Mass Appeal Collection

Mass Appeal’s luxury vinyl tile, 18”x36” loose lay plank format creates bold installations with innovative modern textures. Drawing inspiration from oxidized metal and natural linen textures, Metal and Matter are beautiful, versatile and eclectic. With pops of metallic, this flooring solution appears multi-dimensional and coordinates beautifully with Mohawk Group’s Iconic Earth and other collections, for textural layering and harmonic patterning.

Selling Features

- A 20 mil wear layer and 0.20”/5mm gauge create a hearty, durable surface that holds up under heavy traffic
- Twice as thick as conventional LVT along with non-skid backing and weight of product keeps tiles in place
- Built-in enhanced acoustical layer for sound reduction, eliminating the need for underlayment
- M-Force™ Enhanced Urethane Finish provides the utmost in beauty and extends the life of the product
- 12 colors in Matter and six colors in Metal deliver a comprehensive and versatile luxury vinyl tile collection
- Coordinates beautifully with Iconic Earth and other Mohawk Group carpet collections

PERFORMANCE

Construction
Commercial Grade Loose Lay Resilient Tile
ASTM F1700 - Class III, Type A - Smooth, Type B - Embossed
ASTM F2055 - Passes - 0.010 in. max
ASTM F2055 - Passes - ±0.016 in. per linear foot
ASTM F386 - Passes - Nominal ±0.005 in.
ASTM F137 - Passes - ≤ 1.0 inch, no cracks or breaks
ASTM F2199 - Passes - ≤ 0.024 in. per linear foot
ASTM F1914 - Passes - Average less than 8%
ASTM C1028 - Passes
ASTM F925 - Passes - No Change or Slight Change
ASTM F1515 - Passes - ΔE ≤ 8
ASTM F1514 - Passes - ΔE ≤ 8
ASTM E648 - Passes - ≤ 0.45 watts/cm², Class 1

SUSTAINABILITY

Certification
FloorScore® Certified SCS-FS-01495

Renewable Resource Content
Minimum 8% bio-based renewable resource content by total product weight

SERVICE

Warranty
Limited 10 Year Commercial
Mass Appeal Collection

Mass Appeal tiles install over large areas quickly with only perimeter glue. Twice as thick as traditional LVT, transition to Mohawk Group’s Carpet Tile is seamless and does not require transition strips, making it easy to coordinate flooring across multiple spaces. With 12 Metal colorways and 6 Matter colorways, Mass Appeal delivers versatility and will complement any commercial interior.

**Metal**

- 132 Golden Yellow
- 258 Viva Gold
- 268 My Precious
- 353 Rave Red
- 464 Vogue Violet
- 525 Freshwater Blue
- 556 Tempo Teal
- 631 Lemon Lime
- 585 Blue Steel
- 859 On The Line
- 929 Proper Gray
- 959 So Fetch

**Matter**

- 134 Raffia
- 338 Gingersnap
- 565 Commodore
- 839 Portobello
- 917 Ferrous
- 999 Black Ribbon

Mass Appeal Performance

Mass Appeal features an advanced acoustical layer so thick it eliminates the need for underlayment. Combine that with our M-Force™ enhanced ceramic urethane finish and Mass Appeal eliminates the wear and noise of heavy commercial traffic. The unique non-skid backing texture allows for loose lay installation with perimeter glue only.

- **M-Force™ Enhanced Ceramic Urethane Finish** __________
- **Heavy Commercial Wear Layer** ________________________
- **Decorative Print Film** ________________________________
- **Enhanced Acoustical Layer** __________________________
- **Stabilizing Back Layer** ______________________________
- **Non-Skid Backing** __________________________________