





THE PROOF IS IN THE PRO.™





# **RELIABLE PERFORMANCE**

Denser. Harder. Stronger. Floorté PRO is the next level of resilient flooring, offering enhanced dimensional stability, reducing expansion and contraction from direct sunlight exposure, minimizing telegraphing from subfloor imperfections and resisting impact. The proof is in the PRO.

















#### HIGH PERFORMANCE FINISH



#### **SCUFRESIST® PLATINUM**

Floorté PRO 7 Series gives you the best of the best with Shaw's ScufResist™ PLATINUM technology, featuring an extremely wear resistant UV cured polyurethane finish with Aluminum Oxide designed to be the ultimate resistance against household scuffing.



#### **ARMOURBEAD™**

Floorté PRO is built to last, even under the toughest traffic conditions. That's why all Floorté PRO 5 Series products offer ArmourBead™ quartz-enhanced urethane finish. We harnessed the natural density of quartz for enhanced wear resistance and uncompromising durability.

#### **WEAR LAYER**

Transparent layer to provide protection against scratches and scuffs.

#### **IMAGE LAYER**

High resolution printed film that captures the richness and realism of natural materials.

#### PROPRIETARY RIGID CORE

Superior performance is made possible by Compressed Core Technology, which allows the core to be more powerful, dense and impact resistant.

#### **BALANCING LAYER**

An essential layer designed to provide long term stability in tough environments.



#### SOFT SILENCE™ ATTACHED ACOUSTICAL PAD

Shaw Floors is leading the conversation in sound abatement research and designing superior products to assist with sound absorption. Patent pending Soft Silence attached acoustical pad provides a healthy dose of sound reduction and increased underfoot comfort. Plus, Soft Silence eliminates the need for underlayment for a fast installation.



THE LOOK AND FEEL OF NATURAL MATERIALS, **ENGINEERED WITH THE PROVEN PERFORMANCE** OF FLOORTÉ PRO

# **VISUALS**

#### EMBOSSED IN REGISTER:

Floorté PRO's 7 Series features sophisticated oversized planks capturing the look and feel of natural hardwood with dramatic enhanced bevels and realistic embossed in register HD visuals that range from white oaks to rustic pines.

# FLOORTÉ PRO'S 7 SERIES TILE

Enjoy the beauty of a traditional tile aesthetic with Floorté PRO's 7 Series tile. Dramatic enhanced bevels feature visual grout for a quick installation that doesn't require traditional grout, making it easier than ever to install and maintain.







# HERE'S A BREAKDOWN OF HOW **PRO** WORKS FOR YOU:

# 7 SERIES

#### 100% WATERPROOF

ENHANCED DURABILITY

MINIMAL SUBFLOOR PREP

MINIMIZED TELEGRAPHING

IMPROVED DIMENSIONAL STABILITY

12 MIL WEAR LAYER

20 MIL WEAR LAYER

ARMOURBEAD™ FINISH

SCUFRESIST® PLATINUM FINISH

CLICK INSTALLATION

SOFT SILENCE ATTACHED PAD

EMBOSSED IN REGISTER VISUALS

LACQUER BEVELS



# PRO TIP

When shopping for new flooring, it isn't necessarily about choosing the "best" product available. It's about choosing the right product for your life - one that makes sense for your space. Factors like design, lifestyle and budget all come into play.

