

Volume 12, number 3 - July 2011 - Newsletter published for members of the Mirage sales network.

# Mirage X Press

## The expert choice

Find out why the hardwood floor industry has chosen Mirage. And that's not all. New additions are being made to the Mirage line of products. Discover them today!

# Why they chose Mirage...

We're making  
our mark!

## High performance

Recognized as one of the best eateries in Washington, D.C., J&G Steakhouse exudes quality, from the menu to the furnishings. When it was time to choose a hardwood floor, the managers responsible for the restaurant's décor teamed up with Mirage to offer outstanding quality, even in a high-traffic area.



HOTELS

### About the project

- 6,000 sq. ft. of Mirage Engineered Red Oak flooring in Java with Herringbone pattern



We all know it takes years of hard work and energy to build a reputation as solid as Mirage's.

At Mirage, all our employees devote their talents to maintaining the quality of the products, tools, and services we offer our customers. We all work to uphold our company's reputation every day by being professional, committed, honest, and dedicated—and by doing the little things that make a big difference in who we are. This positive attitude is part of our values and is one reason why Mirage is the choice of consumers and commercial builders alike.

That's what we do and who we are, day in and day out. And year after year, you have shown your appreciation. We wish to thank all our dealers and their employees for working every day to promote our brand to their clientele and for the loyalty you have shown for so many years by honoring us with prestigious awards for quality.

Once again this year, thanks to your votes, we walked away with *Floor Covering News* magazine's "Award of Excellence".

Have a great summer



Pierre Thabet  
President



### What they're saying

"The client is very proud of the Mirage floor. It creates a warm atmosphere in the restaurant, and the quality is sure to satisfy our customer."

*Kevin Fogarty, Project Assistant, Hitt Contracting*

"No one but Mirage was able to meet the specific requirements of this project. The customer and architect were seeking a unique product with a commercial grade finish for a complex installation. Mirage delivered on all counts thanks to the precision milling of the boards and its commercial finish."

*Zia Rehman, Project Director, Tyson Floors*

## Flexibility

Located on the top floors of the Grand Hyatt Hotel, the luxurious Alteza condominiums offer a fantastic view of downtown San Antonio, Texas. When the condos were still in the design stage, Advanced Hardwood Floors was hired to choose and install the hardwood flooring. The Alteza concept was all about refinement and peace of mind, so the variety and flexibility of Mirage was the obvious choice.



### About the project

- 147 condominiums
- 100,000 sq. ft. of Mirage Engineered Yellow Birch 3-5/16" flooring in a variety of colors [Java, Charcoal, Sierra, and Idaho]



### What they're saying

"Thanks to the great custom flexibility of Mirage, we were able to provide Yellow Birch floors in Charcoal to meet the needs of the Alteza managers. They also had the best delivery schedule."

*Kevin Murphy, Sales Manager, Trinity Hardwood Distributors*

"The Alteza residents were asking for contemporary floors and we wanted to supply them with high quality, easy-to-install products. Mirage makes their floor in a timely manner and the project required a manufacturer we could speak with directly and one that would respect the time demands. Combined with the great look of the product, Mirage was the best choice."

*Bob Wexler, Co-Owner, Advanced Hardwood Floors*

"People just love the look of the floor. They're fantastic!"

*Mark Olguin, Real Estate Manager, The Alteza*

## The manufacturing precision

Located in the prestigious Embassy Suite Hotel in San Antonio, Texas, Lüke offers fine cuisine and a panoramic view of the city's famous canal. To lend an added touch of authenticity to the restaurant, a luxurious Mirage hardwood floor with a Herringbone pattern was installed. A perfect match!



EMBASSY SUITES®

### About the project

- 5,500 sq. ft. of Mirage Engineered Maple flooring in Nevada and Umbria with Herringbone pattern



### What they're saying

"We love installing Mirage flooring products. It's so easy!"

*Dennis Shelly, Owner of Shelly Flooring,  
which orchestrated the sale and installation of Mirage floors for this project*

"The floor is awesome. It gets loads of compliments!"

*Victor Cervantes, General Manager, Lüke Restaurant*

# The Chinese Embassy chose Mirage

## For its reputation of quality

The Porter Street residences of the Chinese Embassy to the United States has been completed in August 2010. These residences provide lodgings for foreign students taking part in school programs. Out of all the hardwood flooring manufacturers from China and across North America, the heads of the project opted for the superior quality of Mirage floors.

### About the project

- 18,000 sq. ft. of Mirage Engineered Red Oak 3-5/16" flooring in Natural



The Porter Street residences of the Chinese Embassy in Washington D.C.

### What they're saying

"Mirage products are built for easy installation. They're great products!"

*Craig A. Roberts, Potomac Floor Covering*

## A 15<sup>th</sup> award for quality

Mirage is known for its superior quality, and the industry has confirmed it once again this year.

For the fifth consecutive year, Mirage has taken the top spot among North America's hardwood flooring manufacturers. That's according to the results of the annual "Award of Excellence" competition by *Floor Covering News*, a U.S. trade publication.

In all, Mirage has earned 15 recognitions from the industry in the last 9 years.

## *Changes to the Mirage line of products*

While some new products are being added to the Mirage line to boost your sales, others are at the end of their life cycle and will no longer be available.

### **New in the Classic collection**

#### **New colors in Yellow Birch**

Due to popular demand, Mirage is adding three new colors in Yellow Birch. This species will now be available in Savanna, Charcoal, and Vienna in Mirage Classic technology in 3-1/4" width and Semi-Gloss finish.

#### **New products in 2-1/2" Red Oak**

Mirage is also expanding its Red Oak line of products with Java, Charcoal, Vienna, and Umbria colors in Mirage Classic technology in 2-1/2" width and Semi-Gloss finish.

### **Discontinuation of products**

As of January 2012, the following products will be completely removed from the Mirage line. Be sure to remove the corresponding samples from your displays.

- All Koubari products
- All products in Arizona
- All products in Merlot
- The Cognac color in Maple [Classic technology, 2-1/2" width, Semi-Gloss finish] and in Red Oak and Yellow Birch [Engineered technology, 2-9/16" width, Semi-Gloss finish]. The Cashmere®\* finish for this color will also be discontinued for all widths.

In the meantime, orders can still be placed for these products until December 31, 2011.

For more information, please see the Mirage product chart or contact your Mirage representative or Customer Service agent if you have any questions.

\* Cashmere is a registered trademark used under license.

## *Better conditions for special orders!*

Mirage has invested in a more accurate automation system that provides more precise measurements of wood quantities from the moment the finishing equipment is started up. This optimization provides a 50% reduction in the excess material required to manufacture products for special orders. From now on, no more than **two** boxes will be added to the initial special order, providing savings that dealers and consumers alike are sure to appreciate.

**Proudly made  
in North America**



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