

BEAUTY. STYLE. INNOVATION.

*Provenza*<sup>TM</sup>  
FLOORS

COMMERCIAL PRODUCTS



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 reflect 40+ years of experience in the hardwood flooring industry — developing innovative waterproof flooring with ultra-realistic patterns, surface textures, character variation and edge bevels that mirror the natural beauty of real hardwood or stone in an easy-to-install, easy-to-maintain floor that can stand up to your customers' busy lives.

Provenza builds on its **MaxCore™ Waterproof Luxury Vinyl** expertise, introducing **MaxCore™ Luxury Laminate** products featuring innovative **Water Block® technology** and high-definition hardwood visuals. Its new **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.









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# 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



**Apollo**  
PRO731



**Stabiane**  
PRO732



**Regina**  
PRO733

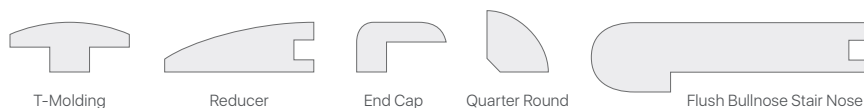


**Loreto**  
PRO734



**Nolana**  
PRO735

### COORDINATING FLOOR MOLDING AVAILABLE



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.



# GRAND POMPEII

APOLLO



Provenza FLOORS

# NEW YORK LOFT



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



\*Species, Style & Grade varies between colors



**Big Apple**  
PRO2700



**Canal Street**  
PRO2701



**Grand Central**  
PRO2703



**Park Place**  
PRO2706



**Pier 55**  
PRO2707



**Penn Station**  
PRO2708

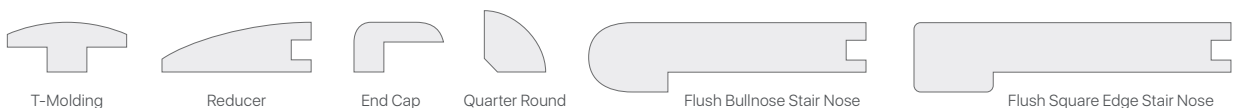


**West End**  
PRO2711



**Carnegie Hall**  
PRO2712

COORDINATING FLOOR MOLDING AVAILABLE

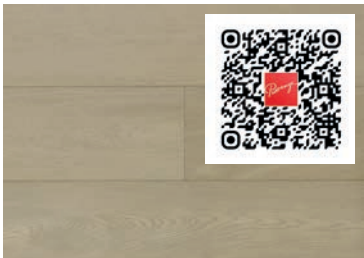


Like DNA, each board of Provenza hardwood is handcrafted and no two planks are the same. The **NEW YORK LOFT COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present 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.



# NEW YORK LOFT

GRAND CENTRAL



Ferry Point  
PRO2719



Rock Island  
PRO2720



Music Hall  
PRO2721



Marquee  
PRO2722



Saratoga  
PRO2723



Continental  
PRO2724



Midtown  
PRO2725



# NEW YORK LOFT



Provenza FLOORS

# 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
- 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



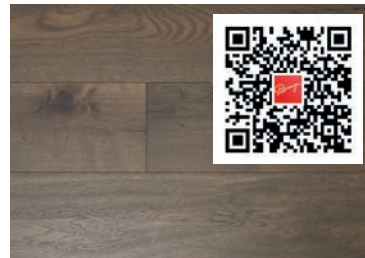
\*Style & Grade varies between colors



**Toasted Sesame**  
PRO634



**Diamond Peak**  
PRO641



**Mount Bailey**  
PRO642



**Gray Rocks**  
PRO643



**Mink**  
PRO644



**Pearl Grey**  
PRO645

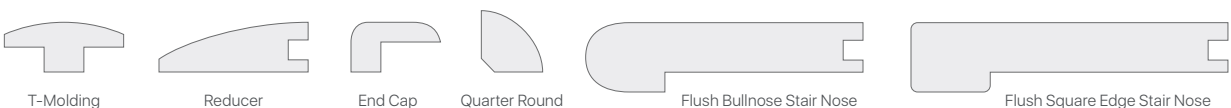


**Desert Haze**  
PRO664



**Fossil Stone**  
PRO667

COORDINATING FLOOR MOLDING AVAILABLE



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.



# OLD WORLD

MINK



Warm Sand  
PRO668



Tortoise Shell  
PRO690



Aged Alabaster  
PRO693



Weathered Ash  
PRO695

*Provenza*<sup>™</sup>  
FLOORS  
**OLD WORLD**



# 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



**Amiens**  
PRO2201



**Biarritz**  
PRO2202



**Marseilles**  
PRO2205

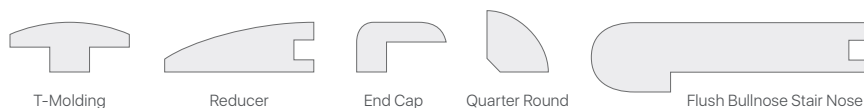


**Riviera**  
PRO2207



**Toulouse**  
PRO2209

COORDINATING FLOOR MOLDING AVAILABLE



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







# 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.

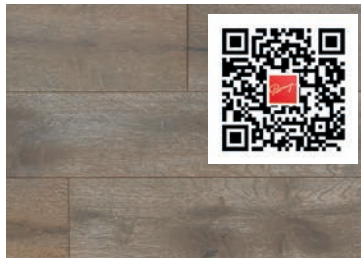
- Species** White Oak
- Style** Wire Brush, Hand Scrape, Cracks, Open Knots & Heavy Color Variation\*
- Grade** Light to Rustic Character\*
- Finish** Oil
- Width** 7.44 in
- Length(s)** RL up to 72 in
- Thickness** 5/8 in
- Construction** Engineered
- Installation** Glue Down, Staple or Float
- Warranty** 25 Year Finish, Lifetime Construction Residential  
3 Year Finish, 25 Year Construction Commercial
- Coverage** 29.76 sq ft/ctn



\*Style & Grade varies between colors



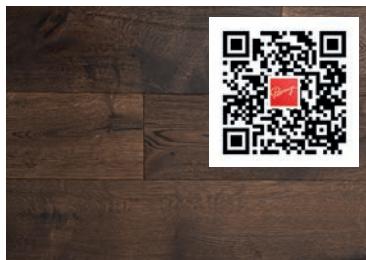
**Lipari**  
PRO720



**Vesuvius**  
PRO721



**Amiata**  
PRO722

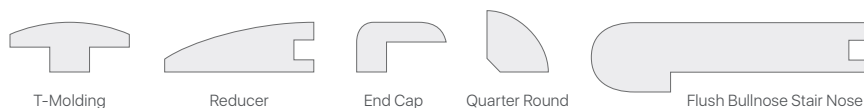


**Etna**  
PRO723



**Sabatini**  
PRO724

### COORDINATING FLOOR MOLDING AVAILABLE



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



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



**Amour**  
PRO2500



**Classique**  
PRO2501



**Diamonte**  
PRO2502



**Jolie**  
PRO2504



**Lyon**  
PRO2505



**Symphonie**  
PRO2507

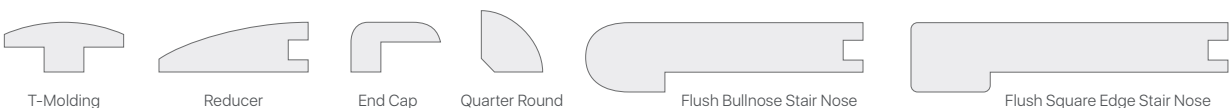


**Orsay**  
PRO2510



**Rondo**  
PRO2512

COORDINATING FLOOR MOLDING AVAILABLE



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.



DIAMONTE



**Blanche**  
PRO2515



**Rivoli**  
PRO2516



**Provence**  
PRO2517



**Martinique**  
PRO2518



**Agio**  
PRO2519



**Cherie**  
PRO2520

*Provenza*<sup>TM</sup>  
FLOORS  
**TRESOR**



Provenza<sup>™</sup> 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 today's 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



GALO



**Corsica**  
PRO4100



**Genova**  
PRO4101



**Milano**  
PRO4102



**Napoli**  
PRO4103



**Rocca**  
PRO4104



**Arezzo**  
PRO4105

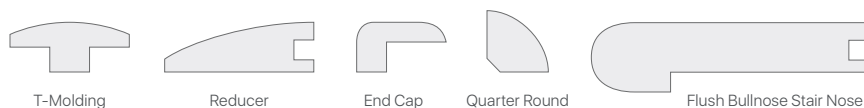


**Emilia**  
PRO4106



**Fabio**  
PRO4108

COORDINATING FLOOR MOLDING AVAILABLE



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

FABIO



Galo  
PRO4109



Lucca  
PRO4110



Tivoli  
PRO4111

*Provenza*<sup>TM</sup>  
FLOORS  
**VITALI**



# VITALI ELITE



CARRARA

The **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.

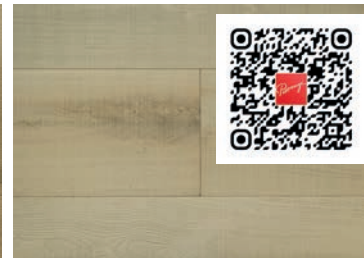
- Species** European Oak
- Style** Light Wire Brush, Color Variation
- Grade** Light to Heavy Character
- Finish** Polyurethane
- Width** 10.24 in
- Length** Random up to 86.61 in
- Thickness** 3/4 in Nominal (18 mm)
- Construction** Engineered
- Installation** Glue Down, Staple or Float
- Warranty** 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

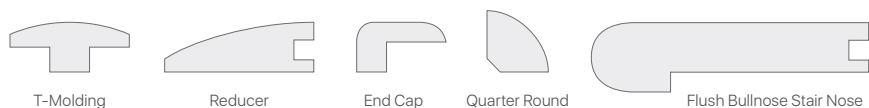


**Sandrio**  
PRO4119



**Trento**  
PRO4120

COORDINATING FLOOR MOLDING AVAILABLE



T-Molding

Reducer

End Cap

Quarter Round

Flush Bullnose Stair Nose

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.





ATTALFETTE

MODENA



Provenza<sup>™</sup> FLOORS

# VOLTERRA



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

- Species** European Oak, Hickory or Maple\*
- 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



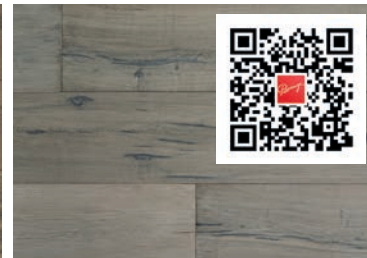
\*Species, Style & Grade varies between colors



**Cesarea**  
PRO2801



**Florence**  
PRO2803



**Grotto**  
PRO2804



**Pisa**  
PRO2810



**Antica**  
PRO2812



**Fortezza**  
PRO2813

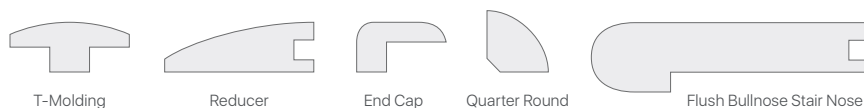


**Medici**  
PRO2814



**Museo**  
PRO2815

COORDINATING FLOOR MOLDING AVAILABLE



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<sup>TM</sup> 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



- 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



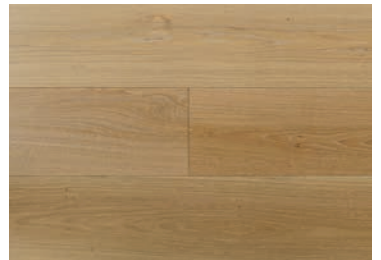
**Bosch**  
CDM001



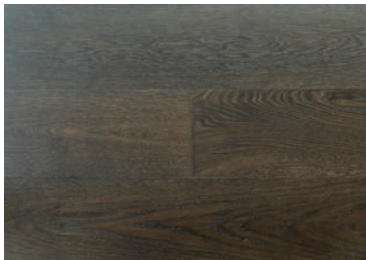
**Cleve**  
CDM002



**Escher**  
CDM003



**Gaspar**  
CDM004



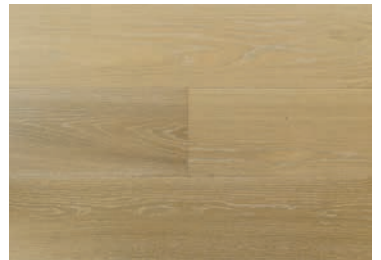
**Hals**  
CDM005



**Klee**  
CDM006

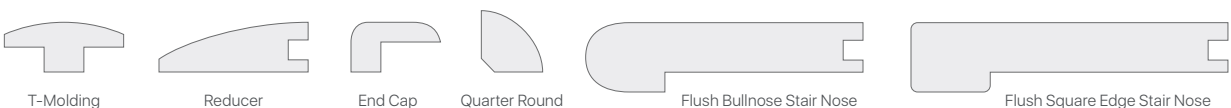


**Leyster**  
CDM007



**Mondrian**  
CDM008

COORDINATING FLOOR MOLDING AVAILABLE



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.



DUTCH MASTERS



CLEVE



Steen  
CDM009

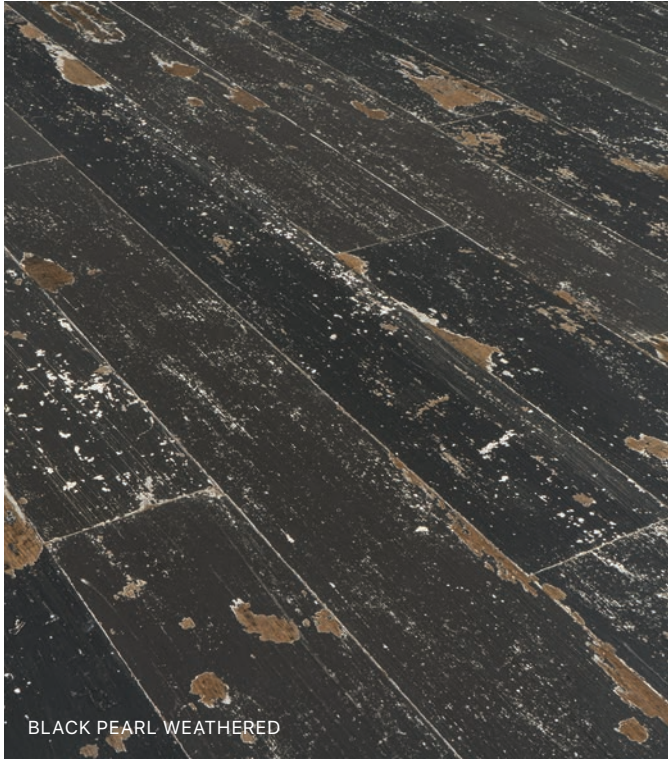


Vermeer  
CDM010

Provenza FLOORS  
DUTCH MASTERS



# 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



Ivory White Weathered  
PRO9000



Black Pearl Weathered  
PRO9002



Frosty Taupe Weathered  
PRO9004



Ruby Red Weathered  
PRO9006



COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



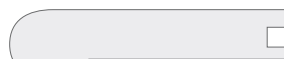
Reducer



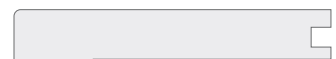
End Cap



Quarter Round



Flush Bullnose Stair Nose



Flush Square Edge Stair Nose

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.



# CHARACTER. STYLE. VARIATION.



## 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™

WATERPROOF LUXURY VINYL FLOORS

## Luxury You Can Live With.

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



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.**

## 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 glue less locking system.

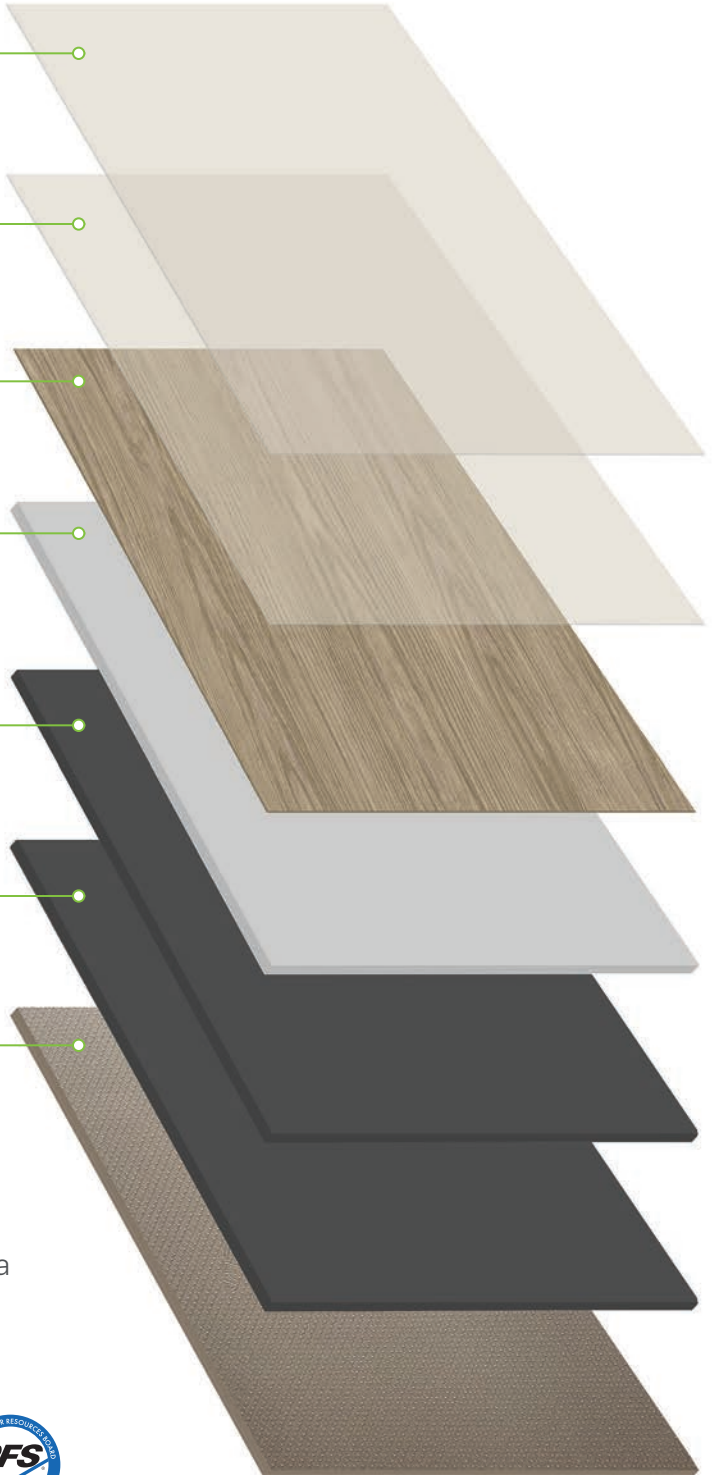
### Vinyl Stabilizing Layer

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.

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





# 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 sq ft/ctn  
27.18 sq ft/ctn (PRO3217 – 3219)

OAK RAM



**Brushed Pearl**  
PRO3200



**Cool Classic**  
PRO3202



**French Revival**  
PRO3203



**London Fog**  
PRO3205



**Loyal Friend**  
PRO3206



**Mystic Moon**  
PRO3208

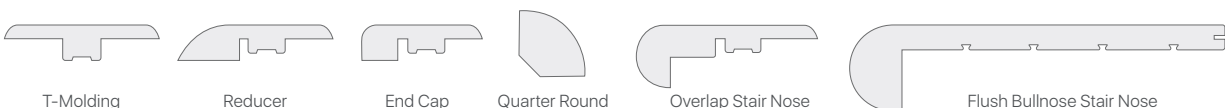


**Royal Crest**  
PRO3209



**Smoked Amber**  
PRO3210

## COORDINATING FLOOR MOLDING AVAILABLE



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GREY FEATHER



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™ FIRST IMPRESSIONS



HIGH STYLE

The MaxCore™ First Impressions Collection is 100% Waterproof and features an EIR Realistic Wood Texture, Exclusive Pattern with Micro Bevel Effect in a range of inviting colors.

- Style** EIR Realistic Wood Texture, Exclusive Pattern with Micro Bevel Effect
- Width** 9 in
- Length** 60 in
- Thickness** 6 mm (includes wear layer & underlayment pad)
- Wear Layer** 12 mil
- Surface** EIR (Embossed in Register)
- Finish** Aluminum Oxide w/Ceramic Bead Technology
- Underlayment** Attached 1.5mm IXPE Rubber
- Construction** Waterproof Rigid Core SPC
- Installation** Float
- Warranty** Lifetime Ltd Residential, 15 Year Ltd Commercial
- Certifications** GreenGuard Gold & CARB II Compliant
- Coverage** 26.41 sq ft/ctn



**High Style**  
PROPVL3300



**One 'n Only**  
PROPVL3301



**Pop Art**  
PROPVL3302



**Cool Comfort**  
PROPVL3303



**Real Deal**  
PROPVL3304

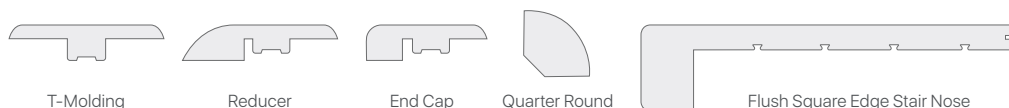


**Cozy Cottage**  
PROPVL3305



**Best Choice**  
PROPVL3308

## COORDINATING FLOOR MOLDING AVAILABLE



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# FIRST IMPRESSIONS





# 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)



**At Ease**  
PRO2600



**First Crush**  
PRO2602



**Jet Set**  
PRO2603



**Fly Away**  
PRO2604



**True Story**  
PRO2605



**Soul Mate**  
PRO2606

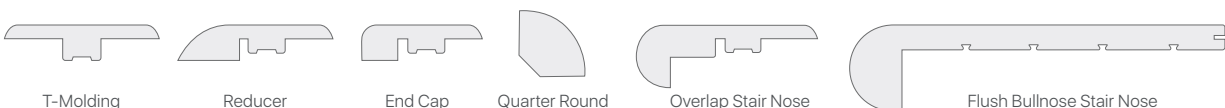


**Soft Whisper**  
PRO2607



**Finally Mine**  
PRO2608

### COORDINATING FLOOR MOLDING AVAILABLE



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**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



**Starlit Sea** (9.06" w x 72" L)  
PRO2629



**Buttercup** (9.06" w x 72" L)  
PRO2630

PROVENZA<sup>MAXCORE</sup>  
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



**Bashful Beige**  
PRO3300



**Daring Doe**  
PRO3301



**Great Escape**  
PRO3302



**Lunar Glow**  
PRO3303



**Modern Mink**  
PRO3304



**Nest Egg**  
PRO3305



**Night Owl**  
PRO3306



**Playful Pony**  
PRO3307

### COORDINATING FLOOR MOLDING AVAILABLE



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NEW WAVE



PLAYFUL PONY



Rare Earth  
PRO3308



Timber Wolf  
PRO3309

PROVENZA  MAXCORE  
NEW WAVE



# PROVENZA MAXCORE™ STONESCAPESCAPE



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)

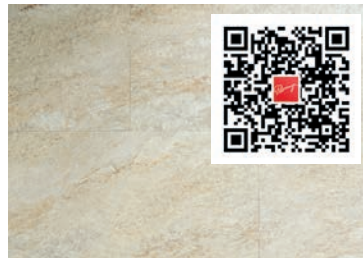
\*PRO3108 – 3117 Feature Painted Bevel Effect



**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)

## COORDINATING FLOOR MOLDING AVAILABLE

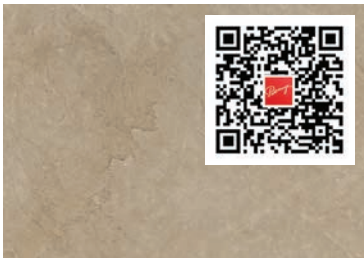


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MARBLE CANYON



**Cliff Hanger** (18.62" w x 36.02" L)  
PRO3109 (w/Painted Bevel Effect)



**Eagle Dancer** (18.62" w x 36.02" L)  
PRO3110 (w/Painted Bevel Effect)



**Expedition** (18.62" w x 36.02" L)  
PRO3111 (w/Painted Bevel Effect)



**Marble Canyon** (18.62" w x 36.02" L)  
PRO3112 (w/Painted Bevel Effect)



**Moon Dancer** (18.62" w x 36.02" L)  
PRO3113 (w/Painted Bevel Effect)



**Ridge Point** (18.62" w x 36.02" L)  
PRO3114 (w/Painted Bevel Effect)



**Roaring Springs** (18.62" w x 36.02" L)  
PRO3115 (w/Painted Bevel Effect)



**Rockface** (18.62" w x 36.02" L)  
PRO3116 (w/Painted Bevel Effect)



**Shooting Star** (18.62" w x 36.02" L)  
PRO3117 (w/Painted Bevel Effect)

PROVENZA  MAXCORE  
**STONESCAPES**



# 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

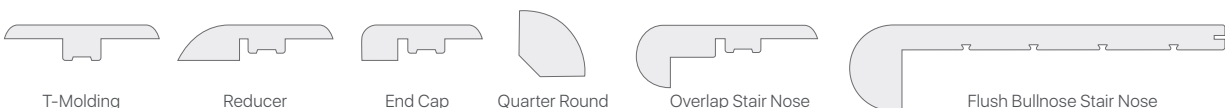


**Jazz Singer**  
PRO2106



**Naturally Yours**  
PRO2108

### COORDINATING FLOOR MOLDING AVAILABLE



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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 x 60" L)**  
PRO5000



**Hourglass (9.06" w x 60" L)**  
PRO5001



**Barely Beige (9.06" w x 60" L)**  
PRO5002



**Jackpot (9.06" w x 60" L)**  
PRO5003



**Magic Hour (9.06" w x 60" L)**  
PRO5004



**Last Chance (9.06" w x 60" L)**  
PRO5005

PROVENZA  MAXCORE™  
**UPTOWN CHIC**



INTRODUCING  
**PROVENZA**  **MAXCORE**™

**HIGH DEFINITION LUXURY LAMINATE FLOORS  
WITH WATER BLOCK® TECHNOLOGY**





# 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 **80hr 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



**Showtime**  
PRO6100



**So Chic**  
PRO6101



**Cover Story**  
PRO6102



**High Life**  
PRO6103



**Game On**  
PRO6104



**Grandstand**  
PRO6105

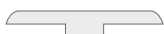


**Heartbreaker**  
PRO6106



**Starling**  
PRO6107

## COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



Reducer



End Cap



Quarter Round



Flush Bullnose Stair Nose

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# MODESSA

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



For more product information, visit: [provenzafloorcare.com](http://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](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