

80
STYLES

3
CONSTRUCTIONS

1
SOLUTION



ADURA[®] Selling Solution
One Simple Solution. No Equal.

MANNINGTON[®]
Begin to imagine

2020 Introduction Overview

- Cleaner, uncomplicated, modern style
- Designed to reflect the latest home trends



4-sided painted bevel in select
ADURA®Max and **ADURA®Rigid** patterns
for a more defined and authentic look



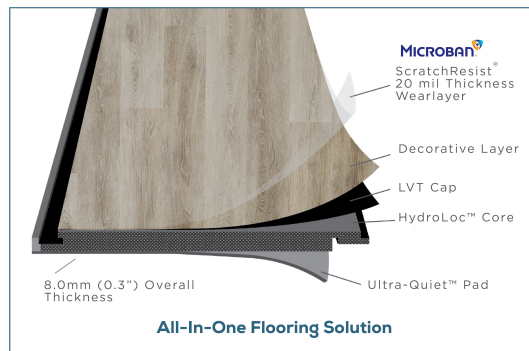
ADURA®Flex still features a microbevel
edge, creating a more subtle and sleek
look



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

ADURA® Selling Solution At a Glance

No matter which construction you choose, ADURA® is:



WATERPROOF



KID & PET FRIENDLY

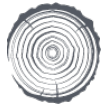


EASY TO CLEAN & MAINTAIN



MADE IN THE USA

ADURA®Flex



TRUE DETAIL STYLING™



SCRATCH RESISTANT



FADE & STAIN RESISTANT



INDENTATION RESISTANT



LIFETIME WARRANTY

100% of ADURA®Flex is made in the USA. We have made a large investment in our Madison, GA plant and we are excited to announce that, throughout 2020, we will be transitioning our ADURA®Max product to be produced there.



ADURA® Selling Solution Display

Why take your customers to the ADURA® Selling Solution Display

Simple Pricing	 One price point per construction.
Simple to Sell	 Free samples in all 3 constructions on Mannington.com.  Free and easy to use visualization tools: Floors.com/See and Floors.com/MyRoom.
Simple to Live On	 Best scratch resistant wearlayer in the industry, ScratchResist™.  Lifetime residential warranty.



Margate Oak

Style Trend: Scandinavian/Nordic – Click for video

- Best-selling pattern refreshed for 2020
- White Oak visual
- 6" x 48" plank
- Wire brushed to emphasize detail and character of planks
- Painted bevel in **ADURA®Rigid** and **ADURA®Max**
- Microbevel edge in **ADURA®Flex**



Margate Oak

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Painted Bevel Edge



Coastline
RPP050
MXP050

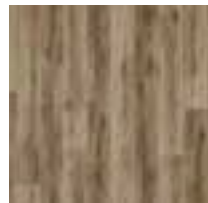
Microbevel Edge



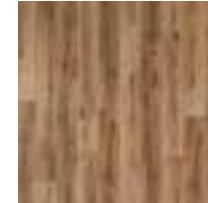
Coastline
FXP050



Waterfront
FXP051 Microbevel
RPP051 Painted bevel
MXP051 Painted bevel



Harbor
FXP052 Microbevel
RPP052 Painted bevel
MXP052 Painted bevel



Sandbar
FXP053 Microbevel
RPP053 Painted bevel
MXP053 Painted bevel



Parisian Oak

Style Trend: Scandinavian/Nordic – Click for video

- White Oak visual
- 7" x 48" plank
- Features subtle saw marks and realistic wood knots
- Painted bevel in **ADURA®Rigid** and **ADURA®Max**
- Microbevel edge in **ADURA®Flex**



Parisian Oak

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Painted Bevel Edge



Meringue
RPP720
MXP720

Microbevel Edge



Meringue
FXP720



Croissant
FXP721 Microbevel
RPP721 Painted bevel
MXP721 Painted bevel



Café
FXP722 Microbevel
RPP722 Painted bevel
MXP722 Painted bevel



Champignon
FXP723 Microbevel
RPP723 Painted bevel
MXP723 Painted bevel

Manor

Style Trends: Bohemian, Retro – Click for video

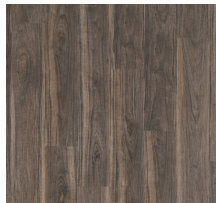
- Walnut visual
- 7" x 48" plank
- Clean, uncomplicated look
- Painted bevel in ADURA®Rigid and ADURA®Max
- Microbevel edge in ADURA®Flex



Painted Bevel Edge



Cognac
RPP710
MXP710



Bourbon
FXP711 Microbevel
RPP711 Painted bevel
MXP711 Painted bevel

Microbevel Edge



Cognac
FXP710



Kona

Style Trends: Bohemian – Click for video

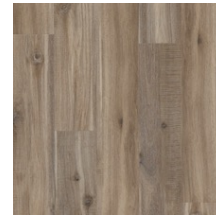
- Acacia visual
- 6" x 48" plank
- Features organic color variation and understated saw marks
- Microbevel edge on all constructions



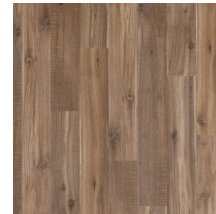
Kona



Cognac
FXP700
RPP700
MXP700



Coconut
FXP701 Microbevel
RPP701 Painted bevel
MXP701 Painted bevel



Sunrise
FXP702 Microbevel
RPP702 Painted bevel
MXP702 Painted bevel



Baltic Stone

Style Trends: Bohemian, Retro – Click for video

- Soapstone visual
- Available in 12" x 24" and 18" x 18" tile (ADURA®Flex only)
- Features a dark dramatic color with white veining
- Painted bevel in ADURA®Rigid and ADURA®Max
- Microbevel edge in ADURA®Flex



Baltic Stone

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Painted Bevel Edge



Storm 12" x 24"

RPP450 Painted bevel

MXP450 Painted bevel

FXR450 Microbevel

Microbevel Edge



Storm 18" x 18"

FXT450 Microbevel



Competitive Positioning

	ADURA®	CoreTec	Mohawk	Independent Lines
Simple Selling Solution: Choose Your Color. Choose Your Construction (WPC, SPC, LVT)	✓	✗	✗	✗
Broad WPC Offering	✓	✗	✗	✗
LVT & WPC Made in the USA	✓	✗	✗	✗
Great Tile Visuals with Painted Bevel	✓	✗	✗	✗
Brand not in Home Centers	✓	✗	✗	✗

The More They See It, The More You Can Sell It

Consumers have a hard time visualizing what their new floor will look like. Use our free tools on a tablet or smart phone – no apps or downloads.

Floors.com/See

Take a virtual walk on our floors.

Floors.com/MyRoom

Try on our floors in any room.



Tip: When you go to measure the consumer's home, take pictures of their rooms to show them what their new floor will look like in their home.
New for 2020 – show them what the floor looks like at a 45° angle for an upgraded installation!

Free Consumer Samples

Free large, individual samples available to help consumers see, touch, and feel the right construction in their homes. Just go to **Mannington.com** to order.

ADURA® Selling Solution Sundries

ADHESIVES

MT-711 Adhesive (Flex only)

NEW! Triple Stick Adhesive cartridge

CLEANERS/FLOOR CARE

UltraClean 32oz Bottle

Ultra Grout & Tile Cleaner

Rinse Free Cleaner

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



Thank You

For more information, visit:
www.Mannington.com/PK

