

# STYLE COUNCIL

We believe that great design and the right style can transform any interior into the true expression of oneself and in a living place of wellness.

Our team of designers selects and combines design elements (stain, texture, or sheen) and natural elements (species, sawing method, and grade) to craft the look of every of our floors and help create simply fabulous wood floors that will serve as the canvas to any modern, classic, or rustic interior.



## A Superior Protection

All Lauzon Collection floors are protected by our Titanium™ finish. This exclusive finish provides the ultimate protection against wear and scratch in the industry while leaving the surface crystal clear without the blurry effect often found in regular finishes. It also slows down the natural yellowing caused by light.

## Wellness and Beauty

We add our Pure Genius™ active air-purifier agent to our Titanium finish to increase the water repelling effect of the floor surface while helping to purify the indoor air you breathe.

# Colors

Our color palette covers a wide range of au goût du jour hues and is structured in three main family, each sub-divided in more precise color tones.

NATURAL INFLUENCE  
Blond and pale hues, true expressions of natural wood tones with or without stain.



**True Natural**  
Light wood tones au naturel, without stain

**Raw Natural**  
The appearance of freshly cut wood

**Natural Effect**  
Lightly stained wood for a look truer than nature

MINERAL INFLUENCE  
Color tones ranging from salt white to the black depth of onyx plus the many subtle mineral shades of gray and taupe in between.



**Whites / Cream**  
In all kinds of shades

**Taupe**  
Fawns and brownish-greys

**Gray / Black**  
Luminous or dark

EARTH INFLUENCE  
Rich expressions of earth tones from dark blond to deep exotic brown.



**Light Browns**  
Fresh beiges to brownish taupes

**Mid Browns**  
Beautiful browns with a variety of undertones

**Dark Browns**  
Deep rich browns to exotic tawny ones

# Wood Species

Lauzon Collection offers 8 selected species of wood segmented in 3 widths.

## WHITE OAK

This is the typical noble wood of an Haussmannian Paris apartment or of a barrel of aged Pinot Noir. White Oak presents a uniform pale coloring which allows the rich grain patterns and natural characteristics to give a floor an always interesting and distinctive personality. Its natural lighter fiber allows for a variation of light tones. In wide format, white oak will typically have a good presence of character and will always have a brushed texture.



## HICKORY

This species, emblematic of the heart of North America, is known for its strong natural color variation, ranging from a light blond to a dark chocolatey brown. We offer it in its true natural state or in a limited range of colors that will reveal its beauty. It will always be brushed to reveal the richness of its grain. It is yours to discover.



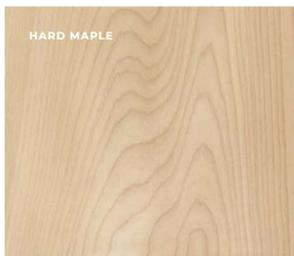
## **BLACK WALNUT**

This noble species is ideal for a rich and elegant decor. The yellowish veins running through the mix of caramel and dark brown wood gives it a unique and distinctive look.



## **HARD MAPLE**

This emblematic species of Canada is the perfect species on which to set a wide range of decors. Its extra-fine wood grain gives a naturally clean and pure look. In Select and Better or Exclusive grade, it is the ideal wood for a Zen and clean interior. In its character grade version, the color variation a bit like Hickory, will add personality to a room.



## **WHITE OAK**

In these widths, we offer a quarter sawn white oak which consist of a special method of sawing the wood to showcase a pure surface and a unique wood grain effect. This is the perfect floor to add a natural and authentic feel to a classic decor or a touch of elegance to a more rustic interior.



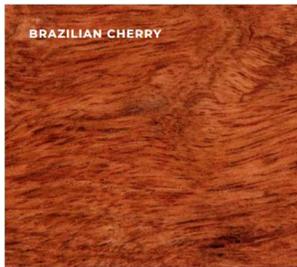
## **RED OAK**

This close cousin of white oak and dominating species in North America has been a classic in our homes for decades. We love the wide extent of natural characteristics of this open grain species and its flexibility in the possibilities of rendering. We reinvent it in a very up to date color palette to provide a complimentary alternative to white oak.



## **BRAZILIAN CHERRY**

These tropical species offer natural exotic colors that range from tawny reds to a burnt oranges with some lighter highlight.



## **SANTOS MAHOGANY**

These tropical species offer natural exotic colors that range from tawny reds to a burnt oranges with some lighter highlight.



# Texture

The touch of look and feel of a floor

Smooth or coarse surface, texture plays an important role in the final look of a floor. Over and above the tactile feel of the floor, texture also conditions the openness of the wood grain which influences the level of stain absorption. Our wood floors come in one of these four textures: smooth, refined, brushed, or hand scraped.

## **Brushed surface**

Smooth is a timeless texture that is still the most popular in hardwood flooring.

It is the result of a very delicate sanding that gives wood a silky texture with classic elegance while highlighting the grain. It is the common texture for the hardest closed-grain woods such as Hard Maple. Lauzon Collection offers an irresistible range a smooth floor in Oak, Maple, Black Walnut, and exotic species.

A brushed texture enhances the natural warm of wood by accentuating its contrasts in color and masks the effects of daily traffic. It is created by brushing the wood surface with steel bristles, opening the grain, removing the soft portion of the top of the wood plank, leaving the hardest wood, and revealing a subtle scuffed effect. Brushing can be delicate to heavily pronounced. Brushing is often applied to softer open-grain hardwood species, such as Oak and Hickory.

Lauzon Collection offers a perfectly balanced brushing on a wide selection of floors.

## **Smooth surface**

Refined is our specially designed texture that allies the best of both worlds by providing the open grain look of a brushed floor to the pure aspect of a smooth finish. To achieve this unique and elegant texture, we initially brush open the wood surface and smooth it down by a light sanding when applying the finish coating. The method provides an overall smooth surface with super soft brushed spots that provides a truly natural look to the floor.

Hand Scraped texture is a process designed to give wood floors a unique timeworn appearance.

Each floor maker has its own method of “scraping” the wood surface.

Several brands use automated machines – even if they say hand scraped – which inevitably leads to a more repetitive and noticeable

pattern. Lauzon Collection hand scraped floors are carefully crafted by hand by our artisans, using metal gouges, chisels, and hand planes to give the wood a sophisticated aged texture and making sure that each plank is unique.

# Luster and Finish

The final touch of the look of a floor and its protection level



## **Ultra-Matte 10%**

Our most popular sheen level which provides a natural oil-like effect with the added benefit of a long-lasting protection. It easily masks traces of normal wear on the floor surface.



## **Semi-Gloss 40%**

This higher gloss level is perfect to showcase the select and classic look of exotic species or to help light up a dark colored floor.