

## FLOORING TRENDS

### Back-to-Nature Look Latest Style in Floors

*Today's hardwood flooring options work well on walls, ceilings too, says leading manufacturer Lauzon Distinctive Hardwood Flooring*

**March 3, 2014** – Celebrating nature is the latest trend in home décor, starting from underfoot. This year, Canadian floors will sport an authentic, natural look like never before, with today's flooring being all about bringing the beauty of the outdoors into the home.

That's the message of leading Canadian manufacturer Lauzon Distinctive Hardwood Flooring, which has announced the launch of two unique, natural, eco-friendly, air-purifying hardwood flooring lines – called the **Organik Series** and **Authentik Series** – that replicate the beauty of their original sources of wood.

“In every facet of home décor, we're seeing a resurgence of all things natural and nostalgic as people look to return to their roots in our increasingly technological world,” said Priscilla Bergeron, Communication Manager of Lauzon. “Ironically, new technologies are enabling the creation of stunning, authentic hardwood flooring that mimics the magnificence of a simpler time.”

According to Bergeron, some of the latest looks in hardwood flooring include:

**Perfect Imperfection:** The rustic look is hotter than ever. Think barn wood, steeped with soft texture, natural knots, cracks and mineral streaks. Like worn out jeans, today's popular wood flooring is rich with history and character. Its flaws make it flawless.

**Matte finish:** Smooth, high gloss wood floors are losing ground due to their man-made, mass-produced appearance. Low gloss or matte surfaces are the new favourite, especially those that have been scraped with a soft wire brush, revealing the true character of the grain.

**Oversized planks:** Bigger is better when it comes to wood planks. Larger and longer boards add visual interest to a room, as does combining multi-widths in one space. Planks aren't limited to the floor, but rather, are being used everywhere – from walls to ceilings, and even bedroom headboards.

**Light Colours:** The movement towards natural, light and soft wood colours is growing, as neutral tones tend to reveal more of the grain pattern and create a welcoming feel in a room. Mixing up the décor with multi-tone paneling adds additional dimension and appeal to any space.

Each of these trends is embraced in Lauzon's new flooring lines. The Organik Series, part of the Designer collection, is a completely natural, FSC Certified, maple hardwood flooring.

Thanks to a new breakthrough process, the flooring uniquely unlocks the beauty of maple's natural grains, knots and mineral streaks like no other flooring on the market. Available in rich neutral wood grain shades and featuring a smooth, pearl finish, the elegant flooring has extensive tonal variation, taking on a chameleon effect by becoming lighter or deeper depending on the lighting and décor. Featuring 3 1/4 and 4 1/4-inch wide boards, the wood will evolve to even greater elegance over time.

The Authentik Series, part of Lauzon's Ambiance collection, is a solid red oak hardwood flooring line, described as historic and timeless with a contemporary twist. With a low-gloss surface allowing the beauty of the grain to come through, it is available in six smoky colour finishes – from creamy white to rich earthy brown. The flooring is made using a wire-brushed technique that opens up the wood grain and gives the surface a subtle texture. What's more, the brushed surface conceals wear and tear caused by children and pets, and helps prevent slips and falls by providing a better grip. With generous 3 1/4 and 4 1/4-inch wide boards revealing more of the wood grain, the flooring emits an authentic, two-toned look.

Both the Organik and Authentik Series are infused with Lauzon's Pure Genius<sup>®</sup> smart technology, a first-of-its-kind innovation in hardwood flooring that makes homes healthier. When activated by natural or artificial light and by the movement of air, the flooring breaks down airborne toxins and significantly improves indoor air quality.

“Each of these flooring lines was developed following extensive market research conducted with interior designers and consumers,” said Bergeron. “Our studies demonstrate an overwhelming market demand for authentic hardwood flooring that has unparalleled beauty and a low carbon footprint, and Lauzon has delivered just that.”

**Lauzon's Organik and Authentik Series flooring is available at specialty flooring retailers across Canada. The Organik line has a 35-year warranty, and the Authentik line carries a**

**30-year warranty. For more information or to locate a dealer, visit**

**[www.lauzonflooring.com](http://www.lauzonflooring.com).**

**About Lauzon Distinctive Hardwood Flooring**

Based in Papineauville, Quebec, Lauzon Distinctive Hardwood Flooring is one of the leading hardwood flooring manufacturers in North America. Its state-of-the-art products, environmental commitment, outstanding service, and highly-qualified staff make the company an undisputed leader in the premium hardwood flooring industry. Thanks to its prestigious flooring products, including its revolutionary polymerized Titanium finish, Lauzon's reputation for quality has grown worldwide.

- 30 -

**Media information or to set up interviews:**

Gail Bergman or Ashley Pergolas

Gail Bergman PR

Tel: (905) 886-1340 or (905) 886-3345

Email: [info@gailbergmanpr.com](mailto:info@gailbergmanpr.com)