



Issued: June 10, 2010
Revised: September 29, 2026

Technical Newsletter #32 2.0

Subject: In-Store Sample Panels

1. At the time of the sale, make sure you present the customer with a sample that corresponds to the chosen color, species, finish (gloss level), and width.
2. Make sure the sales representative covers the following aspects regarding the sample presented:

Finish

Higher gloss levels will accentuate and highlight the texture of the wood, whereas lower gloss levels will minimize the appearance of the wood's texture. Traffic levels, design trends, ease of maintenance, and personal preferences will influence the customer's choice of finish.

Grade

Each MIRAGE grade has its own characteristics. It is impossible for a sample panel to reflect all of the natural variations that may be present across an entire floor. It is important that store sales staff explain the characteristics of each flooring grade to help customers make the best choice based on their needs and preferences. See the back of the sample panels for more details.

Oxidation of wood

Explain to the customer that sample panels may have changed in appearance over time due to the natural oxidation of the wood and may therefore differ slightly from newly installed flooring. You may refer to Technical Bulletin #28 to assist with your explanations.

Color

Existing flooring may change color over time and may no longer match the current sample. Therefore, we recommend updating samples every few years to ensure they accurately represent the product. Your MIRAGE representative can assist you if needed.

Photo of the floor on the back of the sample

This photo shows flooring installed in a setting that may differ from your customer's intended application. Be sure to inform your customer that the photo on the back of the sample is provided for illustrative purposes only. Natural variations in hardwood flooring are inherent and may differ depending on the wood species and the selected product.