

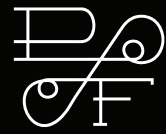
LOOKBOOK 2020

HARDWOOD FLOORS

PRAVADA FLOORS INC.

205-19365 22 Avenue  
Surrey - British Columbia  
V3Z3S6 CANADA

**PRAVADA**<sup>®</sup>  
F L O O R S



NORTH  
AMERICA

DF

Prada

VANCOUVER NEW YORK SAN DIEGO LOS ANGELES TORONTO



D&F



"The tree which moves some to tears of joy in the eyes of others is only a green thing that stands in the way. Some see nature all ridicule and deformity... and some scarce see nature at all. But to the eyes of the man of imagination, nature is imagination itself."

- William Blake

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FARMHOUSE CHIC COLLECTION | 7.5" Wide European White Oak planks.

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## NEW COLLECTIONS

We are constantly designing stunning new floors. Take a peek at what is new at Pravada in 2020.

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NEW COLLECTION | 9.5" Wide European White Oak planks.



PRAVADA FLOORS | LOOKBOOK 2020

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# ABOUT US

P R A V A D A F L O O R S I N C

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## OUR LOVE FOR WOOD FLOORING



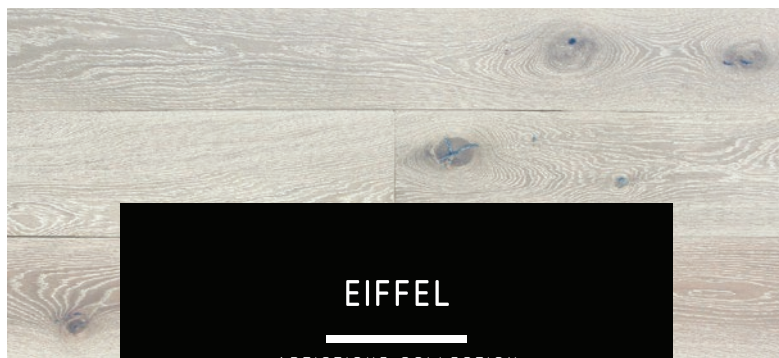
Pravada Floors is a leading manufacturer and trusted provider of quality wood flooring products in North America. Since 2005, we have dedicated ourselves to designing stunning wood floors that are both timeless and contemporary. Our commitment to redefining the look of floors has led us to create exquisite flooring designs that add beauty, grace and style to any interior living space. We take pride on our core values of style, innovation, design and quality, and infuse these values in our floors.

## YOUR DREAM FLOORS

Your dream wood floors are just a step away from your sweet home. Pravada Floors products are available at exclusive retail distribution centers across Canada and in the United States of America. Find the closest one to you at our website [www.PravadaFloors.com](http://www.PravadaFloors.com).



P A S S I O N . D E S I G N . Q U A L I T Y .



### EIFFEL

ARTISTIQUE COLLECTION  
EUROPEAN WHITE OAK  
9.5" WIDE

# OUR COLLECTIONS

## INSPIRATION

### OUR DESIGN PROCESS

At Pravada, we start designing our floors with two main things in mind: quality + style. Our inspiration comes from following Interior Design trends and the European flare which we keep up-to-date by visiting and participating at industry tradeshows all over the world every year.

# COLLECTIONS

2003



START

HAUTECOULEUR

DESIGNER EUROPEAN HARDWOOD

2014

2012



## CONCEPTS

### OUR DESIGN PROCESS

Inspired by worldwide trends and styles, we start designing our own exclusive colours. Our collections are conceptual and, because of our rigid quality standards, may take several months to be launched. Our concepts come from inspiring French Artists, Interior Designers and design styles, as well as contemporary subjects.



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METRO VANCOUVER  
 Lee DuMoulin  
 (604) 720-4375

[www.pravadafloors.com](http://www.pravadafloors.com)

**FÉRMECHIC**  
 COLLECTION

2016

REDEFINING THE LOOK OF FLOORS

*canvas*  
 collection  
 2019

DÈCOR

**LE SOLEIL**  
 COLLECTION

2019-2020

*craft*  
 collection

COMING SOON

QUALITY FIRST

OUR DESIGN PROCESS

Our vision comes to fruition after several sampling tests and enhancements. Our products are tested for style-accuracy, sturdiness and quality of every component. Our finishes are selected colour by colour to ensure these floors look and function at their best during their lifecycle. And what you see and acquire are stunning, highly-durable wood floors that adds grace to every room they are installed in.



ARTISTIQUE IS A PREMIUM, DESIGNERS' FAVOURITE COLLECTION THAT BRINGS STUNNING CONTEMPORARY LOOKS CREATED WITH EUROPEAN WHITE OAK 9.5" ULTRA WIDE PLANKS.



## ARTISTIQUE COLLECTION

### DESIGNED BY PERFECTION

#### ELEVATE YOUR DESIGN WITH AN ARTISTIQUE TOUCH

Provada's Artistique Collection has left a mark in the flooring industry over the years. Pioneering the industry with wide plank designs, Artistique Collection was launched in 2014 and has been a huge success ever since, becoming a favourite among Designers and design enthusiasts.

Artistique's trendsetting colours have been chosen by numerous homeowners and designers who appreciate beautiful things and quality. From simple rooms to multimillion dollar homes, Artistique collection brings colour and interest to every room, no matter the size, market value or location.

FAVOURITE AMONG DESIGNERS AND DESIGN ENTHUSIASTS, ARTISTIQUE COLOURS HAVE BEEN A HIT SINCE ITS LAUNCH, IN 2014.

ARTISTIQUE 2788

#### PREMIUM QUALITY

#### EUROPEAN WHITE OAK

Artistique colours are made of European White Oak, 9.5in (240mm) wide planks. These premium quality planks are wire brushed for a natural look and feel.

PREMIUM QUALITY 9.5IN  
(240MM) WIDE PLANKS AND  
UP TO 7FT IN LENGTH .



VAN GOGH 2788-4644

2788-4644  
VAN GOGH

NEW STYLES

We are constantly adding new colours to our collections. Pravada Floors introduced these three new breathtaking styles to our Artistique Collection that you will love to have in your palette of options.

COLORS OF THE WORLD

Inspired by world trends and the beauty of natural wood, these new additions embrace natural hues with Artistique's modern touch of sophistication. These light and medium toned planks are sure to bring class to all your rooms.

ARTISTIQUE  
27882019

*Artistique*



2788-4644

VAN GOGH

Warm and soft, light-medium coloured planks composed by a mix of natural beige, brown and hints of blonde.

# ARTISTIQUE COLLECTION

pravodafloors.com



2788-3883

## DUVET

Rich, lightly blonde planks with a white washed look and hints of warm grey and light caramel.

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2788-2848

## AUGUSTE

Handsome medium, tobacco toned wide planks with a modern appeal of dark brown knots and matte finish.

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2788-3883  
DUVET

27882019

[pravadafloors.com](http://pravadafloors.com)



Courtesy of Denise Morrison Interiors

## PREMIUM PLANKS, MODERN STYLES

CLASSICS FOR A REASON

### ARTISTIQUE COLLECTION

Artistique Collection was one of the first Pravada's collections launched in 2014. Ever since its launch, Artistique Collection has become a collection of classics - stunning colours that have styled numerous homes, successfully serving various interior design approaches aiming for a modern flair.



#### DESIGNERS' FAV

Eiffel, 9.5" wide is an all-time best seller and designers' favourite.



CARTIER  
2788-2288



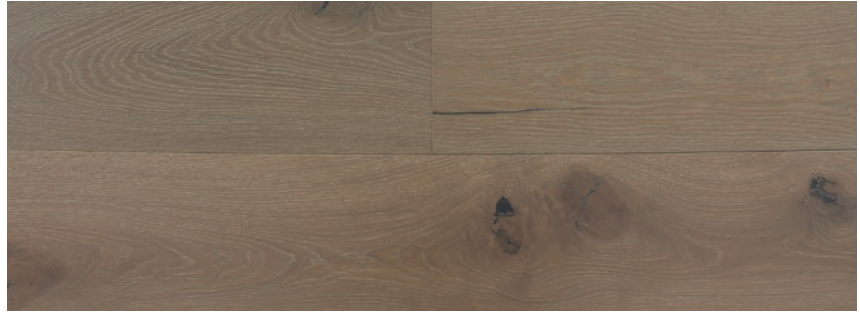
CARDIN  
2788-2273



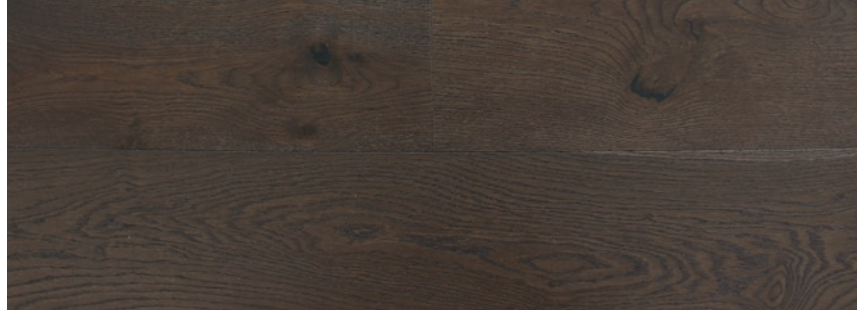
CHANEL  
2788-2426



DUMONT  
2788-3866



FRANCOIS  
2788-3726





EIFFEL  
2788-3433



MATISSE  
2788-6284



DUVAL  
2788-3882



CLAUDE  
2788-2528



CLOUETTE  
2788-2568



PRAVADAFLOORS.COM

# HAUTECOULEUR

DESIGNER EUROPEAN HARDWOOD

INSPIRED BY THE EUROPEAN STYLE AND FLAIR,  
HAUTE COULEUR BRINGS A TOUCH OF CLASS  
AND SOPHISTICATION TO ANY INTERIOR SPACE.  
THIS COLLECTION FEATURES 7.5" WIDE, MODERN  
PLANKS THAT ARE READY TO IMPRESS.

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# HAUTECOULEUR

DESIGNER EUROPEAN HARDWOOD

HAUTE COULEUR COLLECTION

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## EUROPEAN ELEGANCE

Haute Couleur is a collection of classics inspired by European finesse and charm translated into styling European White Oak 7.5in (190mm) wide planks. This collection has been a Prava-da's stamp of sophistication since its launch in 2012.

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COLOURS OF EUROPE

---

3 8 3 3

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MADE OF EUROPEAN WHITE OAK, HAUTE COULEUR ENGINEERED WOOD FLOORS TRANSLATE EUROPEAN FINESSE AND CHARM INTO STYLING 7.5IN WIDE PLANKS.

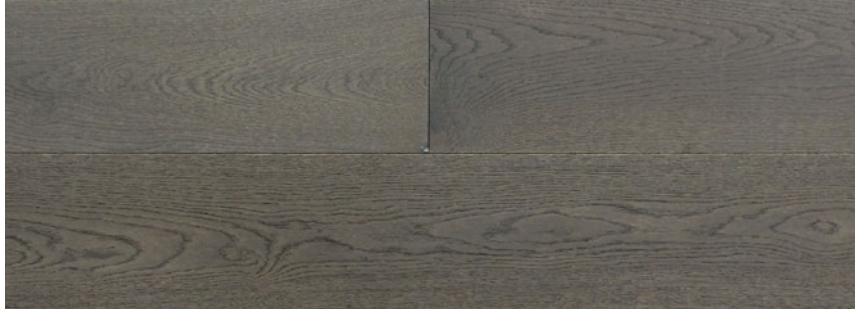
# EUROPEAN FLAIR



3833-5833  
NUDE ROCHE

Courtesy of Sharon Sidhu Realtor

NUDE ROCHE  
3 8 3 3 - 6 8 3 3



BRULE  
3 8 3 3 - 2 7 8 5



MODE NOIR  
3 8 3 3 - 6 6 3 3



MAKE A STATEMENT

Haute Couleur planks are beautiful, wide European White Oak with noble and grandiose expressions. The essence of class, elegance, and timelessness.

*Haute Couleur*

SEATTLE



3 8 3 3 - 2 4 4 3  
CHIFFON DRAPE



# HAUTE COULEUR

CHIFFON DRADE  
3833-2443



AVANT-GARDE  
3833-2442



CHATEAU BLANC  
3833-2428



# FÉRME CHIC

COLLECTION

AUTHENTIC BEAUTY CONFIDENTLY EMBRACES IMPERFECTIONS. FERME CHIC OFFERS AN INSPIRING DEFINITION OF BEAUTY REFLECTED IN OUR EUROPEAN WHITE OAK FLOORS. EACH PLANK ENCOURAGES YOU TO LOOK DEEPLY FOR RICH DETAILS THAT GIVE EACH ONE ITS OWN CHARACTER.

[PRAVADAFLOORS.COM](http://PRAVADAFLOORS.COM)

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# FÉRMECHIC

COLLECTION

## F E R M E C H I C C O L L E C T I O N

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### PERFECTLY IMPERFECT

#### CONCEPTUAL APPROACH

#### RAW BEAUTY

As a highly conceptual brand, Provada Floors proudly designed the Ferme Chic Collection using wood with a classic unrefined look, honouring the natural characteristics of the European White Oak trees. *Ferme* comes from the French word meaning "farm", "farmhouse". We designed this collection thinking of chic farmhouses that embrace the comfort and warmth of nature in every detail, having their floors as a crucial design element.

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FERME CHIC WAS DESIGNED WITH CHIC FARMHOUSES IN MIND, EMBRACING THE WARMTH AND RAWNESS OF THEIR DESIGN ELEMENTS.

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FERME CHIC 3288

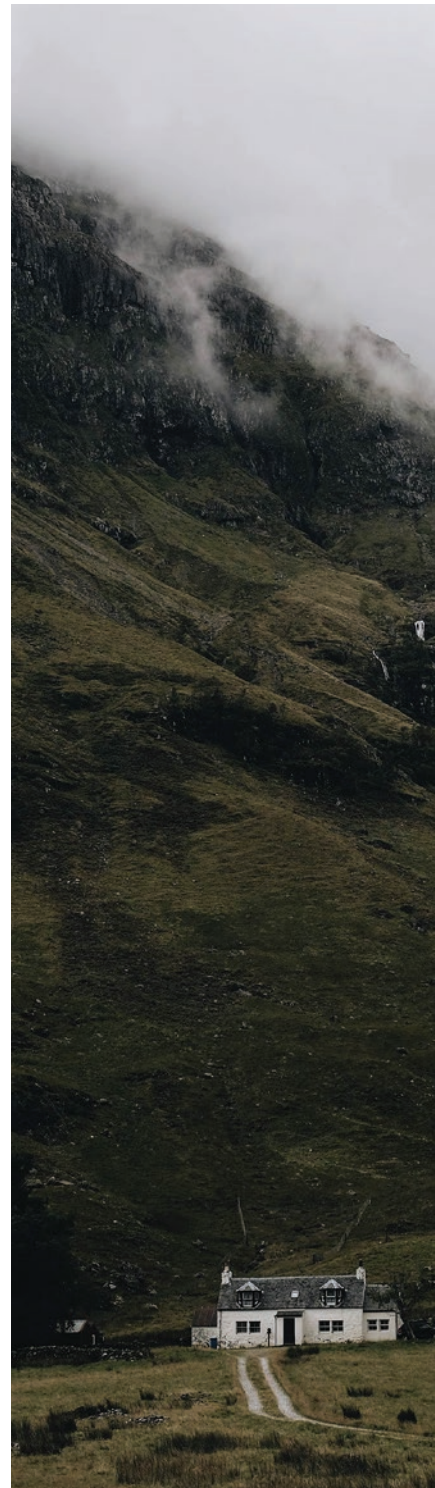
#### RUSTIC FEEL

#### VARIATIONS

The Ferme Chic Collection presents colours that go through a double-fuming process which gives its planks the richness you see, enhancing and harmoniously blending highly-varied planks into masterpieces that compose amazing living spaces.

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EUROPEAN WHITE OAK, 7.5IN (190MM) WIDE PLANKS. RICH AND HIGHLY-VARIED COLOURS ARE HARMONIOUSLY BLENDED THANKS TO A DOUBLE-FUMING PROCESS.



FC32882019

PERFECTLY  
IMPERFECT

LOOK DEEPER FOR DETAILS



3 2 8 8 - 3 6 7 4  
FORGE



3 2 8 8 - 2 2 4 2

**CRATE**

Rich, medium-toned greyish-blonde with hints of brown and copper in addition to black knot fills and modern low gloss.

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3 2 8 8 - 3 6 7 4

**FORGE**

Stately dark-brown shade mixing hints of grey and black in a low gloss and black knot fill composition.

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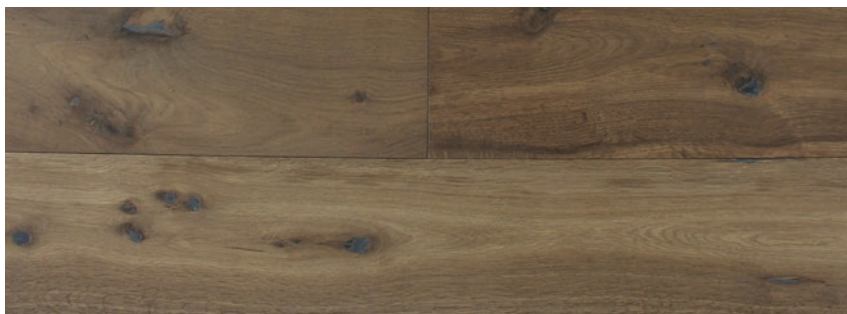
**NEW COLOURS**

Our Ferme Chic collection has just grown with the addition of two new stunning colours and more to come soon.

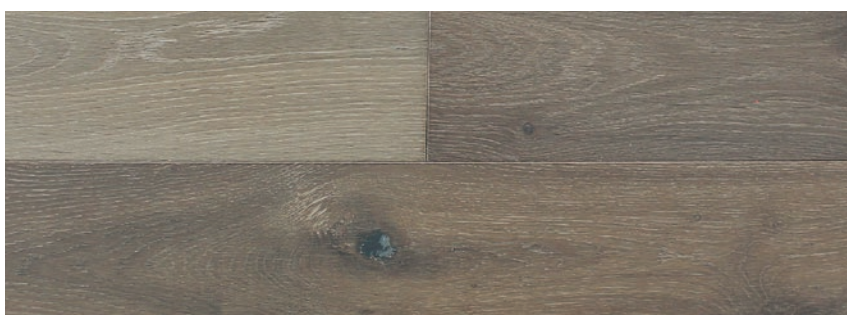
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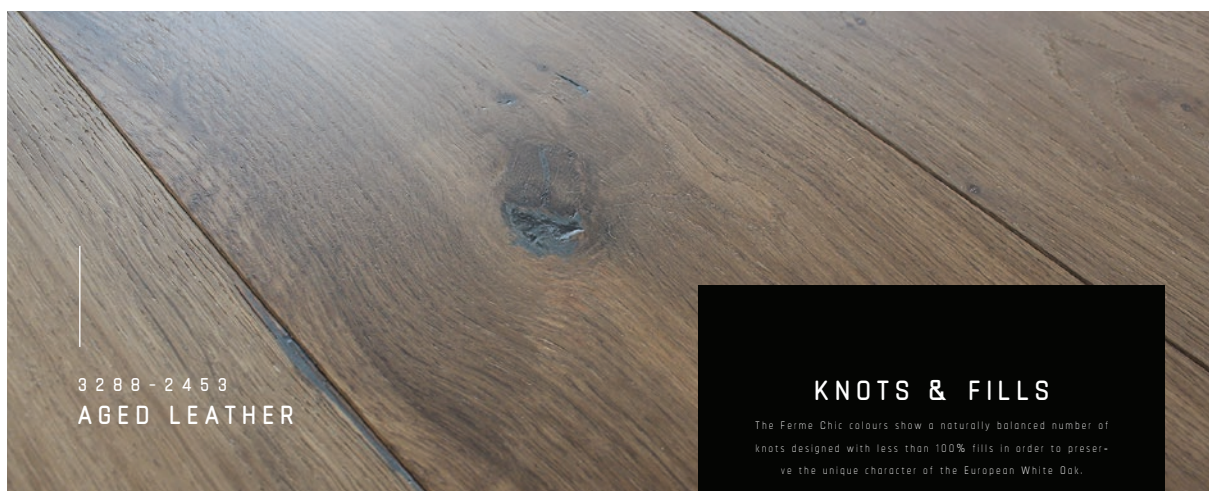
AGED LEATHER  
3 2 8 8 - 2 4 5 3



CLAY  
3 2 8 8 - 2 5 2 9



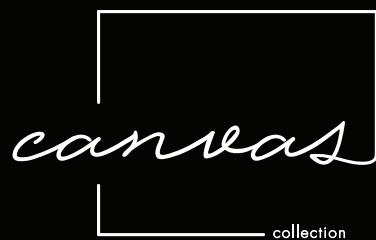
SUEDE  
3 2 8 8 - 7 8 3 3



3 2 8 8 - 2 4 5 3  
AGED LEATHER

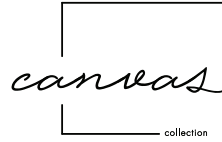
### KNOTS & FILLS

The Ferme Chic colours show a naturally balanced number of knots designed with less than 100% fills in order to preserve the unique character of the European White Oak.



A WHITE CANVAS IS A PLACE OF INFINITE POSSIBILITIES, OUR NEW CANVAS COLLECTION EXPLORES THIS REALM OF POSSIBILITIES FROM A DESIGN STANDPOINT, COMPOSED OF 8.5" WIDE EUROPEAN WHITE OAK PLANKS, THIS COLLECTION IS HERE TO INSPIRE YOU TO GO BEYOND YOUR IMAGINATION.





## CANVAS COLLECTION

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### INFINITE POSSIBILITIES

INVITING SPACES

#### FROM A BLANK CANVAS

Introducing Canvas, a collection of engineered hardwood floors presented as a blank canvas for various design approaches and styles. Inspired by the initial stages of the creative processes - when nothingness is transformed into a clear vision - Canvas' colours are here to help translate that vision into inviting spaces.

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EUROPEAN WHITE OAK, 8.5IN (228MM)  
WIDE PLANKS FEATURING 7 FT (2200MM)  
LENGTHS - READY TO COMPOSE REMAR-  
KABLY CAPTIVATING SPACES.

---

CANVAS 2268



2268 - 2655  
COLLAGE

# INFINITE POSSIBILITIES



Courtesy of Becki Owens

2268-7253  
PALETTE



PALETTE  
2 2 6 8 - 7 2 5 3



COLLAGE  
2 2 6 8 - 2 6 5 5



NOUVEAU  
2 2 6 8 - 6 6 8 8



EASEL  
2 2 6 8 - 3 2 7 5



2 2 6 8

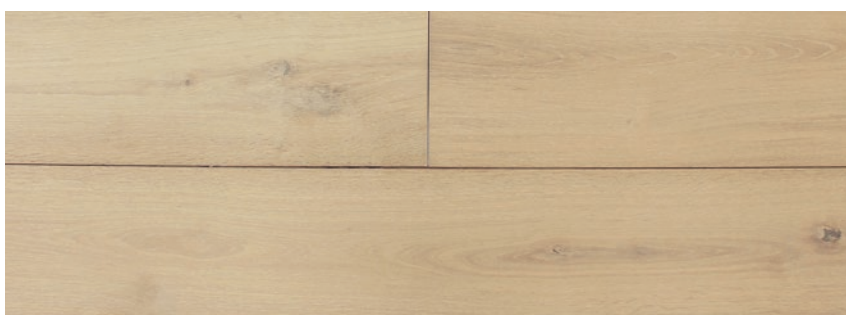
Canvas Collection is a new and rising star among Pravada's creations. Colours like Palette have already been featured in stunning projects by known Designers like Becki Owens in her Torino Project.



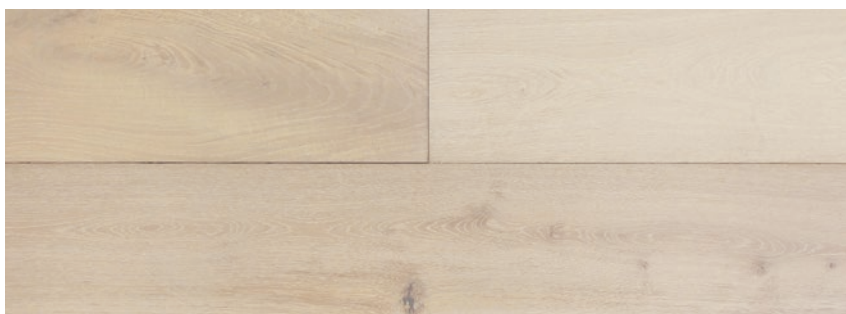
AURA  
2 2 6 8 - 2 8 7 2



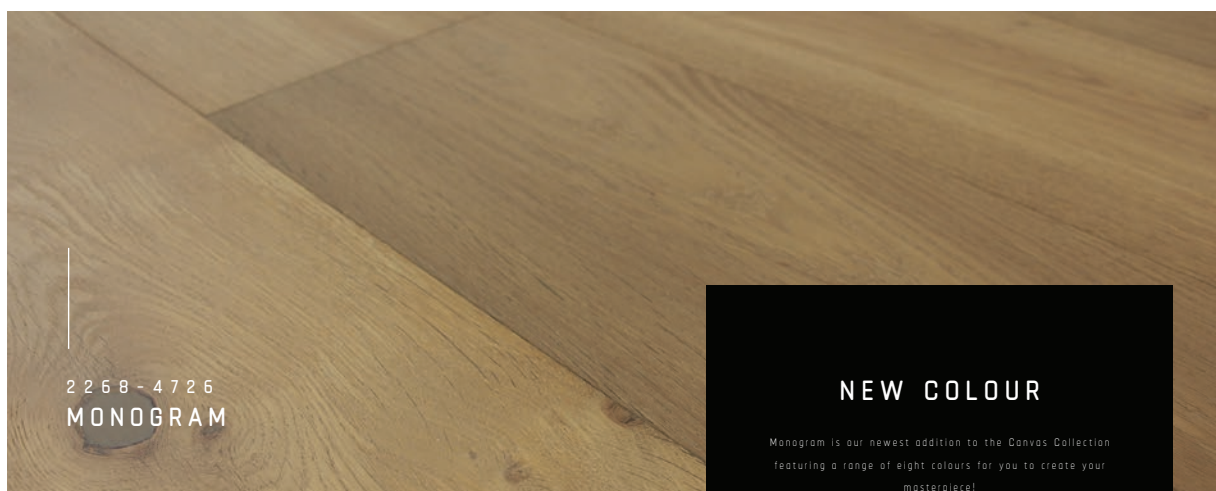
GENRE  
2 2 6 8 - 4 3 6 3



ATELIER  
2 2 6 8 - 2 8 3 5



2 2 6 8 - 4 7 2 6  
MONOGRAM



NEW COLOUR

Monogram is our newest addition to the Canvas Collection featuring a range of eight colours for you to create your masterpiece!

MONTREAL



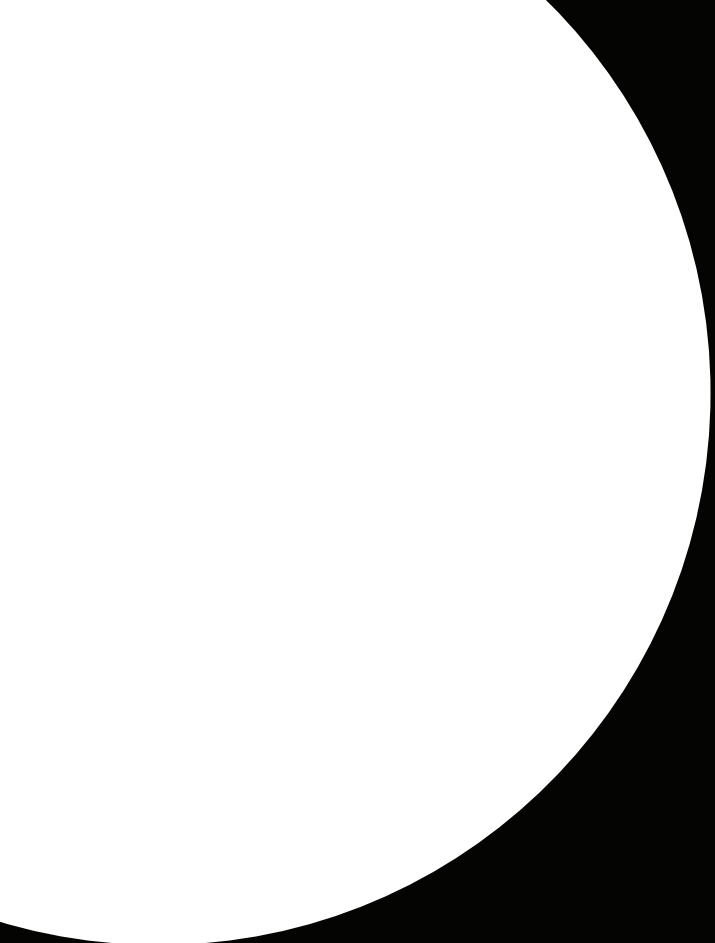
2268-6688  
NOUVEAU



2 2 6 8 2 0 1 9



2 2 6 8 - 2 6 5 5  
COLLAGE



# DÉCOR

collection

PRAVADAFLOORS.COM

DECOR IS A NEW COLLECTION INSPIRED BY AND NAMED AFTER RENOWNED DESIGNERS THAT MADE INTERIOR DESIGN WHAT IT IS TODAY, THIS COLLECTION BRINGS YOU 7.5" WIDE EUROPEAN WHITE OAK PLANKS INFUSED WITH TIMELESS STYLE AND ELEGANCE.

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# DÈCOR

DECOR COLLECTION

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INSPIRED TIMELESSNESS

Introducing Decor, a collection of 7.5in (190mm) wide planks infused with style and class. Decor is a homage we pay to great Designers that made history and whose legacy we celebrate with admiration.

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DESIGN LEGACY

---

0 0 2 3 2 6

MADE OF EUROPEAN WHITE OAK, OUR DECOR COLOURS ARE 7.5IN (190MM) WIDE AND 1/2IN (12MM) THICK. THESE MATTE, WIRE BRUSHED PLANKS ARE SURE TO BRING TIMELESS STYLE TO YOUR INSPIRED DESIGN.



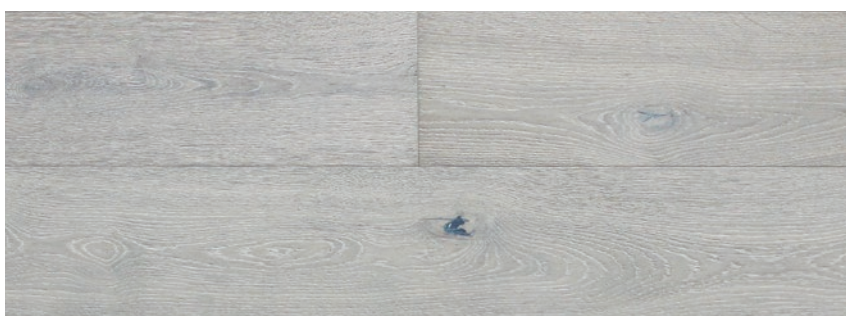


2326-7825  
STARCK

EAMES  
2326-3267



STARCK  
2326-7825



*a design love letter*

We breathe design and appreciate every contribution designers have made to improve our living spaces. Design improves lives by bringing functional beauty and comfort to our days. Life gets a little more enjoyable when we surround ourselves with beauty. What do you surround yourself with?

2326

## NEW COLLECTION

Decor is a new collection launched in early 2019.  
Expect gorgeous new colours coming soon.

2 3 2 6 2 0 1 9



2 3 2 6 - 3 2 6 7  
EAMES



# LE SOLEIL

C O L L E C T I O N

LE SOLEIL IS PRAVADA'S NEWEST COLLECTION.  
THIS COLLECTION FEATURES 8.5" WIDE EURO-  
PEAN WHITE OAK PLANKS TO ELEVATE THE AM-  
BIENCE OF YOUR SPACE.

[PRAVADAFLOORS.COM](http://PRAVADAFLOORS.COM)



LE SOLEIL

COLLECTION

LE SOLEIL COLLECTION

---

NATURALLY BEAUTIFUL

Le Soleil is Pravada's newest collection. Le Soleil explores the natural beauty of wood through natural hues and preservation of the deep character of the European White Oak. In 9.5" wide planks, Le Soleil's colours will bring a timeless look to your interior space taking it to the next level beyond trends.

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BEAUTY BEYOND TRENDS

---

0 0 5 3 7 6



MADE OF EUROPEAN WHITE OAK, LE SOLEIL COLLECTION FEATURES WIDE 9.5IN (240MM) AND 7FT (2200MM) LENGTHS, WITH COLOURS THAT PRESERVE NATURAL HUES AND DEEP CHARACTER OF WOOD, LE SOLEIL COLOURS ARE PERFECT BY NATURE.



5376-7768  
PROVENCE

# LE SOLEIL 2020



5 3 7 6 - 7 7 6 8  
**PROVENCE**

Rich, medium-toned natural brown with deep character marked by grains highlighted by modern matte look.

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5 3 7 6 - 6 6 6 8  
**MONT BLANC**

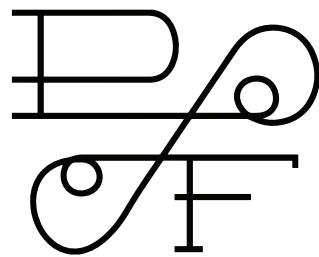
Stately true-medium shade of brown with natural grey undertones and hints of beige. Matte and graceful!

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## NEW COLLECTION

Le Soleil is a new collection launched in late 2019. Stay tuned for more stunning colours to be introduced soon.

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P R A V A D A F L O O R S . C O M



NORTH AMERICA

**PRAVADA**<sup>®</sup>  
F L O O R S

R E D E F I N E T H E L O O K O F F L O O R S .