

# Steady Stride Collection

# LVT Product Strategy

PRODUCT LINE	VALUE	ACOUSTIC
PRODUCT LINE	STEADY STRIDE LVT	SOUND CHOICE LVT
SIZE / DIMENSIONS	<b>3mm</b> <b>12.5x100</b> 50x50 <b>0.5mm wear layer</b> <b>Ceramic coating</b> <b>Dryback</b> <b>10 year warranty</b>	4.5mm 25x100 50x50 0.55mm wear layer Ceramor Sound Choice backing 15 year warranty Superior Acoustics
POSITIONING/ VALUE PROP	An affordable LVT solution with the right mix of performance attributes for price sensitive customers and dealer discretionary business.	Sound Choice acoustic backing and perfect modular integration with Interface carpet makes the 4.55mm LVT the ideal choice for Corporate, Education, & Hospitality.
GO TO MARKET	Marketed as a lower spec and warranty to limit cannibalization.	Broad marketing support as flagship resilient product.



B00101 BISCUIT



B00102 BRISTLE



B00106 BLONDE



B00108 COPPER COIN



B00109 ELM



B00110 MOCHA



B00201 DOVE



B00202 IRON





LVT Steady Stride Concretes  
Colour Iron Installed Monolithic  
Carpet Tile Ice Breaker  
Colour Granite Installed Monolithic





Interface®

LVT Steady Stride Woodgrains  
Colour Blonde Installed Ashlar  
Carpet Tile Twist n' Twine  
Colour Raffia Installed Monolithic



LVT Steady Stride Woodgrains  
Colour Bristle Installed Ashlar  
Carpet Tile Source Material  
Colour Iron Installed Ashlar





# Carbon Neutral Floors™





COLORLINE | 12.5 CM X 1 M

# Steady Stride Woodgrains



B00101 BISCUIT



B00102 BRISTLE



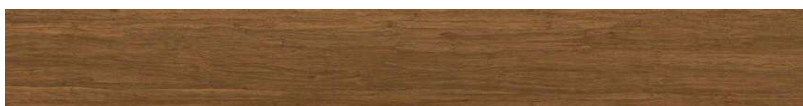
B00106 BLONDE



B00108 COPPER COIN



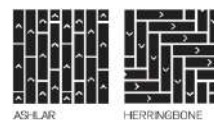
B00109 ELM



B00110 MOCHA

## Specifications

Product Number	B001
Product Construction	Luxury Vinyl Tile
Wear Layer Thickness	0.5 mm
Total Thickness	3 mm
Classification	Class III Printed Vinyl Tile
Finish	Ceramic Coating
Nominal Dimensions	12.5cm x 100cm
Reclamation	Recyclable through ReEntry®
Warranty	10 Year Standard LVT Product Warranty





COLORLINE | 50 CM X 50 CM

# Steady Stride Concretes



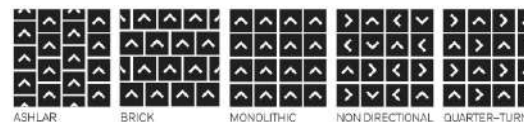
B00201 DOVE



B00202 IRON

## Specifications

Product Number	B002
Product Construction	Luxury Vinyl Tile
Wear Layer Thickness	0.5 mm
Total Thickness	3 mm
Classification	Class III Printed Vinyl Tile
Finish	Ceramic Coating
Nominal Dimensions	50cm x 50cm
Reclamation	Recyclable through ReEntry®
Warranty	10 Year Standard LVT Product Warranty



ASHLAR BRICK MONOLITHIC NON DIRECTIONAL QUARTER-TURN