Mirage is first again!
The Mirage guarantee of quality sets us apart!

I’ve often remarked that it’s hard to make it to the top, but it’s even tougher to stay there year after year! That’s the challenge Boa-Franc employees meet day in and day out. I would like to take the opportunity to congratulate them for their outstanding work.

We ranked 1st in quality in Floor Focus magazine’s Retailer Survey for the 10th time and were awarded best hardwood flooring manufacturer in Floor Covering News’ Award of Excellence survey for the 8th year, a huge achievement for the entire team behind the Mirage brand. Whether it’s the quality of the product itself or the quality of our sales network’s services, Mirage’s superior quality is your number one selling point for promoting the brand with your clientele.

The purchase of a hardwood floor takes up a big part of the budget for a construction or renovation project. Many people will make this purchase only once in their life, which is why it’s so important to get good advice and make the right choices from the start. Today’s savvy customers are looking for much more than just a floor—they are looking for peace of mind. With Mirage, they enjoy consistent high-quality products 100% designed and manufactured in North America, the satisfaction of choosing a hardwood floor that will maintain its good looks for many years, and comfort of knowing they can rely on a trustworthy manufacturer that stands behind the quality of its flooring.

I’d like to thank all the Mirage dealers, distributors, installers, builders, flooring contractors, architects, and designers who believe in our quality and are proud ambassadors of the Mirage brand. Let’s keep working together to uphold the highest standards—it’s our best guarantee of success!

Have a great summer!

RECOGNITIONS

Mirage quality recognized once again!

Mirage has again been recognized as North America’s #1 hardwood flooring brand, bringing its number of quality awards in the last decade to 25.

**Award of Excellence**
In *Floor Covering News* magazine’s annual Award of Excellence contest, the majority of floor covering dealers voted for Mirage as the #1 hardwood flooring brand.

**Retailer Survey**
In *Floor Focus* magazine’s Retailers Survey, Mirage once again ranked first in the Quality category.

**ReCo Survey**
Mirage was also honored in *Floor Covering Weekly* magazine’s Reco Survey, ranking second in the Quality category after being edged out in a very close race by the top-ranked brand by only 1%. Mirage was also a finalist in the service, merchandising, product availability, consumer preference, advertising/co-op, claims, and training categories.
Mirage enhances its product offering

In July 2015, Mirage expands its product offering in the Flair and Admiration collections. Details on the new additions are provided below. Tell your customers about the good news today!

- In the Flair collection, Maple Heavy character in Engineered technology is now available in 6-1/2” widths, in the Snowdrift, Sand Dune, Grey Drizzle, and Dark Leaf colors, with the DuraMatt™ finish.
- In the Admiration collection, Knotty Walnut in Classic technology is now available in 3-1/4” widths, in the Charcoal, Colorado, and Savanna colors, with the Cashmere™ finish.
- In the Admiration collection, Yellow Birch in Classic technology is now available in 3-1/4” widths, in the Charcoal, Savanna, and Sierra colors, with the Cashmere™ finish.

*Cashmere is a registered trademark used under license.

Discontinued products

Please remember that as of July 2015, American Cherry will be completely removed from the Mirage offering, so you will no longer be able to purchase it. As of January 2016, the following products will be officially removed from the Mirage lineup. You should also remove the samples from your display.

- The color Teddy Bear in the Sweet Memories collection in every width and finish.
- The color Bronze in the Exotic collection in every width and finish.

You can still order these products between now and the official discontinuation date of December 31, 2015.

Current Product Chart (July 2015)

On your next order, ask for the new July 2015 Mirage product chart. The Product Chart is the most up-to-date list of Mirage products and the best sales tool for all product information.

Remember: The current Product Chart is always available on our website in the Guides and Brochures section.

Code : 31870
WEB

Online orders of individual boards, Maintenance and repair products through Mirage's Website

To better meet the needs of consumers who have a hard time finding our maintenance and repair products locally and send us requests on a daily basis, we’ve made these products available for order online at www.miragefloors.com since last year.

With just a few clicks, consumers, architects, and designers can have individual 7.5” boards delivered to their door. The same goes for Mirage Clean and Mirage Touch-Up Kit products, which are sold by unit only.

Knowing that our dealers are our greatest asset, we encourage consumers to visit their Mirage dealer for all their flooring needs and to obtain service and advice. A note to this effect appears in the confirmation email following each order. A link to the Where to Buy section of our website is also included to direct consumers to your store.

SUPPORT

The Mirage Mill tour: Experience the quality and passion first-hand!

Floor covering specialists, designers, architects, installers, and contractors all agree that a tour of Mirage’s state-of-the-art manufacturing plants to see the numerous details we put into manufacturing our floors is a one-of-a-kind experience! Visitors are guided by a professional trainer with a real passion for wood and take away knowledge that makes all the difference in promoting Mirage products. In short, a rewarding training session for you, your team, and your professional customers. Talk about it with your Mirage representative and plan your next tour!

What recent visitors have to say:

“The tour very was informative and although I’ve been showing and selling Mirage for about 10 years now, the tour provided strong tools to help increase my sales. I can show Mirage with confidence because I now have a full understanding of the quality. Every aspect of the trip was very impressive, but most importantly the people were fantastic. The passion is certainly evident.” – A. Woodard, ProSource Wholesale Floorcoverings & Cabinets of Pittsburgh, Bridgeville, PA

“I appreciate the opportunity to learn about the Mirage manufacturing process. I look forward to teaching my future clients, so they can make informed decisions about their hardwood.” – B. Bush, Interior Designer at Décor Boulevard, Columbus, OH

SUPPORT