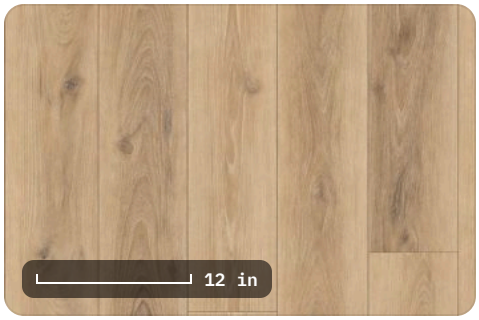
Clay in a modern farmhouse room

Clay, from the Stanton Hartford line, is a light vinyl plank with a golden undertone (LRV 40, measured from its own picture). Here it is with Classic Gray walls, Swiss Coffee trim, and Peppercorn as the deep note, chosen by the numbers.









THE PALETTE

THE FLOOR	WALLS	TRIM	DEEP NOTE	WOOD
Clay LRV 40	**Classic Gray** Benjamin Moore OC-23 LRV 73.7	**Swiss Coffee** Benjamin Moore OC-45 LRV 81.9	**Peppercorn** Sherwin-Williams SW 7674 LRV 9.7	**A warm gray brown wood** Like our Warm Gray stain sample

STANTON

Clay

Stanton Hartford · 68503

Waterproof vinyl plank · WPC · 7 in

Price, specs and samples:
powellflooring.com/floors/stanton/hartford/clay

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
Classic Gray
Benjamin Moore OC-23 · LRV 73.7 · +33 from the floor
A soft neutral with a touch of warmth (hue 97°), so Clay stays golden without turning yellow.

OR WALLS
Dover White
Sherwin-Williams SW 6385 · LRV 82.5 · +42 from the floor
A soft neutral with a touch of warmth (hue 93°), so Clay stays golden without turning yellow.

TRIM AND CEILINGS
Swiss Coffee
Benjamin Moore OC-45 · LRV 81.9 · +42 from the floor
42 points over Clay in LRV and warm enough (chroma 5.7) to read white, not blue, beside its golden undertone.

THE DEEP NOTE
Peppercorn
Sherwin-Williams SW 7674 · LRV 9.7 · -31 from the floor
Deep and quiet, 31 points darker than Clay in LRV, a frame for a golden floor.

Lower cabinets or an island in Peppercorn, uppers and trim in Swiss Coffee. The floor at LRV 40 sits between the two (10 and 82).

THE FLOOR, MEASURED

LRV	LIGHTNESS L*	UNDERTONE	HUE
40	70	Golden	75°

A golden undertone, warm without leaning red. LRV is light reflectance value: 0 is black, 100 is white. A wall within 30 points of the floor blurs into it (BS 8300).

Clay is lighter than 81 percent of the 1,202 vinyl floors we carry, measured the same way, and warmer than 88 percent of them.

WOOD, RUGS AND METALS

A step darker: a warm gray brown wood
About 22 points darker than Clay in L* (48 against 70), far enough to read as a choice. Like our Warm Gray stain sample.

A step lighter: black or painted pieces
Clay is lighter than any wood stain we photographed (L* 70), so contrast comes from black, painted or upholstered pieces.

Tone on tone: walnut brown
10 in chroma, half the warmth of Clay (23), and 34 points darker in L*.

Across the wheel: storm blue
Hue 255°, straight across the color wheel from the 75° of Clay, softened to balance it.

Grounding: mocha
A deep note at L* 40, 30 points from the 70 of Clay, so a rug keeps its edge.

Matte black
Black works with every undertone; beside Clay at LRV 40 it gives the room its outline.

Aged brass
A warm metal that agrees with the golden undertone of Clay (hue 75°).

Unlacquered brass
Left unsealed, it darkens with handling to a softer warm tone beside Classic Gray walls.

ROOM BY ROOM

- **Living room** Classic Gray walls and Swiss Coffee trim, a walnut brown rug with a mocha edge on Clay, a coffee table in a warm gray brown wood.
- **Kitchen** Peppercorn on the island, Swiss Coffee cabinets above, matte black pulls, Clay underfoot.
- **Dining room** A table in a warm gray brown wood on Clay, black or painted chairs, aged brass pendants.
- **Bedroom** Dover White walls, walnut brown linen, a storm blue quilt, unlacquered brass on the lamps.

WHAT TO AVOID

- Walls at the lightness of Clay: Clary Sage (Sherwin-Williams SW 6178, LRV 41) sits within a point of its LRV of 40, so wall and floor would blur into one.
- Wood that almost matches Clay: a tone like our Country White sample, 4.0 apart (CIEDE2000), reads as a near miss. Go clearly darker or lighter.
- Walls that lean yellow: yellow on yellow flattens the golden undertone of Clay (hue 75°).

THE ROOM IT SUITS

At LRV 40, Clay is light: it bounces light back into the room, suits north facing rooms, basements and small rooms, and shows dark grit more than lint.

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

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

Core: WPC, a wood plastic composite core

Water: Waterproof (the maker's word)

SCAN TO OPEN THIS BOARD ON YOUR PHONE

973-728-9717
Powell Flooring, 1811 Union Valley Rd, West Milford, NJ 07480
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