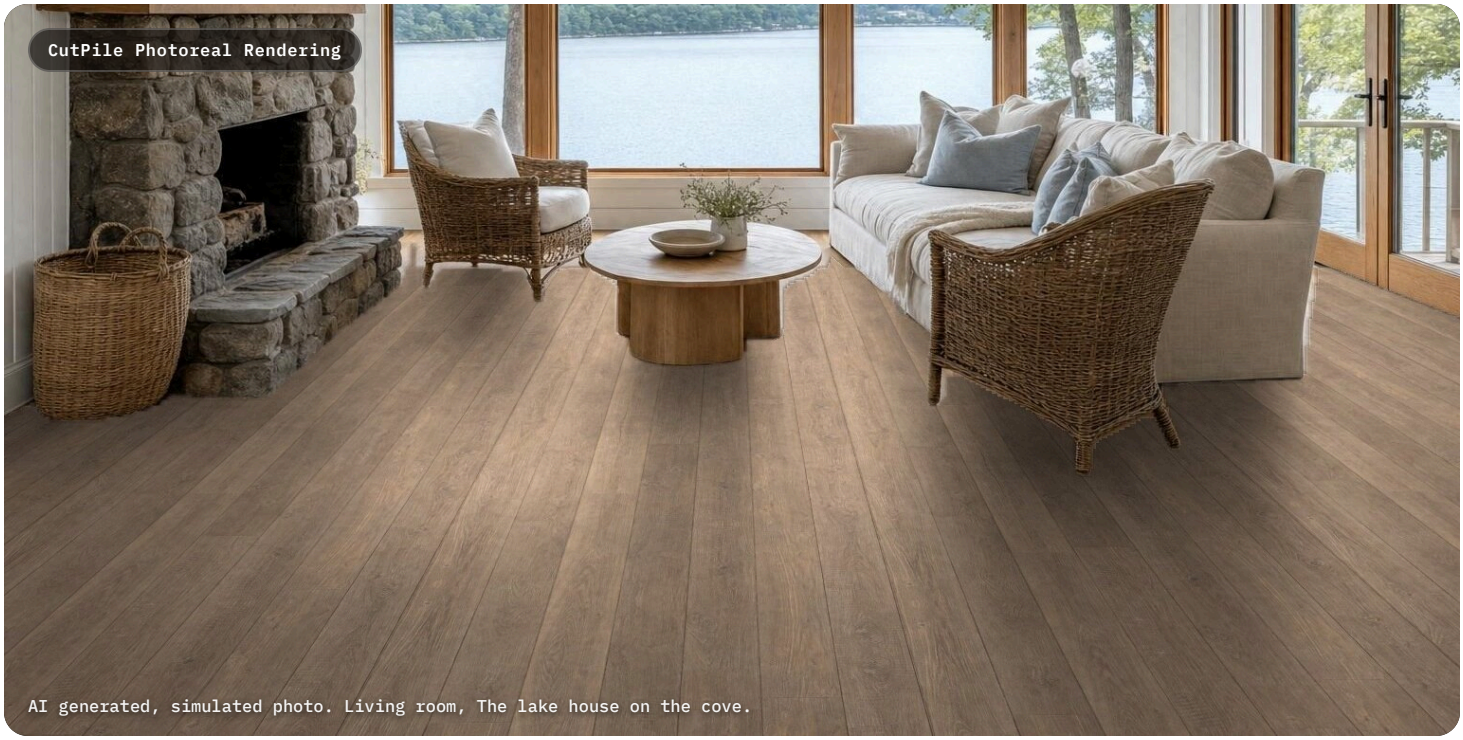
Casual Comfort in a modern farmhouse room

Casual Comfort from the Shaw Floors Endura Plus line is a mid dark vinyl plank with a soft greige undertone (measured from its own picture: LRV 13). Here it is with Cloud White walls, Greek Villa trim, and Pure White on the cabinets, chosen by the numbers.









THE PALETTE

THE FLOOR	WALLS	TRIM	CABINETS	WOOD
Casual Comfort LRV 13	**Cloud White** Benjamin Moore OC-130 LRV 85.1	**Greek Villa** Sherwin-Williams SW 7551 LRV 84.2	**Pure White** Sherwin-Williams SW 7005 LRV 84	**A charcoal wood** Like our Royal Mahogany stain sample

Shaw Floors

Casual Comfort

Shaw Floors Endura Plus · **0736V-07294**

Waterproof vinyl plank · SPC · 7 in

Price, specs and samples:
powellflooring.com/floors/shawfloors/endura-plus/casual-comfort

AI assisted. The rooms are CutPile Photoreal Renderings: AI generated, simulated photos. The floor, the paint colors and every number are real.

WALLS, TRIM AND CABINETS

WALLS
Cloud White
Benjamin Moore OC-130 · LRV 85.1 · +72 from the floor
A warm white or greige in the same soft family as Casual Comfort (hue 106° against its 68°).

OR WALLS
Dover White
Sherwin-Williams SW 6385 · LRV 82.5 · +70 from the floor
A warm white or greige in the same soft family as Casual Comfort (hue 93° against its 68°).

TRIM AND CEILINGS
Greek Villa
Sherwin-Williams SW 7551 · LRV 84.2 · +71 from the floor
71 points over Casual Comfort in LRV and warm enough (chroma 5.3) to read white, not blue, beside its greige undertone.

CABINETS
Pure White
Sherwin-Williams SW 7005 · LRV 84 · +71 from the floor
A light color with some life in it, so cabinets float off Casual Comfort (a 71 point step in LRV).

Cabinets in Pure White or Greek Villa: a dark floor needs light cabinets to float above it.

THE FLOOR, MEASURED

LRV	LIGHTNESS L*	UNDERTONE	HUE
13	43	Greige	68°

A greige: soft gray with a little warmth. LRV is light reflectance value: 0 is black, 100 is white. A wall within 30 points of the floor blurs into it (BS 8300).

Casual Comfort is lighter than 21 percent of the 1,206 vinyl floors we carry, measured the same way, and warmer than 43 percent of them.

WOOD, RUGS AND METALS

A step darker: a charcoal wood
About 17 points darker than Casual Comfort in L* (26 against 43), far enough to read as a choice. Like our Royal Mahogany stain sample.

A step lighter: a light natural wood
About 19 points lighter than Casual Comfort in L* (61 against 43). Like our Silvered Gray stain sample.

Tone on tone: dove gray
6 in chroma, half the warmth of Casual Comfort (12), and 28 points lighter in L*.

Across the wheel: mist blue
Hue 248°, straight across the color wheel from the 68° of Casual Comfort, softened to balance it.

Grounding: charcoal
A deep note at L* 20, 23 points from the 43 of Casual Comfort, so a rug keeps its edge.

Matte black
Black works with every undertone; beside Casual Comfort at LRV 13 it gives the room its outline.

Champagne bronze
A warm metal that agrees with the greige undertone of Casual Comfort (hue 68°).

Brushed nickel
A soft satin nickel, quieter than chrome, for the greige of Casual Comfort.

ROOM BY ROOM

- **Living room** Cloud White walls and Greek Villa trim, a dove gray rug with a charcoal edge on Casual Comfort, a coffee table in a charcoal wood.
- **Kitchen** Cabinets in Pure White so they float off Casual Comfort, Greek Villa walls and trim, champagne bronze pulls.
- **Dining room** A table in a charcoal wood on Casual Comfort, chairs in a light natural wood, champagne bronze pendants.
- **Bedroom** Dover White walls, dove gray linen, a mist blue quilt, brushed nickel on the lamps.

WHAT TO AVOID

- Walls at the lightness of Casual Comfort: Rosemary (Sherwin-Williams SW 6187, LRV 13.6) sits within a point of its LRV of 13, so wall and floor would blur into one.
- Wood that almost matches Casual Comfort: a tone like our Aged Barrel sample, 2.3 apart (CIEDE2000), reads as a near miss. Go clearly darker or lighter.
- Stark blue whites everywhere: a greige floor like Casual Comfort turns muddy beside them. Keep the whites a little warm.

THE ROOM IT SUITS

At LRV 13, Casual Comfort is mid dark: it is at its best in a big room with good light and warm lamps, and it shows dust, pet hair and fine scratches more than a mid tone.

At 7 inches a board, Casual Comfort lays about 21 boards across a 12 foot room, so the room reads open with few seams.

Casual Comfort is waterproof, so it belongs in kitchens, baths, mudrooms and basements as well as living spaces.

Wear layer: 12 mil

Core: SPC, a rigid stone polymer core

Finish: ScufResist®

SCAN TO OPEN THIS BOARD ON YOUR PHONE

973-728-9717
Powell Flooring, 1811 Union Valley Rd, West Milford, NJ 07480
Monday to Friday, 10am to 4pm
powellflooring.com · powellfloor.ing/hnb9uey

See the real floor before you choose paint: visit the showroom, or ask for a free measure and estimate.