floorté® PRO

THE PROOF IS IN THE PRO.™

WATER**PRO**OF. PET**PRO**OF. WORRY**PRO**OF.



PRO TIP

Floorté PRO is 100% waterproof, durable and easy to maintain. Offered in an extensive palette of breathtaking visuals, Floorté PRO gives you expected dependability engineered for higher performance and high style.

Because when you need expert advice,
you can rely on the **PRO**.

When you have an important job,
you need a **PRO**.

What does **PRO** mean to you?

P = PERFORMANCE

R = RELIABLE

O = OUTSTANDING STYLE & DESIGN

RELIABLE PERFORMANCE

Denser. Harder. Stronger. Floorté PRO is the next level of resilient flooring, offering enhanced dimensional stability, reducing expansion and contraction from direct sunlight exposure, minimizing telegraphing from subfloor imperfections and resisting impact. The proof is in the PRO.



STATIC LOAD: FLOORTÉ PRO VS. COMPETITION
Floorté Pro will withstand pressure from items such as high heels and heavy furniture.





WATERPROOF
Engineered to be 100% waterproof for a high performing, beautiful floor.

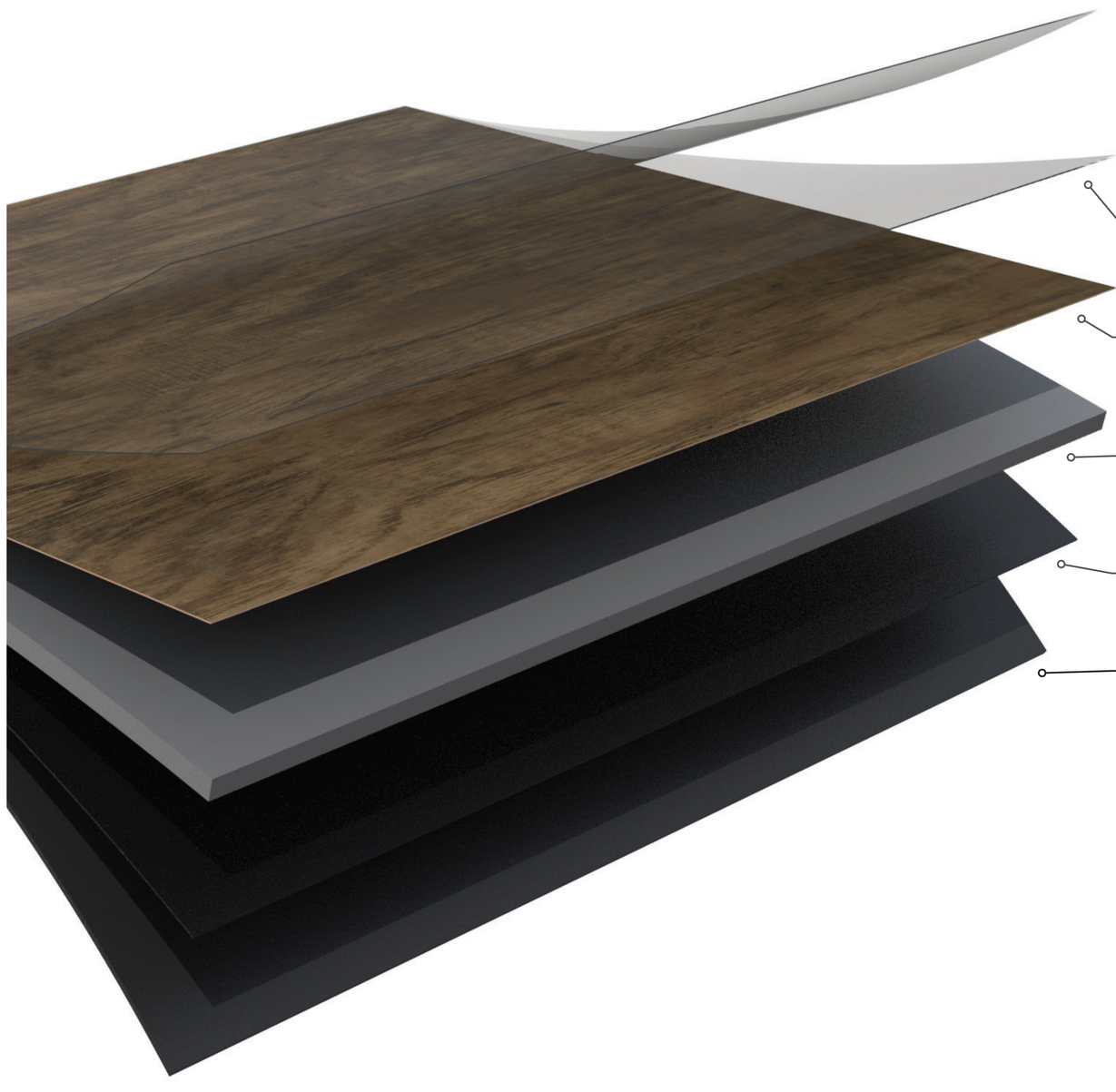


TELEGRAPHING
Floorté Pro can be installed over existing subfloors, even those with minor imperfections that would normally cause telegraphing issues with traditional LVT.



DIMENSIONAL STABILITY
For areas with intense direct sunlight up to 180 degrees, there will be reduced expansion and contraction.

A LOOK UNDER THE SURFACE OF FLOORTÉ PRO



HIGH PERFORMANCE FINISH

SCUFRESIST® PLATINUM

Floorté PRO 7 Series gives you the best of the best with Shaw's ScufResist™ PLATINUM technology, featuring an extremely wear resistant UV cured polyurethane finish with Aluminum Oxide designed to be the ultimate resistance against household scuffing.

ARMOURBEAD™

Floorté PRO is built to last, even under the toughest traffic conditions. That's why all Floorté PRO 5 Series products offer ArmourBead™ quartz-enhanced urethane finish. We harnessed the natural density of quartz for enhanced wear resistance and uncompromising durability.

WEAR LAYER

Transparent layer to provide protection against scratches and scuffs.

IMAGE LAYER

High resolution printed film that captures the richness and realism of natural materials.

PROPRIETARY RIGID CORE

Superior performance is made possible by Compressed Core Technology, which allows the core to be more powerful, dense and impact resistant.

BALANCING LAYER

An essential layer designed to provide long term stability in tough environments.

SOFT SILENCE™ ATTACHED ACOUSTICAL PAD

Shaw Floors is leading the conversation in sound abatement research and designing superior products to assist with sound absorption. Patent pending Soft Silence attached acoustical pad provides a healthy dose of sound reduction and increased underfoot comfort. Plus, Soft Silence eliminates the need for underlayment for a fast installation.

PRO TIP

Shaw's patent-pending Floorté PRO boasts the industry's first direct glue rigid product with attached Soft Silence™ acoustical pad.



THE LOOK AND FEEL OF **NATURAL MATERIALS,** ENGINEERED WITH THE **PROVEN PERFORMANCE** OF FLOORTÉ PRO

VISUALS

EMBOSSED IN REGISTER:

Floorté PRO's 7 Series features sophisticated oversized planks capturing the look and feel of natural hardwood with dramatic enhanced bevels and realistic embossed in register HD visuals that range from white oaks to rustic pines.

FLOORTÉ PRO'S 7 SERIES TILE

Enjoy the beauty of a traditional tile aesthetic with Floorté PRO's 7 Series tile. Dramatic enhanced bevels feature visual grout for a quick installation that doesn't require traditional grout, making it easier than ever to install and maintain.



HERE'S A BREAKDOWN OF HOW **PRO** WORKS FOR YOU:

	5 SERIES PLANK	7 SERIES TILE	7 SERIES PLANK
100% WATERPROOF	✓	✓	✓
ENHANCED DURABILITY	✓	✓	✓
MINIMAL SUBFLOOR PREP	✓	✓	✓
MINIMIZED TELEGRAPHING	✓	✓	✓
IMPROVED DIMENSIONAL STABILITY	✓	✓	✓
12 MIL WEAR LAYER	✓		
20 MIL WEAR LAYER		✓	✓
ARMOURBEAD™ FINISH	✓		
SCUFRESIST® PLATINUM FINISH		✓	✓
DIRECT GLUE INSTALLATION	✓		✓
CLICK INSTALLATION	✓	✓	✓
SOFT SILENCE ATTACHED PAD	✓	✓	✓
EMBOSSED IN REGISTER VISUALS			✓
LACQUER BEVELS		✓	✓
	7" x 48"	12" x 24"	9" x 59"

PRO TIP

When shopping for new flooring, it isn't necessarily about choosing the "best" product available. It's about choosing the right product for your life - one that makes sense for your space. Factors like design, lifestyle and budget all come into play.

