

Builder's Choice: Affordable Luxury at Your Fingertips

Our entry-level 5mm SPC Luxury Vinyl Plank is designed for those seeking style on a budget. Builder's Choice offers the look and feel of hardwood without breaking the bank. Its easy-to-install click-lock system saves time and labor costs, delivering unbeatable value without compromising on quality or aesthetics. Builder's Choice lets you achieve elegance at an affordable price.

Natural Collection: A World of Variety and Natural Beauty

Step into the Natural Collection, where beauty meets variety. Our 6mm SPC Luxury Vinyl Planks bring the richness of hardwood to your space, offering an array of colors and finishes that let you customize your look. Each plank is carefully designed to capture the authentic textures and tones of nature, adding warmth and character to any room.

Natural Plus Collection: More Colors, More Style, More Durability

The Natural Plus Collection takes natural beauty a step further, offering a wider selection of colors and finishes to suit your unique style. These 6mm SPC Luxury Vinyl Planks mimic the refined details of real hardwood with stunning accuracy, and the increased variety ensures there's a perfect match for any décor.

Beach Collection: Thicker, Better, and Priced Right

Our Beach Collection combines coastal charm with unbeatable value. These premium 6.5mm SPC Luxury Vinyl Planks offer the best of both worlds: thicker planks for improved durability at an attractive price. Designed to evoke the calm and natural beauty of hardwood. Elevate your space with the Beach Collection, where thicker planks meet better pricing, and relaxation meets refinement.

Lakeview Collection: Realistic Woodgrain with EIR Technology and Less Pattern Repeat

Experience the next level of laminate flooring with the Lakeview Collection, designed to bring the true beauty of nature into your home with advanced EIR (Embossed-in-Register) technology. These 12mm planks feature a highly realistic woodgrain texture that mimics the look and feel of natural wood, offering depth and detail with reduced pattern repetition for a more authentic appearance. Rated AC5 for superior scratch, dent, and wear resistance, Lakeview is built for the demands of modern living. With an impressive 300-hour water resistance rating, this collection is perfect for moisture-prone areas. Lakeview's enhanced realism and durable construction ensure your floors remain beautiful for years to come.

Paramount Collection: Where Style Meets Strength

The Paramount Collection redefines sophistication with its 8mm SPC Luxury Vinyl Planks,

blending high-end aesthetics with superior durability. Each plank is crafted with precision, offering a rich, luxurious look that instantly enhances any space. For those seeking elegance with lasting performance, the Paramount Collection is the ultimate choice.

Ravenna and La Vie Collection: The Pinnacle of European Elegance in Engineered Oak

Immerse your home in timeless luxury with the Ravenna & La Vie Engineered Wood Collection. Each plank is a masterpiece of artisanal craftsmanship, meticulously designed to showcase the inherent beauty and distinguished character of European oak. Renowned for its exquisite grain patterns and deep, lustrous tones, this collection brings an air of refined sophistication to any interior, creating a foundation of understated elegance.

The engineered construction of the Ravenna & La Vie Collection ensures unparalleled stability, allowing the rich textures of natural oak to be enjoyed for generations. These floors offer not only visual allure but also enduring strength, balancing classic beauty with modern practicality. With every detail considered, from the delicate finish to the luxurious texture underfoot, the Ravenna Collection embodies a timeless elegance that transcends trends, offering a floor that is as functional as it is breathtaking.

Both collections offer a diverse range of styles, perfect for elevating any space. Transform your home with the enduring elegance of European Oak—a foundation designed to inspire for generations.

Celestial Collection: Where Innovation Meets Comfort in Luxury Vinyl Flooring

The Celestial Collection redefines luxury vinyl flooring by combining cutting-edge technology with exquisite design to create a floor that is not only beautiful but also exceptionally comfortable. Enhanced with advanced foaming agents, these planks offer a lighter, softer, and warmer surface underfoot, providing a quieter and more inviting environment—ideal for busy, active homes.

Olympus Collection: The Ultimate Fusion of Beauty and Innovation

The **Olympus Collection** combines cutting-edge craftsmanship with the timeless elegance of hardwood, offering a luxury vinyl floor that exceeds expectations.

What sets the Olympus Collection apart is its innovative approach to pattern variation. With 72 square feet before any pattern repeat, the planks offer an expansive visual field, enhancing the natural feel of your floor. The A, B, C pattern design ensures greater color variation and depth, further replicating the complexity of true hardwood. Each plank spans an impressive 6 feet in length, enhancing the overall aesthetic with a sense of grandeur and continuity. This collection provides a visually stunning, dynamic floor, perfect for those who appreciate a more authentic, multi-toned appearance.

Oak Collection: The Authentic Imprint of Hardwood

The **Oak Collection** brings the beauty of natural wood to your home. This laminate flooring captures the design and texture of real hardwood. Each plank replicates the authentic grain patterns found in nature. Not only is it stunning, but it is also durable. The **Oak Collection** withstands the rigors of daily life, making it perfect for busy households. Enjoy the look and feel of hardwood without the high cost.