

BEAUTY. STYLE. INNOVATION.

*Provenza*<sup>®</sup>  
FLOORS

COMMERCIAL COLLECTIONS

 [PROVENZAFLOORS.COM](https://provenzafloors.com) | CALIFORNIA, USA





PROVENZA  
MAXCORE<sup>®</sup>  
LUXURY 100% WATERPROOF VINYL FLOORS



WALLCHIC<sup>®</sup>  
GENUINE WOOD PLANKS BY PROVENZA





# BEAUTY. STYLE. INNOVATION.

## Our products inspire great design...

**Provenza Floors** has built its reputation on bringing unique hardwood and luxury waterproof vinyl products to market that exceed the demands of builders, architects, interior designers and residential consumers. Our award-winning floor and wall collections lead the industry in beauty, style and innovation, year over year.

The Provenza Floors brand stands for experience, innovation and creative inspiration. Every product we bring to market reflects our commitment to deliver the highest standards in manufacturing, quality and uncompromising attention to detail that today's consumers expect when choosing a floor or wall covering brand for their home or business.

Our ever-expanding portfolio of hardwood and luxury waterproof vinyl collections offer consumers unlimited choices in floor and wall covering product styles and design from a company they can trust, backed by industry standard warranty coverage.

Provenza Floors' Custom, made-to-order hardwood floors are personalized and designed to reflect the vision and style of those who require that one-of-a-kind product to meet their interior design needs. Provenza custom floors are proudly **USA MADE** locally in Southern California.

Provenza views its hardwood and waterproof luxury vinyl products as fundamental towards the overall aesthetic of beautiful residential and commercial interiors, where its floor or wall coverings are not an afterthought but key to great design!

**Provenza MaxCore 100% Waterproof Luxury Vinyl** products take 40+ years of experience in the hardwood flooring industry to a new level, featuring innovative surface patterns, textures, variation and edge bevels that result in a surface that mirrors the natural beauty of a hardwood or stone floor, in a durable, easy-to-maintain floor that can stand up to everyday use.

The **MaxCore Moda Living, Stonescape** and **Uptown Chic** collections have been a hit with consumers.

**Provenza MaxCore** follows up on that success with its **Concorde Oak** collection featuring exclusive, hand-picked wood patterns, texture, color variation and a painted bevel that achieves a more natural, real wood visual combined with the luxury of a wider and long, fixed length plank in a rigid core engineered SPC construction.

**Provenza Floors is a 100% US Owned Company** based in Southern California with distributors and retailers throughout the United States and Canada.









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# HERRINGBONE RESERVE



The **Herringbone Reserve Collection** features a wire brush and smoked surface treatment with a rich oil finish in a classic European pattern available in (4) contemporary colors.

**Species** White Oak

**Style** Wire Brushed & Smoked

**Grade** Light to Heavy Character

**Finish** Oil

**Width** 3.5 inch

**Length** 24 inch

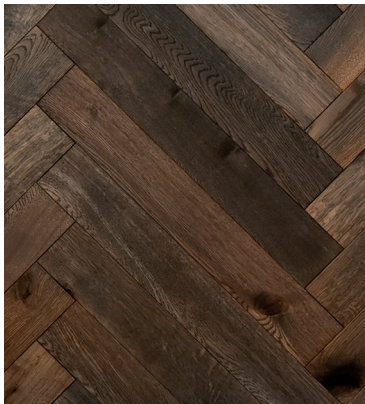
**Thickness** 5/8 inch

**Construction** Engineered

**Installation** Glue Down or Staple

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

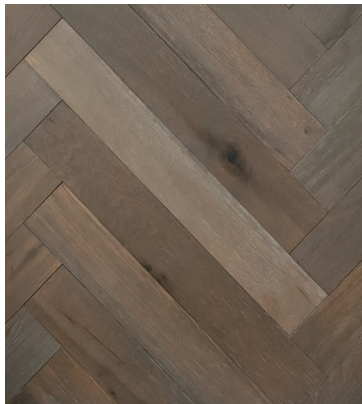
**Coverage** 18.9 sq ft/ctn



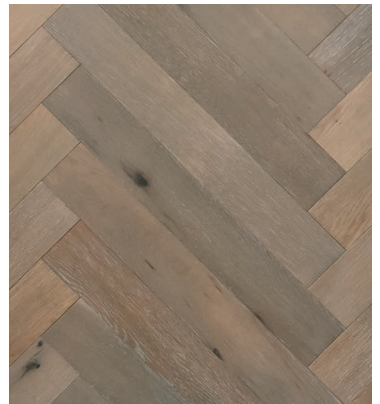
**Autumn Wheat**  
HER1000



**Sienna Sand**  
HER1001



**Stone Grey**  
HER1002



**Dovetail**  
HER1003

BEAUTY. STYLE. INNOVATION.

## TRIM ACCESSORIES



QUARTER ROUND



FLUSH STAIR NOSE



SQUARE NOSE



T-MOLDING



REDUCER

Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **HERRINGBONE RESERVE COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.





HEPPINGBONE RESERVE



DOVETAIL



Provenza<sup>®</sup> FLOORS

# NEW YORK LOFT



POETS CORNER

The **New York Loft Collection** features a light wire brush, color variation and multi-stained hardwood, inspired by an east coast vibe in a range of contemporary colors.

**Species** White Oak

**Style** Light Wire Brush, Color Variation, Multi-Stain\*

**Grade** Light to Heavy Character\*

**Finish** Polyurethane

**Width** 7.48 inch

**Length** Random up to 6' 2"

**Thickness** 5/8 inch

**Construction** Engineered

**Installation** Glue Down, Staple or Float

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

**Coverage** 23.31 sq ft/ctn



\*Style & Grade varies between colors



**Big Apple**  
PRO2700



**Canal Street**  
PRO2701



**Chelsea Pier**  
PRO2702



**Grand Central**  
PRO2703



**Radio City**  
PRO2705



**Park Place**  
PRO2706



**Pier 55**  
PRO2707



**Penn Station**  
PRO2708

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **NEW YORK LOFT COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.



RADIO CITY



Tribeca  
PRO2709



Union Square  
PRO2710



West End  
PRO2711



Carnegie Hall  
PRO2712



Astoria  
PRO2713



Center Stage  
PRO2714



Kings Bridge  
PRO2715



Poets Corner  
PRO2716



Rockaway Grey  
PRO2717



Sugar Hill  
PRO2718

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FLOORS  
NEW YORK LOFT



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# OLD WORLD



WARM SAND

The **Old World Collection** features a wire brushed, hand distressed and scraped hardwood in combination with an innovative smoking and carbonizing technique.

**Species** Oak or Ash\*

**Style** Wire Brush, Hand Scrape, Smoked, Carbonized\*

**Grade** Select to Heavy Character\*

**Finish** UV Cured Oil

**Width** 7.44 inch

**Length** Random up to 6'

**Thickness** 5/8 inch

**Construction** Engineered

**Installation** Glue Down, Staple or Float

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

**Coverage** 29.76 sq ft/ctn



\*Species, Style & Grade varies between colors



**Toasted Sesame**  
PRO634



**Fawn**  
PRO635



**Falcon**  
PRO639



**Diamond Peak**  
PRO641



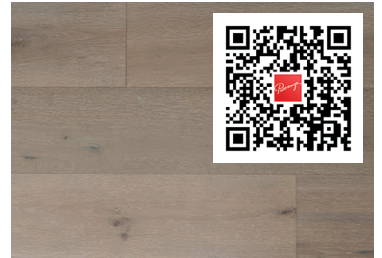
**Mount Bailey**  
PRO642



**Gray Rocks**  
PRO643



**Mink**  
PRO644



**Pearl Grey**  
PRO645

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **OLD WORLD COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.



# OLDWORLD

MINK



Desert Haze  
PRO664



Fossil Stone  
PRO667



Warm Sand  
PRO668



Tortoise Shell  
PRO690



Dusty Trail  
PRO691



Aged Alabaster  
PRO693



Weathered Ash  
PRO695

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**OLDWORLD**



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# PALAIS ROYALE



The **Palais Royale Collection** is a wide plank European Oak hardwood with a light wire brush, multi-stained surface and available in a range of luxurious colors.

**Species** European Oak

**Style** Light Wire Brush, Multi-Stained with Micro Bevel

**Grade** Light to Heavy Character

**Finish** Polyurethane

**Width** 8.66 inch

**Length** Random up to 7' 2"

**Thickness** 5/8 inch

**Construction** Engineered

**Installation** Glue Down, Staple or Float

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

**Coverage** 26.04 sq ft/ctn



**Amiens**  
PRO2201



**Biarritz**  
PRO2202



**Marseilles**  
PRO2205

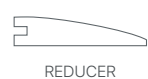


**Riviera**  
PRO2207



**Toulouse**  
PRO2209

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **PALAIS ROYALE COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.







# Provenza FLOORS POMPEII



The **Pompeii Collection** features the rustic elegance of hand distressed hardwood floors whose beauty is in the time worn look and feel of each unique plank.

**Species** White Oak

**Style** Wire Brush, Hand Scrape, Open Knots, Cracks  
3 Strip, Color & Overwood Variation\*

**Grade** Light to Rustic Character\*

**Finish** Oil

**Width** 7.44 inch or 7.48 inch (3 Strip)\*

**Length(s)** RL up to 6' or RL up to 74.80" (3 Strip)\*

**Thickness** 5/8 inch

**Construction** Engineered

**Installation** Glue Down, Staple or Float

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

**Coverage** 29.76 sq ft/ctn or 31.08 sq ft/ctn (3 Strip)\*



\*Style, Grade, Width, Length & Coverage varies between colors



**Salerno**  
PRO717



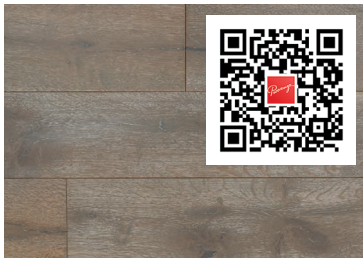
**Vesta**  
PRO718



**Eterno**  
PRO719



**Lipari**  
PRO720



**Vesuvius**  
PRO721



**Amiata**  
PRO722



**Etna**  
PRO723



**Sabatini**  
PRO724

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **POMPEII COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.







# Provenza FLOORS TRESOR



The **Tresor Collection** features a European White Oak in an array of colors from traditional to modern. Light wire brushing, multi-layered staining process and variation between planks make this product suitable for any taste and setting.

<b>Species</b>	European Oak
<b>Style</b>	Light Wire Brushed, Color Variation
<b>Grade</b>	Light to Heavy Character
<b>Finish</b>	Polyurethane
<b>Width</b>	9.45 inch
<b>Length</b>	Random up to 86.6 inch
<b>Thickness</b>	5/8 inch
<b>Wear Layer</b>	4mm Nominal, Sawn Cut
<b>Construction</b>	Engineered
<b>Installation</b>	Glue Down, Staple or Float
<b>Warranty</b>	25 Year Finish, Lifetime Construction Residential 3 Year Finish, 25 Year Construction Commercial
<b>Coverage</b>	34.10 sq ft/ctn



**Amour**  
PRO2500



**Classique**  
PRO2501



**Diamonte**  
PRO2502



**Encore**  
PRO2503



**Jolie**  
PRO2504



**Lyon**  
PRO2505



**Maison**  
PRO2506



**Symphonie**  
PRO2507

## TRIM ACCESSORIES



QUARTER ROUND



FLUSH STAIR NOSE



SQUARE NOSE



T-MOLDING



REDUCER

Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **TRESOR COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.



Tresor

CLASSIQUE



Orsay  
PRO2510



Perle  
PRO2511



Rondo  
PRO2512



Envie  
PRO2513



Papillon (image coming soon)  
PRO2514

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TRESOR



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# VITALI



The new **Vitali Collection** features a European White Oak wide plank with slight wire brushing, light contemporary colors, multi-layered staining process with color variations. Vitali's design and colors are made for today's modern motif.

**Species** European Oak

**Style** Light Wire Brush, Color Variation

**Grade** Light to Heavy Character

**Finish** UV Oil

**Width** 9.45 inch

**Length** Random up to 86.6 inch

**Thickness** 5/8 inch

**Construction** Engineered

**Installation** Glue Down, Staple or Float

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

**Coverage** 28.4 sq ft/ctn



**Corsica**  
PRO4100



**Genova**  
PRO4101



**Milano**  
PRO4102



**Napoli**  
PRO4103



**Rocca**  
PRO4104

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **VITALI COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.





# VITALI

CORSICA



# Provenza FLOORS VOLTERRA



The **Volterra Collection** offers a variety of species and surface styles that are evocative of a naturally aged, timeworn floor.

- Species** White Oak, European Oak, Maple, Elm or Hickory\*
- Style** Wire Brush, Character, Hand Scrape, Open Knots Cracks, Saw Marks, Color Variation\*
- Grade** Light to Rustic Character\*
- Finish** Polyurethane
- Width** 7.48 inch
- Length** Random up to 74.80 inch
- Thickness** 5/8 inch
- Wear Layer** 4mm Nominal, Sawn Cut
- Construction** Engineered
- Installation** Glue Down, Staple or Float
- Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial
- Coverage** 31.08 sq ft/ctn



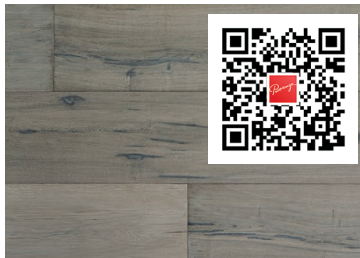
\*Species, Style & Grade varies between colors



**Cesarea**  
PRO2801



**Florence**  
PRO2803



**Grotto**  
PRO2804



**Pisa**  
PRO2810



**Antica**  
PRO2812



**Fortezza**  
PRO2813

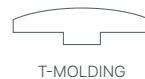


**Medici**  
PRO2814



**Museo**  
PRO2815

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **VOLTERRA COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.



VOLTERRA

ANTICA



**Porta**  
PRO2816



**Romana**  
PRO2817



**Stadio**  
PRO2818



**Valori**  
PRO2819



**Fresco**  
PRO2820

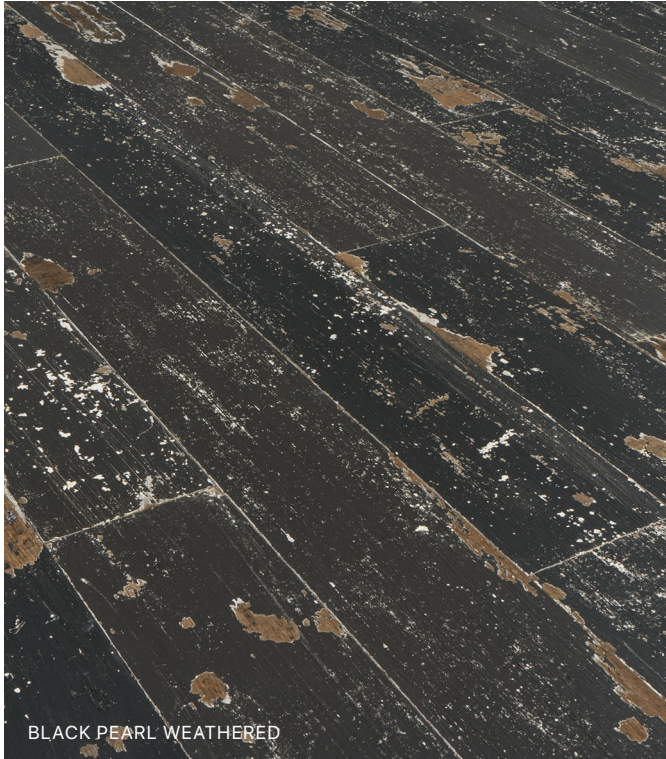


**Gusto**  
PRO2821

*Provenza*  
FLOORS  
**VOLTERRA**



# LIGHTHOUSE COVE



The **Colour Nation Lighthouse Cove Collection**, is a wide plank European Oak hardwood featuring a multi-color, multi-layered paint technique.

**Species** European Oak

**Style** Multi-Color, Multi-Layered Paint with Heavy Weathering Technique\*

**Grade** Light to Heavy Character

**Finish** Hardwax Oil

**Width** 8.66 inch

**Length** 82.67 inch

**Thickness** 5/8 inch

**Construction** Engineered

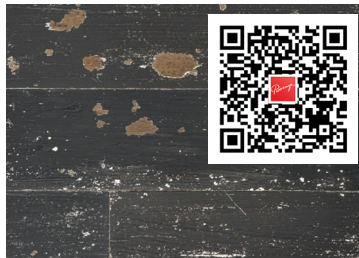
**Installation** Glue Down, Staple or Float

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

**Coverage** 19.89 sq ft/ctn



**Ivory White Weathered**  
PRO9000



**Black Pearl Weathered**  
PRO9002



**Frosty Taupe Weathered**  
PRO9004

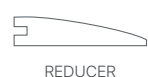


**Ruby Red Weathered**  
PRO9006



**True Blue Weathered**  
PRO9008

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood flooring is unique. Every plank is handcrafted and no two boards are the same. The **LIGHTHOUSE COVE COLLECTION** is a natural wood product subject to paint coverage, color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain, paint and finish variation shown on this page may appear in larger variation in your installed floor.



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# DUTCH MASTERS



The **Dutch Masters Collection** features a wide plank European Oak (Made in Holland) pre-finished engineered hardwood with a light to heavy wire brush and multi-stain process that is hand finished in the USA by Provenza master woodcrafters.

**Species** European Oak

**Style** Handcrafted, Light Wire Brush, Multi-Stain Process\*

**Grade** Light to Heavy Character

**Finish** Polyurethane or Ceramic\*

**Width** 8.66 inch

**Length** 82 inch average

**Thickness** 5/8 inch

**Construction** Engineered (Made in Holland)

**Installation** Glue Down, Staple or Float

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

**Coverage** 19.75 sq ft per bundle / 4 boards



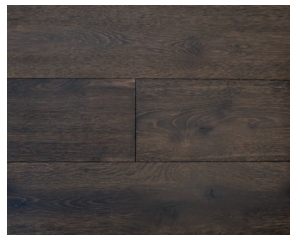
\*Finish varies between colors



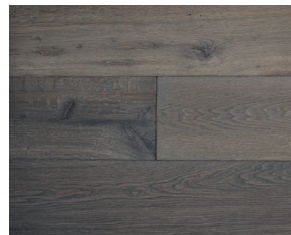
**DM002**  
PRODM002



**DM003**  
PRODM003



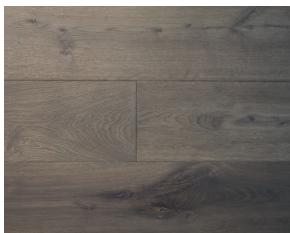
**DM004**  
PRODM004



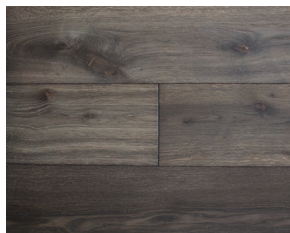
**DM006**  
PRODM006



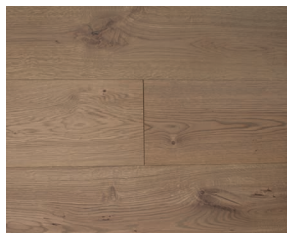
**DM018**  
PRODM018



**DM021**  
PRODM021



**DM029**  
PRODM029



**DM032**  
PRODM032



**DM034**  
PRODM034

## TRIM ACCESSORIES



QUARTER ROUND



FLUSH STAIR NOSE



SQUARE NOSE



T-MOLDING



REDUCER

Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **DUTCH MASTERS COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.



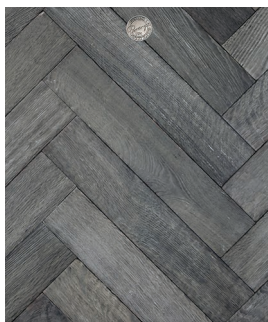
# BEAUTIFULLY BESPOKE

Provenza Floors offers Custom Designed Hardwood floors that are personalized, unique and a reflection of your **VISION** and **STYLE**.

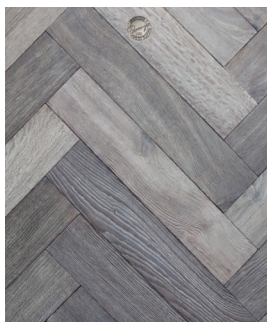
Every Provenza custom floor is made-to-order by expert wood artisans for discerning clients — local builders, architects, interior designers and the consumer who requires that one-of-a-kind hardwood floor masterpiece for their clients, business or home.

Our custom program offers the ability to design a hardwood floor to your specifications, from choice of wood species, surface treatments such as hand distressing, hand scraping, wire brushing to the selection of patterns such as herringbone, parquet, to choice of hand staining options and finish types.

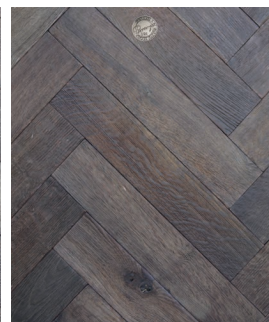
Your custom hardwood floor is proudly USA Made here locally in Southern California.



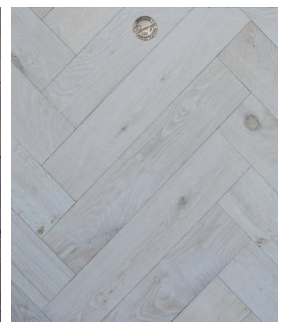
Herringbone | HR001



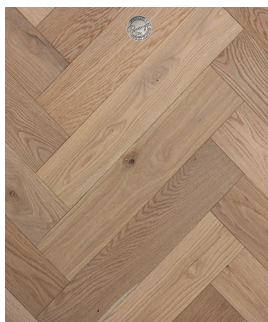
Herringbone | HR002



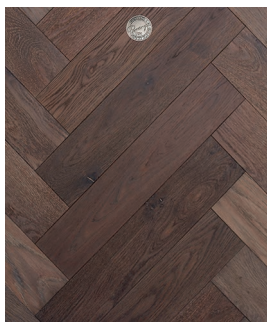
Herringbone | HR003



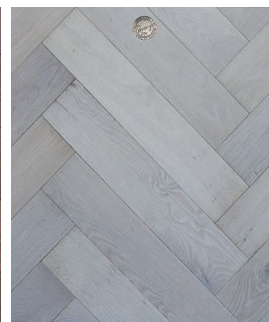
Herringbone | HR18100



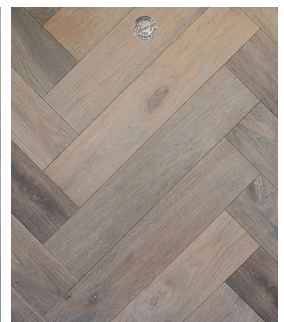
Herringbone | HR18308



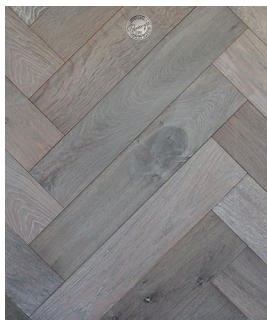
Herringbone | HR18313



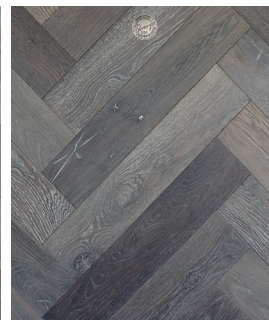
Herringbone | HR18321



Herringbone | HR181105



Herringbone | HR181106



Herringbone | HR183003





Parquet Plank | TP3232



Parquet Plank | TP3233



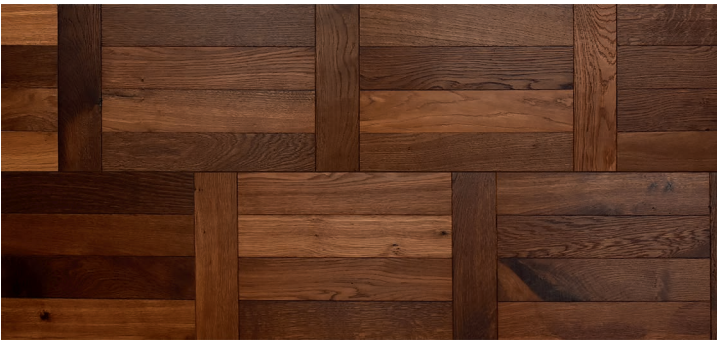
Parquet Plank | TP3234



Parquet Plank | TP3235



Parquet Plank | TP3238



Parquet Plank | TP3239



Parquet Plank | TP3240



Parquet Plank | TP3243



Parquet Plank | TP3245

# PARQUET PLANK

Provenza's Custom Parquet Plank flooring offers a timeless classicism suitable for both traditional and contemporary applications in a rich European Oak.





# Provenza FLOORS infusion



PURPLE RAIN

The **Infusion Collection** features an exclusive color impregnation process that results in premium performance while maintaining the natural beauty and distinction in the wood.

**Species** Figured Curly Maple

**Style** Acrylic Color Impregnation, Character  
Micro Bevel

**Finish** UV Ceramic

**Width** 4.5 inch

**Length** Random up to 6'

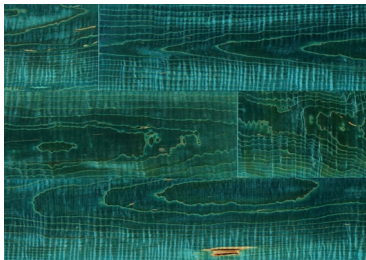
**Thickness** 5/8 inch

**Construction** Engineered

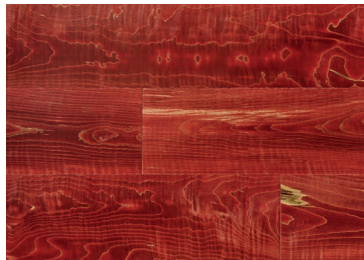
**Installation** Glue Down or Staple

**Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial

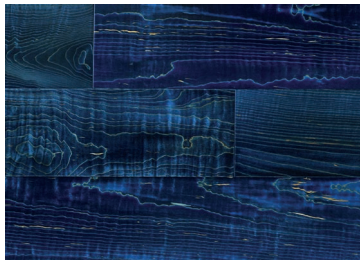
**Coverage** 25 sq ft/ctn



**Turquoise Mosaic**  
PROINF-TM



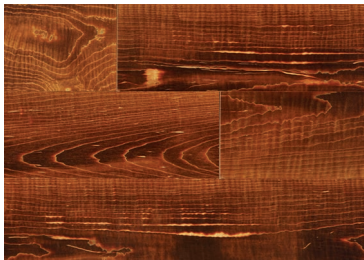
**Moulin Rouge**  
PROINF-MR



**Endless Blue**  
PROINF-EB



**Natural Maple**  
PROINF-NM



**Rich Amber**  
PROINF-RA

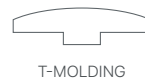


**Black Panther**  
PROINF-BP



**Cocoa Brown**  
PROINF-CB

## TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **INFUSION COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.





# CHARACTER. VARIATION. STYLE.

## Understanding character grade products...

Provenza's hardwood products naturally feature color, character, grain and surface texture variations. Each board is unique, selected for its inherent beauty and hand worked to elicit the feel, style and design of the collection it belongs to. Some hardwood collections incorporate wood materials that are **character grade** and may contain natural imperfections that add to their overall beauty but are not considered manufacturing defects.

Hardwood character grading ranges from lighter that are smoother and more uniform in color and grain, to heavier grades that are rougher and possess more variance in color, grain and naturally occurring imperfections.

**SELECT TO LIGHT CHARACTER** hardwood displays a more uniform color and grain.

**LIGHT TO MEDIUM CHARACTER** hardwood reveals more variation in color and grain and may contain knots, cracks and mineral streaks.

**HEAVY CHARACTER** hardwood displays more color and grain variation and will probably contain knots, open cracks, splits, mineral streaks and other natural imperfections.

**HEAVY TO RUSTIC CHARACTER** hardwood displays a greater amount of color and grain variation and is likely to contain knots, splits, cracks, nail holes, saw marks, worm holes, splintering, mineral streaks and other natural imperfections.

**RUSTIC CHARACTER** hardwood exhibits the greatest amount of color, grain and surface variation and is very likely to contain knots, splits, cracks, nail holes, saw marks, worm holes, splintering, mineral streaks and other naturally occurring imperfections. Collections that utilize rustic character hardwood to achieve the look and feel of an aged and time worn product results in a flooring surface that is **ROUGH & RUSTIC** by design.

When selecting any character grade hardwood product, variations in color, grain and surface texture should be taken into consideration and be compatible with your lifestyle.



# WALLCHIC®

GENUINE WOOD PLANKS BY PROVENZA



The **Wall Chic Collection** features unique designs that add warmth, texture and style to any wall that only a real hardwood product can offer. **Wall Chic** is made from sustainable, plantation grown Hevea, available in unfinished and multi-layered stained panels.

**Species** Hevea

**Style** Wire Brush, Saw Marks, Axe Marks, Exposed Bark Log Skin, Multi-Layered Stain\*

**Grade** Standard or Rustic\*

**Finish** Urethane or Unfinished\*

**Width** Varies between colors\*

**Length** Varies between colors\*

**Thickness** Varies between colors\*

**Construction** Solid

**Installation** Glue & Staple

**Coverage** Varies between colors\*



\*Style, Grade, Finish, Dimensions & Coverage varies between colors (see sample swatches below). All dimensions listed are considered nominal due to the design of this product.



**Bombshell**

PRO4000

6.69" (W) × 23.43" (L) × .98" (TH)  
10.87 sq/ft per carton



**Devotion**

PRO4001

3.54" (W) × 23.62" (L) × .87" (TH)  
11.62 sq/ft per carton



**Elegance**

PRO4002

3.54" (W) × 23.62" (L) × .87" (TH)  
11.62 sq/ft per carton



**Euphoria**

PRO4003

7.09" (W) × 21.26" (L) × .47" (TH)  
20.87 sq/ft per carton



**Fearless**

PRO4004

3.54" (W) × 24.80" (L) × .79" (TH)  
12.16 sq/ft per carton



**Finesse**

PRO4005

7.09" (W) × 21.26" (L) × .98" (TH)  
10.44 sq/ft per carton



**Harmony**

PRO4006

6.69" (W) × 23.43" (L) × .98" (TH)  
10.87 sq/ft per carton



**Ingenua**

PRO4007

3.54" (W) × 23.62" (L) × .87" (TH)  
11.62 sq/ft per carton

ADD **STYLE** AND **PERSONALITY** TO ANY WALL...

Like DNA, each panel of Provenza Wall Chic is unique. Every panel is handcrafted and no two are the same. The **WALL CHIC COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed wall product.

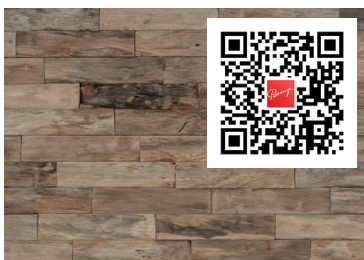




DEVOTION



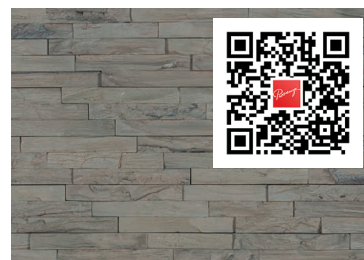
**Intuition**  
PRO4008  
3.54" (W) × 24.80" (L) × .79" (TH)  
12.16 sq/ft per carton



**Sensation**  
PRO4009  
7.09" (W) × 21.26" (L) × .87" (TH)  
10.44 sq/ft per carton



**Spotlight**  
PRO4010  
7.09" (W) × 21.26" (L) × .87" (TH)  
10.44 sq/ft per carton



**Unforgettable**  
PRO4011  
3.54" (W) × 23.62" (L) × .79" (TH)  
11.62 sq/ft per carton

**WALLCHIC**  
GENUINE WOOD PLANKS BY PROVENZA



# PROVENZA<sup>®</sup> MAXCORE<sup>®</sup>

100% WATERPROOF LUXURY VINYL FLOOR COLLECTIONS



**100% WATERPROOF**  
Stain & Dent Resistant  
Attached Pad for Comfort  
GreenGuard Gold Certified  
Easy Installation  
Easy to Clean

**Luxury You Can Live With.**



**MaxCore 100% Waterproof Luxury Vinyl** products feature innovative surface patterns, textures, color variation and edge bevels that deliver realistic wood or stone visuals in a durable, easy-to-maintain floor that can stand up to your active lifestyle. **Kid & Pet friendly. Perfect for DIYer's. GreenGuard Gold** certified.

With **Provenza MaxCore**, you can enjoy the **luxury** of a hardwood or natural stone floor **without the worry**.

## 100% WATERPROOF LUXURY VINYL CONSTRUCTION

### Aluminum Oxide with Ceramic Bead Coating

Microscopic ceramic bead technology provides superior wear and stain resistance, prevents fading and is easy-to-clean.

### Clear Wear Layer

20 mil wear layer protects against excessive wear and tear, and provides durability against scuffs and abrasions.

### Decorative Film

Exclusive high-resolution printed film layer delivers authentic real hardwood or stone floor visuals.

### Premium Vinyl Layer

Durable, resilient layer resists chipping and dents while providing a soft walking surface. Works with the decorative film layer to achieve a realistic floor surface texture.

### 100% Waterproof Core

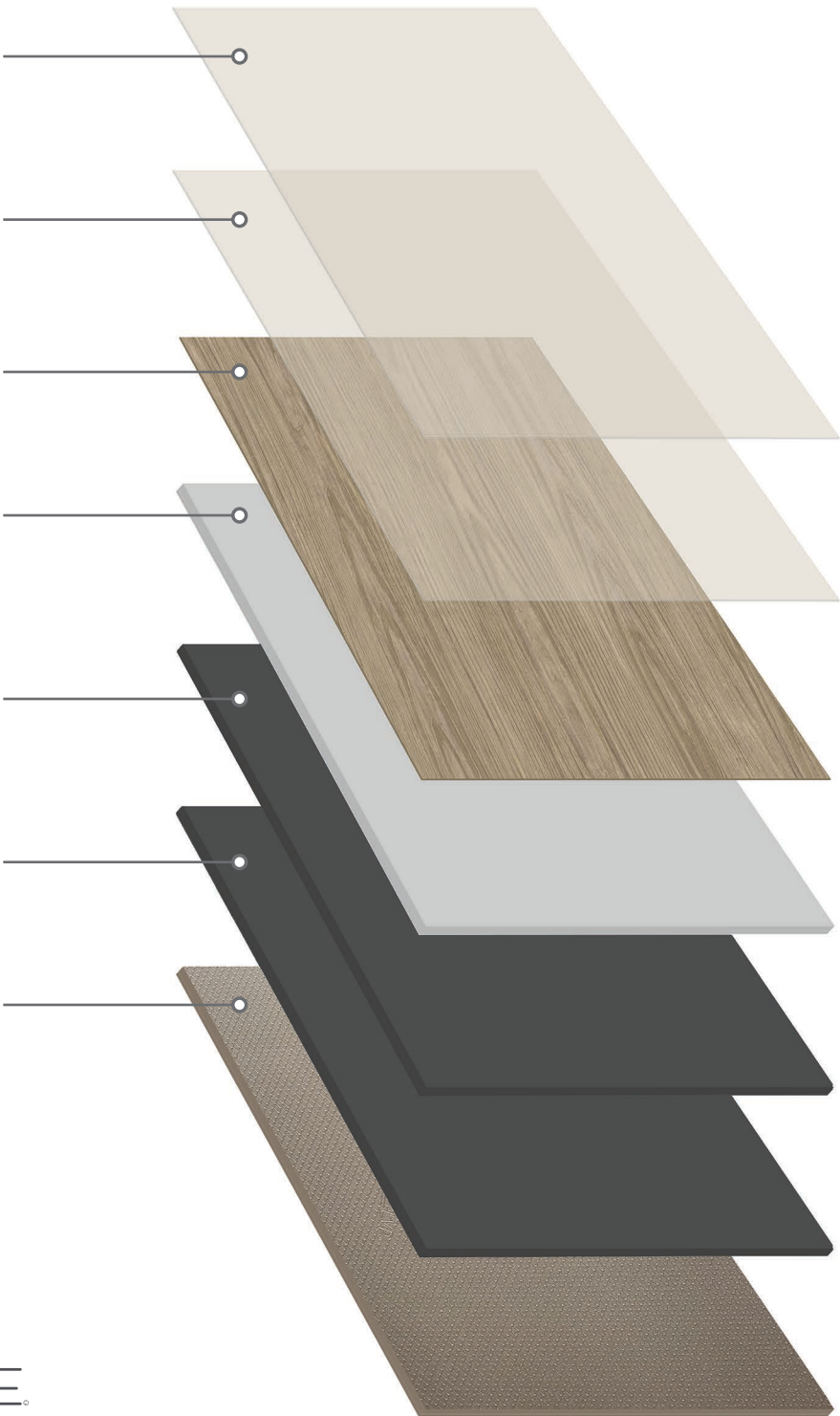
The **100% Waterproof PVC or SPC Rigid Core** layer prevents expansion and contraction, providing superior stability with a glueless locking system.

### Vinyl Stabilizing Layer

Provides dimensional stability and ensures a flat, even installation.

### Attached IXPE Underlayment

Made from virgin, non-recycled IXPE foam technology. No extra underlayment necessary. Cuts down on installation time. Provides added sound insulation and comfort under foot.



**PROVENZA<sup>®</sup> MAXCORE<sup>®</sup>**  
100% WATERPROOF LUXURY VINYL FLOORS



# PROVENZA<sup>MAXCORE</sup> CONCORDE OAK



The **MaxCore Concorde Oak Collection** is **100% Waterproof** and features exclusive patterns in a ribbed, realistic wood texture with painted bevel edge effect in a range of luxurious colors.

<b>Style</b>	Ribbed Realistic Wood Texture w/Painted Bevel Effect
<b>Finish</b>	Aluminum Oxide w/Ceramic Bead Technology
<b>Width</b>	7.2 inch
<b>Length</b>	72 inch
<b>Thickness</b>	6.5mm (includes wear layer)
<b>Wear Layer</b>	20mil
<b>Construction</b>	Rigid Core ESPC w/Underlayment Pad Attached
<b>Installation</b>	Float
<b>Warranty</b>	Lifetime Ltd Residential, 15 Year Ltd Commercial
<b>Certifications</b>	GreenGuard Gold & CARB II Compliant
<b>Coverage</b>	25.20 sq ft/ctn



**Brushed Pearl**  
PRO3200



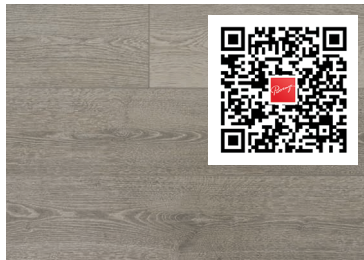
**Castle Rock**  
PRO3201



**Cool Classic**  
PRO3202



**French Revival**  
PRO3203



**Grateful Grey**  
PRO3204



**London Fog**  
PRO3205



**Loyal Friend**  
PRO3206



**Modern Legacy**  
PRO3207

## TRIM ACCESSORIES



QUARTER ROUND



FLUSH STAIR NOSE



OVERLAP STAIR NOSE



T-MOLDING



END CAP



REDUCER

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# CONCORDE OAK

ROYAL CREST



Mystic Moon  
PRO3208



Royal Crest  
PRO3209



Smoked Amber  
PRO3210



Spellbound  
PRO3211



Warm Tribute  
PRO3212



Willow Wisp  
PRO3213

PROVENZA  MAXCORE  
CONCORDE OAK



# PROVENZA<sup>MAXCORE</sup> MODA Living



The **MaxCore Moda Living Collection** is **100% Waterproof** featuring wide and long plank options in a ribbed, realistic wood texture look with painted bevel edge effect in a range of fashionable colors.

- Style** Ribbed, Realistic Wood Texture w/Painted Bevel Effect
- Finish** Aluminum Oxide w/Ceramic Bead Technology
- Width(s)** 7.15 inch or 9.06 inch (PRO2614 – 2622)
- Length(s)** RL up to 72 inch or 72 inch (PRO2614 – 2622)
- Thickness** 8mm
- Wear Layer** 20mil
- Construction** Waterproof LVP w/Underlayment Pad Attached
- Installation** Float
- Warranty** Lifetime Ltd Residential, 15 Year Ltd Commercial
- Coverage** GreenGuard Gold & CARB II Compliant
- Certifications** 28.66 sq ft/ctn or 36.24 sq ft/ctn (PRO2614 – 2622)



**At Ease**  
PRO2600



**First Crush**  
PRO2602



**Jet Set**  
PRO2603



**Fly Away**  
PRO2604



**True Story**  
PRO2605



**Soul Mate**  
PRO2606



**Soft Whisper**  
PRO2607



**Finally Mine**  
PRO2608

## TRIM ACCESSORIES



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**Front Row**  
PRO2609



**Hang Ten**  
PRO2610



**Sweet Talker**  
PRO2611



**High Five**  
PRO2612



**Simply Silver**  
PRO2613



**After Party (9.06" w x 72" L)**  
PRO2614



**Coco Classic (9.06" w x 72" L)**  
PRO2615



**Endless Summer (9.06" w x 72" L)**  
PRO2616



**First Glance (9.06" w x 72" L)**  
PRO2617



**Joy Ride (9.06" w x 72" L)**  
PRO2618



**Just Chill (9.06" w x 72" L)**  
PRO2619



**Midas Touch (9.06" w x 72" L)**  
PRO2620



**Moderne Icon (9.06" w x 72" L)**  
PRO2621



**Road Trip (9.06" w x 72" L)**  
PRO2622



**Rock Candy**  
PRO2623



**Rule Breaker**  
PRO2624



**Star Struck**  
PRO2625



**The Natural**  
PRO2626



**Trail Blazer**  
PRO2627



**Wild Applause**  
PRO2628

PROVENZA<sup>MAXCORE</sup>  
**MODA Living**



# PROVENZA<sup>MAXCORE</sup> STONESCANE



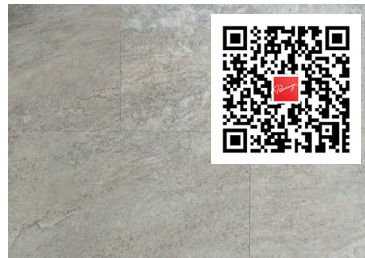
MOUNTAIN MIST

The **MaxCore Stonescape Collection** is **100% Waterproof** and features an exclusive tile pattern with a realistic stone texture and bevel edge effect in (8) classic colors.

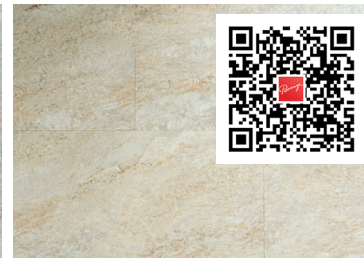
<b>Style</b>	Realistic Stone Texture w/Bevel Edge Effect
<b>Finish</b>	Aluminum Oxide w/Ceramic Bead Technology
<b>Width</b>	12 inch
<b>Length</b>	24 inch
<b>Thickness</b>	6.5mm (includes wear layer)
<b>Wear Layer</b>	20mil
<b>Construction</b>	Rigid Core ESPC w/Underlayment Pad Attached
<b>Installation</b>	Float
<b>Warranty</b>	Lifetime Ltd Residential, 15 Year Ltd Commercial
<b>Certifications</b>	GreenGuard Gold & CARB II Compliant
<b>Coverage</b>	24.26 sq ft/ctn



**Ancient Earth**  
PRO3100



**Angel Trail**  
PRO3101



**Desert View**  
PRO3102



**Formation Grey**  
PRO3103



**Lava Dome**  
PRO3104



**Mountain Mist**  
PRO3105



**Navajo Bridge**  
PRO3106



**Point Imperial**  
PRO3107

## TRIM ACCESSORIES



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# STONESCAPES



NAVAJO BRIDGE



# PROVENZA<sup>MAXCORE</sup> UPTOWN CHIC



The **MaxCore Uptown Chic Collection** is **100% Waterproof**, featuring a ribbed, realistic wood texture with micro bevel edge effect in a wide range of trendy colors. Now available in longer plank options!

<b>Style</b>	Ribbed, Realistic Wood Texture w/Micro Bevel Effect
<b>Finish</b>	Aluminum Oxide w/Ceramic Bead Technology
<b>Width</b>	7.15 inch
<b>Length(s)</b>	48 inch or 60 inch (PRO2329 – 2333)
<b>Thickness</b>	8mm
<b>Wear Layer</b>	20mil
<b>Construction</b>	Waterproof LVP w/Underlayment Pad Attached
<b>Installation</b>	Float
<b>Warranty</b>	Lifetime Ltd Residential, 15 Year Ltd Commercial
<b>Certifications</b>	GreenGuard Gold & CARB II Compliant
<b>Coverage</b>	33.46 sq ft/ctn or 35.96 sq ft/ctn (PRO2329 – 2333)



**Big Easy**  
PRO2100



**Catwalk**  
PRO2101



**Class Act**  
PRO2102



**Cloud Nine**  
PRO2103



**Double Dare**  
PRO2104



**Haute Pepper**  
PRO2105



**Jazz Singer**  
PRO2106



**Modern Twist**  
PRO2107

## TRIM ACCESSORIES



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**Naturally Yours**  
PRO2108



**New Attitude**  
PRO2109



**Pop Icon**  
PRO2110



**Posh Beige**  
PRO2111



**Retro Glow**  
PRO2112



**Sassy Grey**  
PRO2113



**Sugar n' Spice**  
PRO2114



**Rock n' Roll**  
PRO2115



**Bold Ambition**  
PRO2116



**Simply Hip**  
PRO2117



**Tempting Taupe**  
PRO2119



**Superstar**  
PRO2120



**Backstage Brown**  
PRO2121



**City Life**  
PRO2122



**Daydreamer**  
PRO2123



**Sheer Joy**  
PRO2124



**Smash Hit**  
PRO2125



**True Love**  
PRO2126



**Just Lucky**  
PRO2127



**Forever Friends**  
PRO2128

PROVENZA<sup>MAXCORE</sup>  
**UPTOWN CHIC**



LIMITLESS



**Breathless (60" L)**  
PRO2329



**Fire n' Ice (60" L)**  
PRO2330



**Limelight (60" L)**  
PRO2331



**Limitless (60" L)**  
PRO2332



**Moonstruck (60" L)**  
PRO2333

PROVENZA  MAXCORE  
**UPTOWN CHIC**





UPTOWN CHIC

HAUTE PEPPER





Provenza  
FloorCare®

Provenza Floor Care® products offer a complete line of care, cleaning & maintenance products specifically formulated for Provenza flooring products.



All Purpose Cleaner



All Purpose Cleaner (refill)



Natural Cleaner



Natural Cleaner (refill)



Oil Refresher



Oil Refresher (refill)



Spot Remover



Spot Rejuvenating Oil



Spot Remover and Spot  
Rejuvenating Oil Kit



Oil Maintenance Kit

Call us at 1 (877) 455-7890 to find a retailer near you who carries Provenza Floor Care products.





The **Provenza Floors** brand stands for experience, innovation and creative inspiration. Every product we bring to market reflects our commitment to deliver the highest standards in manufacturing, quality and uncompromising attention to detail that today's consumers expect, backed by industry standard warranties.

**Provenza Floors is a 100% US Owned Company based in Southern California with distributors and retailers throughout the United States and Canada.**

Browse, share and compare the latest **Provenza Floors** products using our iOS or Android App with features that allow you to save favorites, share product photos and search for a retailer showroom near you.

Our Provenza **Floor Care Products** offer a complete line of care, cleaning and maintenance products specifically formulated for all types of Provenza flooring products.

If you have questions regarding our products, installation guidelines, care or warranty coverage, feel free to contact our customer service staff at: [support@provenzafloors.com](mailto:support@provenzafloors.com) or call our toll-free number: **1 (877) 455-7890**.

Thank you for your interest in **Provenza Floors**.



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The product images presented in this publication are not meant to replace viewing an actual product sample prior to making your final floor or wall cladding selection/purchase. Please see your local **Provenza Floors Retailer** to view actual product samples.



## A Revolution in the Flooring Industry Starts Now!



**Inspire, excite & inform potential buyers with Provenza product videos at the point of display!**

*Provenza*<sup>®</sup>  
FLOORS