ColorBurst

VARIABLE COLOR TECHNOLOGY

Once again, we have reinvented the variable color technology, this time with "ColorBurst". As the popularity of varying color visuals continue to trend upward, we have created a balanced, blended visual which offers unsurpassed depth and richness to the product.

PureBac

The Better Backing System

Once again, Innovation Reinvented by Dream Weaver® and Engineered Floors, LLC ®, and this time it's "A Better Backing System". PureBac™, featuring UltraFresh, is the first premium backing system on our own PureColor® fiber system. Not only does PureBac offer unprecedented flexibility and dimensional stability, but also includes a backing that will not break down when exposed to moisture. PureBac has NO latex, thus increasing the ease of installation by being lighter, more flexible and softer, saving time, energy, and money.

Installer Benefits:

- *No wrinkles*
- *Extremely flexible*
- *Light weight*
- *Will not scratch baseboards or walls during installation*
- *No acclimation time required*
- *Easy to cut*
- *Minimizes re-stretch*
- *Does not require special tools or tape*
    - *Low profile, low melt tape*

User Benefits:

- *No latex*
- *No odor when installed*
- *Pet-friendly*
- *Backing will not break down when exposed to moisture*
- *Will not scratch baseboards or walls during installation*
- *Ultra-Fresh Protection*
    - *Protects from odors and staining caused by bacteria, fungi, mold, and mildew*