




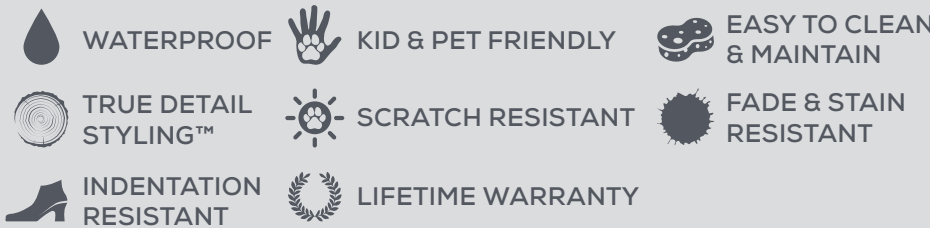


# Why Take Your Customers To The ADURA® Selling Solution Display

<p>Simple 2-Step Process</p>	<ol style="list-style-type: none"> <li>1. Choose Your Color.</li> <li>2. Choose Your Construction.</li> </ol>
<p>Simple to Sell</p>	<div>  <p>Free samples in all 3 constructions on <b>Mannington.com</b>.</p> </div> <div>  <p>Free and easy to use visualization tools.</p> </div>
<p>Simple to Live On</p>	<div>  <p>Best scratch resistant wearlayer in the industry, ScratchResist®.</p> </div> <div>  <p>Lifetime residential warranty.</p> </div> <div>  <p>The only LVT featuring Microban® surface protection to help keep your floor cleaner for longer.</p> <p>Visit <b>Floors.com/Microban</b> to learn more.</p> </div>



## || ADURA® at a Glance



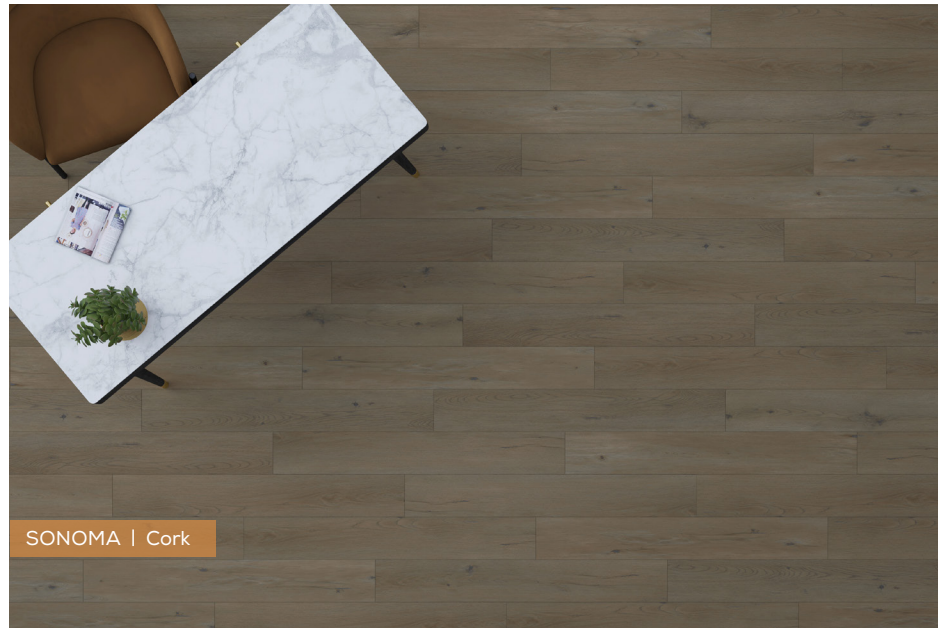
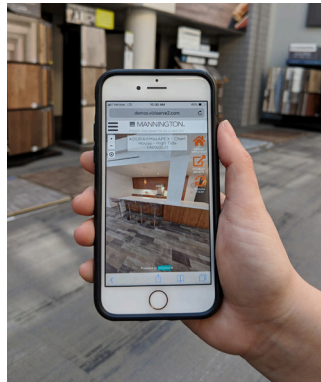
## || The More They See It, The More You Can Sell It

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.



## || Notes

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ADURA®Max  
Floating WPC



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


# ADURA® Rigid Floating SPC



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

## ADURA®Flex Glue Down LVT



- Tile can be installed with or without grout
- Stable and reliable
- ScratchResist®**X**, the most scratch resistant product on the market
- Commercial grade
-  Made in the USA

## || Competitive Positioning

	ADURA®	CoreTec	Mohawk	Independent Lines
MICROBAN®	✓	✗	✗	✗
Simple Selling Solution: Choose Your Color. Choose Your Construction. (WPC, SPC, LVT)	✓	✗	✗	✗
WPC in whole breadth of offering	✓	✗	✗	✗
LVT & WPC Made in the USA*	✓	✗	✗	✗
Great Tile Visuals	✓	✗	✗	✗
Brand not in Home Centers	✓	✗	✗	✓

\*Select WPC colors are produced in the USA.

Our Best Selling LVT  
is Now Even Easier to Sell.



ADURA®  
Max || Rigid || Flex

Almost 90% of consumers want a floor that helps to keep their home cleaner. Now featuring Microban® antimicrobial protection on all floors in the ADURA® Selling Solution.



Mannington's ADURA® floors with Microban® are protected 24/7 against the growth of bacteria and remain 99% cleaner than untreated surfaces.

**24/7**  
SURFACE  
PROTECTION

**99%**  
CLEANER

MANNINGTON®



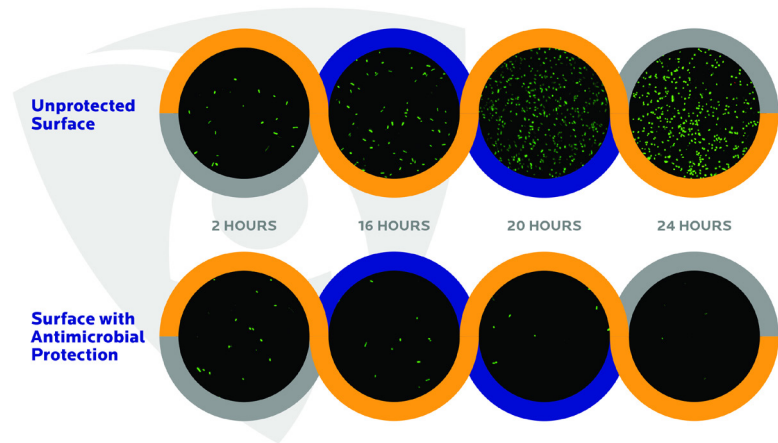


Mannington’s ADURA® floors with Microban® are protected 24/7 against the growth of bacteria and remain 99% cleaner than untreated surfaces.

24/7  
SURFACE  
PROTECTION

99%  
CLEANER

Microban® antimicrobial protection works at the microscopic level by not allowing bacteria to grow.



Almost 90% of consumers want a floor that helps to keep their home cleaner.

Now you can offer this exclusively with the Mannington® family of floors.

The MICROBAN® Protection is Built into the Wearlayer • Completely Safe  
Won’t Rub or Scratch Off • Protection Lasts for the Life of the Floor

Regular cleaning is still needed to maintain the floor as usual. Sweep floors regularly, at least weekly. Mop occasionally or as needed.  
MICROBAN® protection works at the microscopic level by not allowing bacteria to grow.

Mannington.com/Microban

Microban® is currently **ONLY AVAILABLE** on all **ADURA®Flex**, all USA-made **ADURA®Max**, as well as all constructions of **SONOMA • SWISS OAK**

All styles in all constructions will be available by May 31, 2021.

SONOMA

Style Trends: *Bohemian, Eclectic Vintage*  
Featuring the classic look of oak and hickory wood species, **Sonoma** captures the allure of both species in one pattern. This beautiful combination, offered in a 7”x 48” plank format, is accented by painted bevels and features stunning character.

Painted Bevel Edge

**Grapevine**  
RPP710 Painted Bevel  
MXP710 Painted Bevel

Microbevel Edge

**Grapevine**  
FXP710 Microbevel

**Grapevine**  
MXP730 Painted Bevel  
RPP730 Painted Bevel  
FXP730 Microbevel

**Cork**  
MXP731 Painted Bevel  
RPP731 Painted Bevel  
FXP731 Microbevel

**Harvest**  
MXP732 Painted Bevel  
RPP732 Painted Bevel  
FXP732 Microbevel

**Pomace**  
MXP734 Painted Bevel  
RPP734 Painted Bevel  
FXP734 Microbevel

SWISS OAK

Style Trends: *Scandinavian/Nordic, Bohemian*  
**Swiss Oak** captures the authentic look of raw, natural wood in a minimalist aesthetic. Offered in a 7”x 48” plank format, this white oak visual combines subtle edge spalting, with a refined surface texture, in a neutral color palette.

SWISS OAK | Nougat

**Almond**  
MAX740 Microbevel  
RGP740 Microbevel  
FXP740 Microbevel

**Nougat**  
MAX741 Microbevel  
RGP741 Microbevel  
FXP741 Microbevel

**Praline**  
MAX743 Microbevel  
RGP743 Microbevel  
FXP743 Microbevel

ADURA® Specs

6" PLANK	Max	Rigid	Flex
Finished Size	6" x 48"	6" x 48"	6" x 48"
Pieces / Carton	14	12	17
Weight / Carton	45.89	42.48	25.82
Sq. Ft. / Carton	27.39	23.24	34
Cartons / Pallet	42	48	72
Sq. Ft. / Pallet	1,150.38	1,115.52	2,448
Pallets / Container	20	18	–
Wearlayer Thickness	20 mil	20 mil*	20 mil
Overall Thickness	8.8 mm	5.5 mm	2.5 mm

7" PLANK	Max	Rigid	Flex
Finished Size	7" x 48"	7" x 48"	7.25" x 48"
Pieces / Carton	12	10	19
Weight / Carton	46.2	42.39	34.76
Sq. Ft. / Carton	28.52	23.67	46
Cartons / Pallet	40	45	50
Sq. Ft. / Pallet	1,140.8	1,065.15	2,300
Pallets / Container	20	18	–
Wearlayer Thickness	20 mil	20 mil*	20 mil
Overall Thickness	8.8 mm	5.5 mm	2.5 mm

TILE	Max	Rigid	Flex	Flex
Finished Size	12" x 24"	12" x 24"	12" x 24"	18" x 18"
Pieces / Carton	14	12	18	20
Weight / Carton	47	43.54	27.31	34.01
Sq. Ft. / Carton	28.04	24.53	36	45
Cartons / Pallet	42	48	68	52
Sq. Ft. / Pallet	1,177.68	1,177.44	2,448	2,340
Pallets / Container	20	18	–	–
Wearlayer Thickness	20 mil	20 mil*	20 mil	20 mil
Overall Thickness	8.8 mm	5.5 mm	25 mm	2.5 mm

\*All new ADURA®Rigid products will feature the 20 mil wearlayer and the rest will transition by the end of Q1