

UNDERSTANDING YOUR PURE GENIUS FLOOR

Q1. WHAT IS PURE GENIUS?

Pure Genius is a purifying agent made of titanium dioxide (TiO₂) integrated into Lauzon's TITANIUM floor finish. Activated by natural or artificial light, it breaks down toxic contaminants on contact (formaldehydes and other pollutants present throughout the home) and transforms them into harmless molecules. Its constant and consistent action is so effective that over time, it makes indoor air up to 85% cleaner.

Q2. WHAT DOES PURE GENIUS DO?

- Pure Genius cleans the air of Volatile Organic Compounds (VOCs), making for a safer environment.
- Pure Genius cleans the air of airborne compounds causing odours, making your living space fresher.
- Pure Genius cleans the air and floor of bacteria and micro-organisms, making for a healthier living.
- Pure Genius renders the surface of your floor hydrophilic, making your floor look cleaner.

Q3. IS PURE GENIUS SAFE?

Pure Genius is completely inert and safe. The main agent used in Pure Genius, TiO₂, has been used as a white pigment from ancient times, and is at present used in everyday products such as paint and toothpaste, and thus.

Q4. WHO INVENTED THE TECHNOLOGY BEHIND PURE GENIUS?

Pure Genius employs patented photocatalytic technology - the result of advanced research in nanotechnology by a joint venture between the Swedish firm Välinge and the Danish firm Photocat AB. Always striving to innovate, Lauzon is the first manufacturer in the world to incorporate this technology into hardwood flooring.

Q5. HOW IS HAVING A FLOOR WITH PURE GENIUS LIKE HAVING 3 TREES IN MY HOME?

All plants, including trees, have the ability to absorb and break down harmful airborne toxins such as NO_x (Nitrous oxides coming from car exhausts) and formaldehyde (emitted by many household items as stated above) among others. Third-party, scientific laboratory tests have proven that under normal lighting conditions, 10,000 square feet of flooring with Pure Genius has the equivalent purifying effect of 22 deciduous trees! This translates to about 1 full-grown mature tree for every 454 square feet of flooring. Average house size being 1,377 square feet, it translates into 3 trees.

Q6. WHAT ABOUT FRESH AIR FROM OUTSIDE?

It is true that Pure Genius will never replace the need to get fresh air into the room by opening the window. But it is a fact that more and more houses suffer from sick building syndrome and bad indoor climate. To help improve the environment in these homes and thus improve the lives of the people living there, Pure Genius is an obvious choice when thinking about renovating your home.

Q7. WHY ACTIVE FLOORING?

Around the world, and particularly in Europe, there has been an increase in the number of manufacturers that are launching 'active' surfaces. For example, several products are commercially available that feature light-activated agents including ceramic, luxury vinyl, exterior cladding, paint, glass and more.

Q8. WHY IS FLOORING WITH PURE GENIUS DIFFERENT FROM OTHER FLOORS ON THE MARKET CLAIMING TO BE GOOD FOR INDOOR AIR QUALITY (IAQ)?

Other flooring manufacturers of laminate, resilient flooring, carpet, and even engineered hardwood, presently only take measures to reduce VOC emissions of their product; this is not treating the core problem. Floors with Pure Genius remove VOCs and toxins from the air that may be present from any number of common household sources such as pressed wood (in your cabinets), exhaust fumes from a connecting garage, paint, adhesives and varnishes, and tobacco smoke or smoke from fireplaces and wood-burning stoves. For a complete listing, consult the Health Canada or EPA websites:

- <http://www.hc-sc.gc.ca/ewh-semt/air/in/index-eng.php>
- <http://www.epa.gov/iaq/homes/index.html>

Q9. WHAT PRODUCTS ARE AVAILABLE WITH PURE GENIUS?

Our Émira, Organik and Authentik series are made standard with the Pure Genius technology, it is also offered as an option on most Lauzon Designer and Ambiance Collections products. The availability is 14 days turnaround time from date of order.

Q10. ARE THE COMPLEMENTARY FLOOR MOLDINGS ENHANCED WITH PURE GENIUS?

The stair nosing, reducers and transition strips are designed to match the color and texture of the floor but do not have the Pure Genius air purification property. The stains cans do not have the Pure Genius property either.