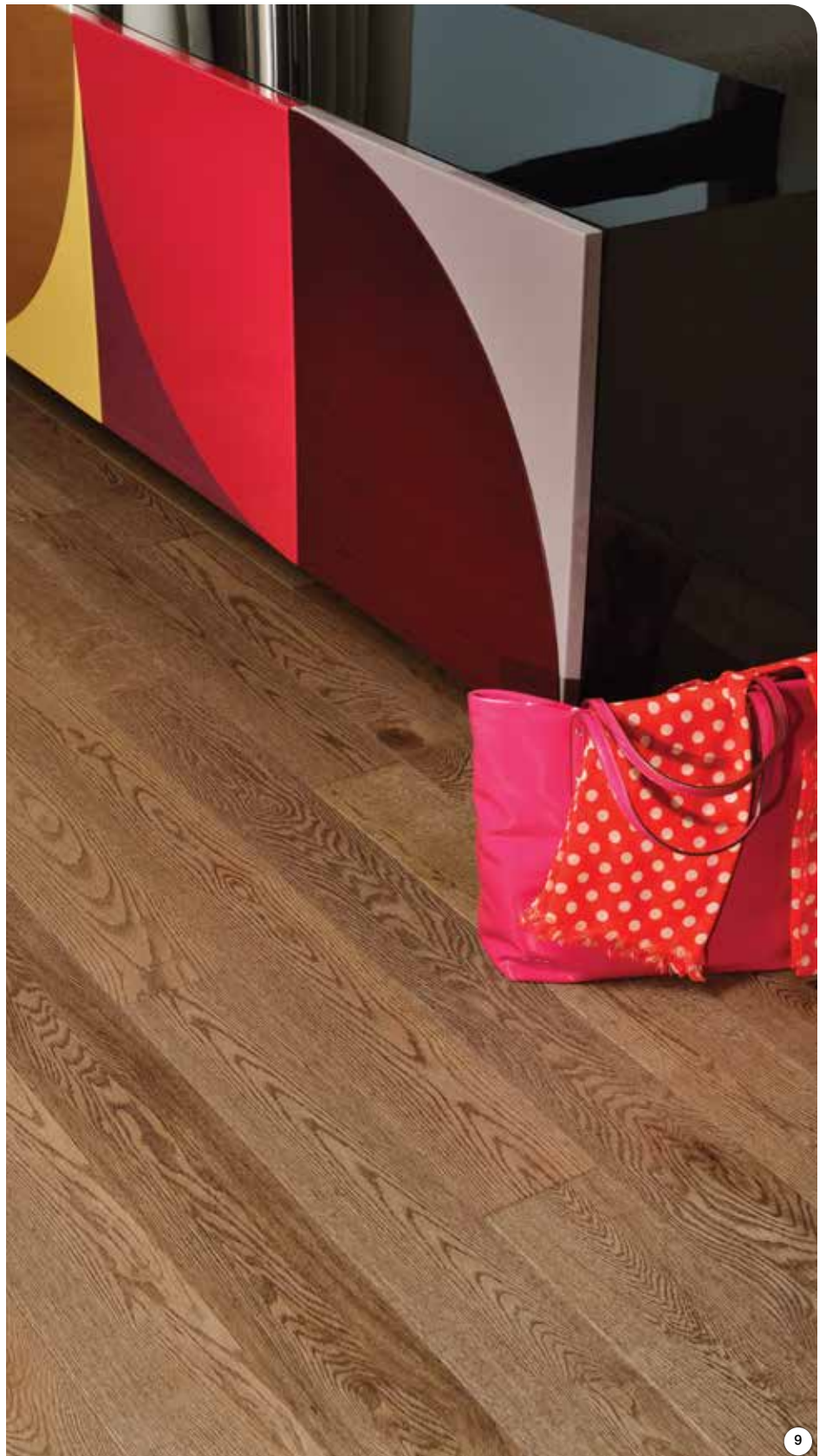


Colors from nature

Did you know?

Each color has its own special effect on your décor.

Flooring in a warm, matte tone brings a friendly, elegant feel to a large, cold room. A darker shade adds richness and opulence, regardless of room size. Pale colors lighten the look and give a sense of space.





mirage

Collection
Imagine
(textured floor)

Species
Old Maple

Color
Linen

Technology
Engineered

Finish
Cashmere®*

New for 2013

Imagine Collection



Intense elegance

Did you know?

Board direction and width play an important role. Some combinations work better than others. For example, installing strips widthwise in a long, narrow room creates the illusion of space. Narrow strips make a room look longer, while wider strips attenuate the sense of depth.





mirage

Collection
Imagine
(textured floor)

Species
Old Red Oak

Color
Rock Cliff

Technologies
Classic
Engineered

Finish
Cashmere®*

New for 2013

Imagine Collection



Beauty carved in stone

Did you know?

A wood floor's **durability** and final appearance are largely dependent on the **composition of the finish** and how it is applied at the factory. At Mirage, the finish is perfectly balanced to avoid a plastic look and allow the full beauty of the wood to shine through while at the same time protecting it from life's little mishaps.





mirage

Collection
Imagine
(textured floor)

Species
Old Maple

Color
Rock Cliff

Technology
Engineered

Finish
Cashmere®*

New for 2013

Imagine Collection

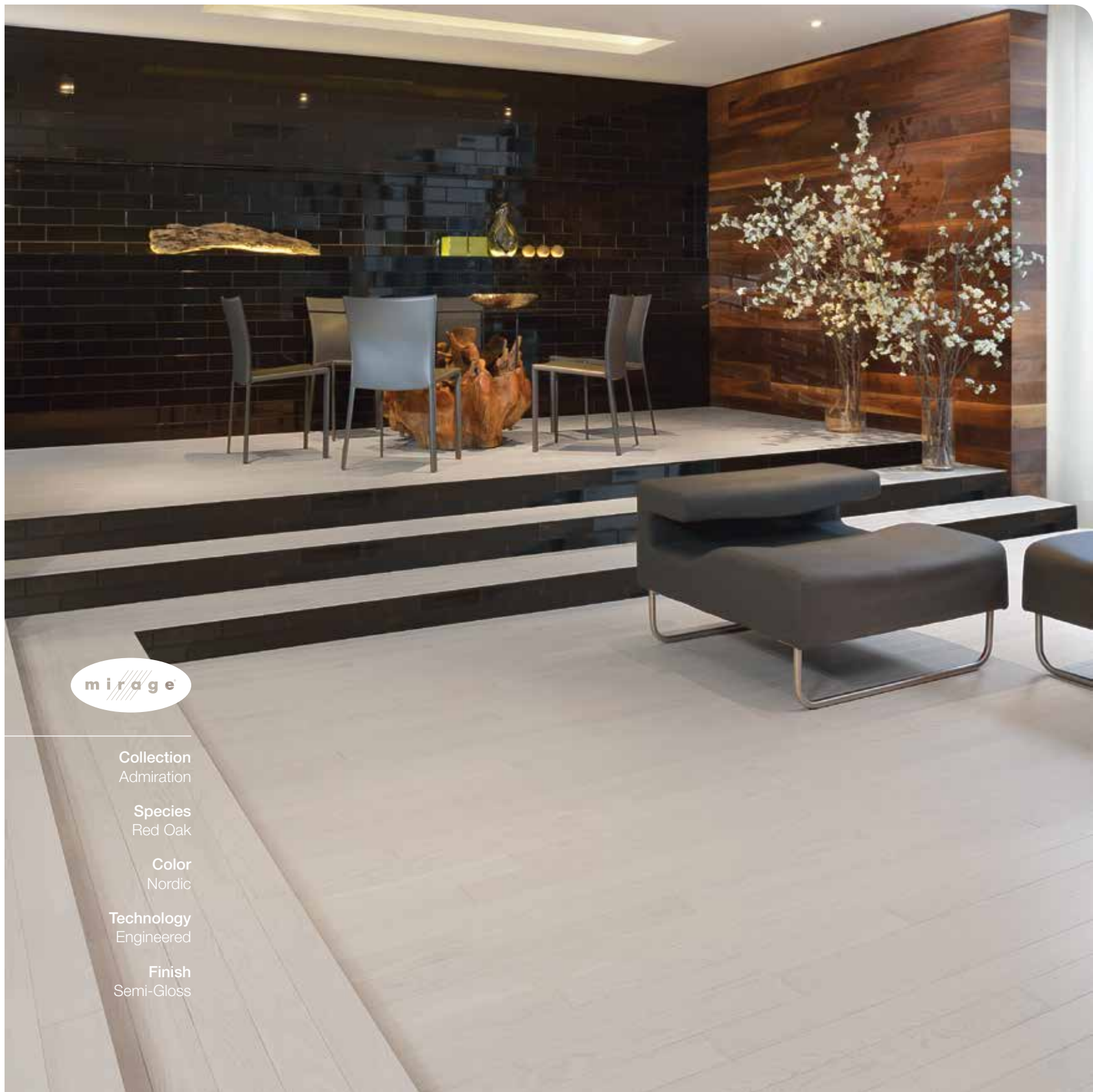


A distinguished presence

Did you know?

Basements and condominiums can also be enhanced by the beauty of a real wood floor! Thanks to their innovative structure designed for spaces with variable humidity, Mirage Lock and Mirage Engineered floors let you take advantage of the warmth of wood, anywhere you like.





mirage

Collection
Admiration

Species
Red Oak

Color
Nordic

Technology
Engineered

Finish
Semi-Gloss

New for 2013

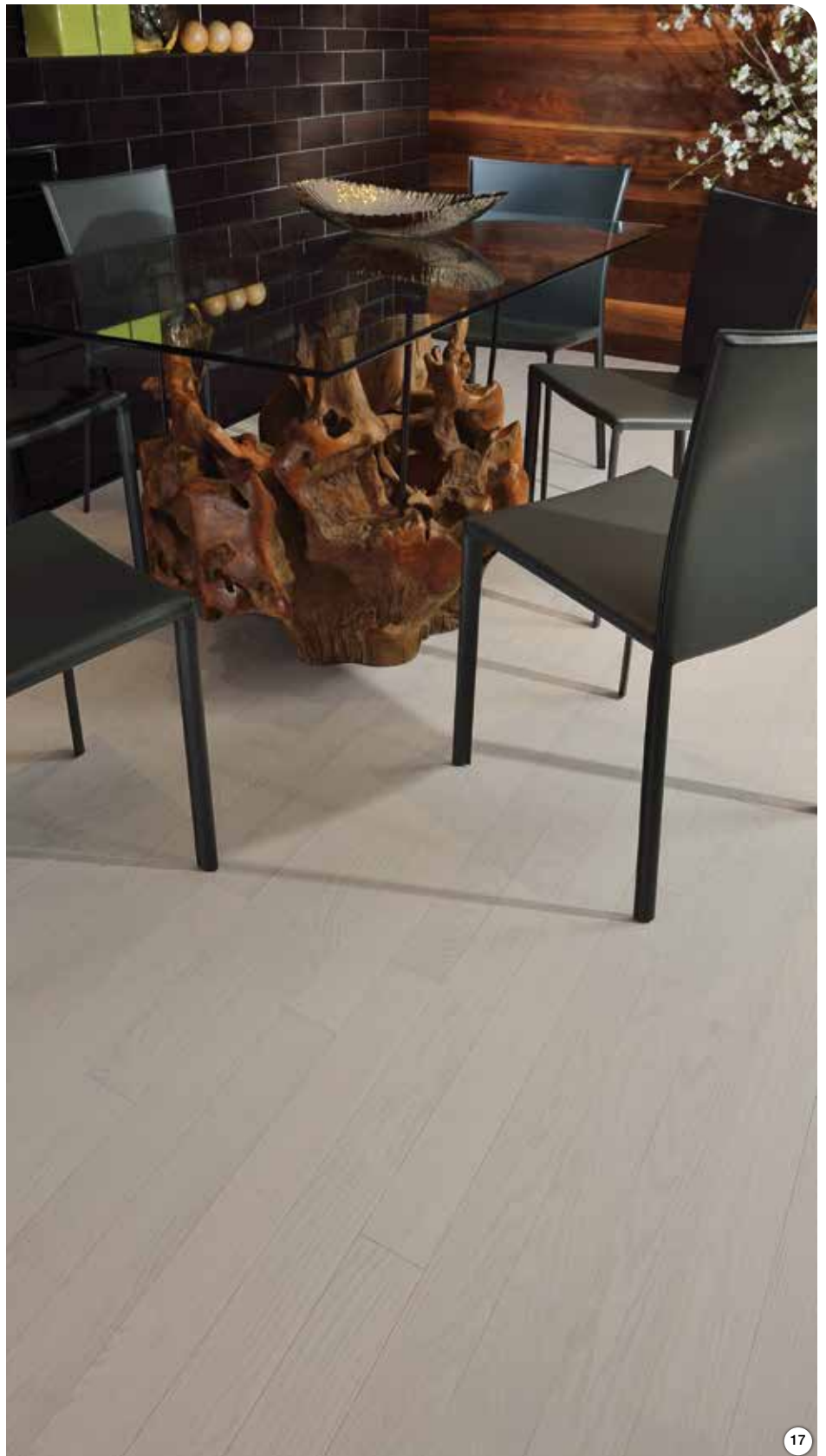
Admiration Collection



Flawless white

Did you know?

Hardwood flooring can also be applied to walls. Mirage Engineered floors can be easily glued to walls for a design feature that's sure to charm!





mirage

Collection
Admiration

Species
Maple

Color
Nordic

Technology
Engineered

Finish
Semi-Gloss

New for 2013

Admiration Collection

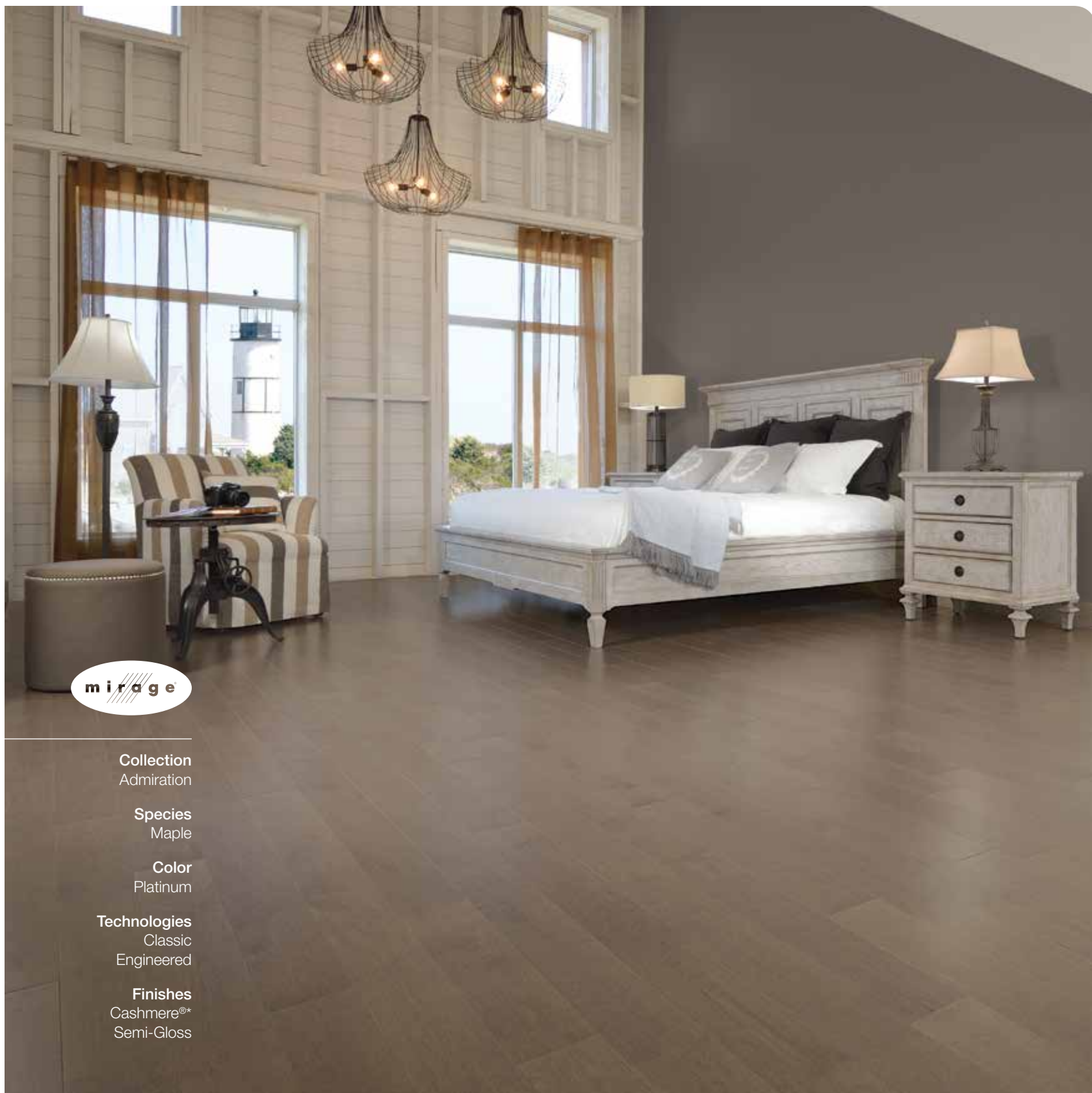


White as snow

Did you know?

Once installed, **Mirage strips form V joints where they meet.** These understated joints prevent premature wear to strip edges and make the floor easier to clean. They also help hide imperfections in the subfloor, for an even more uniform look.





mirage

Collection

Admiration

Species

Maple

Color

Platinum

Technologies

Classic

Engineered

Finishes

Cashmere®*

Semi-Gloss

New for 2013

Admiration Collection



Gray desire

Did you know?

Mirage Engineered floors are just as sandable as our Mirage Classic floors. Engineered floors have a more compact structure, but the wood surface is just as thick and can be sanded 3 to 5 times—for a fabulous floor for years to come!





mirage

Collection

Admiration

Species

Hickory

Color

Greystone

Technology

Engineered

Finishes

Cashmere®*

Semi-Gloss

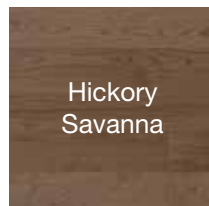
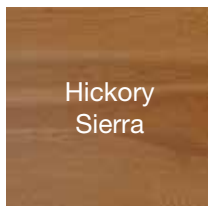
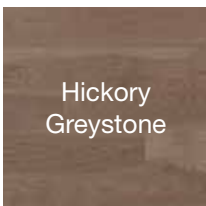
New for **2013**

Admiration Collection



Contrasting tones

This new species in the Admiration Collection is available in three different colors:





mirage

Collection

Admiration

Species

Old Hickory

Color

Savanna

Technology

Engineered

Finish

Semi-Gloss

New for 2013

Admiration Collection



Intuitive variance

This new species in the Admiration Collection is available in three different colors:

Old Hickory
Savanna

Old Hickory
Sierra

Old Hickory
Greystone





mirage

Collection

Natural

Species

White Oak, R&Q

Color

Natural

Technology

Engineered

Finishes

Cashmere®*

Semi-Gloss

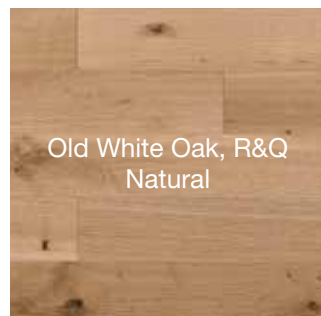
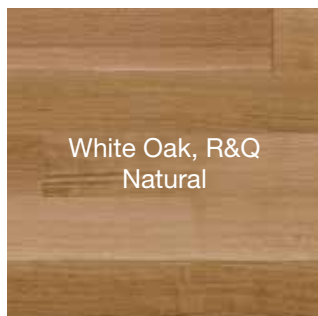
New for 2013

Natural Collection



Naturally spirited

This new species in the Natural Collection is available in two versions:





mirage

Collection

Alive

Species

White Oak, R&Q

Color

Isla

Technology

Engineered

Finish

Cashmere®*

New for 2013

Alive Collection



Charmingly vibrant

This new species in the Alive Collection is available in three different colors:

White Oak,
R&Q
Isla

White Oak,
R&Q
Terra

White Oak,
R&Q
Urbana





mirage

Collection

Sweet Memories

Species

Handcrafted White Oak,
R&Q

Color

Château

Technology

Engineered

Finish

Cashmere®*

New for 2013

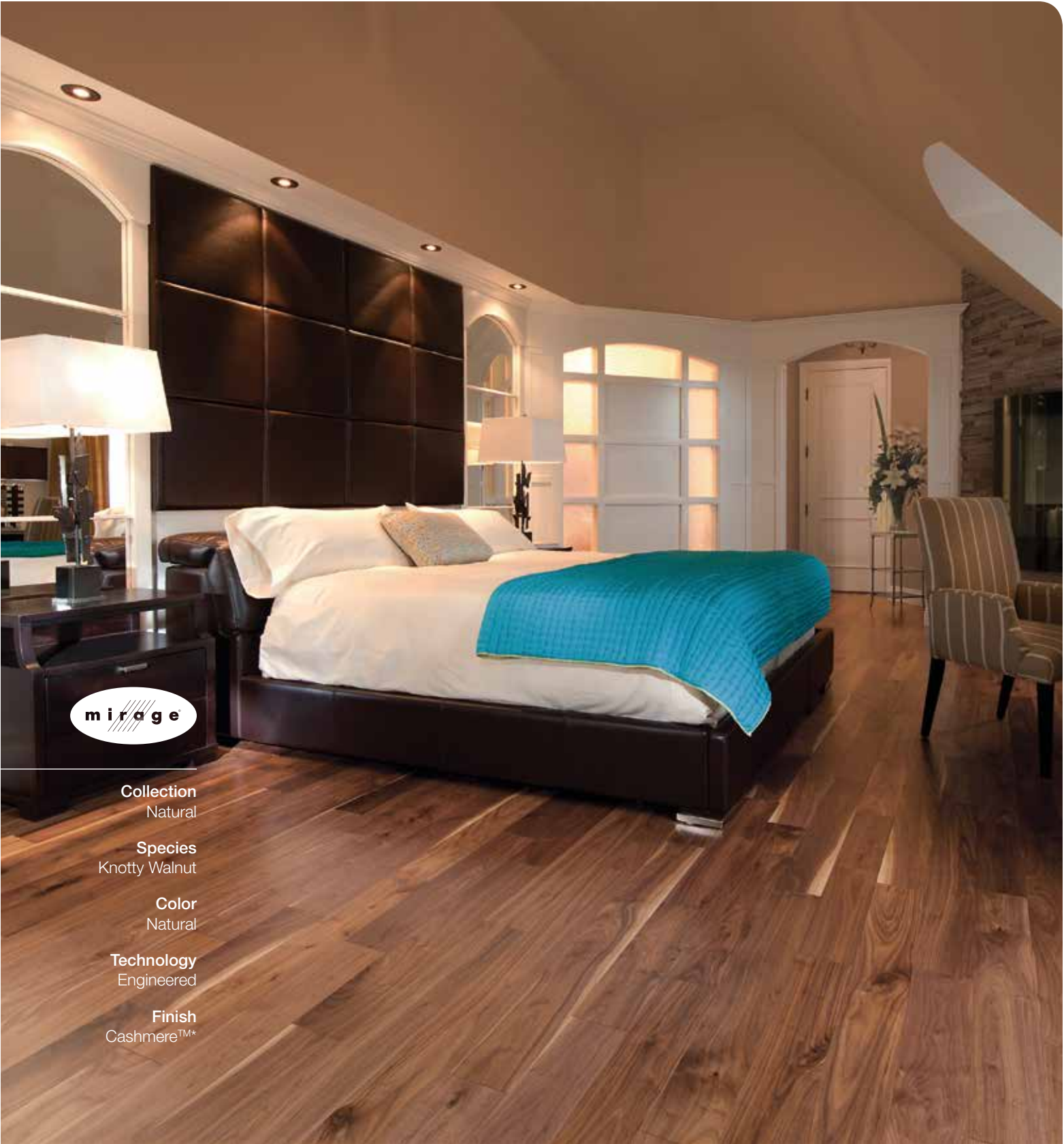
Sweet Memories Collection



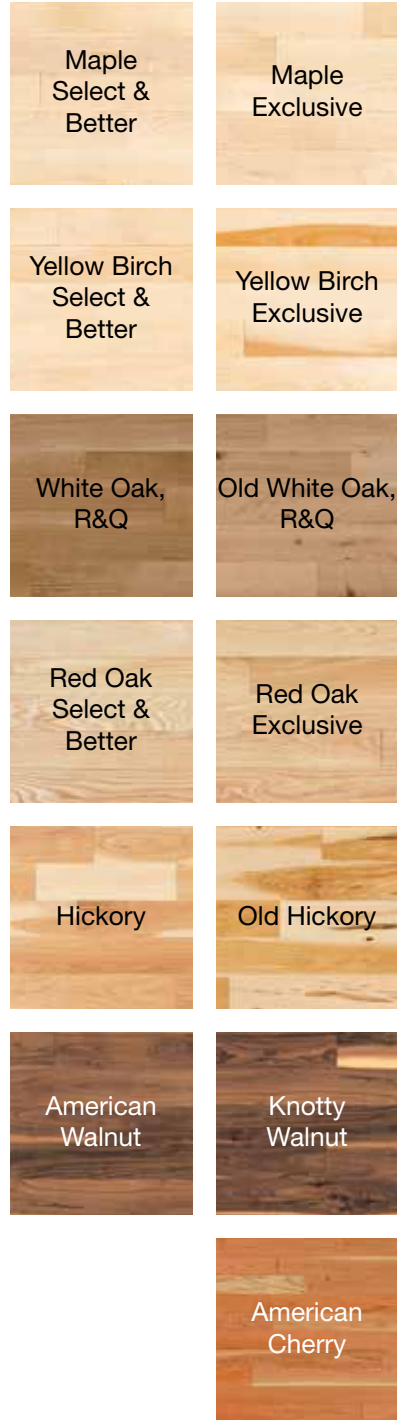
A classic, reinvented

This new species in the Sweet Memories Collection is available in three different colors:

- Handcrafted White Oak, R&Q Château
- Handcrafted White Oak, R&Q Carousel
- Handcrafted White Oak, R&Q Teddy Bear



- Collection
Natural
- Species
Knotty Walnut
- Color
Natural
- Technology
Engineered
- Finish
Cashmere™*



Natural Collection



The Natural Collection, all the natural richness of wood. Straightforward expression. The subtle play of radiant wood grain. A look of purity for a naturally timeless classic.

Dazzle!

Let your inner beauty shine through. Perfect light, playful glances—timeless moments of clarity. Come out and play!



Collection
Exotic

Species
Brazilian Cherry

Color
Natural

Technologies
Classic
Engineered

Finishes
Cashmere™
Semi-Gloss

African Mahogany Brass

African Mahogany Terracotta

African Mahogany Henna

African Mahogany Bronze

African Mahogany Onyx

Tigerwood

Brazilian Cherry

Santos Mahogany

Sapele



Collection
Exotic

Species
African Mahogany

Color
Bronze

Technologies
Engineered
Lock

Finishes
Cashmere®*
Semi-Gloss

Exotic Collection



The Exotic Collection, wood of incomparable hardness. Hues and tint that fascinate without fail. A cachet of exotic richness that will set you apart.

Dream!

Adventure calls. Captivating vistas and wonderful discoveries await. Get ready for a world of pleasure. It's departure time... Let the journey begin!



Collection
Admiration

Species
Maple

Color
Greystone

Technologies
Classic
Engineered

Finishes
Cashmere™
Semi-Gloss

Maple Nordic	Red Oak Nordic	Maple Alaska	Red Oak Alaska
Maple Greystone	Hickory Greystone	Old Hickory Greystone	Maple Platinum
Maple Charcoal	Yellow Birch Charcoal	Red Oak Charcoal	Knotty Walnut Charcoal
Maple Graphite	Red Oak Graphite	Maple Sambuca	Red Oak Sambuca
Maple Java	Yellow Birch Java	Red Oak Java	Maple Vienna
Maple Umbria	Yellow Birch Umbria	Yellow Birch Vienna	Red Oak Vienna



Red Oak Umbria	Yellow Birch Rich Oak	Red Oak Rich Oak	Red Oak Colorado	Knotty Walnut Colorado	Maple Savanna	Yellow Birch Savanna	Red Oak Savanna	Hickory Savanna	Old Hickory Savanna	Knotty Walnut Savanna	Maple Sonora	Red Oak Sonora	Red Oak Golden	Maple Auburn	Yellow Birch Auburn	Red Oak Auburn
Maple Sierra	Yellow Birch Sierra	Red Oak Sierra	Hickory Sierra	Old Hickory Sierra	Maple Nevada	Red Oak Nevada	Maple Cognac	Yellow Birch Cognac	Red Oak Cognac	Maple Montana	Yellow Birch Montana	Red Oak Montana	Maple Canyon	Yellow Birch Canyon	Red Oak Canyon	

Admiration Collection



The Admiration Collection, trendy colors for a unique ambiance... to be created according to your fancy. Rich wood combined with the color of creativity. A décor that is sure to impress.

Dare!

Be inspired, create a cozy space where dreams and desires come true. Instant happiness... The life you've longed for!



37



mirage

Collection
Sweet Memories

Species
Aged Maple

Color
Praline

Technologies
Classic
Engineered

Finish
Cashmere™*

Handcrafted
White Oak,
R&Q
Carousel

Handcrafted
Red Oak
Carousel

Handcrafted
White Oak,
R&Q
Château

Handcrafted
Red Oak
Château

Handcrafted
White Oak,
R&Q
Teddy Bear

Handcrafted
Red Oak
Teddy Bear

Aged Maple
Nougat

Aged Maple
Praline

Aged Maple
Toffee

Aged Maple
Truffle

Aged Maple
Gingerbread

Aged Maple
Brownie

Aged Maple
Black Jelly
Bean



Collection
Sweet Memories

Species
Aged Maple

Color
Nougat

Technologies
Classic
Engineered

Finish
Cashmere®*

Sweet Memories Collection



The Sweet Memories Collection, a floor with character, one you'll love coming home to. Our exclusive manufacturing processes create floors with all the charms of yesteryear. Subtle variation, knots, cracks, and other natural characteristics give this collection an authentic appearance.

Treasure!

Comforting and authentic, a superbly gourmet ambiance for memorable moments of genuine sharing. Enticing in every way!



White Oak,
R&Q
Isla

Red Oak
Isla

White Oak,
R&Q
Terra

Red Oak
Terra

White Oak,
R&Q
Urbana

Red Oak
Urbana



Collection
Alive

Species
White Oak, R&Q

Color
Isla

Technology
Engineered

Finish
Cashmere®*

Alive Collection

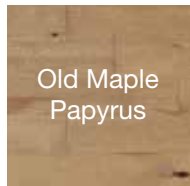


The Alive Collection, a floor in harmony with the fast pace of today's families. A lightly brushed look in the latest colors. Perfect for town or country.

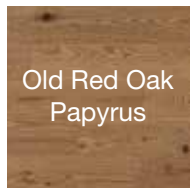
Live!

You pick up the pace, switch into high gear—it's crazy! You say goodbye and start your day. A few hours later, you're back to the comforts of home. That's what modern life is all about!

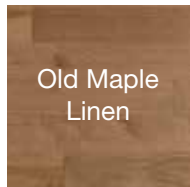




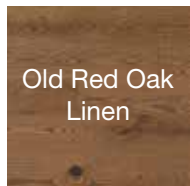
Old Maple
Papyrus



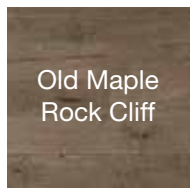
Old Red Oak
Papyrus



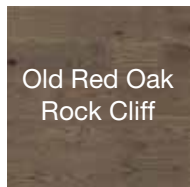
Old Maple
Linen



Old Red Oak
Linen



Old Maple
Rock Cliff



Old Red Oak
Rock Cliff



mirage

Collection
Imagine
(textured floor)

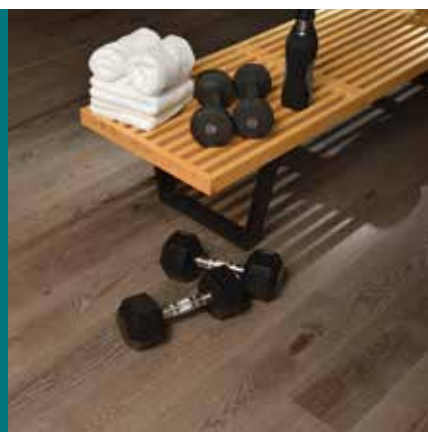
Species
Old Maple

Color
Linen

Technology
Engineered

Finish
Cashmere®*

Imagine Collection



The Imagine Collection, a textured floor designed for real life. A unique process that adds texture to the wood and helps hide the marks and scuffs of daily use.

Touch!

Imagination runs free in this pleasant haven. Creativity is instant. Fine-tuned, perfectly finished. The artistic touch you've been seeking for so long.





Herringbone

Double
Herringbone

English
pattern
(bricks)

Cube*

Basket*

mirage

Collection
Herringbone

Species
Maple

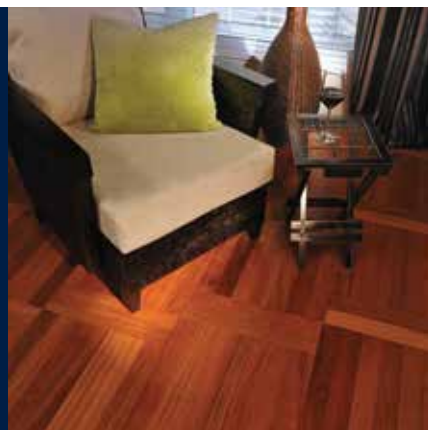
Color
Nevada

Pattern
Cube

Technology
Engineered

Finishes
Cashmere®*
Semi-Gloss

Herringbone Collection



The Herringbone Collection,
different shapes that create
unusual patterns. An interplay
of species for perfect illusions.
Equal lengths to make
symmetry come to life.

Fascinate!

The atmosphere's perfect, the attire casual.
You enjoy a tête-à-tête. Everything is in place
for a day that brings your fantasies to life.



*Require the use of 17-7/8" (455 mm) strips only.

Voted No. 1 in quality

by retailers



FCW
Floor Coverings Weekly

floor coveringnews

FLOOR FOCUS®

10 Reasons to Choose Mirage

1. Quality

Trade publication surveys of floor covering dealers have resulted in 16 awards for excellence for Mirage over the past decade. Boa-Franc, manufacturer of Mirage floors has also received the highest honor at the Grands Prix québécois de la qualité awards in 2012. This award is on par with the Malcolm Baldrige National Quality Award in the United States.

2. Environmental Friendliness

All Mirage floors are produced in North America using the finest-quality hardwood from certified, responsibly managed forests.

3. Health

Mirage's hypoallergenic finishes are free of volatile organic compounds (VOCs) and formaldehyde... helping to keep your surroundings healthier for you and your family.

4. Versatility

Mirage is one of the few manufacturers to offer three different installation technologies, so you can enjoy genuine wood floors in every room of your home—wherever you live.

5. Warranty

Mirage is renowned for its high standards and uncompromising product quality. Its lifetime limited structural warranty means your floor will stay beautiful for generations to come!

6. Longevity

Nanolinx™, our nanotechnology-based finish, makes Mirage floors the most wear-resistant in the industry. Your floor will be protected against the hazards of everyday living for years and years.

7. Value

Our commitment to unrivaled quality translates into a beautiful hardwood floor that you'll cherish forever—and that will help increase your home's value!

8. Dedication

Our dynamic team is dedicated to providing exceptional customer service, innovative products, superb style, and top quality.

9. Selection

We offer the most extensive combination of colors, widths, and species—sure to please the most discriminating homeowner.

10. Peace of Mind

Each week, 1,500 families choose Mirage floors! Follow their lead and experience the peace of mind that comes from knowing you've made the right choice.

A harmonious
décor!



Everything you need to tie together your décor

Transition moldings, reducers, thresholds, and stair nosings. A wide range of accessories for a harmonious décor. Stains for stairs and other wood surfaces to match the color and species of your floor.

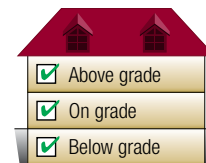
Everything you need to make your floor last

Ultra-effective floor cleaner that leaves no residue. Adjustable mop. High performance microfiber cloth. Touch-up kit. Fast upkeep to make your life easier.



Three approaches. One Mirage Look.

Environments change, methods evolve.
Engineered, Lock, and Classic. Three
different ways to bring your Mirage décor
to life. Uniformity, stability, longevity.
Precision guaranteed.



Recommended installation

Real hardwood boards. Ingenious structure.

- Real wood over a hardwood plywood base
- Exclusive manufacturing process
- Boards with uniform thicknesses and widths, available in 2-9/16", 3-5/16", 5" and 6-1/2" (65 mm, 84 mm, 127 mm and 165 mm)
- Scored board backing (Perfect Score™) for better glue adherence and flexibility
- Glued down over concrete (even with radiant heat systems) or stapled over wood subfloors
- Micro-V joint on all 4 sides of the board
- Can be sanded 3 to 5 times
- Each box contains 6 assorted lengths up to 60" long (1,524 mm) for 5" boards (127 mm), up to 46-7/8" (1,191 mm) for 2-9/16" boards (65 mm), and 45-3/8" (1,152 mm) for 3-5/16" boards (84 mm). 6-1/2" (165 mm) boards are up to 69" (1,758 mm) long.
- Environmentally friendly approach



Recommended installation

Solid, 100% hardwood product.

- Exclusive manufacturing process
- Boards with uniform thicknesses and widths, available in 2-1/4", 2-1/2", 3-1/4", and 4-1/4" (57 mm, 64 mm, 83 mm, and 108 mm)
- Nailed or stapled over a wood subfloor
- Micro-V joint on all 4 sides of the board
- Can be sanded 3 to 5 times
- Each box contains random board lengths
- Exceptional durability

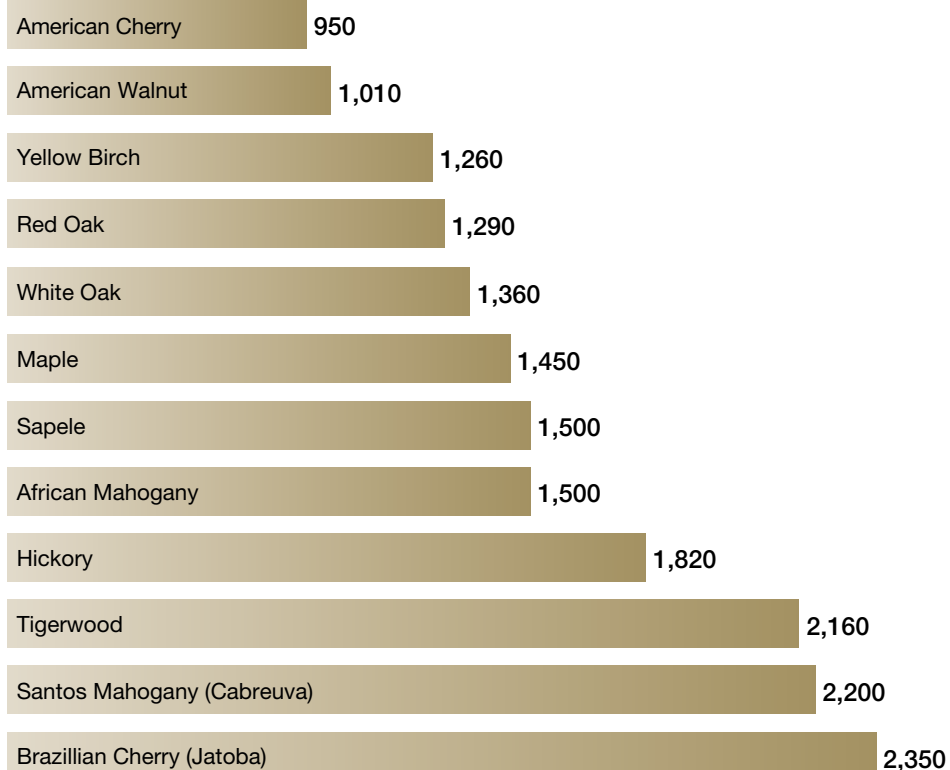


Recommended installation

Real hardwood boards. Fast and easy installation.

- Real hardwood boards with a high density fiber core (HDF)
- Single-action interlocking boards available in 4-5/16" (109 mm)
- Floor can be moved and reused
- No glue, nails, or staples required
- Can be installed over concrete (even with radiant heat system) or wood subfloors
- Micro-V joint on all 4 sides of the board
- Each box contains 6 assorted lengths up to 46-1/8" long (1,172 mm)
- Green approach: maximization of wood used

Different species.
Different hardness.



Values given in pounds, based on the Janka test. The higher the number, the harder the wood.



Cutting methods

There are two basic cutting methods for the hardwood wear layer of an Engineered or a Lock floor. Only the dry sawn method produces the perfect appearance and superior quality worthy of Mirage.



Mirage

Dry sawn

Hardwood precisely sawn in desired thickness of plank.

- Same look as a 3/4" (19 mm) solid flooring
- Fine natural grain
- Each board is unique; no repetitive pattern
- Ultra-thick wear layer; can be sanded 3 to 5 times



The competition

Rotary peeled

Log is boiled and then peeled in ultra-thin layer using a rotary cut (method used to make plywood)

- Repetitive patterns similar to plywood
- Ultra-thin wear layer; only 1 sanding or sometimes none



Finishes

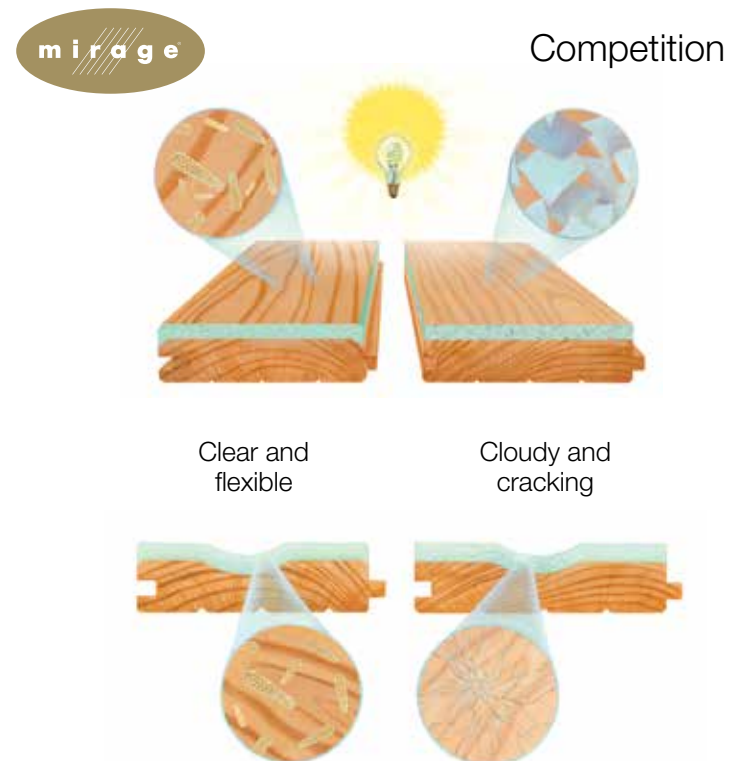
For a superior protection



What can **nanotechnology** do to improve hardwood flooring protection?

Thanks to this cutting-edge technology, Mirage's finish is made of the smallest particles possible.

Nine times smaller than a hair, each particle molds perfectly to the shape of the hardwood floor, creating the clearest and most flexible finish in the industry.



Two finishes
to suit any lifestyle



Highly resistant
Perfect for everyday life

- **Five times more** wear resistant than most other **residential finishes**
- Antimicrobial agents for a more hygienic environment and an easier-to-clean floor
- Well thought out to protect hardwood floors from the snags of everyday life
- Standard protection on all Mirage products



Ultraresistant
Designed for high-traffic and commercial areas

- **50% more** wear resistant than most other **commercial finishes**
- Antimicrobial agents for a more hygienic environment and an easier-to-clean floor
- Tailor made for commercial areas or busy families, adds extra protection to hardwood floors
- The most crystal clear extra protection finish in the industry
- **Can be added to all Mirage Engineered products***

* From the Natural, Exotic and Admiration Collections. With a minimum order. Please contact your Mirage dealer for more information.

Glosses

Cashmere®*

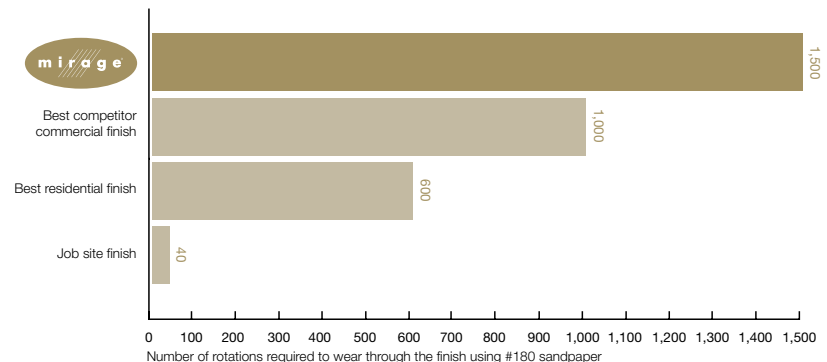
- Matte and silky
- Appearance of an oiled floor
- Easy upkeep

Semi-Gloss

- Moderately shiny
- Enhances floor color

*Registered trademark used under license

Wear Resistance



Warranty

Natural beauty,
natural variations



Wood is a natural product that changes color when exposed to light. All wood species change color after installation, but some change much more than others. The floor will become darker or lighter depending on the selected species without affecting the beauty or quality of the product.

What is more, the true appearance and color of the species may differ from those pictured. Some collections, like the Exotic, Sweet Memories, Alive, and Imagine, also have technical features that you should know about before making your choice. We therefore recommend that you select your new Mirage floor based on a real sample. See your Mirage dealer for advice and details about all the important technical features of our floors.



Warranty

- Lifetime limited structural warranty.
- 25-year warranty on finish wear-through for residential applications.
- 3-year warranty on finish wear-through for light commercial applications (Nanolinx™ Original).
- 5-year warranty on finish wear-through for commercial applications (Nanolinx™ Commercial).

A Naturally Responsible Approach



Some concrete steps by Mirage

- We use only non-genetically modified wood
- Mirage is FSC® certified. That means they come from certified producers committed to meeting healthy forestry management standards
- Over 90% of our purchased volume of domestic species comes from sawmills within 500 miles of our plant
- Mirage recycles 100% of the wood waste generated in the manufacture of our floors
- All Mirage wood flooring products are packaged in recyclable cartons made of 100% recycled material
- None of our finishes release VOCs (Volatile Organic Compound) or formaldehyde into the environment
- Top quality Mirage products qualify for LEED
- We are the first hardwood flooring manufacturer to receive ISO 9000 certification in North America
- Contribution to more than 350 organizations and foundations that fight problems including poverty, violence, illiteracy and illness



To find out about all our other initiatives, discover our progressive approach to sustainable development at www.miragefloors.com



CARB
93120
Compliant

Lacey Act
Compliant

Make a choice that says you care.
Choose Mirage Quality.



Look for FSC® certified products.



The Unique Reflection of Quality



www.miragefloors.com

1-800-463-1303