

PureTech™ flooring is PVC-free and made from recycled and renewable content. It's 3x more scratch resistant than LVT* and offers lifetime waterproof protection plus a no-hassle Pet Scratch Warranty. Made in the USA, PureTech is crafted with premium wood visuals and EIR textures for long-lasting beauty. It's the planet-friendly choice — where sustainable flooring meets performance.



Made in USA

Hybrid construction helps mitigate supply chain challenges, offering a more reliable flooring option.

Durable Performance

High-level wear and stain protection, 3x more scratch resistance than traditional LVT, and Uniclic locking system result in superior durability.

Sustainable Construction

Made without PVC and constructed from recycled and renewable materials, this product supports green building initiatives and appeals to environmentally conscious buyers.

select

plus

premier

	select	plus	premier
WATERPROOF PROTECTION			
PET PROTECTION			
EDGE TREATMENT			
TEXTURE	EMBOSSSED IN REGISTER (EIR)	EMBOSSSED IN REGISTER (EIR)	
CONSTRUCTION	 RENEWABLE POLYMER CORE	 RENEWABLE POLYMER CORE	 RENEWABLE POLYMER CORE
RECYCLED CONTENT	 70% TOTAL RECYCLED CONTENT	 70% TOTAL RECYCLED CONTENT	 70% TOTAL RECYCLED CONTENT
RENEWABLE CONTENT	 80% ORGANIC, PLANT-BASED CORE	 80% ORGANIC, PLANT-BASED CORE	 80% ORGANIC, PLANT-BASED CORE
THICKNESS	8 mm + 2 mm Attached Pad	8 mm + 2 mm Attached Pad	8 mm + 2 mm Attached Pad
WEAR LAYER	20 mil (equivalent)**	22 mil (equivalent)†	22 mil (equivalent)†



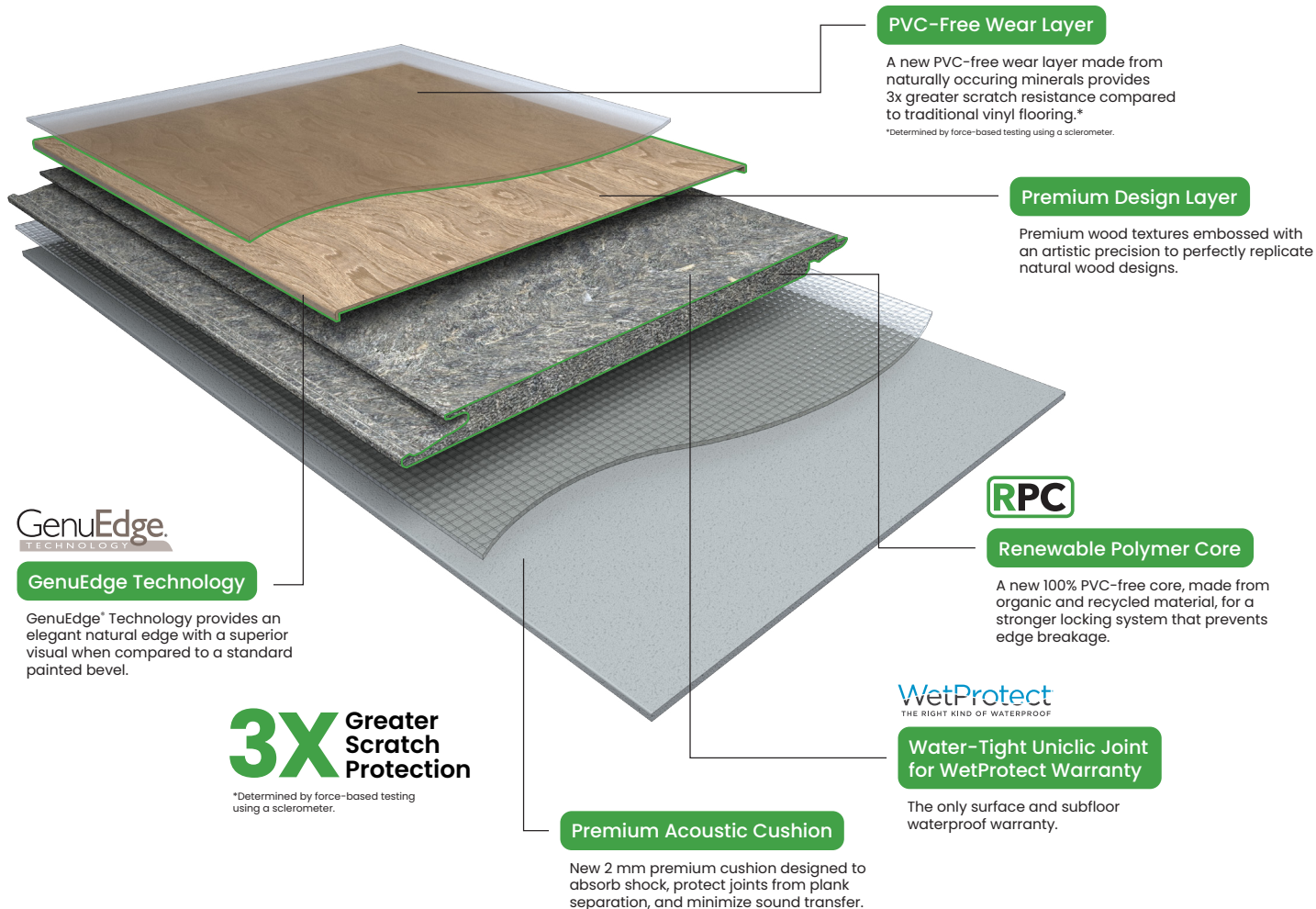
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*Determined by force-based testing using a sclerometer.

**Testing demonstrates a wear layer equivalent of 20 mil.

†Testing demonstrates a wear layer equivalent of 22 mil.



TECHNOLOGIES

PERFORMANCE



WetProtect® technology is a waterproof finish that repels water away from the joints and a lifetime surface and subfloor waterproof warranty.



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All Pet® warranties cover all pets, all accidents, all the time.



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Uniclic®, the industry's leading glueless locking system, snaps together for fast and easy installation.



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VISUALS



Signature Technology™ captures the beauty and texture of natural hardwood with up to 75 data layers of texture.



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GenuEdge® pressed bevels allow the surface visual to wrap over the plank's edges, enhancing the hardwood realism.



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SUSTAINABILITY



Every purchase of PureTech helps stop ocean plastic in collaboration with Plastic Bank.

