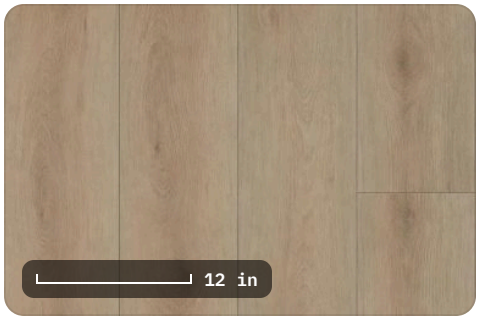
Genova Oak in a modern farmhouse room

Genova Oak from the COREtec Originals Premium line is a mid tone vinyl plank with a golden undertone (measured from its own picture: LRV 32). Here it is with Classic Gray walls, Swiss Coffee trim, and Black Fox as the deep note, chosen by the numbers.









THE PALETTE

THE FLOOR	WALLS	TRIM	DEEP NOTE	WOOD
Genova Oak	**Classic Gray**	**Swiss Coffee**	**Black Fox**	**A mid brown wood**
LRV 32	Benjamin Moore OC-23 LRV 73.7	Benjamin Moore OC-45 LRV 81.9	Sherwin-Williams SW 7020 LRV 6.7	Like our Nutmeg stain sample

COREtec®

Genova Oak

COREtec Originals Premium · VV457-05037

Waterproof vinyl plank · WPC · 9 in

Price, specs and samples:
powellflooring.com/floors/coretec/coretec-originals-premium-vv457/genova-oak

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 · +42 from the floor
A soft neutral with a touch of warmth (hue 97°), so Genova Oak stays golden without turning yellow.

OR WALLS
Dover White
Sherwin-Williams SW 6385 · LRV 82.5 · +51 from the floor
A soft neutral with a touch of warmth (hue 93°), so Genova Oak stays golden without turning yellow.

TRIM AND CEILINGS
Swiss Coffee
Benjamin Moore OC-45 · LRV 81.9 · +50 from the floor
50 points over Genova Oak in LRV and warm enough (chroma 5.7) to read white, not blue, beside its golden undertone.

THE DEEP NOTE
Black Fox
Sherwin-Williams SW 7020 · LRV 6.7 · -25 from the floor
Deep and quiet, 25 points darker than Genova Oak in LRV, a frame for a golden floor.

Lower cabinets or an island in Black Fox, uppers and trim in Swiss Coffee. The floor at LRV 32 sits between the two (7 and 82).

THE FLOOR, MEASURED

LRV	LIGHTNESS L*	UNDERTONE	HUE
32	63	Golden	78°

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).

Genova Oak is lighter than 66 percent of the 1,206 vinyl floors we carry, measured the same way, and warmer than 64 percent of them.

WOOD, RUGS AND METALS

A step darker: a mid brown wood
About 20 points darker than Genova Oak in L* (43 against 63), far enough to read as a choice. Like our Nutmeg stain sample.

A step lighter: black or painted pieces
Genova Oak is lighter than any wood stain we photographed (L* 63), so contrast comes from black, painted or upholstered pieces.

Tone on tone: walnut brown
7 in chroma, half the warmth of Genova Oak (16), and 34 points darker in L*.

Across the wheel: storm blue
Hue 258°, straight across the color wheel from the 78° of Genova Oak, softened to balance it.

Grounding: graphite
A deep note at L* 33, 30 points from the 63 of Genova Oak, so a rug keeps its edge.

Matte black
Black works with every undertone; beside Genova Oak at LRV 32 it gives the room its outline.

Aged brass
A warm metal that agrees with the golden undertone of Genova Oak (hue 78°).

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 graphite edge on Genova Oak, a coffee table in a mid brown wood.
- **Kitchen** Black Fox on the island, Swiss Coffee cabinets above, matte black pulls, Genova Oak underfoot.
- **Dining room** A table in a mid brown wood on Genova Oak, 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 Genova Oak: Acacia Haze (Sherwin-Williams SW 9132, LRV 32.2) sits within a point of its LRV of 32, so wall and floor would blur into one.
- Wood that almost matches Genova Oak: a tone like our Silvered Gray sample, 4.6 apart (CIEDE2000), reads as a near miss. Go clearly darker or lighter.
- Walls that lean yellow: yellow on yellow flattens the golden undertone of Genova Oak (hue 78°).

THE ROOM IT SUITS

At LRV 32, Genova Oak is a mid tone: it holds its color in a sunny room and hides everyday dust and pet hair better than a very dark or very light floor.

At 9 inches a board, Genova Oak lays about 16 boards across a 12 foot room, so the room reads open with few seams.

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

Wear layer: 30 mil

Core: WPC, a wood plastic composite core

Finish: UV Acrylic

SCAN TO OPEN THIS BOARD ON YOUR PHONE

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Powell Flooring, 1811 Union Valley Rd, West Milford, NJ 07480
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See the real floor before you choose paint: visit the showroom, or ask for a free measure and estimate.