



LET'S BE CLEAR

ABOUT WHAT MAKES A

SUPERIOR FLOOR

OTHER MANUFACTURERS AREN'T TRANSPARENT ABOUT THEIR FINISHING PROCESS. LEARN MORE ABOUT OUR INNOVATIVE WATER-BASED STAINING PROCESS SO YOU CAN SEE-THROUGH THE COVER-UPS AND LOW QUALITY IMITATORS.

SUPERIOR FLOORING WATER CLEAR™ FINISH

- Virtually no VOC's.
- Water based stains.
- Wood absorbs the stain colour, which in turn enhances the characteristics and features of natural hardwood.
- Ensures a superior product as any flaws would be apparent in our flooring.

OTHER MANUFACTURERS' FINISHES

- Off-gassing VOC's in your home.
- Oil-based stain that is chemically cured by UV light.
- Wood doesn't absorb the oil-based stains, leaving a paint like coating on the surface.
- UV oil-based stain camouflages natural characteristics in wood and flaws in the product.



CRYSTAL CLEAR



UV oil-based stains are used by our competition because the colour sits on top and evens out the variations in poor quality lumber. What you are actually seeing is UV cured paint on top of wood flooring. We use higher quality lumber and water based stains because they soak into hardwood and bring out the natural colour variation and texture of the wood. This gives you a beautiful vibrant floor full of natural colour and depth.

CLEARLY FLEXIBLE



The perfect balance between strength and elasticity is found in our Water Clear™ finish. Finely ground ceramic particles add durability to our finishes without making them too brittle. The result is a tough yet flexible finish that can handle the natural movement of wood and the occasional accident in the kitchen.

FREE & CLEAR



Our commitment to environmental excellence governs how we finish our products. There are virtually no volatile organic compounds (VOC's) emitted from our Water Clear™ Finish during the application process or afterwards. It is free of formaldehyde, isocyanate or other hazardous air pollutants. Water Clear™ Finish is cured by UV light and is 100% reactive which means that they don't significantly contribute to ground level air pollution.

VOC EMISSIONS RATING (GRAMS PER LITRE)

Water Based Stain	0
Oil Based Stain	250

REMARKABLY CLEAR



In comparison to any other flooring, you will immediately notice that our Water Clear™ Finish is exceptionally clear and smooth. This obvious clarity is the result of years of innovation and testing.

CLEAR BILL OF HEALTH

Allergy sufferers know that flooring can be a hotbed for bacteria, mold, and other allergens. Water Clear™ Finish is designed to be hypoallergenic and has anti-microbial properties; aiding in the prevention of growth from microorganisms including bacteria, fungi and molds.