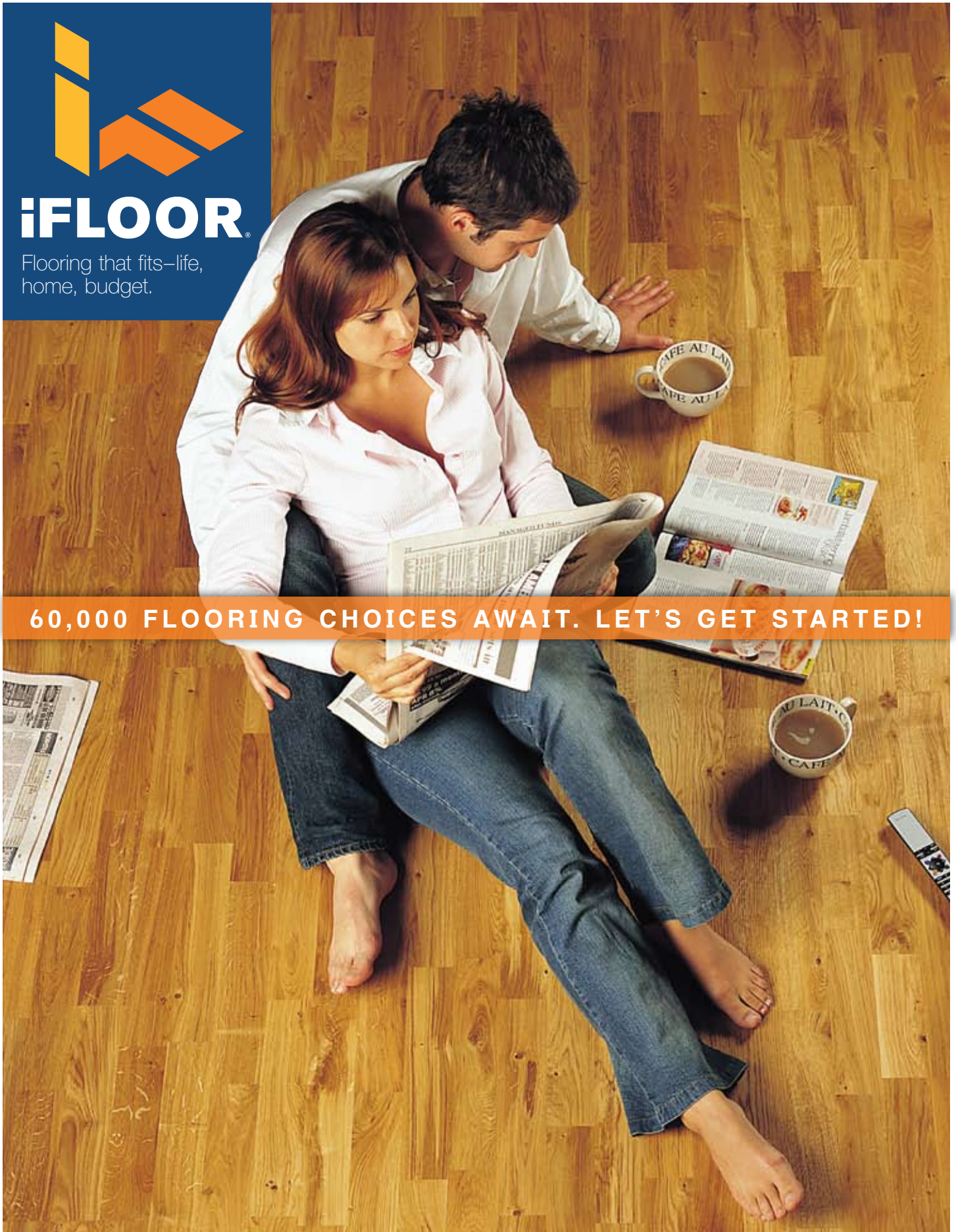


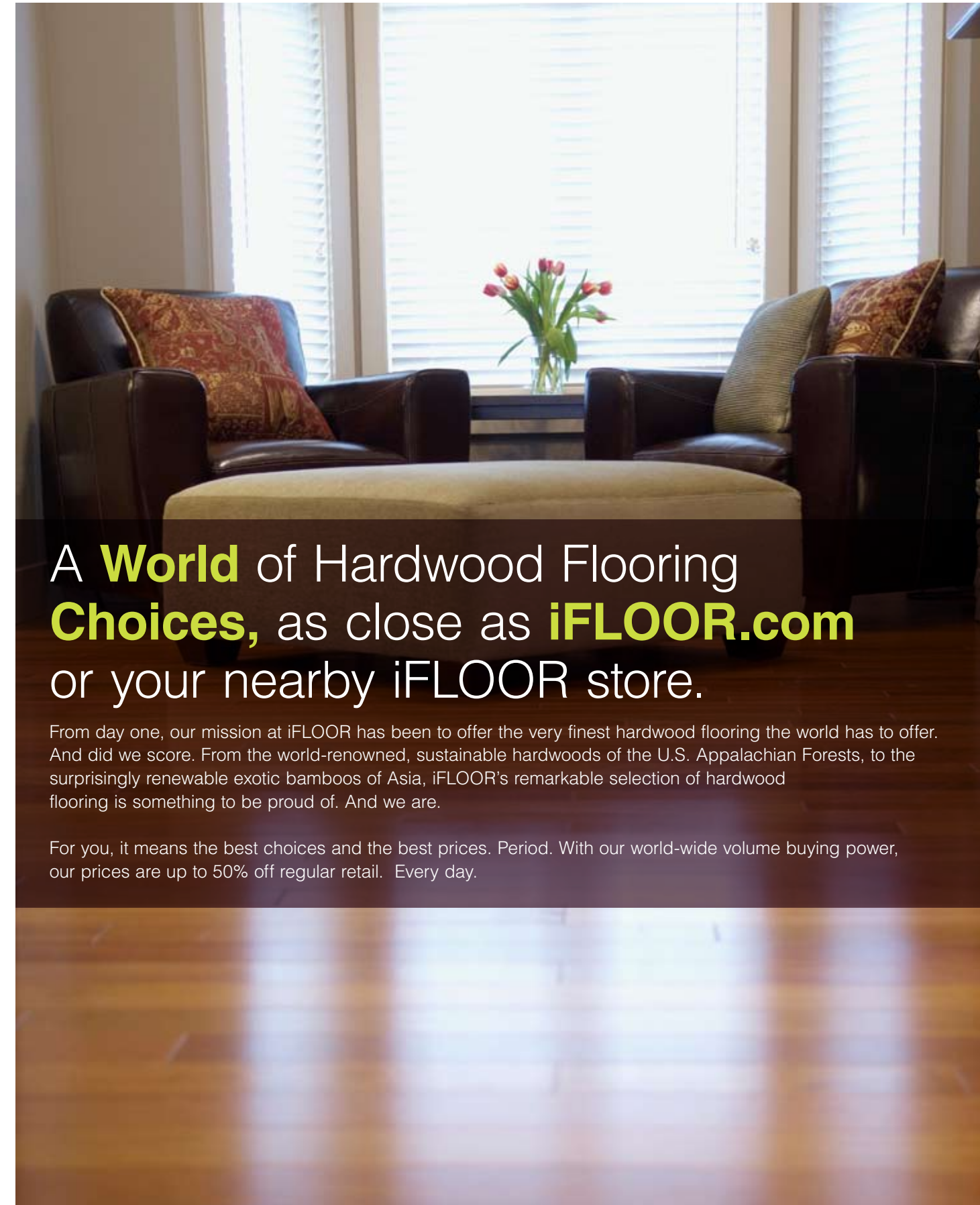


iFLOOR®

Flooring that fits—life,
home, budget.

60,000 FLOORING CHOICES AWAIT. LET'S GET STARTED!





A **World** of Hardwood Flooring **Choices**, as close as **iFLOOR.com** or your nearby iFLOOR store.

From day one, our mission at iFLOOR has been to offer the very finest hardwood flooring the world has to offer. And did we score. From the world-renowned, sustainable hardwoods of the U.S. Appalachian Forests, to the surprisingly renewable exotic bamboos of Asia, iFLOOR's remarkable selection of hardwood flooring is something to be proud of. And we are.

For you, it means the best choices and the best prices. Period. With our world-wide volume buying power, our prices are up to 50% off regular retail. Every day.

UNSURPASSED Flooring Experience

At iFLOOR, extensive flooring experience starts at the top. CEO and founder, Steven Simonson sets the standard as a lifelong flooring professional and hardwood flooring aficionado. His knowledge is on display every day at iFLOOR.com/Steve's blog – where you can get tips and read about trends right from one of the top leaders in the industry.

iFLOOR customer service experts are also available at 1-800-454-3941 or at iFLOOR.com. Whether you're remodeling or building a whole new house, grab your floor measurements and questions, and let's get started! The floor of your dreams is just pages away.



Check out recent posts online at www.ifloor.com/steve



Hardwood Floors

Warm, natural, long-lasting beauty

Solid hardwood floors are just that – wood through and through. It's a simple concept, but one that results in a floor with extraordinary strength, insulation and beauty. These unique characteristics make true hardwood floors one of the most popular choices in flooring today.

EXDURA HARDWOOD FLOORS

American made style, beauty & durability

Exdura is one of the few hardwood flooring brands made in the USA, start to finish. Exdura matches fine Appalachian forest hardwoods with state-of-the-art milling equipment and a dynamic staff of experts to produce top quality flooring unrivaled in the industry for its style, beauty and durability.



EXDURA CHOICE
2 1/4" RED OAK
A. ITEM ID#423275

EXDURA CHOICE
2 1/4" WHITE OAK
B. ITEM ID#423312

EXDURA CHOICE
3 1/4" RED OAK
C. ITEM ID#423317

EXDURA CHOICE
3 1/4" WHITE OAK
D. ITEM ID#423323

EXDURA CHOICE
5" RED OAK
E. ITEM ID#423330

EXDURA CHOICE
5" WHITE OAK
F. ITEM ID#423341



A. ITEM ID#423275



B. ITEM ID#423312



C. ITEM ID#423317



D. ITEM ID#423323



E. ITEM ID#423330



F. ITEM ID#423341



A. ITEM ID#423324



B. ITEM ID#423327



C. ITEM ID#423325



D. ITEM ID#423328



**E. EXDURA STANDARD ANTIQUE
2¼" RED OAK NAT**
also available in 3¼" & 5" widths
ITEM ID#423304



**F. EXDURA STANDARD ANTIQUE
2¼" WHITE OAK GUNSTOCK**
also available in 3¼" & 5" widths
ITEM ID#423310

EXDURA

Design, flexibility and functionality are nestled at the heart of every Exdura floor. And with a wide range of Exdura hardwood floors from which to choose, connecting your home, style and budget with the right Exdura collection is easy and exciting!



OPPOSITE PAGE

EXDURA DESIGNERS CHOICE
5" ASH NATURAL
A. ITEM ID#423324

EXDURA DESIGNERS CHOICE
5" HICKORY SIERRA
B. ITEM ID#423327

EXDURA DESIGNERS CHOICE
5" HICKORY NATURAL
C. ITEM ID#423325

EXDURA DESIGNERS CHOICE
5" MAPLE NATURAL
D. ITEM ID#423328

THIS PAGE

SASO WOLFGANG
BRAZILIAN CHERRY
G. ITEM ID#415227

SASO WOLFGANG
RUSTIC CHERRY
H. ITEM ID#415277

SASO

Engineered Wood Flooring that Stands Apart.

Superior design and construction makes the Saso difference.
With a wide range of solid hardwood surface veneer wood types
and tones, Saso brings long-lasting durability and beauty to any
floor. And an innovative locking system makes installation easy.
Your floor is ready to walk on right away!



G. ITEM ID#415227



H. ITEM ID#415277



I. SASO WOLFGANG NATURAL SAPELE ITEM ID#415230



J. SASO WOLFGANG NATURAL
HARD MAPLE ITEM ID#415228



A. ITEM ID#415243



B. ITEM ID#415239



C. ITEM ID#415246



D. ITEM ID#415238



SASO

Always on the cutting edge...

of floor fashion, Saso offers a smart selection in the most popular sizes. As a floating floor (not glued or nailed to the subfloor), it can be installed on any level of the home, making it a great choice for remodeling projects.



OPPOSITE PAGE

SASO CHELSEA
NATURAL HARD MAPLE
A. ITEM ID#415243

SASO CHELSEA
CHARCOAL BIRCH
B. ITEM ID#415239

SASO CHELSEA
NATURAL SAPELE
C. ITEM ID#415246

SASO CHELSEA
AUBURN BIRCH
D. ITEM ID#415238

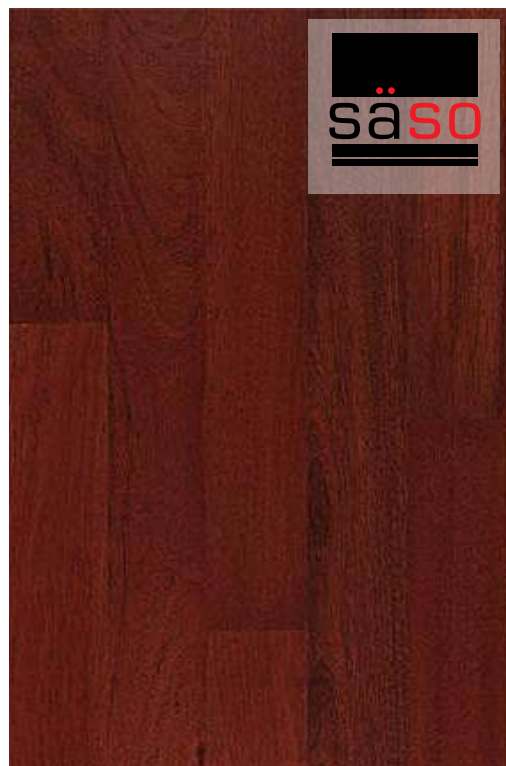
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SASO PARK AVENUE
CHARCOAL BIRCH
E. ITEM ID#415255

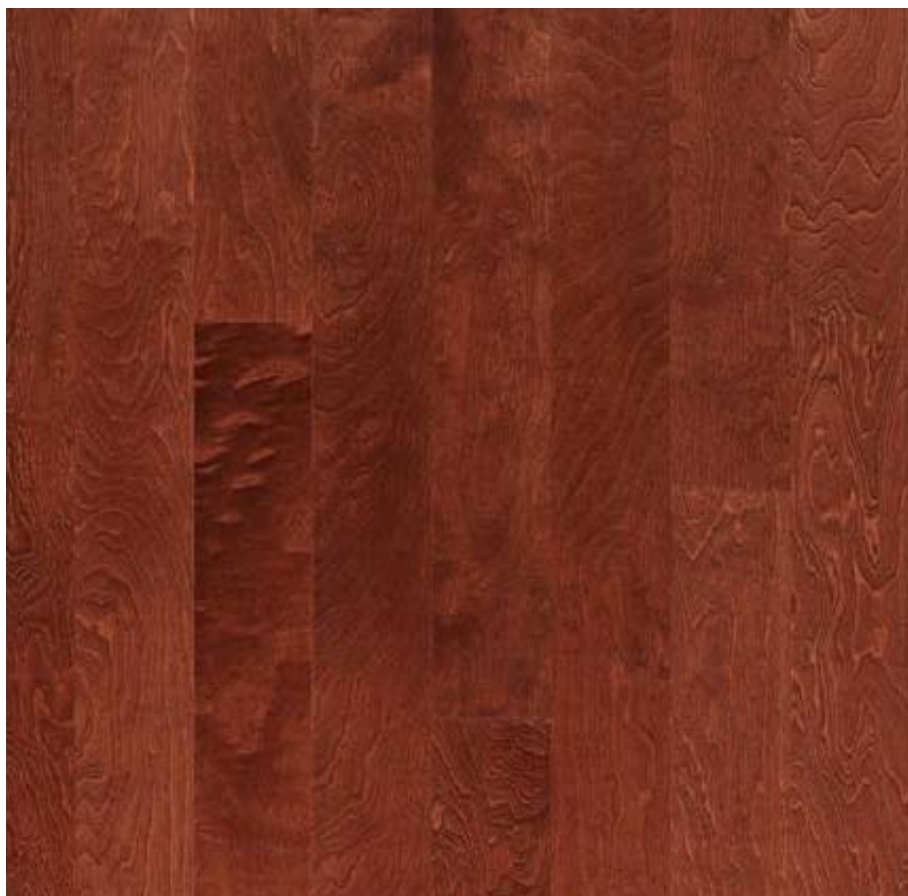
SASO PARK AVENUE
BRAZILIAN CHERRY
F. ITEM ID#415258



E. ITEM ID#415255



F. ITEM ID#415258



G. SASO PARK AVENUE AUTUMN BIRCH ITEM ID#415254



H. SASO PARK AVENUE DUTCH CHOC
SAPELE ITEM ID#415263



A. ITEM ID#410614



B. ITEM ID#410609



C. ITEM ID#388478



D. ITEM ID#388481



WOODSTOCK HANDSCRAPED

Our wide variety...

of beautiful hardwood choices all have one thing in common: extremely high wear resistance and superior durability for a floor that can withstand even the most rambunctious of households. Bring on the fun!

Woodstock®

OPPOSITE PAGE

WOODSTOCK HANDSCRAPED
AMERICAN WALNUT
A. ITEM ID#410614

WOODSTOCK HANDSCRAPED
WHEAT
B. ITEM ID#410609

WOODSTOCK HANDSCRAPED
AUTUMN MAPLE
C. ITEM ID#388478

WOODSTOCK HANDSCRAPED
SOUTHERN MAPLE
D. ITEM ID#388481

THIS PAGE

WOODSTOCK HANDSCRAPED
BURNISHED OAK
E. ITEM ID#399678

WOODSTOCK HANDSCRAPED
ROYAL SPICE
F. ITEM ID#399668



E. ITEM ID#399678



F. ITEM ID#399668



G. WOODSTOCK HANDSCRAPED CAFÉ LATTE ITEM ID#399674



**A. WESTHOLLOW EXOTICS
BRAZ CHERRY SELECT
ITEM ID#404612**



**B. WESTHOLLOW EXOTICS
BRAZ WALNUT SELECT
ITEM ID#404610**



**C. WESTHOLLOW EXOTICS
TIGERWOOD
ITEM ID#404613**



**D. WESTHOLLOW EXOTICS
ANGELIM
ITEM ID#404607**



WESTHOLLOW EXOTICS

Westhollow Exotic hardwood floors set the standard for lasting beauty, elegance and durability. As one of the fastest growing flooring brands in America, Westhollow's natural warmth and easy maintenance makes it an ideal choice for active homes, offices—even museums!





At **iFLOOR.com & iFLOOR stores,** **we know trees—**

and we understand the importance of trees to world health and world economy. The use of sustainable and renewable resources – trees included – rests at the heart and soul of our business. At iFLOOR, we simply will not sell any products made from illegally acquired wood products, and discourage the harvest of old growth timber and “slash and burn” practices.

For more information about how our products are made, or about our efforts to plant trees around the world, visit iFLOOR.com.



Beautiful Laminate Floors

Amazingly Durable, Amazingly Affordable

Yes, you can have it all. Laminate flooring is fast becoming the alternative of choice for homeowners who demand beauty, durability AND affordability. iFLOOR brings you the widest choices, the most popular styles, and prices that can't be beat.

WESTHOLLOW

8.3 MM True Woods Laminate

Westhollow True Woods laminate flooring brings rich character, a smooth finish, and beveled edges to your floor for a look that's amazingly beautiful. This real-wood look comes at a price that makes True Woods affordable for your entire home.



TRUE WOODS COLLECTION
CANADIAN MAPLE
A. ITEM ID#407702

TRUE WOODS COLLECTION
IPE WALNUT
B. ITEM ID#407706

TRUE WOODS COLLECTION
SELECT OAK
C. ITEM ID#407703

TRUE WOODS COLLECTION
BRAZ. SELECT CHERRY
D. ITEM ID# 407707

TRUE WOODS COLLECTION
E. BILTMORE CHERRY
ITEM ID#407709

TRUE WOODS COLLECTION
F. HEARTWOOD
ITEM ID#407711

TRUE WOODS COLLECTION
G. S. AMERICAN TEAK
ITEM ID#407705

TRUE WOODS COLLECTION
H. SUWANEE RED OAK
ITEM ID#407704



A. ITEM ID#407702



B. ITEM ID#407706



C. ITEM ID# 407703



D. ITEM ID#407707



E. ITEM ID#407709



F. ITEM ID#407711



G. ITEM ID#407705



H. ITEM ID#407704



A. ITEM ID#402034



B. ITEM ID#402037



C. ITEM ID#402033



D. ITEM ID#402035



WESTHOLLOW

New this year! Westhollow Heritage Standard
A natural wood look – at a laminate price

Perhaps the most realistic looking laminate ever created, Westhollow Heritage represents an achievement in flooring not soon to be matched. And there's more than breakthrough good looks under this floor – Heritage Standard installs in half the time of regular laminate thanks to an exclusive, glue-free grip-locking system.



OPPOSITE PAGE

8MM HERITAGE COLLECTON
A. AMERICAN HARD MAPLE
ITEM ID#402034

8MM HERITAGE COLLECTON
B. BRIDGEPORT
ITEM ID#402037

8MM HERITAGE COLLECTON
C. DEEP VARNISH CHERRY
ITEM ID#402033

8MM HERITAGE COLLECTON
D. ANTIQUE OAK
ITEM ID#402035

THIS PAGE

12 MM SOUTH PACIFIC VISELOC
COSTA RICAN MAPLE
E. ITEM ID#407539

12 MM SOUTH PACIFIC VISELOC
SANTOS DEEP CHERRY
F. ITEM ID#407538

WESTHOLLOW SOUTH PACIFIC

Viseloc 12MM

Customers rave about our South Pacific Viseloc laminate flooring. South Pacific Viseloc brings the natural beauty of a real hardwood flooring look together with the rough and tumble durability a busy household needs thanks to its solid 12mm thickness.



E. ITEM ID#407539



F. ITEM ID#407538



**G. 12 MM SOUTH PACIFIC VISELOC
BRAZILIAN CHERRY
ITEM ID#362753**



**H. 12 MM SOUTH PACIFIC VISELOC
SOUTH AMER WALNUT
ITEM ID#362754**



**I. 12 MM SOUTH PACIFIC VISELOC
WEDGE WOOD
ITEM ID#407537**



**J. 12 MM SOUTH PACIFIC VISELOC
RED IRONWOOD
ITEM ID#407536**



A. ITEM ID#357216



B. ITEM ID#407544



C. ITEM ID#357211



D. ITEM ID#407545



TRUE NATURED LAMINATE

Quality every step of the way

The Westhollow name is your assurance of a fine quality floor. A strong inner core means better dent resistance, and a tough aluminum oxide finish gives you wear, stain and scratch resistance like no other floor.



OPPOSITE PAGE

TRUE NATURED 12 MM
EDEN MAPLE
A. ITEM ID#357216

TRUE NATURED 12 MM
ESPRESSO OAK
B. ITEM ID#407544

TRUE NATURED 12 MM
WINEBARREL OAK
C. ITEM ID#357211

TRUE NATURED 12 MM
BIRDSEYE MAPLE
D. ITEM ID# 407545

THIS PAGE

WESTHOLLOW HANDSCRAPED
ANTIQUE WHISKEY PECAN
E. ITEM ID#402074

WESTHOLLOW HANDSCRAPED
BARN MILLED HICKORY
F. ITEM ID#402077

HANDSCRAPED

Handscrapped – always in style

Westhollow True Woods Handscrapped laminate brings unique character to each board of flooring. The result is a timeless, old wood look and style not found in any other laminate flooring.



E. ITEM ID#402074



F. ITEM ID#402077



G. WESTHOLLOW HANDSCRAPED CHILEAN MAHOGANY ITEM ID#402073



H. WESTHOLLOW HANDSCRAPED EXOTIC WALNUT ITEM ID#402076



Bamboo

Bamboo — the durable & brilliant hardwood flooring alternative.

Believe it or not, bamboo is a grass. And when it's harvested, it grows back — just like your front lawn.

But unlike your grass, bamboo is hard — 25% harder than red oak, and equally as strong.

Bamboo is also blessed with natural beauty — boasting colorful tones and distinctive grains.

Such sustainability, strength and shinning good looks are major reasons why bamboo has grown to become one of the most popular flooring choices in America.

WESTHOLLOW STYLE SERIES II PREMIUM BAMBOO

Westhollow Style Series II Premium quality bamboo flooring is both elegant and extraordinary – a premium quality exotic bamboo floor at a not so premium price. This collection features bamboo floors cut to 3' lengths with less random variations in natural grain characters.



PREMIUM BAMBOO
VERTICAL CARB MED
A. ITEM ID#303900



PREMIUM BAMBOO
HORIZ CARB MED
B. ITEM ID#303894



PREMIUM BAMBOO
HORIZ NAT MED
C. ITEM ID#303897



PREMIUM BAMBOO
VERT NAT MED
D. ITEM ID#303903





A. ITEM ID#413853



B. ITEM ID#413854



C. ITEM ID#413826



D. ITEM ID#413827



BAMBOO MING DYNASTY

From the leading bamboo floor maker in Asia comes Ming Dynasty – now available in North America handscraped or strand woven styles. These one-of-a kind floors offer an exotic and unique designer look not likely to be found anywhere else in your neighborhood



OPPOSITE PAGE

MING DYNASTY SOLID STAINED
BUTTERSCOTCH
A. ITEM ID#413853

MING DYNASTY SOLID STAINED
JACOBEOAN
B. ITEM ID#413854

SOLID HANDSCRAPED
SPICE
C. ITEM ID#413826

SOLID HANDSCRAPED
APRICOT
D. ITEM ID#413827

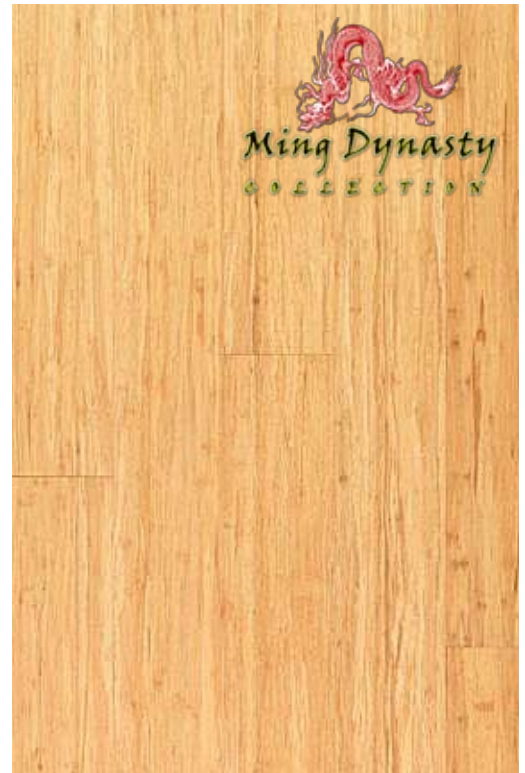
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ENGINEERED STRAND WOVEN
SPICE
E. ITEM ID#413861

ENGINEERED STRAND WOVEN
NATURAL
F. ITEM ID#413860



E. ITEM ID#413861



F. ITEM ID#413860



G. ENGINEERED HANDSCRAPED **EBONY** ITEM ID#413855



H. ENGINEERED HANDSCRAPED
CHESNUT ITEM ID#413857



A. ITEM ID#306390



B. ITEM ID#306387



C. ITEM ID#306393



D. ITEM ID#306384



SPRINGWOOD BAMBOO

Impress for generations to come

Springwood bamboo offers stability and durability that surpasses traditional hardwood. A unique lamination process gives Springwood its longevity – for natural beauty that'll outlive your home.



OPPOSITE PAGE

SPRINGWOOD LONGSTRIP CLICK 6 FT.
VERT CARB MED
A. ITEM ID#306390

SPRINGWOOD LONGSTRIP CLICK 6 FT.
HORIZ NAT MED
B. ITEM ID#306387

SPRINGWOOD LONGSTRIP CLICK 6 FT.
VERT NAT MED
C. ITEM ID#306393

SPRINGWOOD LONGSTRIP CLICK 6 FT.
HORIZ CARB MED
D. ITEM ID#306384

THIS PAGE

ENGINEERED STAINED
DESIGNER - EBONY
E. ITEM ID#413871

ENGINEERED STAINED
DESIGNER - PECAN
F. ITEM ID#413874

SPRINGWOOD BAMBOO

Engineered Stained

Springwood Bamboo's 3-layered, staggered design provides additional support and helps control expansion and contraction caused by humidity and temperature. Such engineering savvy makes for a floor that's much more stable and able to hold its natural beauty for a long, long time.



E. ITEM ID#413871



F. ITEM ID#413874



G. ENGINEERED STAINED CHESTNUT ID#413873



**H. ENGINEERED STAINED
PORTO ID#413875**



Cork

Quiet comfort underfoot.

More than just a durable flooring workhorse, cork brings with it the added pleasures of sound absorption and step-by-step comfort. If a higher level of serenity is what you're after in an otherwise busy home, cork is the answer. Cork is also hypoallergenic and is available in many easy-to-install click together styles.

WESTHOLLOW STATE CORK

Light, wear resistant, hypoallergenic –

these are just a few of the superior characteristics you'll find in Westhollow State Collection cork flooring. Simply put, Westhollow makes the most uncomplicated and comfortable floor available.



**WESTHOLLOW STATE
MOROCCAN TIGER
A. ITEM ID#410807**



**WESTHOLLOW STATE
TIGER NATURAL
B. ITEM ID#408049**



**WESTHOLLOW STATE
BRAZILIAN SAND BRAGA
C. ITEM ID#374298**



**WESTHOLLOW STATE
MONTICELLO
D. ITEM ID#374294**





A. ITEM ID#297127



B. ITEM ID#297129



C. ITEM ID#297125



D. ITEM ID#297126



WESTHOLLOW PROVINCIAL

The Westhollow Provincial collection shows off the natural elegance of cork in dramatic fashion. From the family room to the rec room, the comfort and beauty of cork is with you every step of the way.



OPPOSITE PAGE

WH PROVINCIAL
LABRADOR

A. ITEM ID#297127

WH PROVINCIAL
NEW BRUNSWICK

B. ITEM ID#297129

WH PROVINCIAL
ALGONQUIN

C. ITEM ID#297125

WH PROVINCIAL
NIAGRA

D. ITEM ID#297126

THIS PAGE

WH URBAN
MAYOR LATTE

E. ITEM ID#413833

WH URBAN
FARO LEATHER

F. ITEM ID#413837

URBAN PREMIUM

Urban Premium Collection - yet another incredible cork choice from Westhollow, the leading manufacturer of cork flooring world-wide. From lighter champagne tones, to the darker and richer Faro Latte, Urban Premium is brimming with exciting cork choices.



E. ITEM ID#413833



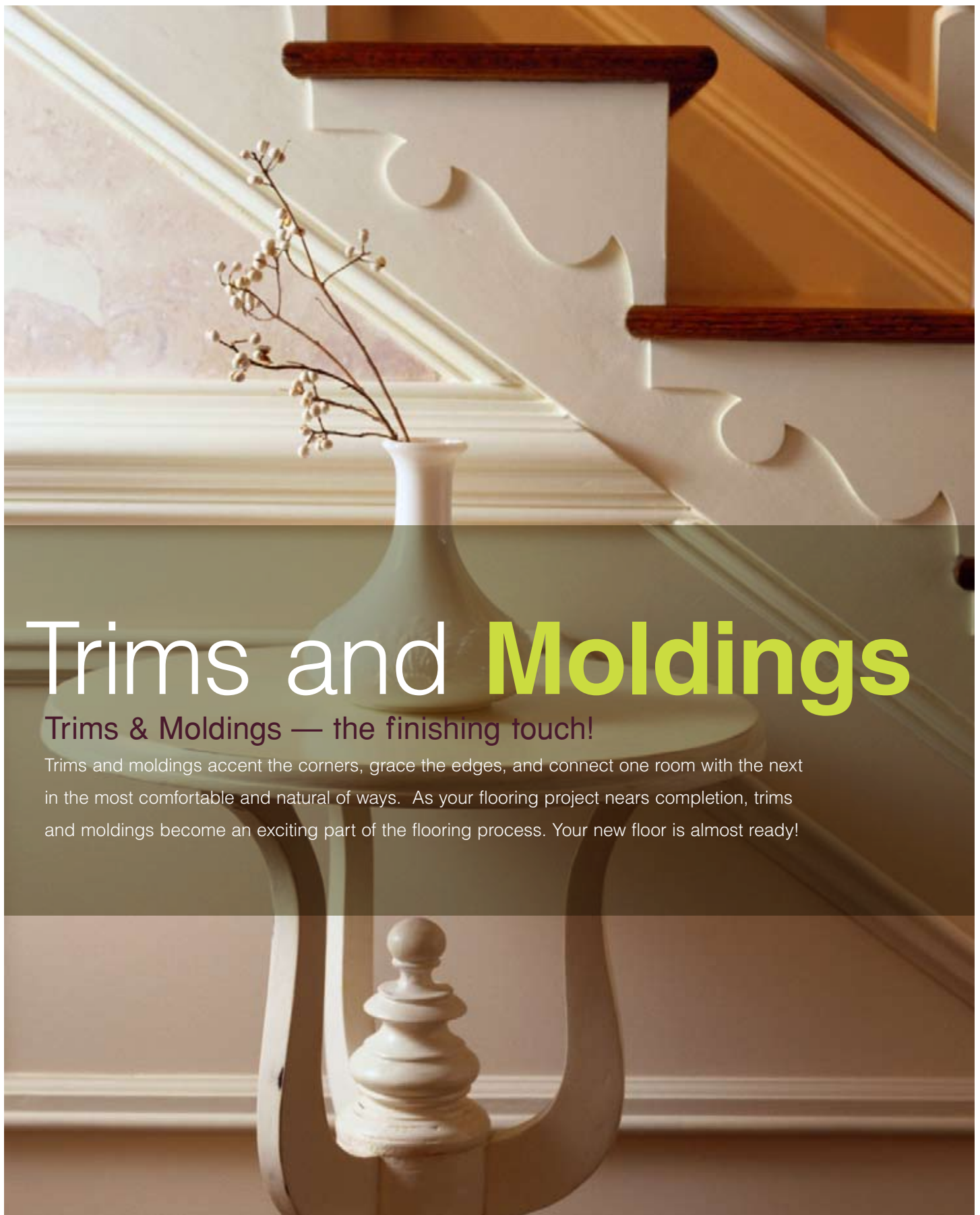
F. ITEM ID#413837



G. WESTHOLLOW URBAN FARO LATTE ID#413839



H. WESTHOLLOW URBAN
MAYOR NATURAL ID#413831



Trims and Moldings

Trims & Moldings — the finishing touch!

Trims and moldings accent the corners, grace the edges, and connect one room with the next in the most comfortable and natural of ways. As your flooring project nears completion, trims and moldings become an exciting part of the flooring process. Your new floor is almost ready!

TRIMS AND MOLDINGS

Accent

No matter what you're flooring choice, we have trim and molding choices that do more than just fit, but also bring additional character and class to any room in your home. iFLOOR's flooring experts can help you make the perfect choice.



A. T-MOLDING

For transitioning between floors of similar height

B. REDUCER

For transitioning to a floor of much lower height

C. END CAP

For transitioning to carpet

D. STAIR NOSE

For completing the lip of each stair

E. QUARTER ROUND

Covers expansion gaps at the edge of floors against walls



A. T-MOLDING



B. REDUCER



C. END CAP



D. STAIR NOSE



E. QUARTER ROUND

Underlayment

Underlayment—brings out the best in your floor

Underlayment provides a critical barrier between your new flooring and the subfloor – blocking moisture, absorbing sound and providing better insulation for your home. No matter what floor you buy, iFLOOR has quality underlayment perfect for the job.

Good



3-in-1 Underlayment
ID#337007

Better



5-Star Rated 3MM Cork
ID#334741

Best



6MM Cork ID#322383 &
Sound 6 Barrier ID#318149



Call 1-800-454-3941
or live chat at **iFLOOR.com**
and ask if you qualify for a
free in-home consultation.

Expert Installation

Choose the best option for your project.

Thousands of satisfied customers agree, iFLOOR's certified installation experts are the best in the business. More than experience, our professional crews approach each job with a critical eye on design and detail – working each corner, every room until it's perfect.

Bronze



The basics, ideal for new construction.

Silver



You do the prep work, we'll do the rest.

Gold



The full package - you just put your feet up.



EASY FINANCING & CREDIT

0% Interest Financing*

To help make your purchase easier, iFLOOR offers convenient 3, 6, or 12 months finance plans – all at zero percent interest on approval of credit, and no payments required during the term period. Apply today with one phone call 1-800-454-3941 or visit iFLOOR.com. *

Then, buy what you want, when you want.

Minimum purchase, \$1,000. All subsequent purchases, \$250 minimum. Special terms apply to purchases charged with approved credit to your iFLOOR card issued by Wells Fargo Financial National Bank. No payments required during the special-terms period. The no-interest option means there is no interest if your purchase is paid in full within the special-terms period. Otherwise, interest accrues from the date of purchase at the regular APR. Ask iFLOOR customer service representative for current APR and current offer expiration date. The APR may vary. Call 1-800-454-3941 or visit iFLOOR.com for more details.



Delivery Options

**We ship anywhere in America!
And now, Canada too.**

From coast to coast and every point in between, we can ship your new flooring wherever you call home. At iFLOOR, we offer several different shipping options depending on where you live and your flooring order.

You may even qualify for FREE shipping!

For more details about shipping, or to see if you qualify for a **free in-home consultation**, call 1-800-454-3941, or visit iFLOOR.com





www.ifloor.com

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- 60,000 flooring choices – hardwood, laminate, bamboo & cork
- Free flooring samples shipped to your door*
- Shipping anywhere in U.S. & Canada
- Helpful tips, stories and how-to guides
- Special offers and money saving promotions



*Shipping charges apply. But all shipping charges are credited back to you with your flooring order.

