

MASTER SCALE COLLECTION

Master Scale features 6 organic, natural wood grain looks that create a warm and comforting environment. Constructed for light commercial and Multi-Family spaces, Master Scale offers excellent performance and durability, including M-Force Enhanced Urethane finish for superior wear and stain resistance. The 6"x36" plank is Made in USA and adds a modern aesthetic at a value driven price point.

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Features:

- 6 natural wood visuals
- Glue Down
- Made in USA
- FloorScore Certified
- Limited 6 Year Light Commercial Wear Warranty
- Limited 15 Year Residential Warranty



Line structure:

- Flexible LVT
- 10 mil wear layer
- 2 mm thickness
- 6"x36" plank sizes
- 6 colorways
- Glue Down



Selling Strategy:

- Aggressive price levels
- Longer and wider trend
- Vintage, wire brushed, wood visuals
- Urethane finish
- Coordination story
- Made in USA