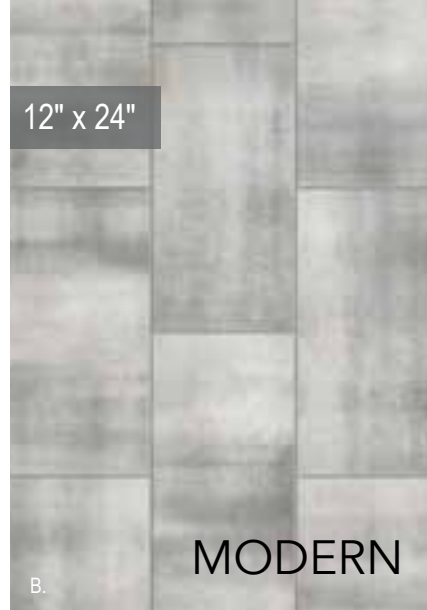




c.e.o.<sup>TM</sup>  
HOME



**CLEO™** is a truly innovative flooring construction that seamlessly combines engineered performance with stunning visual artistry. An eco-forward mineral composite core, high fidelity digital imaging and ultra clear protective coating are what make Cleo so much more than meets the eye.



## FORMATS

A. TEMPE, TET09

9" x 60" with 40 unique individual planks

B. BROOKLYN, BRO12

12" x 24" with 24 unique individual tiles

C. LEXINGTON, LEX07

7" x 48" with 30 unique individual planks

D. MANHATTAN, MAN24

24" x 24" with 24 unique individual tiles

# FOUR FORMATS, 55 SKUS | ENDLESS POSSIBILITIES

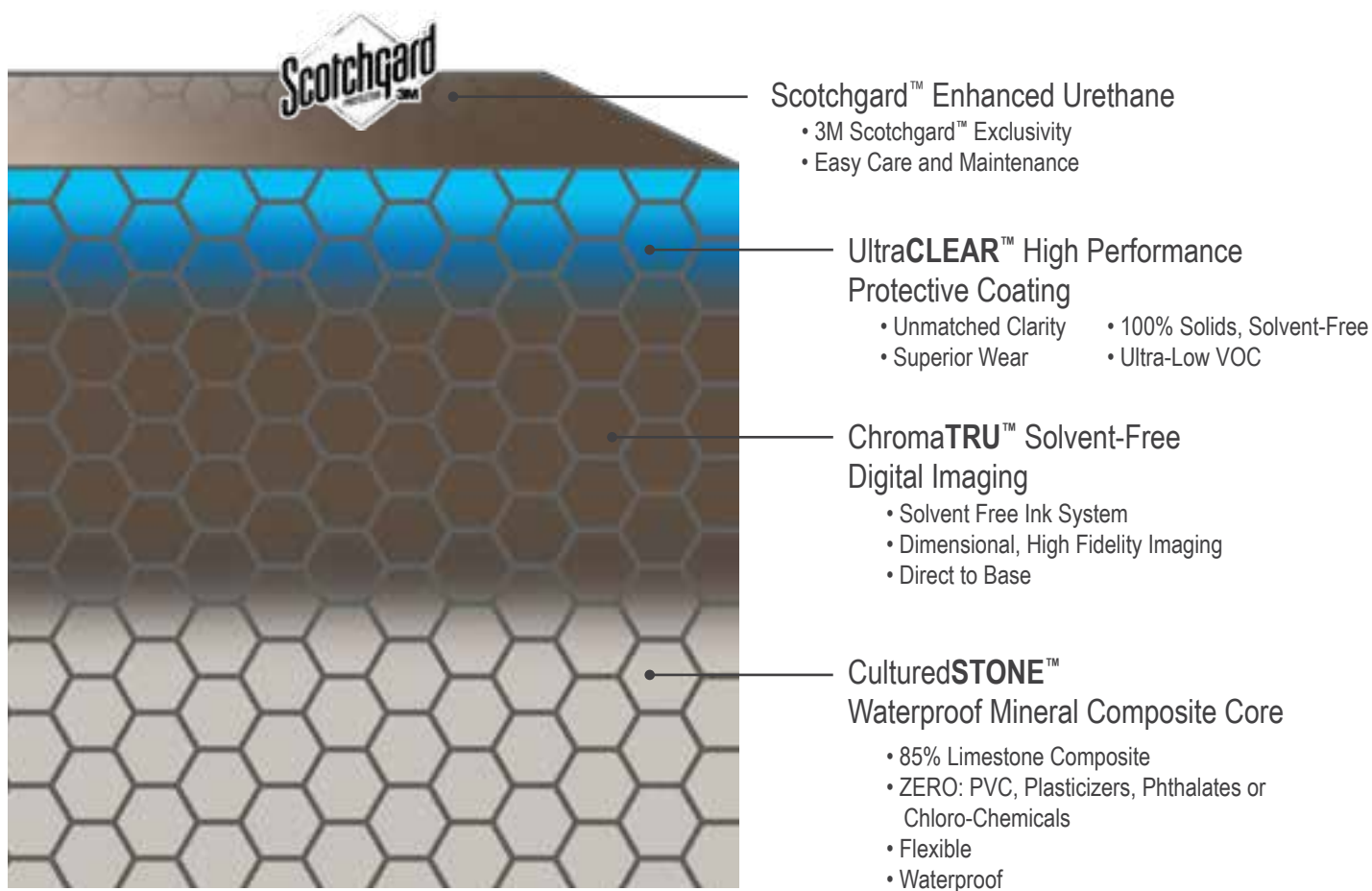
Unleashing the possibilities of design through high fidelity digital imaging virtually eliminates the repeats associated with traditional print films and allows for the most realistic visuals ever produced.

# PATENTED OMNI CONSTRUCTION

Cleo is engineered to be different in **EVERY** way. And the secret to both its beauty and durability lies in cross-linking technology.

Most traditional products rely on layers of plastic to form the base, the print layer and cap-film. Cleo is different and begins with a waterproof and flexible mineral composite core that contains zero PVC, plasticizers, phthalates or chloro-chemicals. Then, a series of high performance coatings are sequentially applied to create the visual layer and protective clear finish.

These coatings are applied in a "receptive state" which allows them to cross-link and form the fully integrated patented omni construction.



ECO FORWARD  
CONSTRUCTION



LIFEGARD  
[MESSES, KIDS, PETS  
& ODORS]



WATER  
PROOF



CUSTOM  
MATCH TRIM



LIFETIME  
WARRANTY



60 DAY ADORE  
YOUR FLOOR  
PROMISE

# CLEO HOME STUDIO DISPLAY



10'-8" W x 2' D x 6' H

## STUDIO DISPLAY SAMPLE



24" W x 27" H with fully banded edges



### Studio Display Features:

- High-end designer look
- Inspiration center
  - Room scene collections by style
  - Integrated storage cubes
- Lighted to highlight samples
- Flexible configuration format
  - Straight line
  - Corner
  - Back-to-back

### ◀ Studio Sample Features:

- Large 24" x 27" product samples
- Detailed back label
  - Highlights key product benefits
  - Vignette image for room scale
  - Complete floor layout shows full design detail

# PATENTED OMNI CONSTRUCTION

## Cultured**STONE**™ Mineral Composite Core

- 100% waterproof
- 85% limestone
- ZERO PVC, plasticizers, phthalates and chloro-chemicals

## Chroma**TRU**™ Digital Imaging

- Dimensional, high fidelity imaging
- Exceptional design diversity minimizing repeats
- 100% solvent free inks
- Direct to core

## Ultra**CLEAR**™ Protective Coating

- 100% solids high performance coating
- 100% solvent free
- Ultra-low VOC

## SPECIFICATION:

- U.S. Patent #9725911B2
- 100% manufactured in the USA
- Overall gauge 0.160" (4mm)
- IIC-59
- Glue down installation
  - Full spread with DS100
  - Floating installation over UnderFlor™ underlayments
  - Grouted (all sizes) or edge to edge
- Exclusive Scotchgard™ enhanced urethane
- Lifetime residential warranty
- 60-day "Adore Your Floor" promise

## CERTIFICATIONS:



NSF / ANSI 332- RESILIENT FLOORING  
PLATINUM



CERTIFIED BY  
SCS Global Services



LEED CREDITS



MADE IN U.S.A.

Please view actual product samples when making a selection as our colors in brochures or online may vary from actual product.

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