

# ATMOSPHERE LOOKBOOK



ENGINEERED  
FLOORS

**HD**<sup>23</sup> PUREGRAIN  
HIGH-DEF

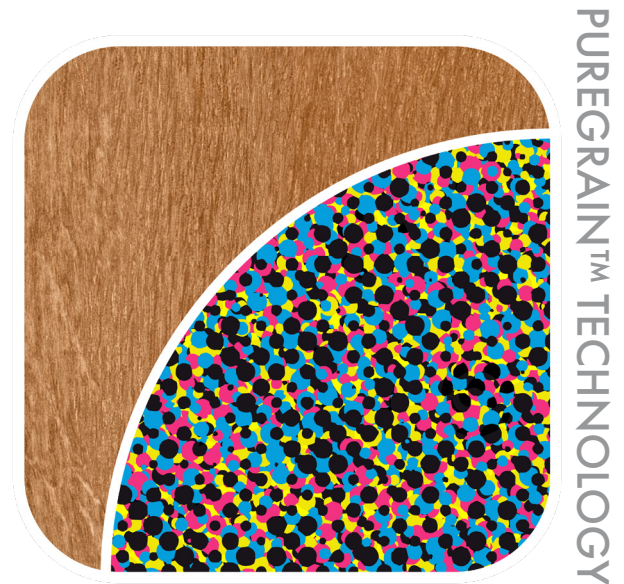
## THE PUREGRAIN™ DIFFERENCE

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.

### 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.



## DEPTH

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

## DURABILITY

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

## DIMENSION

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

## DESIGN

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



## EVERTUFF CLEARCOAT® TECHNOLOGY

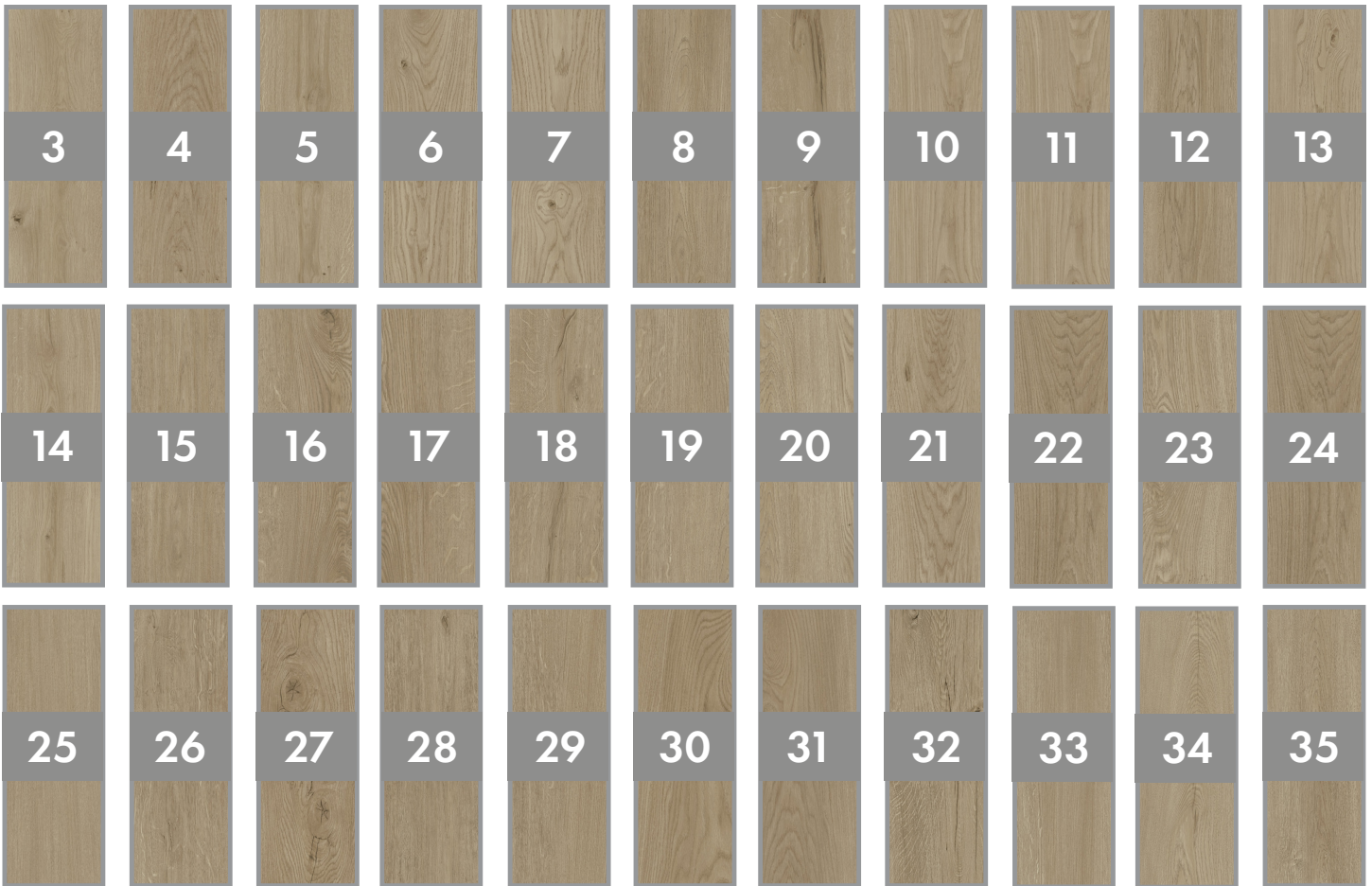
Our Evertuff Clearcoat® provides ultimate protection against everyday scuffs and scratches.

\* Actual product from magnifying tool



**HD**<sup>23</sup> PUREGRAIN vs OTHER LVT  
HIGH-DEF

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.



# IS YOUR FLOORING MADE HERE?



Seretean Plant • Dalton, Georgia

ATMOSPHERE

COLOR: 201 ASTRO





ATMOSPHERE

COLOR: 202 DREAMLAND





ATMOSPHERE

COLOR: 202 DREAMLAND



ATMOSPHERE

COLOR: 203 SHOOTING STAR



ATMOSPHERE

COLOR: 203 SHOOTING STAR



ATMOSPHERE

COLOR: 204 AURORA



ATMOSPHERE

COLOR: 204 AURORA



ATMOSPHERE

COLOR: 205 LUNAR GLOW



ATMOSPHERE

COLOR: 205 LUNAR GLOW



ATMOSPHERE

COLOR: 206 SUPER NOVA





ATMOSPHERE

COLOR: 206 SUPER NOVA



ATMOSPHERE

COLOR: 207 NEBULA



ATMOSPHERE

COLOR: 207 NEBULA



ATMOSPHERE

COLOR: 208 STELLAR



ATMOSPHERE

COLOR: 208 STELLAR



ATMOSPHERE

COLOR: 209 MOONSTONE



ATMOSPHERE

COLOR: 209 MOONSTONE



ATMOSPHERE

COLOR: 210 GALAXY





ATMOSPHERE

COLOR: 210 GALAXY









ATMOSPHERE

COLOR: 212 CALYPSO



# ATMOSPHERE

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201  
ASTRO



202  
DREAMLAND



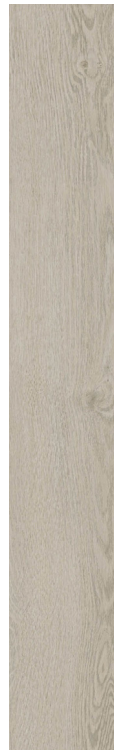
203  
SHOOTING STAR



204  
AURORA



205  
LUNAR GLOW



206  
SUPER NOVA



207  
NEBULA



208  
STELLAR



209  
MOONSTONE



210  
GALAXY



211  
COSMIC



212  
CALYPSO

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## FEATURES AND BENEFITS



**WATERPROOF**



**HIGH INDENTATION  
RESISTANCE**



**INSTALLS OVER MOST  
EXISTING FLOOR**



**PET-FRIENDLY**



**SUPERIOR SCRATCH  
RESISTANCE**



**AUTHENTIC WOOD  
LOOK AND FEEL**



**QUIET COMFORT  
UNDERFOOT**



**DESIGNED WITH  
35 UNIQUE PLANKS**



**HIGH DIMENSIONAL  
STABILITY**



**MADE IN THE U.S.A.  
BUILT TO LAST**

## 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

**Surface Coating:** Evertuff Clearcoat®

**Abrasion Rating:** AC4 / Equivalent to 20mil

### Warranties

Lifetime Residential

Lifetime Waterproof

Lifetime Pet Stains

10-Year Light Commercial



Made in the U.S.A.

# STOP REPEATING YOURSELF.

ENGINEERED  
FLOORS.

For more information visit: [engineeredfloors.com](http://engineeredfloors.com)

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

Or write us at:  
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