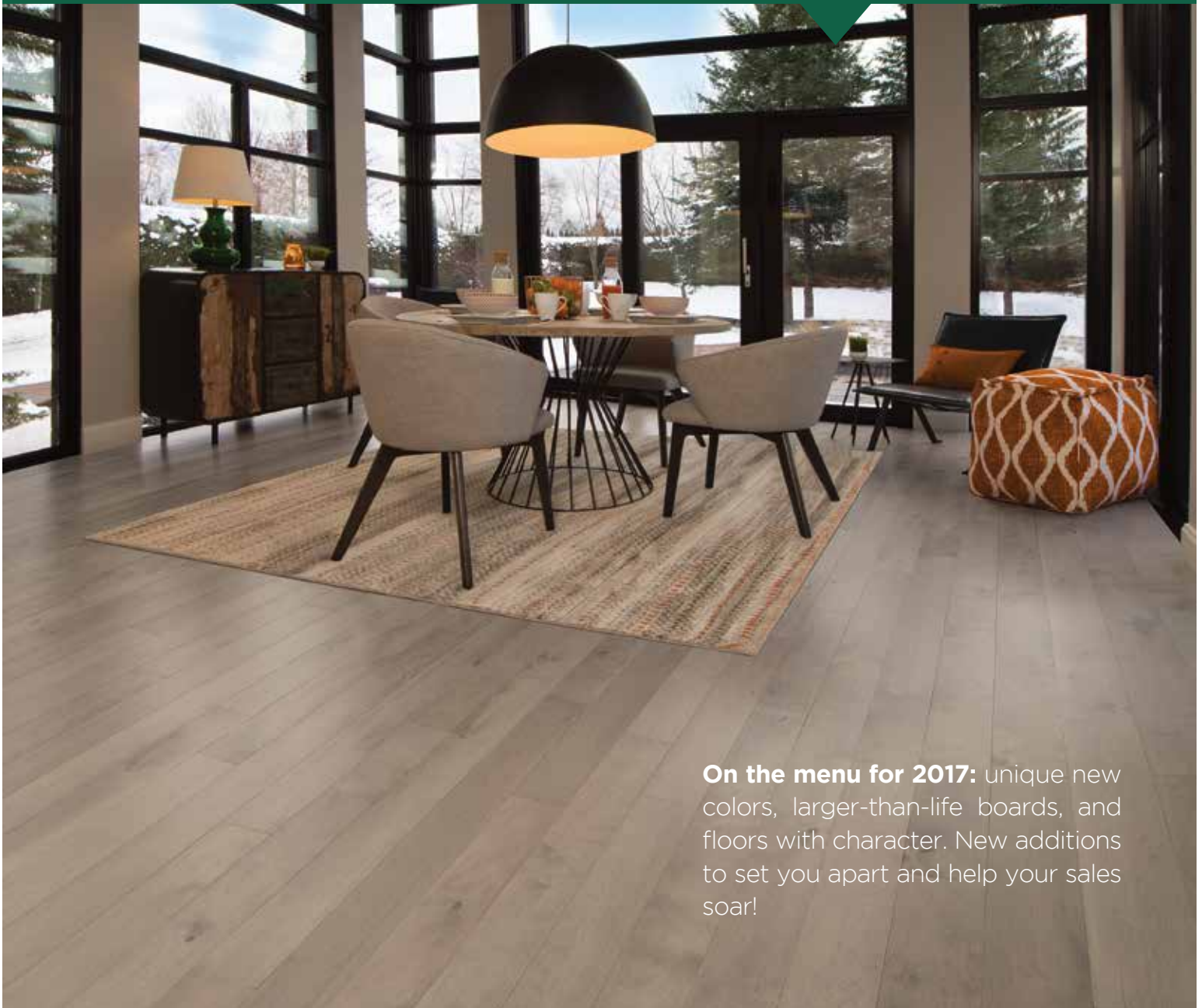


MIRAGE X PRESS

Newsletter published for members of the  sales network — January 2017 Volume 18 - #1

New products in 2017 from Mirage...
prepare to be dazzled!



On the menu for 2017: unique new colors, larger-than-life boards, and floors with character. New additions to set you apart and help your sales soar!



Pierre Thabet, President

New offerings everyone will love

Once again this year, you'll be impressed by 2017's crop of exceptional, innovative products, with stylish colors and oversized boards. There's something for every taste and budget.

More than ever, we're here to provide support on all of our superior quality products. We've launched a number of initiatives to promote the new offerings: photos of inspiring décor, press and media relations, increased Web presence, ads, new adapted and simplified tools, and more. The goal of these actions is to boost your sales and attract consumers to your store. Don't pass up this chance to sell them something new! Offer them Mirage products!

I would like to thank you for helping the Mirage brand grow and for being a part of our sales network. The commitment and passion of each and every one of you is what makes it possible for us to achieve our goals and excel in the coming years.

On behalf of myself and the entire Mirage team, I wish you a prosperous new year!

NEW PRODUCTS

Boards that are LARGER than life

Mirage seizes the spotlight once again with the launch of boards **up to 82" in length** (2,086 mm) for spectacular décors!

With an **overall average increase of 25% on all boards** in Engineered 5" and 6-1/2", Mirage gives all the authenticity of wood at its best.

The longer boards can make any room in the house look bigger, and, because fewer boards are needed to cover a given area, fewer joints are visible. The final result is beautiful: an even, authentic, and unique look.

Give your customers even more spectacular interiors with our oversized boards. A Mirage signature innovation!

NEW!

Up to 82"

Boards that are LARGER than life!



80"
70"
60"
50"
40"
30"
20"
10"
0"

With boards **up to 82" in length** and an overall average increase of **25%* on all boards**, Mirage gives you a new dimension for your décor that will be larger than life!

Longer boards for...

- A more uniform look
- Less end joints overall in the floor
- Quicker, easier installation
- Spectacular results!

The authenticity of wood at its very best!



*For 5" and 6 1/2" widths.

The **Cape Cod** color from the Admiration Collection: simply relaxing

Cape Cod gives floors a light, creamy beige shade, which is ideal for brightening a room and letting the beauty of the wood shine through.

The new Cape Cod is available on Maple and Red Oak in Classic technology in 3-1/4" and 4-1/4" widths, in Engineered technology in 3-5/16", 5" and 6-1/2" widths and in Lock technology in 4-5/16" width.

It is also available on Yellow Birch in Classic technology in 4-1/4" width and in Engineered technology in 3-5/16" width. All come in Semi-Gloss or Cashmere®* finish.



Red Oak, Cape Cod

Nightfall joins the Flair Collection

Brown with hints of gold, the new **Nightfall** color will stand the test of time for decades without losing its original charm.

The new color is available on Maple Character and Red Oak Character in Classic technology in 4-1/4" width and in Engineered technology in 5", 6-1/2" and 7-3/4" widths with DuraMatt™ finish.



Maple Character, Nightfall

The color of the hour from the Imagine Collection: **Driftwood**

The new **Driftwood** color is a refined and highly nuanced gray with a cork look and textured surface.

Driftwood is available on Maple Character and Red Oak Character in Classic technology in 3-1/4" and 4-1/4" widths and in Engineered technology in 5", 6-1/2" and 7-3/4" widths with DuraMatt™ finish.



Red Oak Character, Driftwood

Gelato and **Peppermint** colors join the Sweet Memories Collection

Gelato is a beige-gray that imparts a distinctive, luxurious look.

Peppermint is a pure ash gray that brings a nice touch into any home.

Gelato and Peppermint are offered on Maple Character in Classic technology in 3-1/4" and 4-1/4" widths, in Engineered technology in 5", 6-1/2" and 7-3/4" widths and in Lock technology in 4-5/16" width.

They are also available on Yellow Birch Character in Classic technology in 4-1/4" width with Cashmere®* finish.



Maple Character, Gelato



Maple Character, Peppermint



The simplified Mirage Product Chart

Newly revamped and easier to use, the Mirage Product Chart has several changes and is now easier to read to help you in your daily work.

- Now exclusively in English
- Improved typography
- Smaller chart with bigger font even with an increasing number of products available
- Character-looking floors grouped together
- Removal of minimum quantities required in Natural, Admiration and Alive Collections

You'll also find important information on grades and the new lengths, and find out why Mirage is a cut above the competition.

You can now find answers to the frequently asked question "Why Mirage?". Keep focused on these few points when selling our products and your closing rates should increase. Also, don't forget to talk about the new lengths in the wide widths Engineered products.

Tip: The Product Chart will be effective in February 2017 and you can also find a printable version in the Guides and Support section of the Mirage website.

You can also order it through your customer service representative using the following item number: **36041**.



Knotty, Aged, Handcrafted, and Old grades will now be called "Character"

All Mirage floors with character marks will now be called "Character", which will affect the names Knotty, Aged, Handcrafted, and Old. Floors in the Sweet Memories, Imagine, and Flair collections will be affected by these changes in grade names. The Walnut, Hickory, and White Oak species in the Natural Collection and the Walnut and Hickory species in the Admiration Collection will also be affected.

! Floors with character: *"Floors with unlimited natural wood characteristics as pronounced color variation, open and closed knots, mineral streaks, cracks, surface holes, and other character or milling marks. The Character grade offers a look that nature gives us."*

Although the name of the grade has changed, the actual grading of the wood is still the same.

Mirage's family of grades is now made up of Select & Better, Exclusive, and Character.



Maple



Yellow Birch



Red Oak



White Oak



Hickory



Walnut

DuraMatt™ finish from Mirage now available in the **Imagine** Collection

The DuraMatt™ finish is now available on floors in the Imagine Collection. The silky ultramatte look of DuraMatt™ finish is specially designed to recreate the look of oiled hardwood floors without the hassle of the regular oil application and low wear resistance.

The products in the Imagine Collection, specially designed to hide the marks and scuffs of daily use, combined with the DuraMatt™ finish, are the perfect combination for a durable floor that masks all the unforeseen of daily life.

A textured floor with a matte finish: another innovation from Mirage!



Red Oak Character, Driftwood

DISCONTINUED PRODUCTS

As of **January 2017**, the following products will be completely removed from the Mirage lineup. Please remove the corresponding samples from your display as well:

- The color **Henna** in all widths and finishes
- The color **Portland** in all widths
- The color **Sambuca** in all widths, finishes, and species
- The color **Urbana** in all widths and species
- Maple and Red Oak Select & Better from the Natural Collection in the 2-9/16" width and all finishes

As of **July 2017**, the following products will be completely removed from the Mirage lineup. They will still be available to order until then.

- The color **Colorado** in all widths, finishes, and species
- The color **Newport** in all widths, finishes, and species
- The color **Sonora** in all widths, finishes, and species
- The color **Stanstead** in all widths

Santos Mahogany (Cabreuva) species has been completely removed from the Mirage lineup effective immediately.

Feel free to contact your Mirage representative or customer service representative if you have any questions.

*Cashmere is a registered trademark used under license.



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