
BEAUTY. STYLE. INNOVATION.
Provenza™ FLOORS
COMMERCIAL PRODUCTS
NEW LUXURY HARDWOOD
VITALI ELITE COLLECTION
ULTRA-WIDE PLANK EUROPEAN OAK
PRO4119 SANDRIO
PROVENZAFLOORS.COM | CALIFORNIA, USA



PROVENZA MAXCORE™
100% WATERPROOF LUXURY VINYL FLOORS



DUTCH MASTERS
DESIGNED & FINISHED IN THE USA

PROVENZA MAXCORE™
HIGH-DEF LUXURY LAMINATE FLOORS



Provenza FloorCare®



BEAUTY. STYLE. INNOVATION.

Our products inspire great design...

For over 25 years, **Provenza Floors** has led the way in meeting the ever-changing demands and needs of flooring consumers, delivering high-quality luxury hardwood, waterproof luxury vinyl and luxury laminate products.

Provenza Floors reputation is built on bringing unique flooring products to market that exceed the demands of builders, architects, interior designers and residential consumers. Our award-winning 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 design reflects our commitment to deliver the highest standards in manufacturing, quality and uncompromising attention to detail that today's consumers expect when choosing a flooring brand for their home or business.

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

Provenza views its products as fundamental towards the overall aesthetic of beautiful residential and commercial interiors, where its floors are not an afterthought but key to great design!

Its custom hardwood floors are personalized and designed to reflect the **vision** and **style** of those who require that **one-of-a-kind** floor to meet their interior design needs. Its **Dutch Masters** collection is **designed** and **hand finished in the USA** by local Provenza master woodcrafters and is available in wide, ultra-wide and herringbone pattern options.

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

Provenza builds on its **MaxCore™ Waterproof Luxury Vinyl** expertise, introducing its new **MaxCore™ Luxury Laminate** products featuring innovative **Water Block®** technology and high-definition hardwood visuals. Its **Modessa Collection** features exclusive hand-selected patterns from its custom designed hardwood collection, achieving a high-end, ultra-realistic visual with fewer repeats in a floor that is durable and easy to install.

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

Provenza™ FLOORS



VITALI ELITE **CARRARA**

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BY DESIGN, SELECT ACCORDINGLY

Provenza FLOORS

GRAND POMPEII


REGINA

The **Grand Pompeii Collection** features an ultra wide wire brushed, hand scraped rustic European Oak hardwood, rich in character — perfect for modern, classic or traditional interiors.

Species	European Oak
Style	Heavy Wire Brushed, Hand Scraped, Cracks Knots, Extreme Color Variation
Grade	Rustic Character
Finish	Polyurethane
Width	9.45 in
Length	Random up to 86.6 in
Thickness	5/8 in
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

GENUINE Provenza WOOD FLOORS


Apollo
PRO731


Stabiane
PRO732


Regina
PRO733


Loreto
PRO734


Nolana
PRO735

TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **GRAND 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.

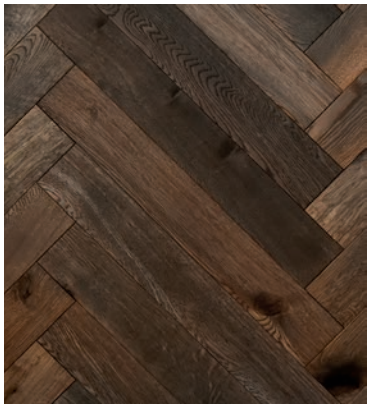
Provenza FLOORS

HERRINGBONE RESERVE

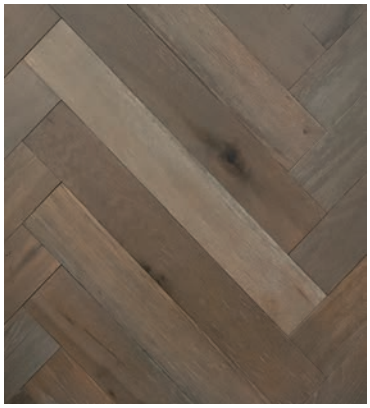

DOVETAIL

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 in
Length	24 in
Thickness	5/8 in
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.

Provenza FLOORS

NEW YORK LOFT


PENN STATION

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. New colors now available!

Species	White Oak, European Oak*
Style	Light Wire Brush, Color Variation, Multi-Stain*
Grade	Light to Heavy Character*
Finish	Polyurethane
Width	7.48 in
Length	Random up to 74 in
Thickness	5/8 in
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

GENUINE Provenza WOOD FLOORS

*Species, Style & Grade varies between colors


Big Apple
PRO2700


Canal Street
PRO2701


Grand Central
PRO2703


Park Place
PRO2706


Pier 55
PRO2707


Penn Station
PRO2708


West End
PRO2711


Carnegie Hall
PRO2712

TRIM ACCESSORIES


QUARTER ROUND | SQUARE STAIR NOSE | 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 **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.





Ferry Point
PRO2719



Rock Island
PRO2720



Music Hall
PRO2721



Marquee
PRO2722



Saratoga
PRO2723



Continental
PRO2724



Midtown
PRO2725

Provenza FLOORS

NEW YORK LOFT

Provenza FLOORS

OLD WORLD



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

Species	Oak
Style	Wire Brush, Hand Scrape, Smoked, Carbonized*
Grade	Select to Heavy Character*
Finish	UV Cured Oil
Width	7.44 in
Length	Random up to 72 in
Thickness	5/8 in
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

*Style & Grade varies between colors



Toasted Sesame
PRO634



Diamond Peak
PRO641



Mount Bailey
PRO642



Gray Rocks
PRO643



Mink
PRO644



Pearl Grey
PRO645



Desert Haze
PRO664



Fossil Stone
PRO667

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.

MINK



Warm Sand
PRO668



Tortoise Shell
PRO690



Aged Alabaster
PRO693



Weathered Ash
PRO695

Provenza FLOORS
OLD WORLD

Provenza FLOORS

PALAIS ROYALE


RIVIERA

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 in
Length	Random up to 86 in
Thickness	5/8 in
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

GENUINE Provenza WOOD FLOORS


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.



PALAIS ROYALE

PALAIS ROYALE **VERSAILLES**

HEAVY/RUSTIC CHARACTER
BY DESIGN, SELECT ACCORDINGLY

Provenza FLOORS

POMPEII


SABATINI

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 in or 7.48 in (3 Strip)*
Length(s)	RL up to 72" or RL up to 74.80" (3 Strip)*
Thickness	5/8 in
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)*

GENUINE Provenza WOOD FLOORS

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


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.



POMPEII

POMPEII **AMIATA**

Provenza FLOORS

TRESOR


ORSAY

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. New colors now available!

Species	European Oak
Style	Light Wire Brushed, Color Variation
Grade	Light to Heavy Character
Finish	Polyurethane
Width	9.45 in
Length	Random up to 86.6 in
Thickness	5/8 in
Construction	Engineered
Installation	Glue Down, Staple or Float
Warranty	25 Year Finish, Lifetime Construction Residential 3 Year Finish, 25 Year Construction Commercial
Coverage	34.10 sq ft/ctn

GENUINE Provenza WOOD FLOORS


Amour
PRO2500


Classique
PRO2501


Diamonte
PRO2502


Jolie
PRO2504


Lyon
PRO2505


Symphonie
PRO2507


Orsay
PRO2510


Rondo
PRO2512

TRIM ACCESSORIES



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.





Blanche
PRO2515



Rivoli
PRO2516



Provence
PRO2517



Martinique
PRO2518



Agio
PRO2519



Cherie
PRO2520

Provenza FLOORS
TRESOR

Provenza FLOORS

VITALI



The **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 todays' modern motif.

Species	European Oak
Style	Light Wire Brush, Color Variation
Grade	Light to Heavy Character
Finish	UV Oil
Width	9.45 in
Length	Random up to 86.6 in
Thickness	5/8 in
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

GENUINE Provenza WOOD FLOORS



Corsica
PRO4100



Genova
PRO4101



Milano
PRO4102



Napoli
PRO4103



Rocca
PRO4104



Arezzo
PRO4105



Emilia
PRO4106



Fabio
PRO4108

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 **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.





Galo
PRO4109



Lucca
PRO4110



Tivoli
PRO4111

Provenza FLOORS
VITALI

Provenza FLOORS

VITALI ELITE


SANDRIO

The new **Vitali Elite Collection** collection is an ultra-wide, long plank luxury European hardwood featuring a light wire brush, multi-layered stain with color variation, in a range of contemporary colors designed for a clean, modern interior visual.

Species	European Oak
Style	Light Wire Brush, Color Variation
Grade	Light to Heavy Character
Finish	Polyurethane
Width	10.24 in
Length	Random up to 86.61 in
Thickness	3/4 in Nominal (18 mm)
Construction	Engineered
Installation	Glue Down, Staple or Float
Warranty	25 Year Finish, Lifetime Construction Residential 3 Year Finish, 25 Year Construction Commercial
Coverage	30.78 sq ft/ctn


Alba
PRO4113


Bronte
PRO4114


Carrara
PRO4115


Cori
PRO4116


Modena
PRO4117


Paterno
PRO4118


Sandrio
PRO4119


Trento
PRO4120

TRIM ACCESSORIES



Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **VITALI ELITE 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.



VITALITE ELITE

MODENA

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 in
Length	Random up to 74.80 in
Thickness	5/8 in
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

GENUINE Provenza WOOD FLOORS

*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.



Porta
PRO2816



Romana
PRO2817



Valori
PRO2819



Fresco
PRO2820



Gusto
PRO2821



Avellino
PRO2822



Dogana
PRO2824



Greco
PRO2825



Lombardy
PRO2826



Mara
PRO2827



Messina
PRO2828



Novara
PRO2829



Prato
PRO2830



Ravina
PRO2831



Savona
PRO2832

Provenza FLOORS
VOLTERRA

Provenza FLOORS

DUTCH MASTERS


CLEVE

Provenza's **Dutch Masters Collection** is a wide plank European Oak product that is designed, and hand finished in the USA by Provenza master woodcrafters, featuring a light wire brush in a range of artistically inspired colors. Custom options available.

Species	European Oak
Style	Light Wire Brush
Grade	Light to Medium Character
Finish	Polyurethane
Width	8.66 in
Length	Random up to 86.61 in
Thickness	5/8 in
Construction	Engineered
Installation	Glue Down, Staple or Float
Warranty	25 Year Finish, Lifetime Construction (Residential) 3 Year Finish, 25 Year Construction (Commercial)
Coverage	20.84 sq/ft per carton

DUTCH MASTERS
DESIGNED & FINISHED IN THE USA

Custom Options
Ultra Wide: 10.25" (W) × Random up to 98.42" (L) × 5/8 (TH)
Herringbone Pattern: 4" (W) × 24" (L) × 5/8 (TH)
ABC Standard Grade (Light to Medium Character)
Stair System: Variety of custom stair options available
Availability: 4 to 6 weeks on most orders


Bosch
CDM001


Cleve
CDM002


Escher
CDM003


Gaspar
CDM004


Hals
CDM005


Klee
CDM006


Leyster
CDM007


Mondrian
CDM008

TRIM ACCESSORIES


QUARTER ROUND | SQUARE STAIR NOSE | 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.

CLEVE



Steen
CDM009

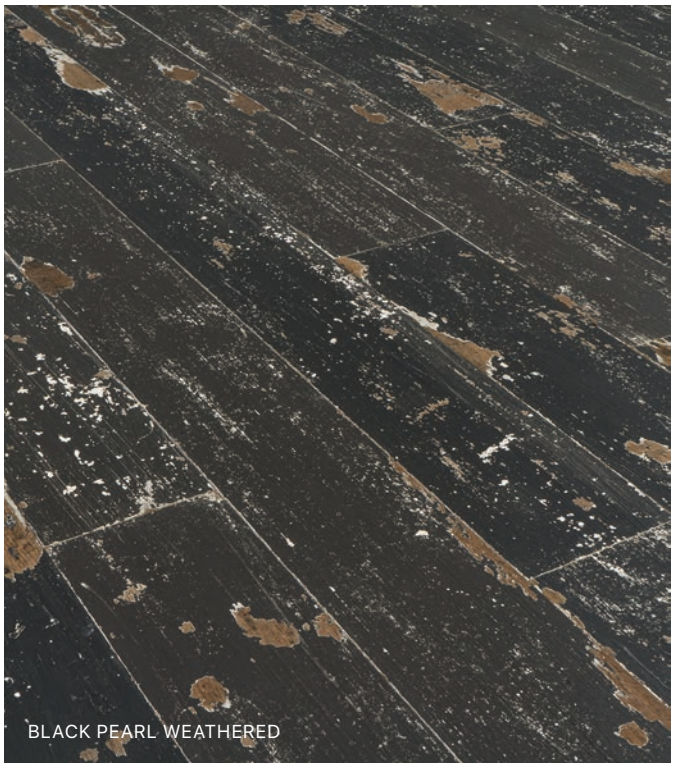


Vermeer
CDM010

Provenza FLOORS
DUTCH MASTERS

Provenza FLOORS

LIGHTHOUSE COVE


BLACK PEARL WEATHERED

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 in
Length	82.67 in
Thickness	5/8 in
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

COLOUR NATION
PAINTED PLANK COLLECTIONS
by Provenza FLOORS


Ivory White Weathered
PRO9000


Black Pearl Weathered
PRO9002


Frosty Taupe Weathered
PRO9004


Ruby Red Weathered
PRO9006

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.



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.

PROVENZA MAXCORE

100% WATERPROOF LUXURY VINYL PLANK 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 Plank 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 MAXCORE
100% WATERPROOF LUXURY VINYL FLOORS

PROVENZA MAXCORE

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.

Style	Ribbed Realistic Wood Texture w/Painted Bevel Effect
Finish	Aluminum Oxide w/Ceramic Bead Technology
Width(s)	7.2 in or 9.06 in (PRO3217 – 3219)
Length	72 in
Thickness	6.5mm (includes wear layer & underlayment pad)
Wear Layer	20mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Rigid Core SPC
Installation	Float
Warranty	Lifetime Ltd Residential, 15 Year Ltd Commercial
Certifications	GreenGuard Gold & CARB II Compliant
Coverage	25.20 or 27.18 sq ft/ctn (PRO3217 – 3219)



Brushed Pearl
PRO3200



Cool Classic
PRO3202



French Revival
PRO3203



London Fog
PRO3205



Loyal Friend
PRO3206



Mystic Moon
PRO3208

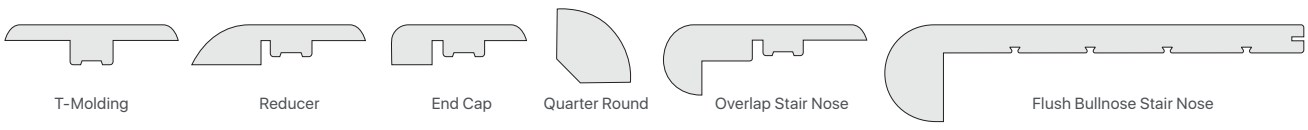


Royal Crest
PRO3209



Smoked Amber
PRO3210

TRIM ACCESSORIES



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Spellbound
PRO3211



Warm Tribute
PRO3212



Willow Wisp
PRO3213



Oak Ram
PRO3214



Diamond Sky
PRO3215



Sandy Cliff
PRO3216



Grey Feather (9.06" w)
PRO3217



Sundance (9.06" w)
PRO3218



True North (9.06" w)
PRO3219

PROVENZA MAXCORE

CONCORDE OAK

PROVENZA MAXCORE

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 in or 9.06 in (PRO2614 – 2622, 2629-2630)
Length(s)	RL up to 72" or 72" (PRO2614 – 2622, 2629-2630)
Thickness	8mm (includes wear layer & underlayment pad)
Wear Layer	20mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Luxury Vinyl Plank
Installation	Float
Warranty	Lifetime Ltd Residential, 15 Year Ltd Commercial
Certifications	GreenGuard Gold & CARB II Compliant
Coverage	28.66 sq ft/ctn 36.24 sq ft/ctn (PRO2614 – 2622, 2629-2630)

GREENGUARD GOLD

PROVENZA MAXCORE LVPROTEC FINISH MAXIMUM WEAR PROTECTION

LONG PLANK



At Ease
PRO2600



First Crush
PRO2602



Jet Set
PRO2603



Fly Away
PRO2604



True Story
PRO2605



Soul Mate
PRO2606

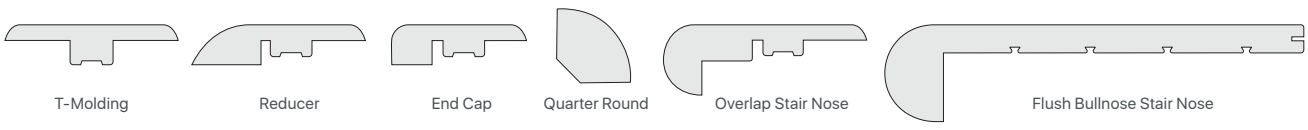


Soft Whisper
PRO2607



Finally Mine
PRO2608

TRIM ACCESSORIES



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Hang Ten
PRO2610



Sweet Talker
PRO2611



High Five
PRO2612



Simply Silver
PRO2613



After Party (9.06" w × 72" L)
PRO2614



Coco Classic (9.06" w × 72" L)
PRO2615



Endless Summer (9.06" w × 72" L)
PRO2616



First Glance (9.06" w × 72" L)
PRO2617



Joy Ride (9.06" w × 72" L)
PRO2618



Just Chill (9.06" w × 72" L)
PRO2619



Midas Touch (9.06" w × 72" L)
PRO2620



Moderne Icon (9.06" w × 72" L)
PRO2621



Road Trip (9.06" w × 72" L)
PRO2622



Rock Candy
PRO2623



Rule Breaker
PRO2624



Star Struck
PRO2625



The Natural
PRO2626



Trail Blazer
PRO2627



Wild Applause
PRO2628



Starlit Sea (9.06" w × 72" L)
PRO2629



Buttercup (9.06" w × 72" L)
PRO2630

PROVENZA MAXCORE
MODA Living

PROVENZA MAXCORE

NEW WAVE



The **MaxCore™ New Wave Collection** is **100% Waterproof** featuring wider and longer planks with an exclusive pattern repeat every 12 planks for an ultra-realistic hardwood visual.

Style	EIR Realistic Wood Texture, Exclusive Pattern Repeat Every 12 Planks w/Pressed Bevel
Finish	Aluminum Oxide w/Ceramic Bead Technology
Width	8.75 in
Length	72 in
Thickness	7 mm (includes wear layer & underlayment pad)
Wear Layer	22 mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Rigid Core SPC
Installation	Float
Warranty	Lifetime Ltd Residential, 15 Year Ltd Commercial
Certifications	GreenGuard Gold & CARB II Compliant
Coverage	26.22 sq ft/ctn

GREENGUARD GOLD

PROVENZA MAXCORE LVPROTEC FINISH MAXIMUM WEAR PROTECTION

LONG PLANK



Bashful Beige
PRO3300



Daring Doe
PRO3301



Great Escape
PRO3302



Lunar Glow
PRO3303



Modern Mink
PRO3304



Nest Egg
PRO3305

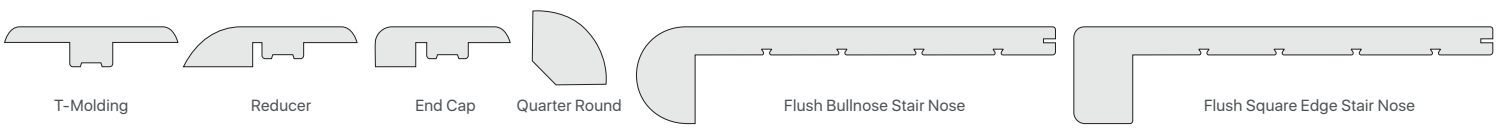


Night Owl
PRO3306



Playful Pony
PRO3307

TRIM ACCESSORIES



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NEW WAVE

PLAYFUL PONY



Rare Earth
PRO3308



Timber Wolf
PRO3309

PROVENZA MAXCORE
NEW WAVE

PROVENZA MAXCORE

STONESCAPE


MOON DANCER

The **MaxCore™ Stonescape Collection** is **100% Waterproof** and features an exclusive tile pattern with a realistic stone texture and bevel edge effect.

Style	Realistic Stone Texture w/Bevel Edge Effect*
Finish	Aluminum Oxide w/Ceramic Bead Technology
Width(s)	12 in or 18.62 in (PRO3108 – 3117)
Length(s)	24 in or 36.02 in (PRO3108 – 3117)
Thickness	6.5mm (includes wear layer & underlayment pad)
Wear Layer	20mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Rigid Core SPC
Installation	Float
Warranty	Lifetime Ltd Residential, 15 Year Ltd Commercial
Certifications	GreenGuard Gold & CARB II Compliant
Coverage	24.26 sq ft/ctn (PRO3100 – 3106) 27.95 sq ft/ctn (PRO3108 – 3117)

*PRO3108 – 3117 Feature Painted Bevel Effect


Ancient Earth
PRO3100


Angel Trail
PRO3101


Desert View
PRO3102


Formation Grey
PRO3103

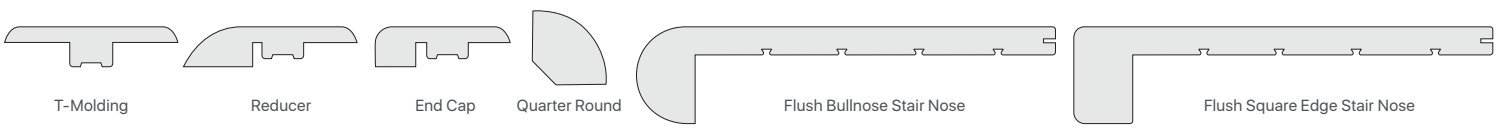

Lava Dome
PRO3104


Mountain Mist
PRO3105


Navajo Bridge
PRO3106


Cape Royale (18.62" w × 36.02" l)
PRO3108 (w/Painted Bevel Effect)

TRIM ACCESSORIES



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Cliff Hanger (18.62" w × 36.02" l)
PRO3109 (w/Painted Bevel Effect)



Eagle Dancer (18.62" w × 36.02" l)
PRO3110 (w/Painted Bevel Effect)



Expedition (18.62" w × 36.02" l)
PRO3111 (w/Painted Bevel Effect)



Marble Canyon (18.62" w × 36.02" l)
PRO3112 (w/Painted Bevel Effect)



Moon Dancer (18.62" w × 36.02" l)
PRO3113 (w/Painted Bevel Effect)



Ridge Point (18.62" w × 36.02" l)
PRO3114 (w/Painted Bevel Effect)



Roaring Springs (18.62" w × 36.02" l)
PRO3115 (w/Painted Bevel Effect)



Rockface (18.62" w × 36.02" l)
PRO3116 (w/Painted Bevel Effect)



Shooting Star (18.62" w × 36.02" l)
PRO3117 (w/Painted Bevel Effect)

PROVENZA MAXCORE
STONESCAPE

PROVENZA MAXCORE

UPTOWN CHIC


RISE 'N SHINE

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

Style	Ribbed, Realistic Wood Texture w/Micro Bevel Effect*
Finish	Aluminum Oxide w/Ceramic Bead Technology
Width(s)	7.15 in or 9.06 in (PRO5000 – 5005)
Length(s)	48 in or 60 in (PRO2134 – 5005)
Thickness	8mm (includes wear layer & underlayment pad)
Wear Layer	20mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Luxury Vinyl Plank
Installation	Float
Warranty	Lifetime Ltd Residential, 15 Year Ltd Commercial
Certifications	GreenGuard Gold & CARB II Compliant
Coverage	33.46 sq ft/ctn (PRO2100 – 2128) 35.96 sq ft/ctn (PRO2134 – 2333) 34.09 sq ft/ctn (PRO5000 – 5005)

*PRO2134 – 2140 Feature Painted Bevel Effect


Big Easy
PRO2100


Catwalk
PRO2101


Class Act
PRO2102


Cloud Nine
PRO2103

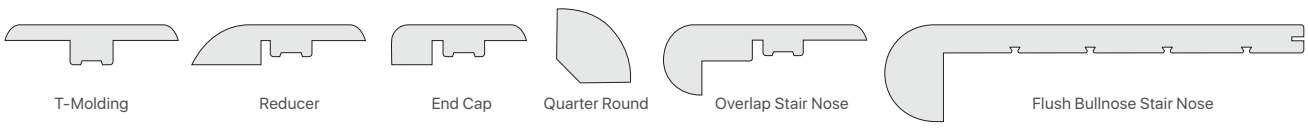

Double Dare
PRO2104


Haute Pepper
PRO2105


Jazz Singer
PRO2106


Naturally Yours
PRO2108

TRIM ACCESSORIES



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Posh Beige
PRO2111



Retro Glow
PRO2112



Sassy Grey
PRO2113



Rock n' Roll
PRO2115



Bold Ambition
PRO2116



Simply Hip
PRO2117



Superstar
PRO2120



Smash Hit
PRO2125



True Love
PRO2126



Just Lucky
PRO2127



Rise 'n Shine (60" L)
PRO2134 (w/Painted Bevel Effect)



Brown Sugar (60" L)
PRO2135 (w/Painted Bevel Effect)



Born Ready (60" L)
PRO2136 (w/Painted Bevel Effect)



Spring Fever (60" L)
PRO2137 (w/Painted Bevel Effect)



Summer Wind (60" L)
PRO2138 (w/Painted Bevel Effect)



Be Mine (60" L)
PRO2139 (w/Painted Bevel Effect)



Better Times (60" L)
PRO2140 (w/Painted Bevel Effect)



Good Life (60" L)
PRO2141



Happy Place (60" L)
PRO2142



Hip Hop (60" L)
PRO2143

PROVENZA MAXCORE

UPTOWN CHIC



Wild Thing (60" L)
PRO2144



Next Level (60" L)
PRO2145



Breathless (60" L)
PRO2329



Fire n' Ice (60" L)
PRO2330



Limelight (60" L)
PRO2331



Limitless (60" L)
PRO2332



Moonstruck (60" L)
PRO2333



Free Spirit (9.06" W × 60" L)
PRO5000



Hourglass (9.06" W × 60" L)
PRO5001



Barely Beige (9.06" W × 60" L)
PRO5002



Jackpot (9.06" W × 60" L)
PRO5003



Magic Hour (9.06" W × 60" L)
PRO5004



Last Chance (9.06" W × 60" L)
PRO5005

PROVENZA MAXCORE
UPTOWN CHIC


UPTOWN CHIC
BROWN SUGAR



MODESSA GRANDSTAND



INTRODUCING

PROVENZA MAXCORE™

HIGH DEFINITION LUXURY LAMINATE FLOORS WITH WATER BLOCK® TECHNOLOGY

new

KEY FEATURES:

- ✔ **Exclusive Hand-Selected** patterns from Provenza Floors' custom designed hardwood collection.
- ✔ **10 Unique Luxury Plank Designs** deliver fewer repeats for a high-end, ultra-realistic hardwood visual.
- ✔ **Innovative Water Block** Technology
- ✔ **Embossed in Register** (EIR) surface texture matches each unique pattern for a real wood grain effect.
- ✔ **Enhanced 4-sided Pressed Bevel Edge** produces a more natural looking transition between planks.
- ✔ **Fast, easy** & **strong** installation with the 5G® plastic tongue locking system by **Välinge**.

PROVENZA MAXCORE™

MODESSA



The **MaxCore™ Modessa Collection** features a High-Definition, Realistic European Oak Look & Texture with **Exclusive 10 Pattern Design** for fewer plank repeats and **80 hr Water Block** Technology.

Style	High-Def, Realistic European Oak Look & Texture with Exclusive 10 Pattern Design for Fewer Plank Repeats
Width	9.4 in
Length	86 in
Thickness	14 mm *(2mm underlayment pad included)*
Wear Rating	AC4, Class 32 for Superior Durability
Edge Style	4-Sided Pressed Bevel Edge
Surface Style	EIR (Embossed in Register)
Underlayment	Attached 2mm XPS
Finish	Scratch Resistant Aluminum Oxide
Construction	HDF Laminate with 80hr Water Block Technology
Installation	Float with 5G Fold Down Locking System
Warranty	25 Year Ltd Residential, 5 Year Ltd Commercial
Certifications	GreenGuard Gold & CARB2 Compliant
Coverage	22.64 sq/ft per carton

AC4 wear rating · CARB2 compliant · 5G · GREENGUARD GOLD



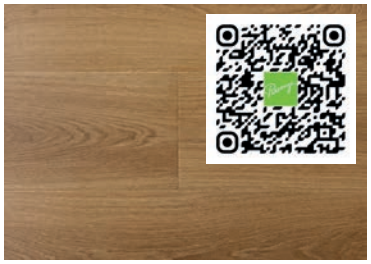
Showtime
PRO6100



So Chic
PRO6101



Cover Story
PRO6102



High Life
PRO6103



Game On
PRO6104



Grandstand
PRO6105

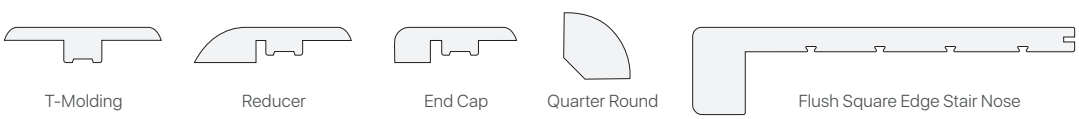


Heartbreaker
PRO6106



Starling
PRO6107

COORDINATING FLOOR MOLDING AVAILABLE



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COVER STORY

Provenza FloorCare®
provenzafloorcare.com

Provenza offers a complete line of cleaning & maintenance products specially formulated for its **Oil** & **Polyurethane Finish Hardwood, MaxCore™ LVP & Luxury Laminate Floor Collections**

Floor Care for Provenza Oil Finish Hardwood Collections



Natural Cleaner - 32oz & 1 Gal Refill



Oil Refresher - 16oz, 32oz & 1 Gal Refill



Oil Maintenance Kit
Includes: Natural Cleaner, Spot Remover & Spot Rejuvenating Oil



Professional Cleaner - 1 Gal



Spot Rejuvenating Kit
Includes: Spot Remover & Spot Rejuvenating Oil



Spot Remover - 16oz



Spot Rejuvenating Oil - 16oz

Floor Care for Provenza Polyurethane Hardwood MaxCore™ LVP & MaxCore™ Luxury Laminate Collections

Provenza's **All Purpose Cleaner** is recommended for frequent use. Cleans and preserves the original finish of the floor. Enriched with a specially developed detergent that does not require rinsing and leaves the floor spotless.



All Purpose Cleaner - 16oz, 32oz & 1 Gal Refill

Provenza™ FLOORS For more product information, visit: **provenzafloorcare**.com

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 or call our toll-free number: **1 (877) 455-7890**.

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

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A Revolution in the Flooring Industry Starts Now!
Inspire, excite & inform potential buyers with Provenza product videos at the point of display!
Provenza™ FLOORS
PROVENZAFLOORS.COM | CORPORATE OFFICE: 1 (877) 455-7890