

BEAUTY. STYLE. INNOVATION.

*Provenza*TM
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.

With the recent introduction of its **First Impressions collection** and the upcoming **Moda Living Elite collection**, **Provenza MaxCore™** delivers more realistic hardwood visuals in a 100% waterproof floor.

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



Contour
PRO2318



Delight
PRO2301



Intrigue
PRO2302



Journey
PRO2303



Liberation
PRO2304



Mellow
PRO2305



Silhouette
PRO2309



Acclaim
PRO2313

COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



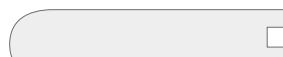
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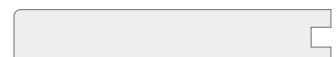
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Quarter Round



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.

AFFINITY

ACCLAIM



Celebration
PRO2314



Engage
PRO2315



Legacy
PRO2316



Serenity
PRO2317



Appeal
PRO2319



Cameo
PRO2320



Charmed
PRO2321



Glam
PRO2322



Grandeur
PRO2323

Provenza[™]
FLOORS
AFFINITY

AFRICAN PLAINS



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



Raffia
PRO592



Sahara Sun
PRO593



Black River
PRO594



Serengeti
PRO595

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



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



HERITAGE



Auburn
PRO147



Chamboard
PRO247



Heritage
PRO347



Caribou
PRO847

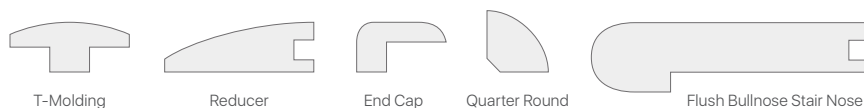


Relic - Matte
PRO1047



Clay - Matte
PRO1147

COORDINATING FLOOR MOLDING AVAILABLE



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



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



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 **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
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



*Grade varies between colors



Bella
PRO4200



Forma
PRO4203



Oro
PRO4204



Chiara
PRO4210

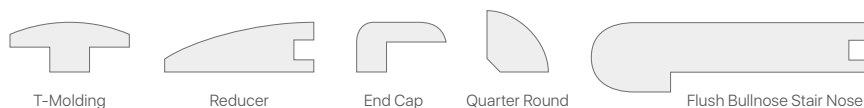


Felice
PRO4211



Genre
PRO4215

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

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



Canal Street
PRO2701



Park Place
PRO2706



Pier 55
PRO2707



Penn Station
PRO2708



West End
PRO2711



Carnegie Hall
PRO2712



Ferry Point
PRO2719



Rock Island
PRO2720

COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



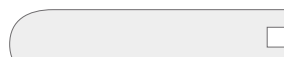
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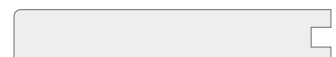
End Cap



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 **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

CANAL STREET



Music Hall
PRO2721



Marquee
PRO2722



Saratoga
PRO2723



Continental
PRO2724



Midtown
PRO2725

Provenza[™]
FLOORS
NEW YORK LOFT

Provenza[™]
FLOORS

OLD WORLD



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

Species Oak

Style Wire Brush, Hand Scrape, Smoked, Carbonized*

Grade Select to Heavy Character*

Finish UV Cured Oil

Width 7.44 in

Length Random up to 72 in

Thickness 5/8 in

Construction Engineered

Installation Glue Down, Staple or Float

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

Coverage 29.76 sq ft/ctn

*Style & Grade varies between colors



Toasted Sesame
PRO634



Mount Bailey
PRO642



Gray Rocks
PRO643



Mink
PRO644



Pearl Grey
PRO645



Desert Haze
PRO664



Fossil Stone
PRO667



Warm Sand
PRO668

COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



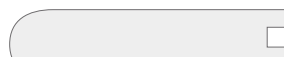
Reducer



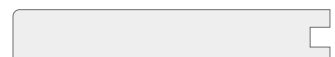
End Cap



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



Tortoise Shell
PRO690



Aged Alabaster
PRO693



Weathered Ash
PRO695

Provenza[™]
FLOORS
OLD WORLD

Provenza[™]
FLOORS

PALAIS ROYALE



RIVIERA

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

Species European Oak

Style Light Wire Brush, Multi-Stained with Micro Bevel

Grade Light to Heavy Character

Finish Polyurethane

Width 8.66 in

Length Random up to 86 in

Thickness 5/8 in

Construction Engineered

Installation Glue Down, Staple or Float

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

Coverage 26.04 sq ft/ctn



Amiens
PRO2201



Riviera
PRO2207



Toulouse
PRO2209

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 **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 Oak

Style Heavy Wire Brush, Hand Scraped, Cracks, Knots
Extreme Color Variation

Grade Heavy to Rustic Character

Finish 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



Vesuvius
PRO721

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 **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



Amour
PRO2500



Classique
PRO2501



Diamonte
PRO2502



Jolie
PRO2504



Lyon
PRO2505



Symphonie
PRO2507



Orsay
PRO2510



Rondo
PRO2512

COORDINATING FLOOR MOLDING AVAILABLE



T-Molding



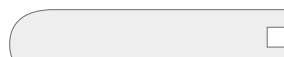
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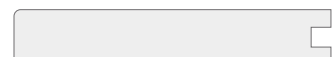
End Cap



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 **TRESOR COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.

TRESOR

DIAMONTE



Blanche
PRO2515



Rivoli
PRO2516



Provence
PRO2517



Martinique
PRO2518



Agio
PRO2519



Cherie
PRO2520

ProvenzaTM
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



Corsica
PRO4100



Genova
PRO4101



Milano
PRO4102



Napoli
PRO4103



Rocca
PRO4104



Arezzo
PRO4105



Emilia
PRO4106



Fabio
PRO4108

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 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



Alba
PRO4113



Bronte
PRO4114



Carrara
PRO4115



Cori
PRO4116



Modena
PRO4117



Paterno
PRO4118

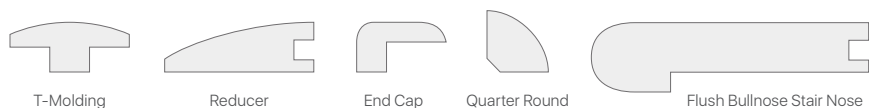


Sandrio
PRO4119



Trento
PRO4120

COORDINATING FLOOR MOLDING AVAILABLE



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



VITALITE

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



Grotto
PRO2804



Pisa
PRO2810



Antica
PRO2812



Valori
PRO2819



Avellino
PRO2822



Lombardy
PRO2826



Mara
PRO2827



Novara
PRO2829

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 **VOLTERRA COLLECTION** is a natural wood product subject to color, character, grain and finish variation. Mineral streaks, knots, splits, cracks, splintering and other imperfections may also be present and are not considered a manufacturer defect. Color, character, grain and finish variation shown on this page may appear in larger variation in your installed floor.

VOLTERRA

ANTICA



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/ctn



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



T-Molding



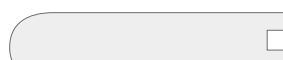
Reducer



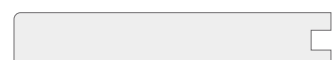
End Cap



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 **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

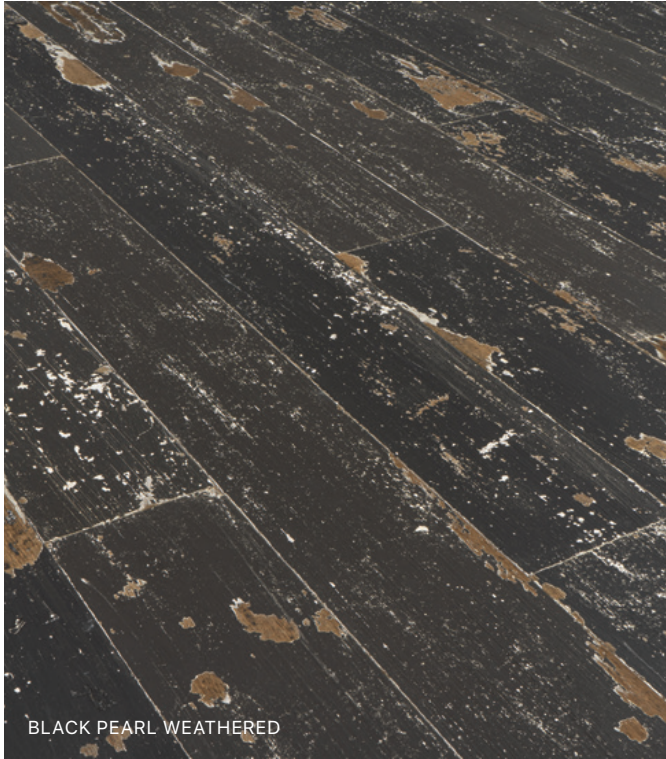


Vermeer
CDM010

Provenza[™] FLOORS
DUTCH MASTERS

Provenza[™]
FLOORS

LIGHTHOUSE COVE



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

Species European Oak

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

Grade Light to Heavy Character

Finish Hardwax Oil

Width 8.66 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



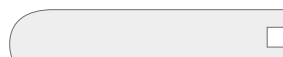
Reducer



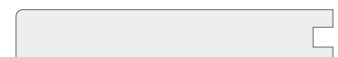
End Cap



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

MODA LIVING FINALLY MINE

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 <i>(includes wear layer & underlayment pad)</i>
Wear Layer	20mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Rigid Core SPC
Installation	Float with i4F [®] Angle/Drop-Lock Locking System
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)



Brushed Pearl
PRO3200



Cool Classic
PRO3202



French Revival
PRO3203



London Fog
PRO3205



Loyal Friend
PRO3206



Mystic Moon
PRO3208

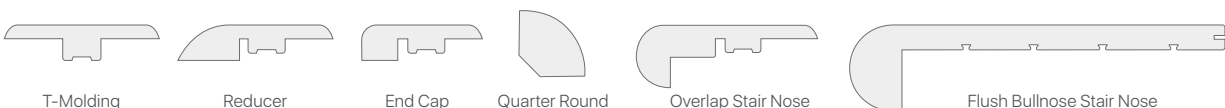


Royal Crest
PRO3209



Smoked Amber
PRO3210

COORDINATING FLOOR MOLDING AVAILABLE



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GREY FEATHER



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

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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	9.06 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 with i4F [®] Angle/Drop-Lock Locking System
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



T-Molding



Reducer



End Cap



Quarter Round



Flush Square Edge Stair Nose

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FIRST IMPRESSIONS



REAL DEAL

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 with Unilin Uniclic [®] 4-Sided Locking System
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

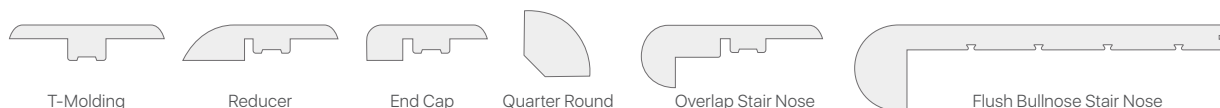


Soft Whisper
PRO2607



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[™]

MODA Living Elite



The **MaxCore™ Moda Living Elite** collection features an EIR surface texture with wide and long planks and an enhanced micro bevel edge for a realistic luxury hardwood visual in a 100% waterproof floor.

Style	Ribbed, Realistic Wood Texture w/Enhanced Micro Bevel Effect
Width	9.06 in
Length	72 in
Thickness	8 mm <i>(includes wear layer & underlayment pad)</i>
Wear Layer	30 mil
Surface	EIR (Embossed in Register)
Finish	Aluminum Oxide w/Ceramic Bead Technology
Underlayment	Attached 1.5mm IXPE Rubber
Construction	Waterproof Luxury Vinyl Plank
Installation	Float with Unilin Uniclic® 4-Sided Locking System
Warranty	Lifetime Ltd Residential, 15 Year Ltd Commercial
Certifications	GreenGuard Gold & CARB II Compliant
Coverage	36.24 sq ft/ctn



Bravo
PRO5100



Diva
PRO5101



Foxy
PRO5102



Inspire
PRO5103



Vogue
PRO5104



Luxe
PRO5105

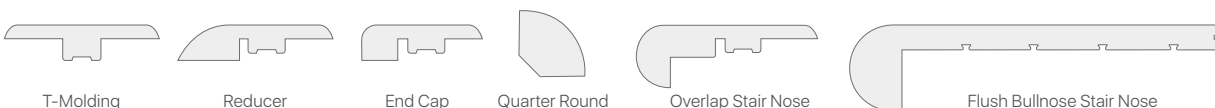


Jewel
PRO5106



Oasis
PRO5107

COORDINATING FLOOR MOLDING AVAILABLE



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BRAVO



Soulful
PRO5108



Gala
PRO5109



Indie
PRO5110



Showpiece
PRO5111



PROVENZA MAXCORE MODA Living Elite

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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 <i>(includes wear layer & underlayment pad)</i>
Wear Layer	22 mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Rigid Core SPC
Installation	Float with 5Gi [™] Angle/Push-Down Locking System
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[™] STONESCAPE



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 with Unilin Uniclic [®] 4-Sided Locking System
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 × 36.02" L)
PRO3109 (w/Painted Bevel Effect)



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



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



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



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



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



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



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



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

PROVENZA^{MAXCORE}
STONESCPE

PROVENZA[®] MAXCORE[™] UPTOWN CHIC



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 (<i>includes wear layer & underlayment pad</i>)
Wear Layer	20mil
Underlayment	Attached 1.5mm IXPE Rubber
Construction	100% Waterproof Luxury Vinyl Plank
Installation	Float with Unilin Uniclic [®] 4-Sided Locking System
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



Double Dare
PRO2104



Jazz Singer
PRO2106



Naturally Yours
PRO2108

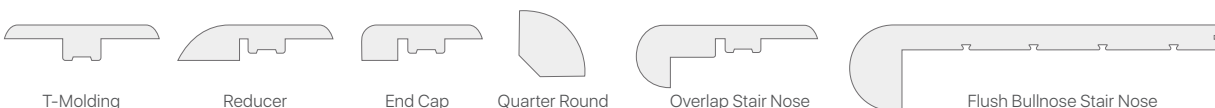


Posh Beige
PRO2111



Sassy Grey
PRO2113

COORDINATING FLOOR MOLDING AVAILABLE



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Rock n' Roll
PRO2115



Bold Ambition
PRO2116



Smash Hit
PRO2125



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)



Good Life (60" L)
PRO2141



Happy Place (60" L)
PRO2142



Hip Hop (60" L)
PRO2143



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

PROVENZA  MAXCORE
UPTOWN CHIC



UPTOWN CHIC

NEXT LEVEL



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**



MODESSA GRANDSTAND

PROVENZA MAXCORE™ MODESSA



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

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



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



moeser



MORNING LIGHT - COMING SOON!



Provenza
FloorCare®
provenzafloorcare.com

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

Floor Care for Provenza Oil Finish Hardwood Collections



Natural Cleaner - 32oz & 1 Gal Refill



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



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



Professional Cleaner - 1 Gal



Spot Rejuvenating Kit
Includes: Spot Remover & Spot Rejuvenating Oil



Spot Remover - 16oz



Spot Rejuvenating Oil - 16oz

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

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



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

Provenza™
FLOORS



For more product information, visit: provenzafloorcare.com



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

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

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!

Provenza[™]
FLOORS