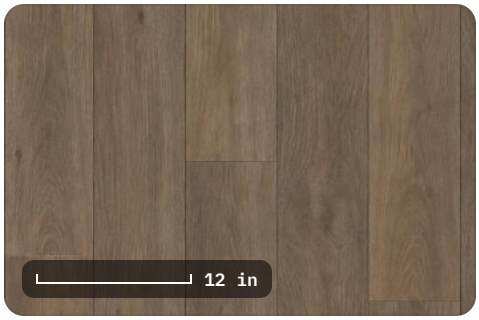
Raconteur in a warm modern room

Raconteur from the Shaw Floors Infinite 8 line is a mid dark vinyl plank with a golden undertone (LRV 14, measured from its own picture). It's shown with Greek Villa walls, Alabaster trim, and Upward on the cabinets, chosen by the numbers.









THE PALETTE

THE FLOOR	WALLS	TRIM	CABINETS	WOOD
Raconteur LRV 14	**Greek Villa** Sherwin-Williams SW 7551 LRV 84.2	**Alabaster** Sherwin-Williams SW 7008 LRV 82.2	**Upward** Sherwin-Williams SW 6239 LRV 57.4	**A charcoal wood** Like our Ebony stain sample

Shaw Floors

Raconteur

Shaw Floors Infinite 8 · 3339V-07195

Vinyl plank · 7 in

Price, specs and samples:
powellflooring.com/floors/shawfloors/infinite-8/raconteur

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
Greek Villa
Sherwin-Williams SW 7551 · LRV 84.2 · +70 from the floor
A soft neutral with a touch of warmth (hue 94°), so Raconteur stays golden without turning yellow.

OR WALLS
Revere Pewter
Benjamin Moore HC-172 · LRV 55.1 · +41 from the floor
A soft neutral with a touch of warmth (hue 95°), so Raconteur stays golden without turning yellow.

TRIM AND CEILINGS
Alabaster
Sherwin-Williams SW 7008 · LRV 82.2 · +68 from the floor
68 points over Raconteur in LRV and warm enough (chroma 5.3) to read white, not blue, beside its golden undertone.

CABINETS
Upward
Sherwin-Williams SW 6239 · LRV 57.4 · +43 from the floor
A light color with some life in it, so cabinets float off Raconteur (a 43 point step in LRV).

Cabinets in Upward or Alabaster: a dark floor needs light cabinets to float above it.

THE FLOOR, MEASURED

LRV	LIGHTNESS L*	UNDERTONE	HUE
14	45	Golden	72°

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).

Raconteur is lighter than 23 percent of the 1,206 vinyl floors we carry, measured the same way, and warmer than 50 percent of them.

WOOD, RUGS AND METALS

A step darker: a charcoal wood
About 16 points darker than Raconteur in L* (29 against 45), far enough to read as a choice. Like our Ebony stain sample.

A step lighter: a light natural wood
About 17 points lighter than Raconteur in L* (61 against 45). Like our Silvered Gray stain sample.

Tone on tone: dove gray
6 in chroma, half the warmth of Raconteur (14), and 28 points lighter in L*.

Across the wheel: mist blue
Hue 252°, straight across the color wheel from the 72° of Raconteur, softened to balance it.

Grounding: charcoal
A deep note at L* 20, 25 points from the 45 of Raconteur, so a rug keeps its edge.

Aged brass
A warm metal that agrees with the golden undertone of Raconteur (hue 72°).

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

Matte black
Black works with every undertone; beside Raconteur at LRV 14 it gives the room its outline.

ROOM BY ROOM

- **Living room** Greek Villa walls and Alabaster trim around Raconteur, a dove gray rug with a charcoal border, a coffee table in a charcoal wood, aged brass lamps.
- **Kitchen** Cabinets in Upward so they float off Raconteur, Alabaster walls and trim, unlacquered brass pulls.
- **Bedroom** Revere Pewter walls, bedding in dove gray with one mist blue pillow, nightstands in a light natural wood.
- **Entry** A charcoal runner on Raconteur, Upward on the front door, a matte black mirror.

WHAT TO AVOID

- Walls at the lightness of Raconteur: Kendall Charcoal (Benjamin Moore HC-166, LRV 14.6) sits within a point of its LRV of 14, so wall and floor would blur into one.
- Wood that almost matches Raconteur: a tone like our Warm Gray sample, 3.8 apart (CIEDE2000), reads as a near miss. Go clearly darker or lighter.
- Walls that lean yellow: yellow on yellow flattens the golden undertone of Raconteur (hue 72°).

THE ROOM IT SUITS

At LRV 14, Raconteur 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, Raconteur lays about 21 boards across a 12 foot room, so the room reads open with few seams.

Living spaces and bedrooms; ask us about wet rooms.

Wear layer: 8 mil

Finish: ArmourBead®

SCAN TO OPEN THIS BOARD ON YOUR PHONE

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Powell Flooring, 1811 Union Valley Rd, West Milford, NJ 07480
Monday to Friday, 10am to 4pm
powellflooring.com · powellfloor.ing/34b6py2

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