

PureTech™ is 100% PVC-free flooring 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.



**PLANET-FRIENDLY**

With zero PVC plastics, PureTech is made from 70% total recycled content. Its organic core contains 80% renewable, plant-based material.

**DURABLE**

Waterproof flooring with high-level wear and stain protection, 3x more scratch resistance than LVT,\* and backed by our no-hassle Pet Scratch Warranty.

**BEAUTIFUL**

Featuring superior hardwood visuals with the unmatched beauty of embossed-in-register textures and GenuEdge® bevels.

\*Determined by force-based testing using a sclerometer.

**KEY FEATURES & BENEFITS OF PURETECH**



**LEARN ABOUT MOHAWK'S PARTNERSHIP WITH PLASTICBANK**  
[bit.ly/49LwVQo](https://bit.ly/49LwVQo)



**LEARN ABOUT PURETECH**  
[bit.ly/3uS0UXO](https://bit.ly/3uS0UXO)



**LEARN ABOUT PURETECH'S PERFORMANCE**  
[bit.ly/3TqxdGE](https://bit.ly/3TqxdGE)



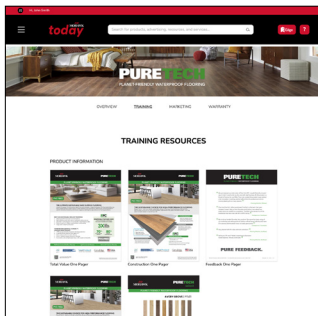
## SHOWCASE PURETECH

Elevate your customer's shopping experience with the PureTech Destination 24 Display. Eye-catching colors and header help draw consumer attention.

- Modular display featuring interchangeable wing walls.
- Feature sample board highlighting our Pet Scratch Warranties.
- Graphic cards highlighting the many technologies and features found in the PureTech product line.
  - WetProtect® Lifetime Surface and Subfloor Waterproof Warranty.
  - PureTech features GenuEdge® Technology for a more beautiful, natural-looking edge.
  - Premium acoustic cushion absorbs shock, protects the joints, and minimizes sound transfer.
  - Superior hardwood visuals for an unmatched, natural beauty.



## TRAINING RESOURCES



[bit.ly/3SXINce](https://bit.ly/3SXINce)

## PURETECH WARRANTY



[bit.ly/48AvZ03](https://bit.ly/48AvZ03)



**DON'T MISS OPPORTUNITIES TO EARN.**

Download Now

