



 L'AUZZON<sup>®</sup>

# 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.

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

In fact, much of our supply comes from Forest Stewardship Council® certified forests. FSC® is an international certification and labeling system dedicated to promoting responsible forest management of the world's forests.

- 45% of our forests are FSC® certified.
- All of our solid Hard Maple hardwood floors comes from FSC® certified forests; Hard Maple engineered certified floors are available on demand.
- FSC® certified floors in Beech, Yellow Birch and Red Oak are also available on demand.

We are also Rainforest Alliance Certified™ which assures you that the product you are purchasing has been grown and harvested using environmentally and socially responsible practices.

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.



The mark of  
responsible forestry  
FSC® C011671





## STYLES & TEXTURES

### 1\_SMOOTH

Very delicate sanding imparts a silky texture to wood with classic allure while highlighting the effect of the grain. Whatever lustre, the finish is always clear and even, imparting a soft freshness to any décor. Nature's elegance simply expressed.

### 2\_HAND SCRAPED

Our artisans carefully handcraft each board, imparting a texture of refined age. This is ideal for rustic décors – yet it works as a fine contrast in modern rooms or offers a casual appeal in a traditional setting.

### 3\_WIRE BRUSHED

Delicate steel brushing gives this wood a subtle and warm scuffed effect. It's a texture you can see and feel while accentuating contrasts in color and masking the effects of daily traffic. Distinctive while retaining its discretion.

### 4\_TORREFIED

Our artisans have developed precise thermal processing techniques to impart an exotic torrefied or caramelized effect. The integrity of the wood isn't affected in the slightest while enhancing the wood's naturally rich color for very warm looking floors.



## 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.

A close-up photograph of a light-colored wood plank with a subtle, wavy grain pattern. The number '5' is overlaid in the top left corner.

5

A close-up photograph of a medium-toned wood plank with a prominent, organic grain pattern. The number '7' is overlaid in the top left corner.

7

A close-up photograph of a dark wood plank with a rich, textured grain. The number '8' is overlaid in the bottom left corner.

8

A close-up photograph of a light gray wood plank with a linear, mineral-like grain pattern. The number '6' is overlaid in the bottom left corner.

6

## STYLES & TEXTURES

### 5\_FLECKED

This traditional European technique used on White Oak creates fine long curved lines or curves that are slightly more pronounced. This results in a very distinctive floor with remarkable contrasts.

### 6\_LINEAR

Lauzon is truly pushing the boundaries of floor design with our own exclusive technique. We were inspired by the natural linear motifs found in mineral stratification. Combined with a gray color palette, the look is ultramodern and urban.

### 7\_ORGANIC

Another Lauzon innovation: through a unique and natural process we reveal the deeply beautiful grain, texture and mineral streaks of Hard Maple as never before. Its rich neutral tones will captivate you now and into the future as the wood ages.

### 8\_SHADED

Our exclusive process sets light and dark into play here. Our artisans intuitively play with colors to bring out the essential authentic charm of the wood's essence while preserving an element of mystery.



AVANT-GARDE DESIGN

Hard Maple, Travertine



IN HARMONY  
WITH YOUR LIFESTYLE

## **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 lustre 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 lustre 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 immunosuppressive 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

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

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

Our herringbone construction allows 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.



YOUR COMFORT AT HEART





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 **LAUZON**<sup>®</sup>  
lauzonflooring.com

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 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.

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