

## **This Product is Pure Genius**

### **New Air-Purifying Hardwood Floor is First-of-its-Kind in World**

**February 12, 2014** – A new product recently launched on the North American market makes living spaces healthier from the ground up – literally. The first of its kind in the world, Pure Genius® smart hardwood flooring by leading Canadian manufacturer Lauzon Distinctive Hardwood Flooring, improves indoor air quality of a home while beautifying the decor.

Activated by natural or artificial light and by the movement of air, the unique, high-quality intelligent flooring – which comes in a wide range of styles and finishes – continuously breaks down airborne toxins, creating a constant supply of pure air in the home. In fact, studies show that the air in rooms installed with Pure Genius is up to 85 per cent cleaner than spaces without the flooring.

“Many people don’t realize the extent to which the air-tight environments in today’s homes contain pollutants and toxic contaminants, such as formaldehyde emitted from furniture, building materials and common household products,” said Nathalie Lambert, Marketing Manager of Lauzon, explaining that indoor air is often five to 10 times more polluted than outdoor air. “Poor air quality in the home causes build-up of bacteria, viruses and moulds, and may lead to allergies, fatigue and respiratory problems like asthma.”

Pure Genius is specially-formulated using a patented titanium dioxide technology that decomposes bacteria, viruses and moulds, and reduces potential carcinogens by constantly transforming toxic airborne particles into harmless water and carbon dioxide molecules, Lambert explained.

She added that, after 30 days, rooms installed with Pure Genius flooring have been shown to have a formaldehyde level of only five parts per billion (ppb), compared to 16-32.5 ppb found in a typical home. What’s more, Pure Genius helps reduce household odours such as cigarette smoke, pet urine and lingering cooking smells.

Highly washable and resistant, the flooring enables hardwood cleaners to disperse better, so “not only is the atmosphere cleaner, but the actual floor itself is cleaner,” Lambert said, adding that the technology works for as long as the finish lasts. The Pure Genius Titanium® finish has a guarantee of 30 to 35 years, depending on the collection.

“Pure Genius gives new meaning to feeling good in your home décor,” she said. “The purifying effect is so strong, that for an average 1,377-square-foot home installed with Pure Genius, it’s like having three trees in your home.”

Pure Genius flooring is available at specialty flooring retailers across North America. A built-in feature of Lauzon’s new Authentik oak flooring and Organik maple flooring series, it is also offered as an option on most Lauzon Ambiance Collection products and on selected products in the Designer Collection.

To celebrate the launch of Pure Genius, Lauzon is inviting consumers to participate in a contest for a chance to win a trip for two to a destination of the winner’s choice. Each purchase of Pure Genius flooring from April 1 to July 31, 2014, is eligible for the draw.

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 -

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