# 80 STYLES

# 3 CONSTRUCTIONS

# 1 SOLUTION

## ADURA® Selling Solution

### Choose your color. Choose your Solution.

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# ADURA® Selling Solution

## Available in the 3 hottest LVT constructions in the market.

### ADURA®Max
Expanded Polymer
Core-WPC



- Maximum performance and durability
- Dampens sound by 30%
- Softer underfoot
- ScratchResist® premium scratch resistant surface protector

### ADURA®Rigid
Solid Polymer
Core-SPC



- Strong and durable
- Superior indentation resistance
- Stable in wide temperature changes
- ScratchResist® premium scratch resistant surface protector

### ADURA®Flex
Traditional LVT



- Ideal for large rooms or multi-room installation
- Glue installation, stable and reliable
- Made in the USA
- Tile can be installed with or without grout
- ScratchResist®X, the most scratch resistant product on the market

# When to Choose
# ADURA®Flex

If your customers are installing the floor in a large area and don't want transition moldings or if they want to have the look of ceramic tile with grout, ADURA®Flex is the answer.

# When to Choose
# ADURA®Rigid

If your customers are installing the floor in an area with wide temperature ranges, such as a sunroom, or they need a floor with indentation resistance, such as a home gym or a play room, they should use ADURA®Rigid.

# When to Choose ADURA®Max

If your customers are installing the floor and sound dampening is important (including for homes with multiple stories, media rooms, and kid's spaces), they should use ADURA®Max.



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# ADURA® Selling Solution Installation

ADURA®Max and ADURA®Rigid can be installed on top of existing hard surface flooring. This means:

- 40% less cost to complete compared to ceramic tile
- 60% less time your installers are on the job

Watch how much quicker it is to install
www.Mannington.com/ADURAvideos

40%
LESS COST
to install

60%
LESS TIME
to install

COMPARED TO
CERAMIC TILE

# ADURA® Selling Solution At a Glance
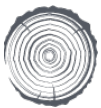
No matter which construction you choose, ADURA® is:

**MICROBAN®** PROTECTED

WATERPROOF

KID & PET FRIENDLY

EASY TO CLEAN & MAINTAIN

TRUE DETAIL STYLING™

SCRATCH RESISTANT

FADE & STAIN RESISTANT

INDENTATION RESISTANT

LIFETIME WARRANTY

MADE IN THE USA
ADURA®Flex

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# 2019 ADURA® Selling Solution Introduction: <u>NEW</u> Tile Looks!

# Pasadena

# About Pasadena

Captures the look of terrazzo combined with natural wood.

Available in both square and rectangle tiles:

- 18" x 18" (Flex only)
- 12" x 24"

# Pasadena Colors

12" x 24" Rectangle Tile
Available in all 3 constructions
May be grouted



Stone
FXR440
RGR440
MAR440



Sediment
FXR441
RGR441
MAR441



Pumice
FXR442
RGR442
MAR442

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# Pasadena Colors

18" x 18" Square Tile
Available in ADURA®Flex only
May be grouted



Stone
FXT440



Sediment
FXT441



Pumice
FXT442

Vienna

# About Vienna

Look of honed marble but without the maintenance.

Low gloss.

Available in both square and rectangle tiles:
- 18" x 18" (Flex only)
- 12" x 24"

# Vienna Colors

12" x 24" Rectangle Tile
Available in all 3 constructions
May be grouted



Alabaster
FXR430
RGR430
MAR430



Mineral
FXR431
RGR431
MAR431



Quartz
FXR432
RGR432
MAR432

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# Vienna Colors

18" x 18" Square Tile
Available in ADURA®Flex only
May be grouted

Alabaster
FXT430

Mineral
FXT431

Quartz
FXT432

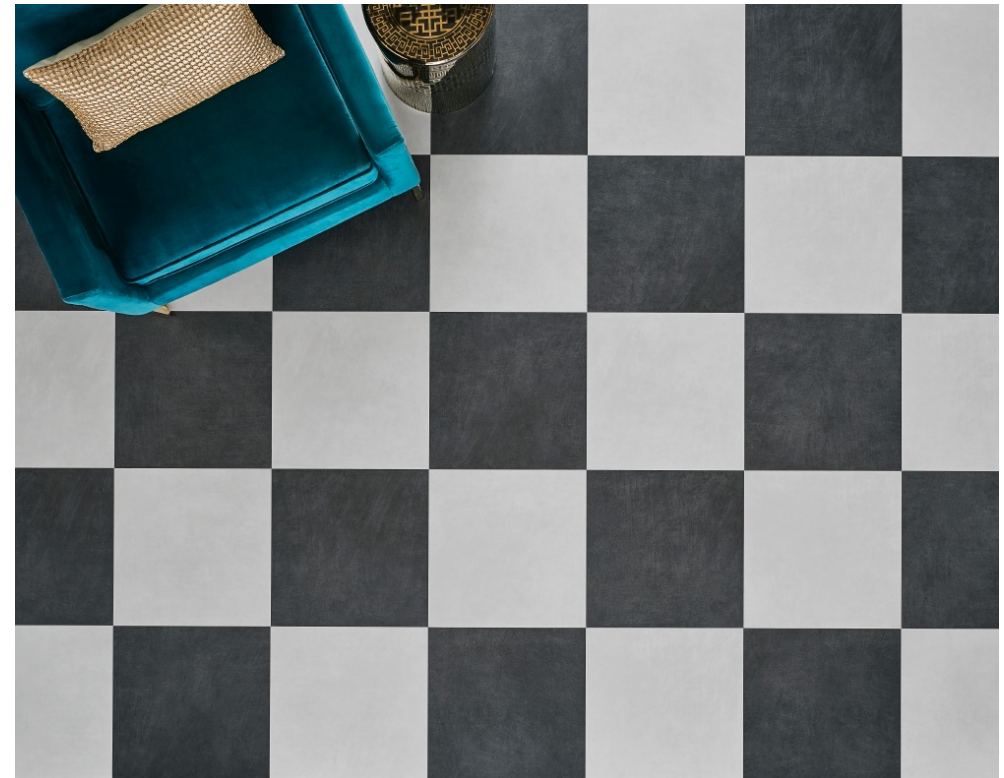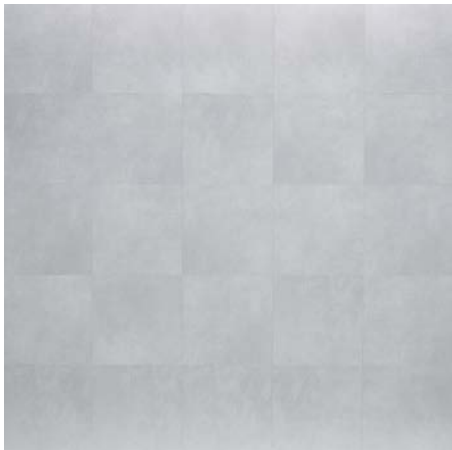MANNINGTON.
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# Villa

# About Villa

Can be installed as a solid color or combined to create a checkerboard pattern.

Available in 18" x 18" square tile.

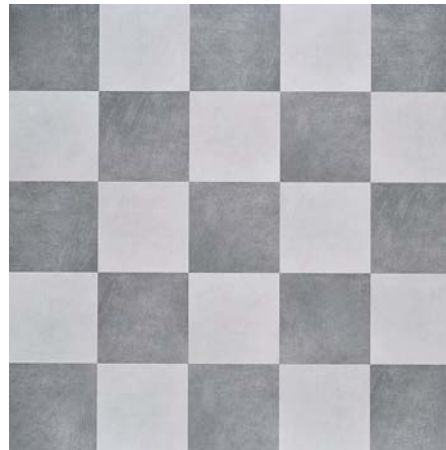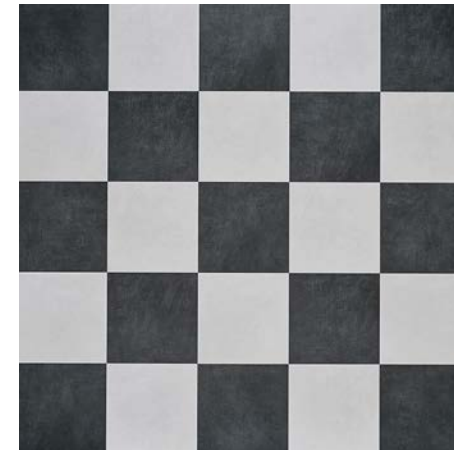# Villa Colors

## 18" x 18" Square Tile
## Available in ADURA®Flex only
## May be grouted



Sandstone
FXT420



Sandstone/Cement
FXT420/FXT421



Sandstone/Coal
FXT420/FXT422

# 2019 ADURA®
# Selling Solution
# Introduction:
# Planks

# Napa

# About Napa

We are adding two new colors to the existing pattern.

Both colors have a contemporary feel and realistic wood visual.

# Napa Colors

## 6" x 48" Plank format
## Available in all 3 constructions

Barrel
FXP662
RGP662
MAX662

Spirit
FXP663
RGP663
MAX663

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Southern Oak

# About Southern Oak

No knots or scraping.

Perfect color carrier.

Available in 3 neutral colors.

# Southern Oak Colors

## 6" x 48" Plank format
## Available in all 3 constructions

Natural
FXP690
RGP690
MAX690

Honey
FXP691
RGP691
MAX691

Spice
FXP692
RGP692
MAX692

# ADURA® Selling Solution Sundries

## ADHESIVES

MT-711 Adhesive (Flex only)

**NEW!** Triple Stick Adhesive cartridge

## CLEANERS/FLOOR CARE

UltraClean 32oz Bottle

## INSTALLATION ACCESSORIES

ADURA® Luxury Grout (Flex only- multiple colors available)

ADURA® Luxury Grout sponge clean-up kit (Flex only)

Universal Tapping Block

## UNDERLAYMENT (Flex only)

Mannington Underlayment

Mannington Silent Solution Underlayment

# ADURA® Selling Solution Moldings

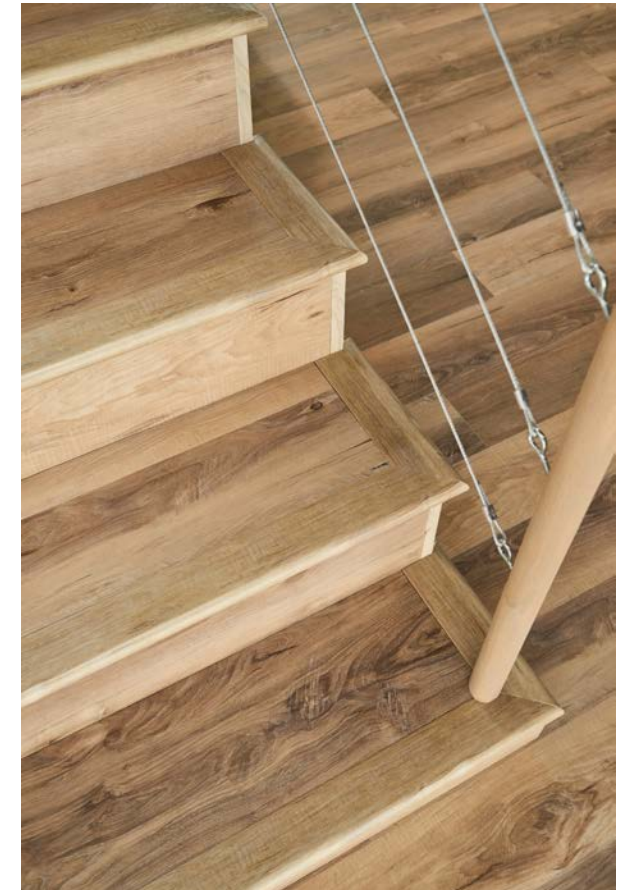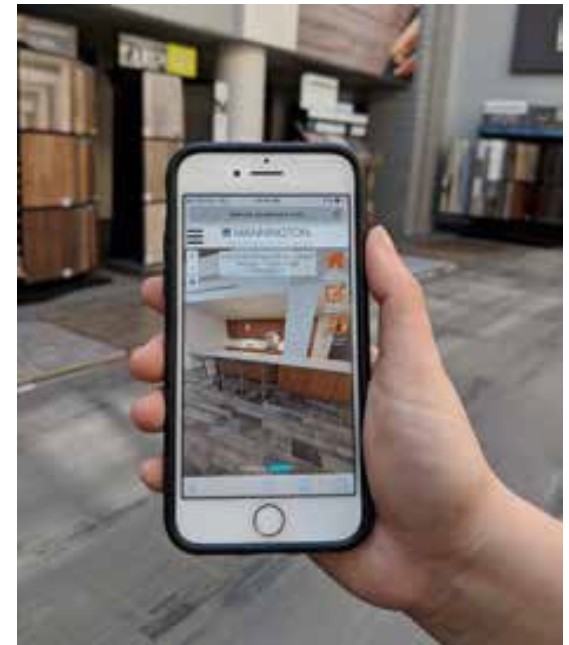 FLUSH STAIRNOSE
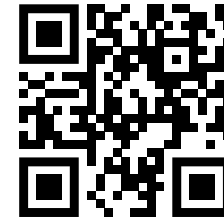
 QUARTER ROUND

 T-MOLDING

 END CAP

 MULTIPURPOSE REDUCER

# Digital Tools – Floors.com/See

## Virtual Reality

- Easy for customers to see what the floor will look like in their home
- Easy for Retail Sales Associates to use
- No apps, downloads, or plug-ins

# Digital Tools – Floors.com/Save

## Select. Snap. Save

Customers can save favorite floors right from the display!

- Take a photo of the product label
- Upload to **Floors.com/Save**
- Return to *Favorites* folder
  - Order samples
  - See specs
  - Use the Virtual Decorator