



JAUZON^{MD}

ART FROM NATURE®

Nature is an accomplished artist. Seducing us, nourishing us, amazing us. It is wonderfully inspiring. Nature charms and envelops us with its beauty, textures and colors: pure, alive, vibrant, captivating. Nature is deeply moving. When we open ourselves to nature we are infused with an abiding sense of wellbeing that we want to hold onto forever.

At Lauzon, our timeless floors are designed to bring that sense of comfort and contentment to your home. Everyday our talented artisans commit themselves to finding the essential beauty that renders every wood unique to create that perfect ambiance you'll take joy in rediscovering every day.

"Lauzon offers the pure elegance of natural wood. It's up to you to bring it to life in your home." David Lauzon, President

FORESTRY STEWARDSHIP

At Lauzon, we are deeply aware of the preciousness of our essential resource: wood. That is why we rigorously follow forestry stewardship best practices. At the very heart of what we do are strict application of the highest environmental standards, as well as carefully planned and executed harvesting. We are caring stewards of the nearly two million acres of forest entrusted to us and we work tirelessly to do things right, from forest to floor.

RESPONSIBLE SOURCING

When you choose a Lauzon floor you can take comfort in knowing that our policies are designed to protect the forest for generations to come. Whether Canadian or imported, we only choose wood sourced from sustainably managed forests. Not to say that we are fully compliant with the US Lacey Act to ensure legal sources of timber.

We are ISO 14001 certified for environmental management practices including how we measure our environmental impact and work to improve our performance.

If you are environmentally conscious, you will have peace of mind with Lauzon.

RESOURCE OPTIMIZATION

Our state of the art sawmill allows us to precisely calibrate production with demand for high yield use of every block of wood. When compared with industry standards, our environmentally responsible production allows us to produce more planks from the same amount of wood, thus protecting the planet.

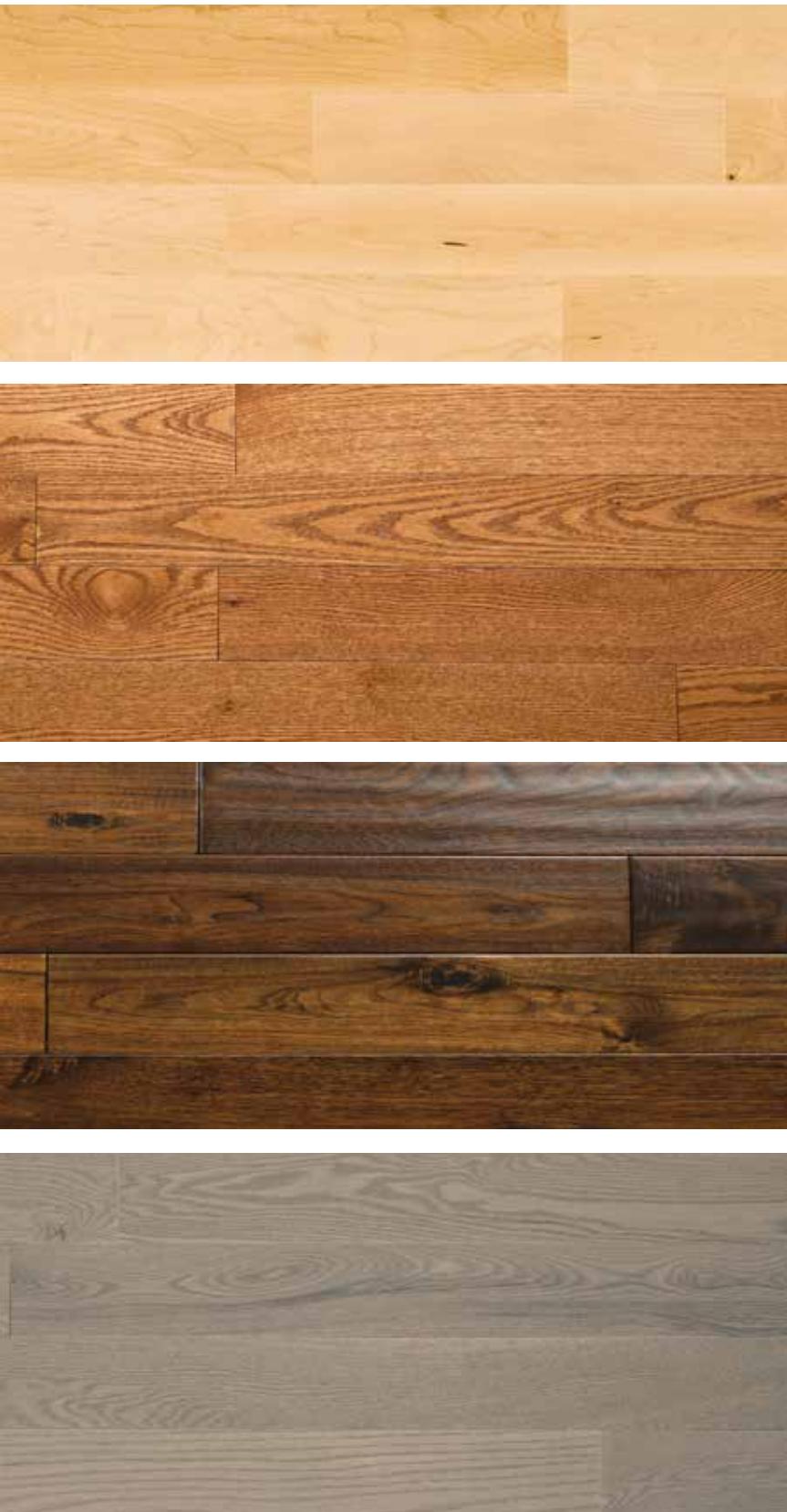
RECYCLE, REUSE

To minimize our environmental footprint, we've implemented a Zero Waste policy as a key component of our production. Our primary energy source for our dryers and for heating our factories comes from our own shavings and sawdust. What we don't use we transform into carbon neutral pellets for wood burning stoves.

We share your concerns for a greener planet. In choosing a Lauzon floor, you'll have the satisfaction of treading lightly, naturally.



TEXTURES & STYLES



SMOOTH

A very delicate sanding gives wood a silky texture with classic allure while highlighting the grain. Smooth is a timeless texture that is still the most popular in hardwood flooring. Nature's classic elegance, expressed simply.

Hard Maple, Natural

OPEN GRAIN

Open-grain hardwood species, such as Oak and Hickory, have large pores that are easily visible to the naked eye. When the wood is sawn, the pores are split, creating beautiful little rifts and valleys. Through our exclusive and delicate sanding and finishing processes, we take great care to preserve the delicate open wood grain of these species. The uniqueness of wood shines through.

Red Oak, Sahara

HAND SCRAPED

Each board of our hand scraped hardwood floors is carefully crafted by our artisans. They use tools to give the wood a sophisticated aged texture. We use this back-to-basics method to ensure an authentic and more natural appearance. While this texture is ideal for rustic décors, it also creates a nice contrast in modern rooms and adds casual appeal to traditional settings. A texture of refined age.

Black Walnut, Tobacco Brown

WIRE BRUSHED

To create this texture, the wood is delicately brushed with steel bristles, opening the grain, removing the soft portion of the wood, and leaving a subtle scuffed effect. It's a warm, natural texture you can see and feel that accentuates contrasts in color and masks the effects of daily traffic. Distinctive yet discreet.

Red Oak, Nostalgia



THE HEIGHT OF REFINEMENT

Our artisans are constantly imagining new techniques to delicately enhance our stunning array of styles and textures with a view to responding to your every desire. Nothing rivals the beauty of natural wood to create interior designs for living spaces that capture who you are.

Red Oak, Nostalgia

TEXTURES & STYLES



FLECKED

A traditional European sawing technique called Quarter Sawn used on White Oak creates delicate, long curves and slightly more pronounced undulations. The result is a very distinctive floor with remarkable contrasts.

White Oak Quarter Sawn, Natural



ORGANIC

Discover the hidden beauty of Hard Maple with another Lauzon innovation: an exclusive natural process that brings out the wood's grain, texture, and mineral streaks as never before. The rich neutral tones and perfectly imperfect rustic look will captivate you now and into the future as the wood ages.

Hard Maple, Character, Natura



TORREFIED

Our artisans have developed precise thermal processing techniques to give the wood an exotic torrefied or caramelized effect. They are able to fully preserve the wood's integrity while enhancing its naturally rich color, for very warm and inviting floors.

White Oak, Cerralvo



SHADED

In this style, Lauzon's exclusive process enhances the interplay of light and dark. Our artisans intuitively use color to bring out all the authentic charm of the wood species while preserving an element of mystery. The eye-catching, two-tone interplay of patterns is amplified by the play of light on the smooth surface. Richly elegant, shaded floors command instant admiration.

Yellow Birch, Palomino



LINEAR

At Lauzon we push the boundaries of floor design with our own exclusive techniques. Inspired by the natural motifs found in mineral stratification and featuring a gray color palette, our linear look is ultramodern and urban.

Hard Maple, Travertine



AVANT-GARDE DESIGN

White Oak, Cerralvo



IN HARMONY
WITH YOUR LIFESTYLE

White Oak, Natural

TITANIUM.

THE ULTIMATE FINISH

DISTINCTION THROUGH INNOVATION

Nature impresses, fascinates, exalts. We stand in awe before its remarkable ability to be transformed, revealing its creativity in a thousand and one ways.

At Lauzon, that creative drive moves us to outdo ourselves and raise the bar so that the splendors and benefits of wood offer a timeless legacy for your home. Our artisans are unrivaled virtuosos of woodworking. They bring all their knowledge to each plank we produce so that your hardwood flooring reflects a perfect symmetry of nature and technology.

Lauzon provides expertly crafted innovation. Come discover its amazing qualities.

REINVENTING DURABILITY

Discover our Titanium™ finish. Our exclusive polymerizing technology has allowed us to revolutionize the industry and redefine quality standards. Like a powerful fountain of youth, this technology is unsurpassed in bringing out the natural luster of your floors while safeguarding their original beauty.

DYNAMIC FLEX

Our Titanium finish has exceptional ability to absorb heavy impact without cracking and provides remarkable protection against scuffing and chipping.

TIMELESS LUSTRE

Our Titanium finish, with its superior anti-wear properties, will mean your floors will age beautifully while retaining their sheen for years to come.

SUN AND LIGHT PROTECTION

Our Titanium finish with our exclusive Sunshield™ technology will effectively protect your floors against yellowing caused by natural and artificial light.

CRYSTAL CLARITY

Our Titanium finish is remarkably clear, enhancing the shine of the wood's natural grain and bringing warmth to your décor.

Like the finer things in life, Lauzon floors are ageless.



CUTTING EDGE EXCELLENCE

PURE GENIUS. THE SMART FLOOR

PURIFYING INDOOR AIR

All our floors are manufactured without solvents, volatile organic compounds or formaldehyde and meet the strictest standards for toxic emissions. Floors with Titanium finish go even further in striving for purity through our exclusive advanced technology, Pure Genius®.

Lauzon's Pure Genius allows your floor to purify the air the way trees do.

NATURALLY ACTIVATED

Pure Genius works all on its own. Natural or artificial light activates the titanium dioxide in Pure Genius, setting the air-purifying agent in motion.

FLOORS THAT FILTER

The active nanoparticles in Pure Genius decompose toxic contaminants in the air and convert them into harmless water and carbon dioxide molecules. Your movement through a room or a simple fan is all that's needed to activate the process.

MULTIPLE BENEFITS

Pure Genius helps improve your health and those who share your home in several ways while improving air quality:

- Reduces symptoms of respiratory (asthma, allergies) and immuno-suppressive disorders;
- Actively suppresses potentially carcinogenic emissions (formaldehyde, solvents, volatile organic compounds and other air-borne pollutants);
- Decomposes up to 99.6% of bacteria, viruses and mold;
- Reduces stubborn odors (cooking, smoke, pets, etc.);
- Hardwood floor cleaners are more easily dispersed giving you cleaner floors.

PROLONGED EFFECTIVENESS

Pure Genius makes the air in your home up to 85% purer. It retains its strength for as long as the finish lasts.

LABORATORY TESTED

Pure Genius has been repeatedly tested in expert independent European and North American laboratories to prove the performance of the technology.

Pure Genius, for a healthier living space.



IN TUNE
WITH YOUR WELLBEING

SEAMLESS BEAUTY

PERFECTION THROUGH PRECISION

Nature leaves nothing to chance. Every element has its *raison d'être*. Each adheres to the next with remarkable coherence giving life to the most extraordinary organic whole.

At Lauzon we are inspired by nature's harmony to offer you floors of unsurpassed precision. Our artisans are obsessed with details. They cut and shape each piece in the way jewelers cut precious stones so that the final assembly is perfect in terms of uniformity of material, strength, stability and, of course, sublime comfort.

Lauzon offers ultimate perfection. It's your turn to experience its luxury.

QUALITY CONTROL

Every day we devote ourselves to ensuring that your floors meet the very highest standards in every way. It begins with our rigorous quality control. Your investment will last a very, very long time in all its beauty. That's a promise.

IMPECCABLE EXECUTION

Every plank we manufacture is made with highest precision moulding machines and tools. That allows us to ensure exact results for every product we produce – always.

PERFECT FIT

Our tongue and groove are precisely made using the most refined technology available.

Our 4 sided micro-V edges are among the finest on the market, offering the smoothest surface you'll ever walk on.

Our 4 sided square edges are unique and elevate wood floor joinery to new summits of uniformity and alignment.

Our herringbone construction allows precisely assembled single or double herringbone patterns, parquet, brick, as well as an appealing range of others.

GUARANTEED DURABILITY

Our exacting manufacturing processes along with our superior finishes provides lasting protection for your floors as shown by the length of our guarantees:

- 35 years – Designer Collection
- 30 years – Ambiance Collection
- 25 years – Essential Collection

If you believe perfection is unattainable, perhaps it's because you haven't walked on a Lauzon floor at home.



OUTSTANDING PERFORMANCE

Herringbone Pattern, Hard Maple, Natural

THE RIGHT CONSTRUCTION

PERFECTLY DESIGNED

We know you want to enjoy the beauty of hardwood floors wherever you can in your home. That's why we offer different types of flooring for different needs. All our floors are created using the best sawing methods to ensure that every floor has a beautiful grain and color along with the high-quality appearance and strength you appreciate so much—not to mention the flexibility you want if you ever need to sand and refinish it.

SOLID HARDWOOD FLOORS

Lauzon solid hardwood flooring is made of 3/4" (19 mm) thick 100% solid hardwood. It is suitable for main and upper floors and can be nailed or stapled.



YOUR COMFORT
AT HEART

THE RIGHT CONSTRUCTION

ENGINEERED HARDWOOD FLOORS

Lauzon engineered hardwood flooring features all-wood construction with a dry solid-sawn hardwood wear layer. Enjoy the flawless look of solid hardwood, plus superior engineered performance and greater stability through changing humidity. Only the dry solid-sawn method produces the perfect appearance and superior quality worthy of Lauzon.

Available in wider and longer planks, our engineered products are easy and fast to install. They are suitable for condominiums, basements, main and upper floors. They can also be installed over radiant heat systems.

NEXT STEP

Lauzon engineered Next Step flooring features all-wood construction with a 1/8" (3.2 mm) dry solid-sawn hardwood wear layer assembled on three alternating layers of Douglas fir plywood, sourced entirely from North American forests. The wood layers are permanently bonded together in a cross-ply pattern made for superior strength and dimensional stability. It can be nailed, stapled, glued or floated, except for our Square Edge flooring, which cannot be installed floated.



EXPERT

Lauzon engineered Expert flooring features all-wood construction with a 7/32" (5.4 mm) dry solid sawn wear layer assembled on a structural bed of perpendicular Canadian SPF wood stickers, bonded with a high performance adhesive. This 2-ply construction allows movement and significantly reduces cupping, while at the same time allowing for installation on slightly uneven sub-floors. At 3/4" (19 mm) thick, it allows for easy floor transition. It can be installed stapled or glued.



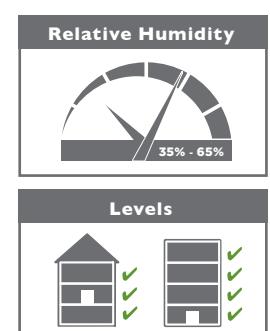
URBAN LOFT

Lauzon engineered Urban Loft flooring features all-wood construction with a 0.14" (3.5mm) dry solid-sawn hardwood wear layer assembled on a cross-grain softwood SPF sticker core and a balancing base-layer stabilizer made of rotary-peeled poplar veneer, permanently bonded together in a cross-ply construction made for superior strength and dimensional stability. It can be installed nailed, stapled, glued or floated.



HOMESTEAD

Lauzon engineered Homestead flooring features all-wood construction with a 0.08" (2 mm) dry solid-sawn hardwood wear layer assembled on a plywood core and a birch veneer balancing base-layer stabilizer permanently bonded together in a cross-ply construction made for superior strength and dimensional stability. It can be installed nailed, stapled, glued or floated.





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 **LAUZON**[®]
lauzonflooring.com

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Since wood is a natural product, no two planks will be identical in terms of color and grain. Mineral streaking and knots occur naturally and vary with the type and grade of wood. The colors reproduced in the brochure may vary from the original tones due to the limitations of printing techniques. Always use the samples available at your Lauzon retailer to confirm your color selection.

For more inspiration or to discover the complete range of our offering, please visit our website or visit the Lauzon retailer closest to you.