

Launch Date:

Phenix Direct: August 2, 2021
Buying Group Private Label:
August 16, 2021

Display & Samples:**Phenix Direct Display:**

\$299 – Display with graphics,
stair tread & samples
Includes 6 - \$50 Coupons

Buying Group Private Label**Stair Step Displays:**

*Abbey, Floors to Go, FCA &
Bob's Carpet*

\$199 – Stair step display with
11 product boards (10 flooring
product boards at launch)

\$99 – 11 Product boards only
(10 product boards at launch)

TM Kit:

Coming soon!

3 Handle Cards featuring all
flooring SKUs and EZStairs™

Specs:

Construction: 5mm SPC / IXPE
Attached Pad

Wearlayer: 20mil Aluminum
Oxide wearlayer with built-in
Microban® protection

Size: Plank – 7x48" /
Tile – 12x24"

Packaging: Plank – 23.77sf /
Tile – 24.03sf per carton

Introducing the Microban® LVT Collection

Floors that say cleaner longer. The Phenix Microban® LVT Collection helps protect the surface of the floor 24/7 against the growth of bacteria and remains 99% cleaner than untreated surfaces. This 10 color collection features 8 wood and 2 stone visuals with styles that compliment both modern and traditional homes.

