

**Latest Trends in Hardwood Flooring**  
**Calmness, tranquility and an enveloping sense of well-being**

*The fast pace of technological change has improved our lives immeasurably, but it can feel unsettling. Not surprising, then, that the leading interior design trend is to make our homes islands comfort, of warmth and, always, refined elegance.*

January 2017 - It really is breathtaking to track the advances and incursions of technology in our lives. While we enjoy the benefits of improved appliances in our kitchens, family rooms, studies and dens, people are looking to place things in context.

People are reclaiming the idea of “home” as an organic, natural place where we nurture ourselves and our families. That is why Lauzon Distinctive Hardwood Flooring is focused on natural floors and furnishings that reveal the artisanal workmanship of designs that accentuate the characteristics of grain and texture of the woods we choose.

“We hear from both homeowners and designers that they are very concerned about origin and quality of the materials in their homes,” says Priscilla Bergeron, Brand Manager. “They want their design choices to reflect a respect for the natural environment. Our Organik Series, with three new colors, is inspired by earth tones. We use a natural process to reveal the deeply beautiful grain, texture, knots and mineral streaks of Hard Maple. That, and the fact that it is combined with our Pure Genius® light-activated, air-purifying technology integrated in our Titanium™ Finish, means that the floors visually convey a sense of well-being and contribute to a healthier in-home environment while being sustainably sourced.”

The new colors, Sombra, Rustica and Minera, play on a palette of brown and grey and offer an array of harmonious pairings with furniture, wall and ceiling colors. They also enhance the play of natural light in any room.

“There’s an integrity to this line”, Ms. Bergeron says. “The naturalness of the look and feel of these floors really does convey a sense of origin, of substance and history. You sense the legacy of the forest. We believe that today’s customer isn’t looking nostalgically at the past as much as wanting to honor it, recognize it, and in a way pay homage to it in a contemporary design setting. Our designers have achieved this flow between past, present and future in this series.”

The neutral tones of the Organik Series unlock a whole world of décor possibility, particularly with that family centric notion of the Great Room, of the kitchen, family and dining rooms merging into a welcoming open space with the natural hardwood floor providing a sense of unity.

Whether used to unite a large space or define more traditional room allotments, the sense of natural continuity and rootedness of this beautiful Organik Series provides the holistic center of the place you call “home”.

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

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

Based in Papineauville, Quebec, Lauzon 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.

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

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### **Pictures**

To download our pictures, please visit : <http://lauzonflooring.com/zone/room-scenes/>

#### **SOMBRA**

Sombra, Designer Collection, Organik Series, Hard Maple, Charm Grade, Pure Genius



New Sombra hardwood floor from the Organik Series. A rich grey-brown hard maple floor that uniquely unlocks the beauty of maple's natural grains, knots and mineral streaks like no other flooring on the market. Infused with our air-purifying Pure Genius technology.

#### **RUSTICA**

Rustica, Designer Collection, Organik Series, Hard Maple, Charm Grade, Pure Genius



New Rustica hardwood floor from the Organik Series. A rich brown hard maple floor that uniquely unlocks the beauty of maple's natural grains, knots and mineral streaks like no other flooring on the market. Infused with our air-purifying Pure Genius technology.