

BEAUTY. STYLE. INNOVATION.

*Provenza*TM
FLOORS





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

AFFINITY



The **Affinity Collection** is a wide plank European Oak hardwood floor with a light wire brush, available in a range of fashionable colors.

- Species** European Oak
- Style** Light Wire Brush
- Grade** Light to Heavy Character
- Finish** Polyurethane
- Width** 7.48 in
- Length** Random up to 82.67 in
- Thickness** 1/2 in
- Construction** Engineered
- Installation** Glue Down, Staple or Float
- Warranty** 25 Year Finish, Lifetime Construction Residential
- Coverage** 34.36 sq ft/ctn



LEGACY



Contour
PRO2318



Delight
PRO2301



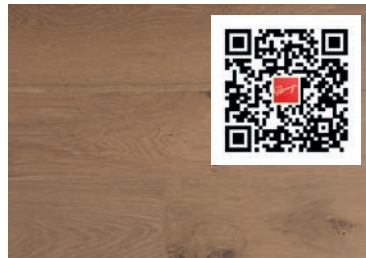
Intrigue
PRO2302



Journey
PRO2303



Liberation
PRO2304



Mellow
PRO2305



Obsession
PRO2306



Silhouette
PRO2309

COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



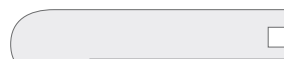
Reducer



End Cap



Quarter Round



Flush Bullnose Stair Nose



Flush Square Edge Stair Nose

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



Triumph
PRO2310



Acclaim
PRO2313



Celebration
PRO2314



Engage
PRO2315



Legacy
PRO2316



Serenity
PRO2317



Appeal
PRO2319



Cameo
PRO2320



Charmed
PRO2321



Glam
PRO2322



Grandeur
PRO2323

Provenza[™]
FLOORS
AFFINITY

AFRICAN PLAINS



GREAT RIFT

The African Plains Collection features a cracked, hand scraped and hand distressed style. Made from sustainable wood products and responsibly managed forests.

Species Hevea

Style Cracks, Hand Scraped, Hand Distressed
Hand Stained

Finish Polyurethane

Width 5 in

Length 43.3 in

Thickness 9/16 in

Construction Engineered

Installation Glue Down, Staple or Float

Warranty 25 Year Finish, Lifetime Construction Residential

Coverage 15 sq ft/ctn



Congo
PRO590



Zanzibar
PRO591



Raffia
PRO592



Sahara Sun
PRO593



Black River
PRO594

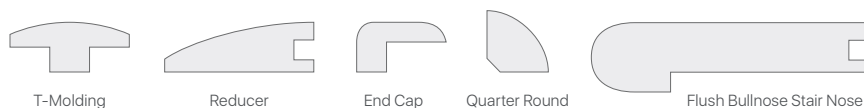


Serengeti
PRO595



Great Rift
PRO596

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 AFRICAN PLAINS 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 ANTICO



HERITAGE

The **Antico Collection** is created by artisans with exceptional attention to detail with every board hand scraped, distressed and hand stained to create a truly custom looking floor.

Species Hevea

Style Hand Scraped, Hand Sanded, Hand Stained

Finish Polyurethane

Width 5.5 in

Length 47 in

Thickness 9/16 in

Construction Engineered

Installation Glue Down, Staple or Float

Warranty 10 Year Finish, Lifetime Construction Residential

Coverage 9 sq ft/ctn



Stonehenge
PRO047



Auburn
PRO147



Chamboard
PRO247



Heritage
PRO347



Vintage
PRO547



Caribou
PRO847

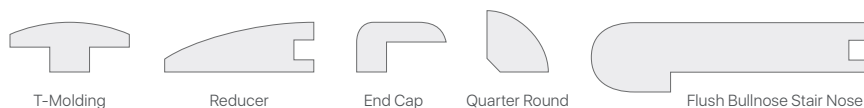


Relic - Matte
PRO1047



Clay - Matte
PRO1147

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 **ANTICO 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

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

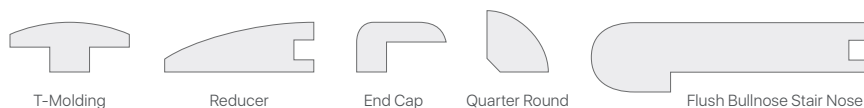


Loreto
PRO734



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

LUGANO



The **Lugano Collection** features a light wire brushed surface with a multi-layered stain in colors that are contemporary while evoking a timeworn charm.

- Species** European Oak, Maple*
- Style** Light Wire Brush, Multi-Layered Stain
- Grade** Light to Rustic Character*
- Finish** Polyurethane
- Width** 7.48 in
- Length** Random up to 74.8 in
- Thickness** 9/16 in
- Construction** Engineered
- Installation** Glue Down, Staple or Float
- Warranty** 25 Year Finish, Lifetime Construction Residential
- Coverage** 31.08 sq ft/ctn



*Species & Grade varies between colors



Bella
PRO4200



Como
PRO4202



Forma
PRO4203



Oro
PRO4204



Storia
PRO4205



Terra
PRO4207

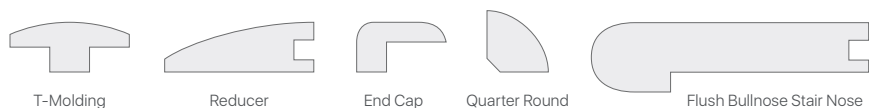


Chiara
PRO4210



Felice
PRO4211

COORDINATING FLOOR MOLDING AVAILABLE



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

LUGANO

FORMA



Genre
PRO4215

Provenza[™]
FLOORS
LUGANO

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



*Species, Style & Grade varies between colors



Big Apple
PRO2700



Canal Street
PRO2701



Grand Central
PRO2703



Park Place
PRO2706



Pier 55
PRO2707



Penn Station
PRO2708

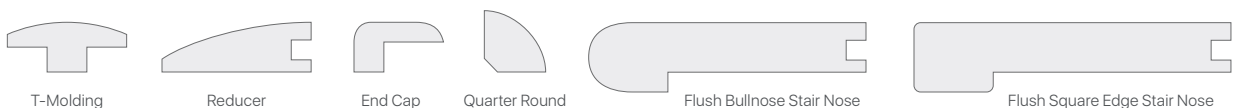


West End
PRO2711



Carnegie Hall
PRO2712

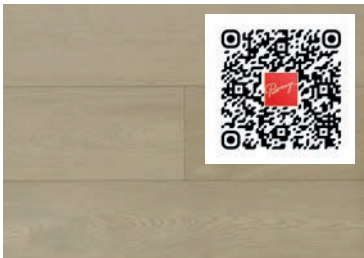
COORDINATING FLOOR MOLDING AVAILABLE



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



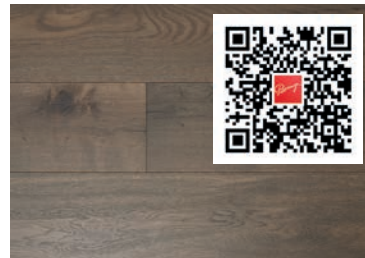
*Style & Grade varies between colors



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



T-Molding



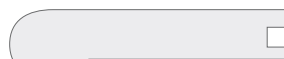
Reducer



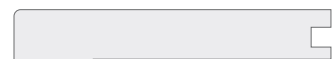
End Cap



Quarter Round



Flush Bullnose Stair Nose



Flush Square Edge Stair Nose

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[™]
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

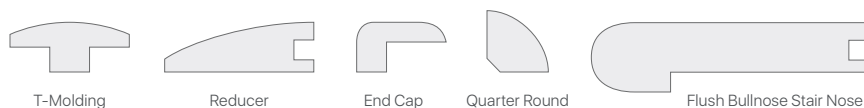


Riviera
PRO2207



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.

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.

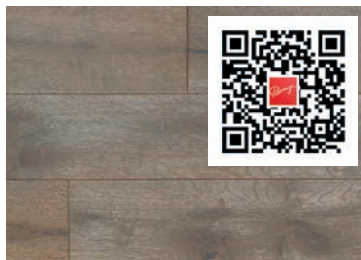
- Species** White Oak
- Style** Wire Brush, Hand Scrape, Cracks, Open Knots & Heavy Color Variation*
- Grade** Light to Rustic Character*
- Finish** Oil
- Width** 7.44 in
- Length(s)** RL up to 72 in
- Thickness** 5/8 in
- Construction** Engineered
- Installation** Glue Down, Staple or Float
- Warranty**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

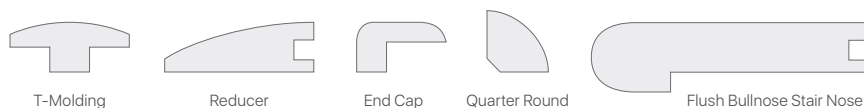


Etna
PRO723



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.

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



ORSAY



Amour
PRO2500



Classique
PRO2501



Diamonte
PRO2502



Jolie
PRO2504



Lyon
PRO2505



Symphonie
PRO2507

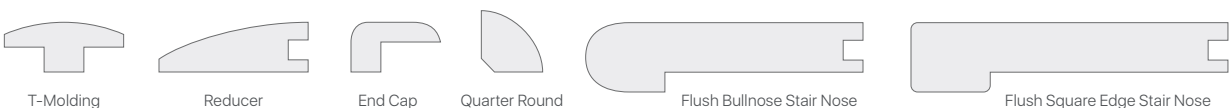


Orsay
PRO2510



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*TM
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 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

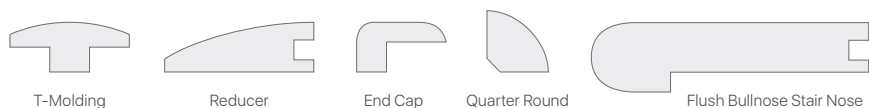


Emilia
PRO4106



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*TM
FLOORS
VITALI

Provenza FLOORS

VITALI ELITE



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.

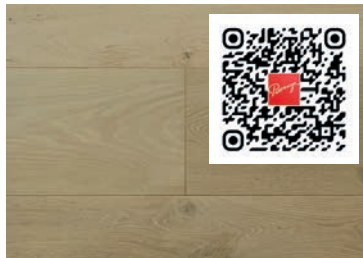
- Species** European Oak
- Style** Light Wire Brush, Color Variation
- Grade** Light to Heavy Character
- Finish** Polyurethane
- Width** 10.24 in
- Length** Random up to 86.61 in
- Thickness** 3/4 in Nominal (18 mm)
- Construction** Engineered
- Installation** Glue Down, Staple or Float
- Warranty**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



CARRARA



Alba
PRO4113



Bronte
PRO4114



Carrara
PRO4115



Cori
PRO4116



Modena
PRO4117



Paterno
PRO4118

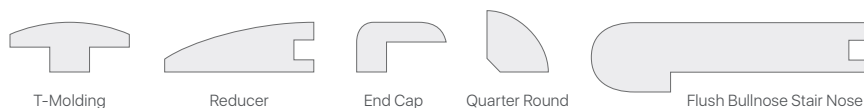


Sandrio
PRO4119



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[™] 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



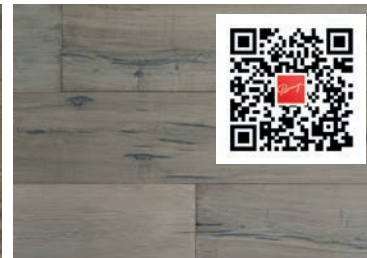
*Species, Style & Grade varies between colors



Cesarea
PRO2801



Florence
PRO2803



Grotto
PRO2804



Pisa
PRO2810



Antica
PRO2812



Fortezza
PRO2813

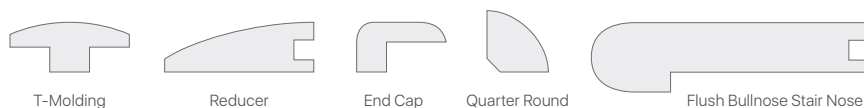


Medici
PRO2814



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*TM
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



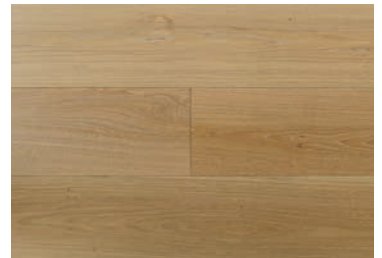
Bosch
CDM001



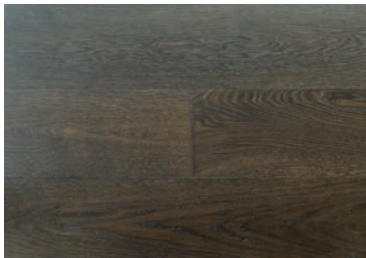
Cleve
CDM002



Escher
CDM003



Gaspar
CDM004



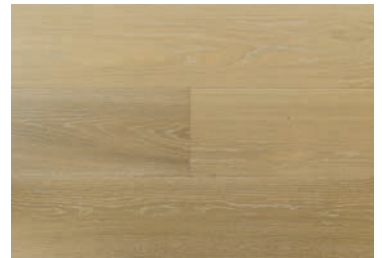
Hals
CDM005



Klee
CDM006

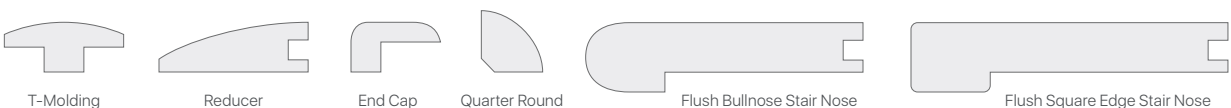


Leyster
CDM007



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



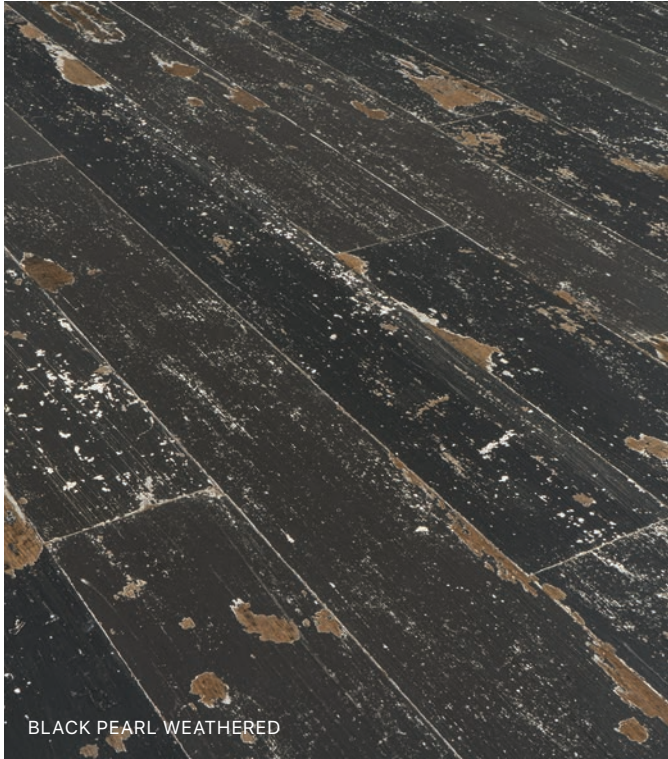
Steen
CDM009



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



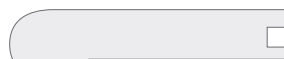
Reducer



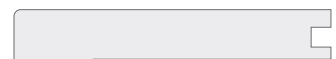
End Cap



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.

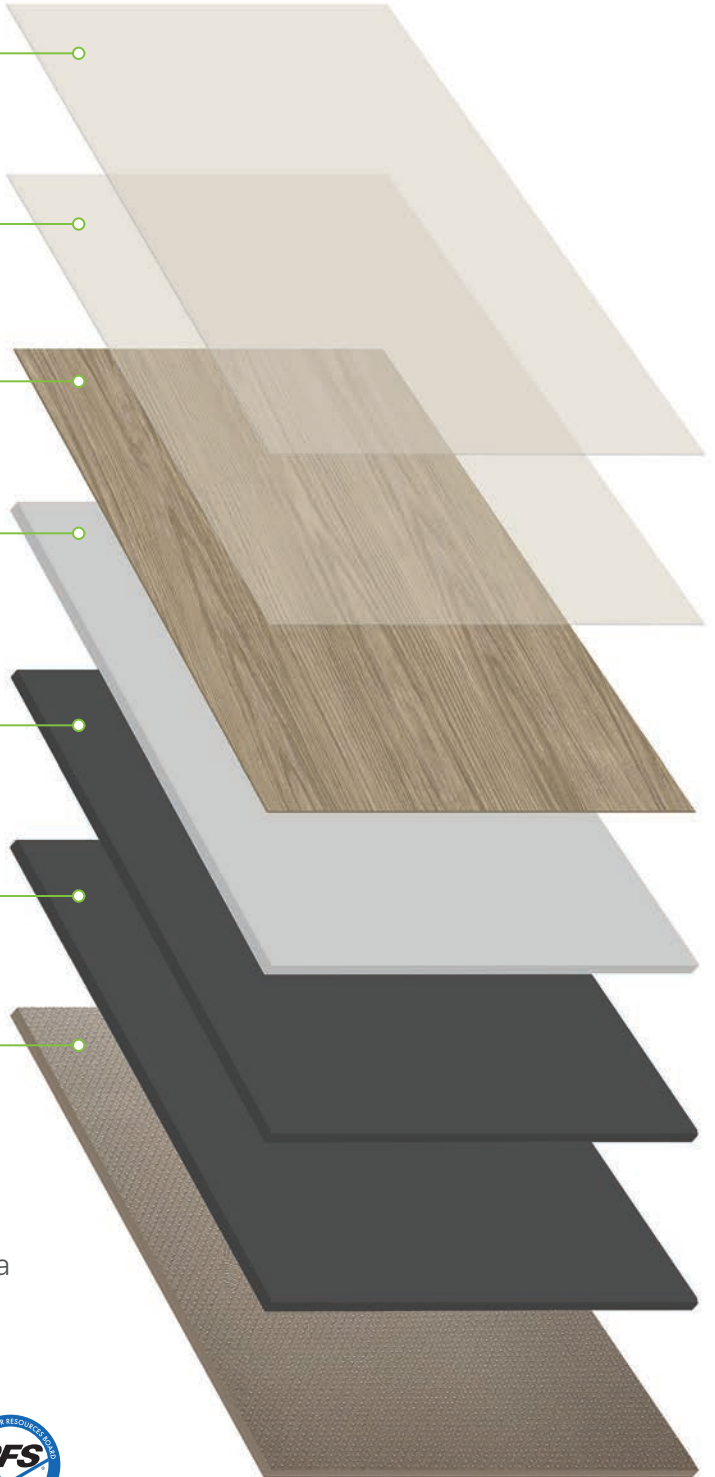
Vinyl Stabilizing Layer

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

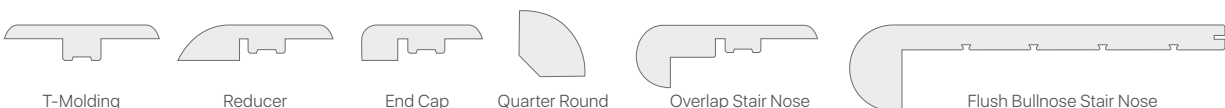


Royal Crest
PRO3209



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

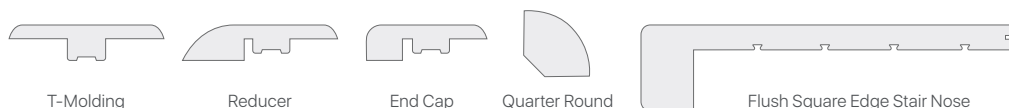


Cozy Cottage
PROPVL3305



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

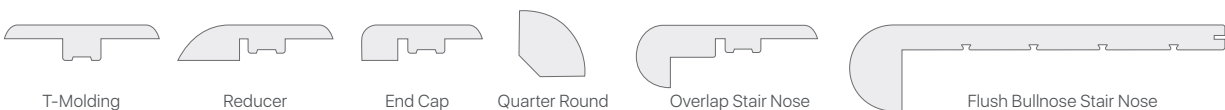


Soft Whisper
PRO2607



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  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



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



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)

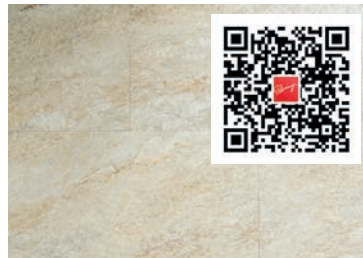
*PRO3108 – 3117 Feature Painted Bevel Effect



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

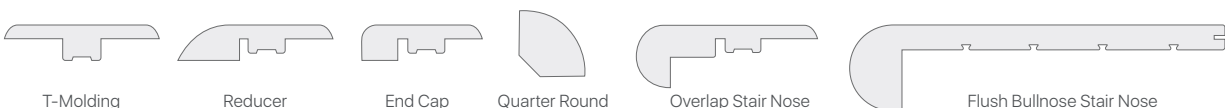


Jazz Singer
PRO2106



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



COVER STORY



Showtime
PRO6100



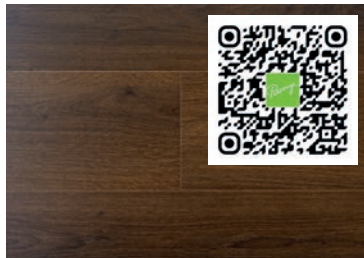
So Chic
PRO6101



Cover Story
PRO6102



High Life
PRO6103



Game On
PRO6104



Grandstand
PRO6105

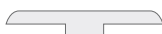


Heartbreaker
PRO6106



Starling
PRO6107

COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



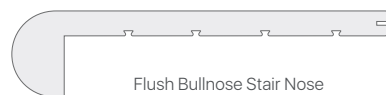
Reducer



End Cap



Quarter Round



Flush Bullnose Stair Nose

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A close-up photograph of a light-colored wood surface, likely oak, showing a prominent diagonal plank line. The wood grain is clearly visible, with natural knots and variations in tone. The lighting is soft and even, highlighting the texture of the wood.

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



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.

Our valued retailers are a cornerstone to ensuring expert knowledge, sales and support for your Provenza product purchase. Protect your warranty by only purchasing from a retailer that is authorized to sell Provenza products. **Provenza Floors Retailers** are not authorized to sell our hardwood floors online and trans-shipping of our products is absolutely prohibited.

You can find a retailer showroom near you using our online locator at, provenzafloors.com/retailers and view full product specifications, floor sample images, videos and floor installation, maintenance and warranty guidelines by visiting: provenzafloors.com

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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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!

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