SUPERIOR HARDWOOD FLOORING



PRODUCT CATALOGUE



It is the mission of Superior Hardwood Flooring to consistently produce the highest quality wood flooring available. We promise to remain true to our heritage, and our passion, by always providing unsurpassed craftsmanship and value in each piece of hardwood flooring we manufacture.

OUR VALUES

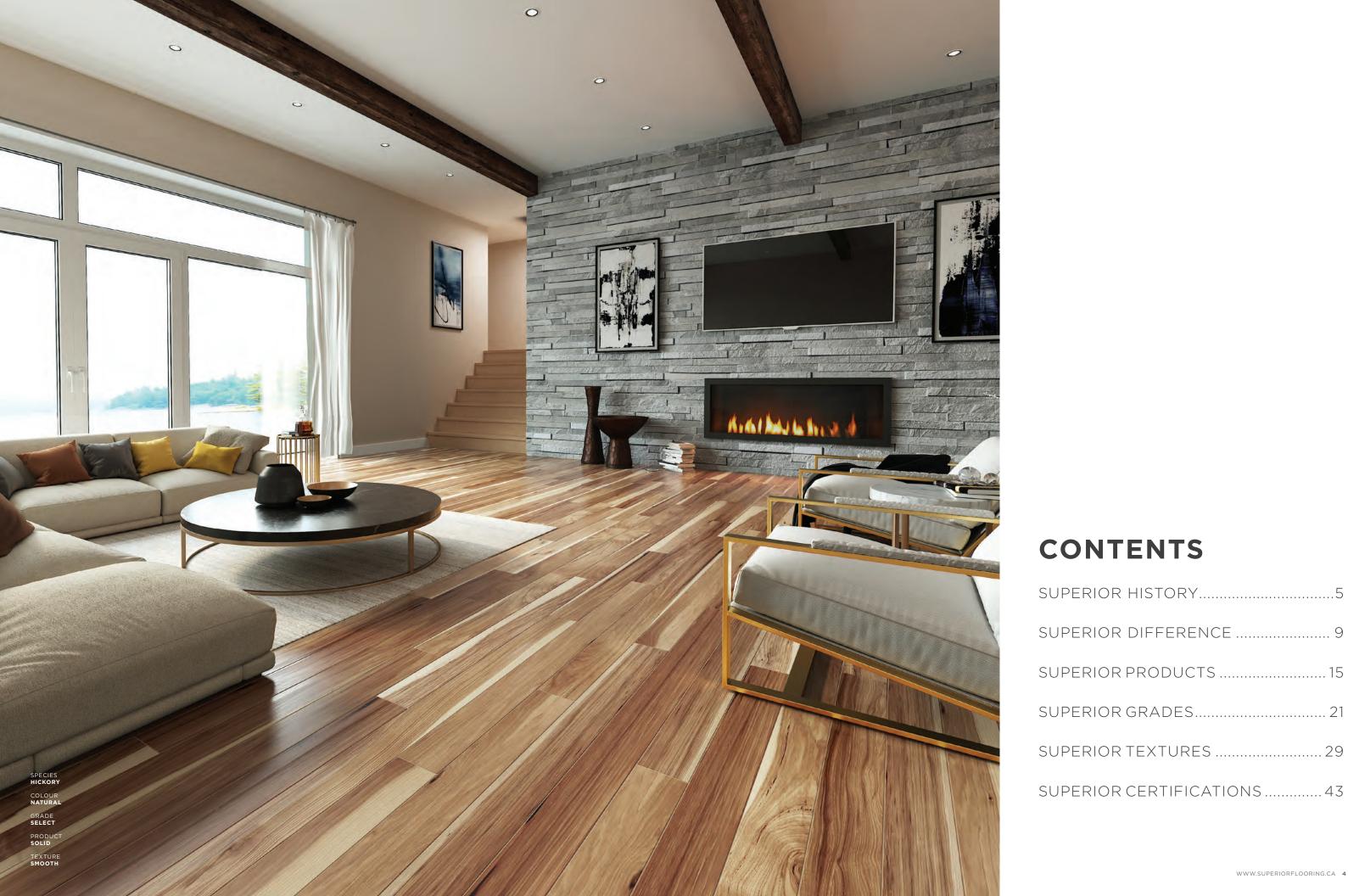
Superior Hardwood Flooring is a company that truly cares about, and values our team of employees. We know that the success of the company is a result of the combined efforts of everyone. Superior Hardwood Flooring is proud to support a workplace environment that encourages our staff to succeed personally and professionally.



OUR PHILOSOPHY

Upon inception, Superior Hardwood Flooring by Herwynen Saw Mill Ltd. immediately instituted the corporate philosophy that remains core to the business today. Quality above all-else. It is our belief that it is more logical to educate the purchaser on the rationale that supports our pricing once, rather than compromise on quality forever in order to extend nominal savings to the consumer.

OUR MISSION



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SUPERIOR HISTORY

SIMPLY SUPERIOR SINCE 1986

ROOTED IN FAMILY AND DEDICATED TO EXCELLENCE

Just outside the small rural town of Rockwood, Ontario, situated on a quaint and quiet country road surrounded by nature, sits a state-of-the art manufacturing facility. It is here, at Herwynen Saw Mill Ltd., that the highest quality pre-finished solid hardwood flooring is manufactured under the Trademark name Superior Hardwood Flooring.

Superior Hardwood Flooring's history dates back to 1986, when brothers John, Peter and Dave Herwynen began producing rough cut lumber on a small piece of land severed from their parents farm.

Over the years, Superior Hardwood Flooring continually strives to produce elite product lines that exceed industry standards and offer their consumers a multitude of selection. The family owned and operated business remains at the forefront of industry trends now providing, solid, engineered and enhanced flooring in a variety of stains, textures and finishes.

Currently, Superior Hardwood Flooring produces an impressive average of 35,000 square feet of hardwood flooring each day of operation. The mill proudly distributes the sought-after finished hardwood to hundreds of stores across Canada and the United States.







SUPERIOR DIFFERENCE

OUR NAME DEFINES US. OUR HARDWOOD FLOORING IS SUPERIOR IN EVERY WAY.



FROM FOREST TO FACTORY-FINISHED, THE HIGHEST LEVELS OF QUALITY CONTROL ARE IMPLEMENTED THROUGHOUT ALL OPERATIONS. OUR NAME, SUPERIOR HARDWOOD FLOORING, TRULY DEFINES OUR PRODUCT, OUR PEOPLE, AND OUR PLACE IN THE COMPETITIVE HARDWOOD FLOORING INDUSTRY.

DIFFERENCES YOUCAN **SEE AND FEEL**

SUPERIOR QUALITY

SUPERIOR COLOURS

colours are always in style. From

trend-setting to timeless classics,

there is variety for every space.

The key to a great looking floor is noticed in the consistency

and uniformity throughout the

far exceed those established

by industry standards and will

grading. Our exceptional grades

SUPERIOR GRADING

Consistency and quality is assured Inspired by nature, our designer as continually proven by our outstanding NWFA and NOFMA rating and certification.

SUPERIOR LENGTHS

Superior Hardwood Flooring produces the longest average board lengths available in the hardwood flooring industry. At lengths up to 90"* this translates to a more beautiful floor surface and streamlined installation.

SUPERIOR MILLING

Our passion is to always produce the highest quality flooring by utilizing the most advanced milling practices and investing in innovative new technologies.

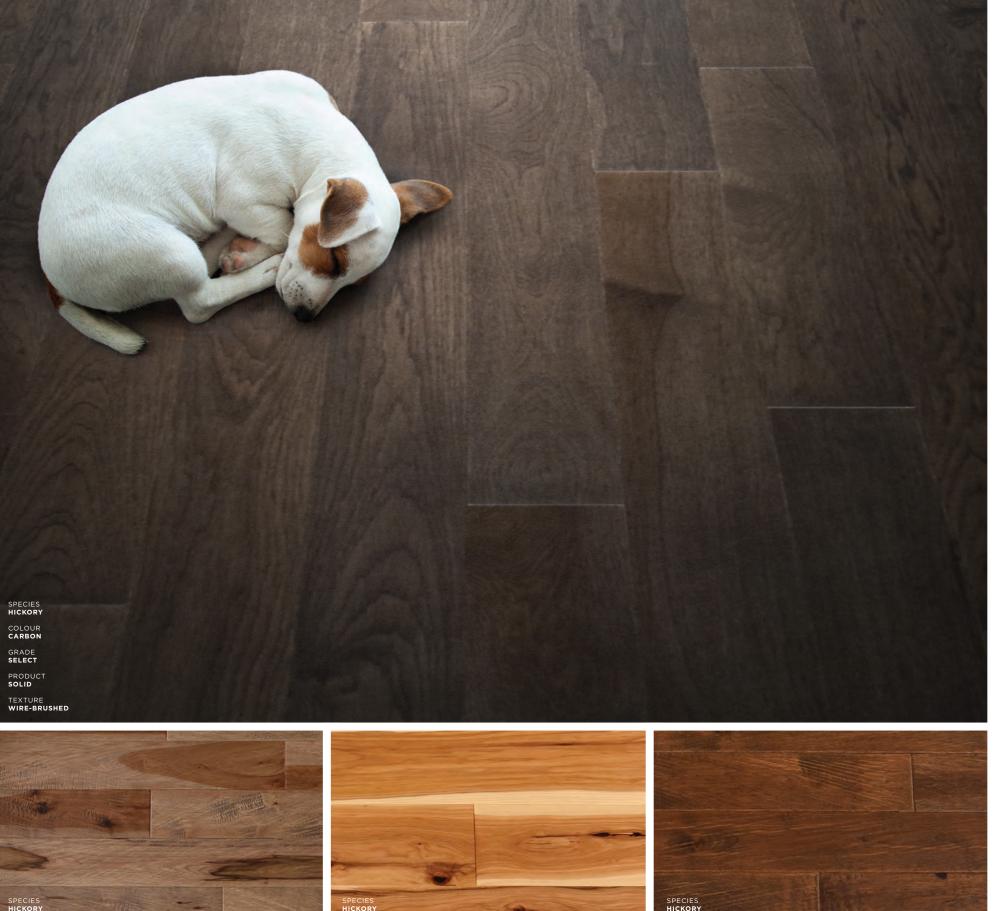
create an impressive room.

SUPERIOR FINISH

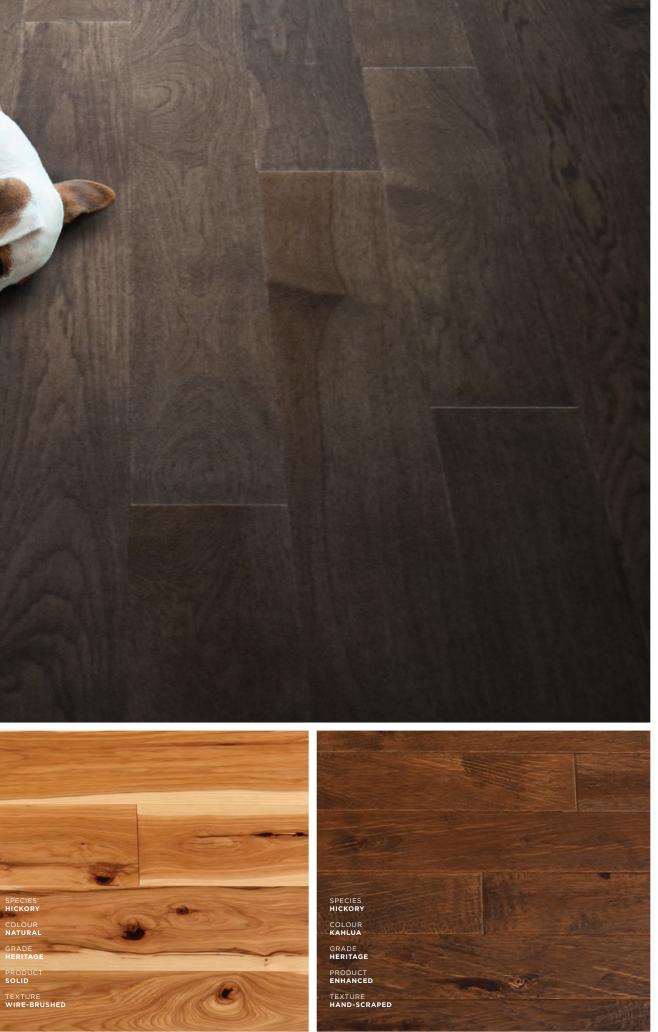
Our proprietary Water-Clear® finish is applied to all of our floors providing protection while preserving truer colour and maximum longevity.

EXPLORE COLOUR USING OUR ONLINE COLOUR SELECTION TOOL TO FIND THE HUE PERFECT FOR YOU.











SUPERIOR PRODUCTS



SUPERIORITY DEMANDS VERSATILITY AND THEREFORE WE OFFER A RANGE OF HARDWOOD FLOORING TYPES FLEXIBLE FOR USE IN ANY ENVIRONMENT. FROM TRADITIONAL LIVING SPACES TO CONDOMINIUM AND COMMERCIAL APPLICATIONS, YOU CAN EXPECT STRENGTH, CONSISTENCY AND DURABILITY THROUGHOUT OUR LINE-UPS.

SOLID HARDWOOD

SOME THINGS NEVER REQUIRE RE-INVENTION



Manufactured from a single piece of hardwood, our solid hardwood flooring is sourced for refined grain, consistent colour and lasting stability. Our solid product-line has become synonymous

with excellence and has a reputation of quality that is widely recognized throughout the market. Solid can be used in any room above grade that is not prone to moisture or significant humidity and temperature fluctuations.

Application: Rooms on and above grade.

Available in: Smooth, Wire-brushed, and Hand-scraped textures.

Board Lengths: Up to 90"

ENGINEERED HARDWOOD

WHATEVER APPLICATION, SUPERIOR ENGINEERED HAS YOUR FLOOR COVERED.



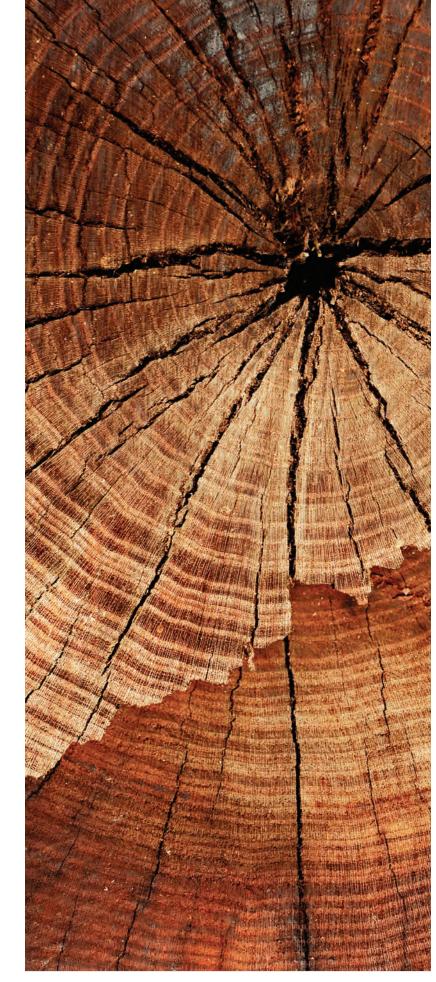
Superior Engineered Flooring provides the beauty of hardwood with the versatility and strength of engineered flooring. The 2-ply composition contains a solid Baltic Birch core and a 4mm

solid hardwood wear layer. Whether installed over a wood sub floor, over concrete, or in basements, Superior Engineered Flooring is the perfect solution for any environment. The true Baltic Birch core produces a more stable core than those with mixed species. Available in 1/2" and 3/4"thickness, Superior Engineered Flooring is an environmentally friendly choice containing no formaldehyde or VOCs.

Application: Above grade as well as condos, basements, safe to be applied on concrete, radiant heat and wood substrates.

Available in: Smooth and Wire-brushed textures.

Board Lengths: 3/4" up to 90" in select species; 1/2" up to 84"



ENHANCED HARDWOOD



systems.

Application: Above grade as well as condos, basements, safe to be applied on concrete, radiant heat and wood substrates.

Available in: Smooth, Wire-brushed and Hand-scraped textures.

Board Lengths: Up to 90"

ENHANCED COMPOSITION, SUPERIOR CONSTRUCTION. IT ALL STACKS UP TO EXCELLENCE.

TOP COAT. High quality 9-coat UV cured finish layer, providing maximum scratch and wear resistance.

SURFACE LAYER. Top layer is composed of a 4.2mm solid hardwood surface lamella.

SOLID CORE LAYER High density a quarter-sawn core.

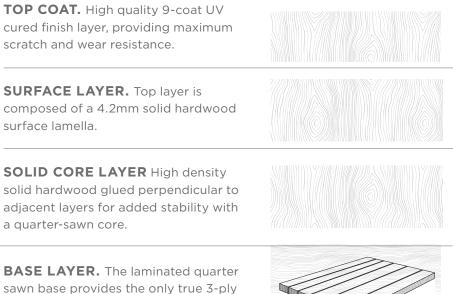
sawn base provides the only true 3-ply engineered product available today.

TECHNOLOGY MEETS TECHNIQUE. THE ULTIMATE IN QUALITY & DURABILITY IN FLOORING.



Enhanced Hardwood Flooring is the only 3-ply engineered product available on the market containing a quarter-sawn solid hardwood core and base. Enhanced Hardwood features an internal structure consisting of 100% solid

hardwood. The woven solid wood structure reduces the chance of warping. ensuring a consistent flat surface in any living space. Enhanced Hardwood Flooring is crafted from an innovative production method providing a significantly more stable product than common 2-ply or plywood based





SUPERIOR GRADES

R FLOORING PRODUCT CATALC



GRADING IS A MEANS OF RATING BOARDS ACCORDING TO VARIATIONS IN THE WOOD'S NATURAL COLOUR. SUPERIOR USES 3 DIFFERENT GRADES TO CATEGORIZE OUR HARDWOOD. THESE RANGE FROM EXTREMELY UNIFORM GRADES TO THOSE WITH A RUSTIC FEEL WITH MORE PRONOUNCED NATURAL COLOUR, TEXTURE AND VARIATION.

PREMIER GRADE

SELECT GRADE

HARD MAPLE | NATURAL | SMOOTH

HARD MAPLE | NATURAL | SMOOTH

HERITAGE GRADE

*Due to natural textures of knots in the Heritage grade, there will be voids in certain character knots

OUR GRADES, ALWAYS AHEAD OF THE CLASS

EXPLORE A SUPERIOR RANGE OF GRADES THAT EXTEND BEYOND THE INDUSTRY STANDARDS.

PREMIER GRADE

Premier Grade highlights some colour variation that is found in natural wood. However, the overall look of this floor is exceptionally clean because the Premier Grade only allows for a slight tolerance in character marks, mineral streaking and pin knots. There are no open knots, heavy mineral or character marks, stains, or checking.

SELECT GRADE

Select Grade features all of wood's natural features: colour variation, mineral streaking, limited pin holes and small surface knots and checking. This creates a floor that is full of visual texture. Neither filled nor open knots are found in this grade.

HERITAGE GRADE

Heritage Grade flooring has all the features of Select but also includes an allowance for pin holes, checking, heavy mineral streaking, large filled knots that can be up to two inches in diameter and a pith that is natural character from the center of the tree. Every Heritage Grade floor is uniquely different making it a great choice for those who want an extraordinary and diverse floor full of character.



SUPERIOR HARDWOOD FLOORING OFFERS 6 SPECIES OF RESPONSIBLY SOURCED WOODS THAT WILL INSPIRE YOU TO CREATE INCREDIBLE LIVING SPACES.

ASH IS A HARD, POROUS HARDWOOD THAT HAS A VISUALLY PROMINENT GRAIN AND RESEMBLES OAK.







A Core

SUPERIOR TEXTURES

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EVERY SUPERIOR FLOORING FLOOR REFLECTS OUR APPRECIATION OF THE ARTFUL CHARACTERISTICS MADE POSSIBLE THROUGH THE ORGANIC BEAUTY OF NATURE. FROM GLASS-LIKE CLARITY THROUGH TO RUSTIC SOPHISTICATION, WE OFFER A FLOOR AND FINISH THAT WILL RADIATE DISTINCTION IN ANY LIVING ENVIRONMENT.

SMOOTH TEXTURE

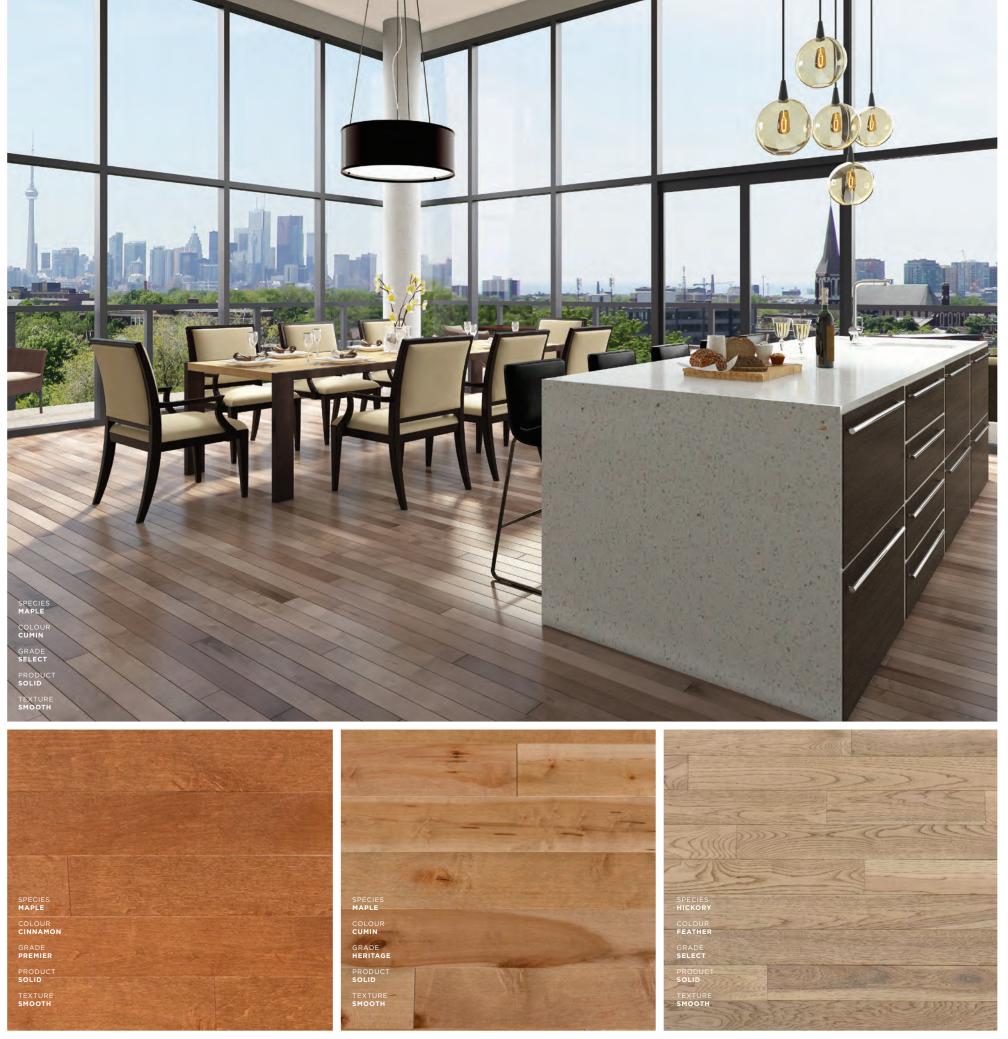
EXPLORE A SUPERIOR RANGE OF SURFACE TEXTURES THAT COMPLEMENT YOUR TASTE AND STYLE.

A real smooth operator, our most requested smooth texture hardwood is achieved through a delicate sanding process to create a lustrous preened surface that emanates the integrity of the natural wood.

When choosing a floor with smooth texture you can expect a silken, seamless floor that blankets any space in uniform luxury.

Smooth texture is available in low sheen, semi-gloss and matte finishes to compliment your style and the functionality of your living environment. From glistening, reflective living rooms, to matte, more durable kitchens, this texture will drape your home in style and sophistication.

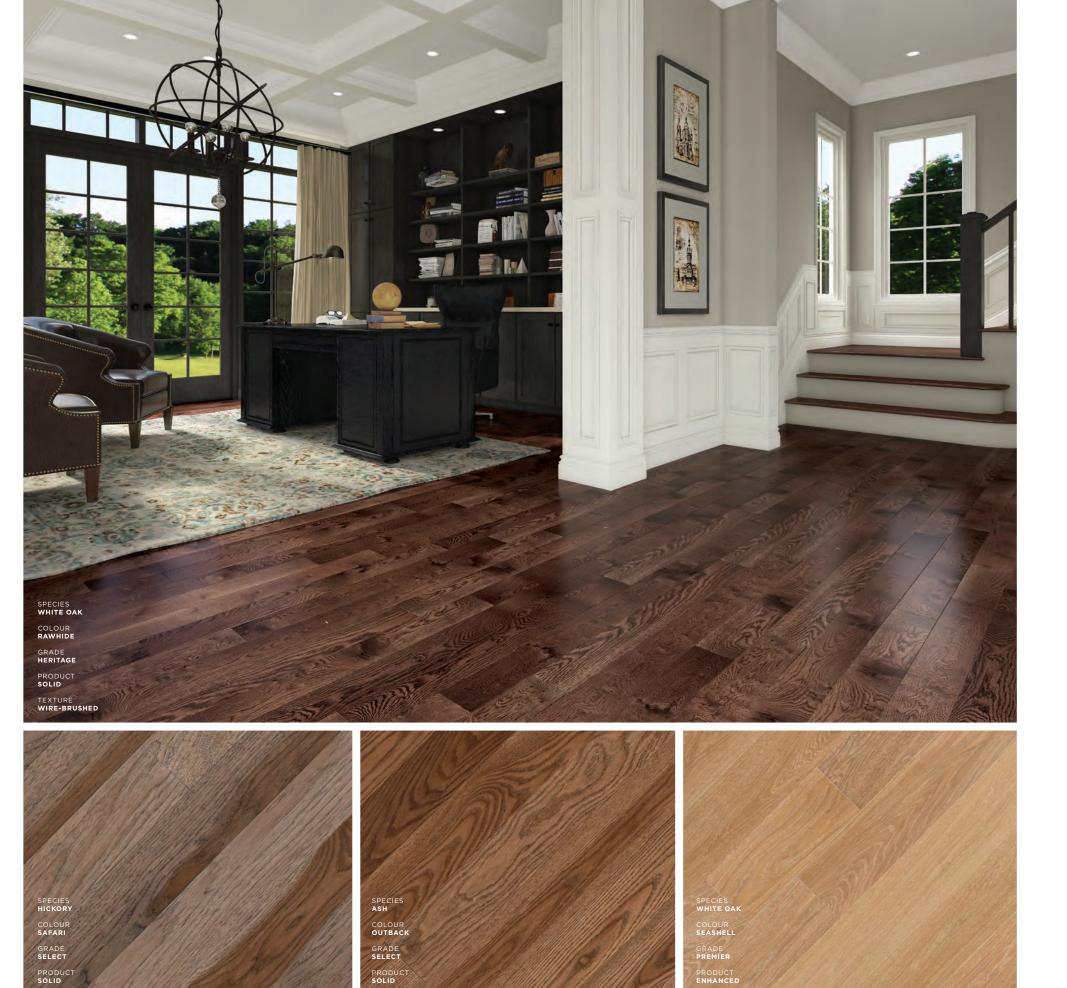












TEXTURE WIRE-BRUSHEI

TEXTURE WIRE-BRUSHED

TEXTURE WIRE-BRUSHE

Superior Hardwood Flooring uses the finest state-of-the-art machinery, manufacturing process and innovative techniques to achieve the most stunning wire-brushed textures. Throughout this process, the finest textures of the wood, are highlighted. Wirebrushing creates an immensely durable surface through the removal of the seasonal grain. Wire-brushed is a remarkably striking and resilient flooring texture that beautifies any space from transitional to ultra contemporary

WIRE-BRUSHED TEXTURE

IMPECCABLE CRAFTSMANSHIP FOR LASTING LONGEVITY.

The lightly distressed texture creates a refined appearance while offering the epitome of performance and functionality. Marrying texture with trends of today, Wire-brushed features a range of smart colour selections for any home, and is available in the matte finish.



HICKORY IS A VERY DENSE, HARD AND SHOCK RESISTANT WOOD. THIS OPTIMUM COMBINATION OF STRENGTH AND DURABILITY IS NOT FOUND IN ANY-OTHER DOMESTIC HARDWOOD.

HAND-SCRAPED TEXTURE

DRAMATIC TEXTURES, DEPTH AND HAND-PLANED CHARACTER EVOKE A WARM AND RUGGED VINTAGE FEEL.

Superior Hardwood Flooring's hand-scraped texture is expertly handcrafted and exudes originality and uniqueness.

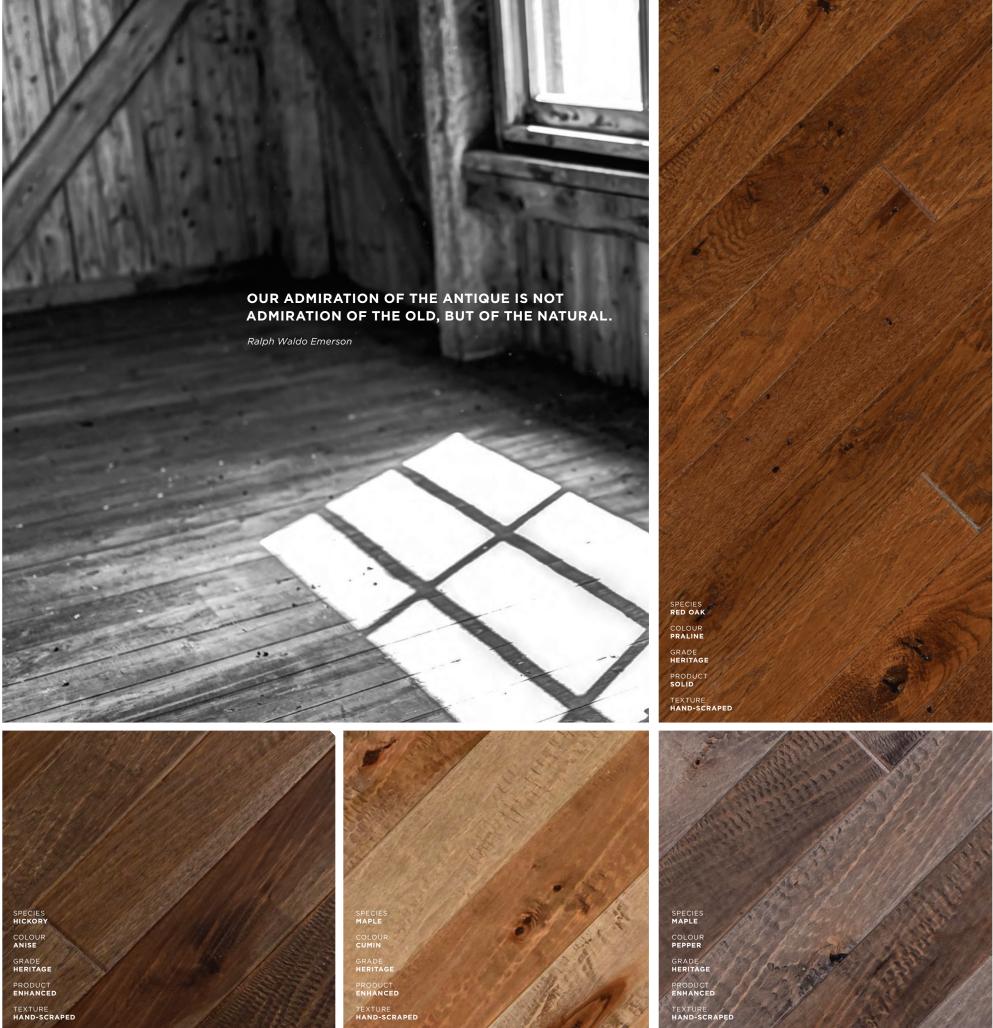
Hand-scraped wood flooring points back to the 1800's when all homes had solid wood floors. At this time solid materials, milled into tongue and groove lengths, were installed by hand. Craftsmen would carefully plane and level the planks and stain each board by hand.

Superior Hardwood Flooring's hand-scraped textures pay homage to the handcrafted quality of authentic wood surfaces. Dimension, depth, surface texture and detail are evident to the senses. Choose handscraped for a living space that exemplifies a blend of old warm charm with modern appeal.

Every plank is precision hand-sanded and chiseled by our talented craftsmen to showcase the unique character and beauty embodied in the natural wood. Hand-scraped is strong and resilient to damage and scratches, representing the pinnacle of exquisite natural wood flooring.



THE METICULOUS HANDCRAFTED DETAIL IN HAND-SCRAPED TEXTURE MAKES EVERY BOARD AND EVERY FLOOR COMPLETELY ONE-OF A KIND.





SUPERIOR CERTIFICATIONS



IMPECCABLE QUALITY AND LONGEVITY IN FLOORING IS OUR PROMISE TO YOU. SUPERIOR HARDWOOD FLOORING TAKES THE UTMOST PRIDE IN MAINTAINING STRICT QUALITY CONTROLS THROUGHOUT OUR PRODUCTION AND FINISHING PROCESS IN ORDER TO DELIVER OUR CUSTOMERS A BEYOND-COMPARE FLOOR FOR YOUR LIVING ENVIRONMENT.

SUPERIOR RATED

SUPERIOR HARDWOOD FLOORING IS THE ONLY MANUFACTURER TO CONSISTENTLY OBTAIN A NWFA/NOFMA RATING OVER 99%.

NWFA/NOFMA EXPLAINED

The National Wood Flooring Association (NWFA) is a not-for-profit association representing all segments of the hardwood flooring industry, including manufacturers, distributors, retailers, installers, importers, exporters, inspectors, and consultants.

NOFMA stands for National Oak Flooring Manufacturer's Association, but the NOFMA standards program goes far beyond the oak species. The certification program is managed and administered by the NWFA and can be applied to many types of hardwood flooring.





TO MEET THE NEEDS OF THE EVER-EVOLVING INDUSTRY, WE ABIDE BY THE STANDARDS ESTABLISHED BY THE NWFA TO REMAIN INFORMED AND ADVANCED IN OUR CRAFT.



OVER THE LAST 10 YEARS, WE HAVE AVERAGED A 99.1% RATING WITH NWFA/ NOFMA, DEMONSTRATING A COMMITMENT TO QUALITY WHILE CONSISTENTLY EXCEEDING INDUSTRY STANDARDS.

THE CERTIFICATION PROCESS

NWFA's NOFMA certification provides an assurance that your wood flooring meets or exceeds industry standards for grade, configuration, moisture content, and average board length. The process ensures that each piece of hardwood flooring leaving the mill meets the high standards for NOFMA certification.

Superior Hardwood Flooring is required to be inspected twice a year by accredited and specially trained inspectors in order to be certified through the NWFA-NOFMA program.

Regardless of what grade or series of hardwood flooring you choose, it will be stamped with the NOFMA certified seal, and you can be sure that it is a consistently superior product for your home.

OPTIMUM CLARITY

ULTRA CLEAR FINISH FOR ULTRA VIBRANT COLOUR

WATER BASED

EMITS NATURAL COLOUR AND AUTHENTIC CHARACTER

CERAMIC STRENGTH

CERAMIC PARTICLES BOND TO CREATE A STRONGER SURFACE



SUPERIOR, **START TO FINISH**

OUR PROPRIETARY WATER CLEAR[™] FINISH IS BETTER FOR YOUR FLOORS AND YOUR FAMILY.

We use water based stains because they soak into hardwood and bring out the natural colour variation and texture of the wood. This gives you a beautiful vibrant floor full of its truest and most authentic colour and depth.

and vibrancy.



Our ceramic aluminum oxide finish provides a long-lasting and durable finish for your floor. Finely ground ceramic particles add durability to our finishes without making them brittle. The result is a tough yet flexible floor surface resilient to daily living.

Water Clear[™] Finish is exceptionally clear and smooth. This clarity is the result of years of testing and innovation and helps to enhance the natural beauty of wood by bringing out its richness

There are no added VOC's emitted from our Water Clear™ Finish It is free of formaldehyde and other hazardous air pollutants. Water Clear™ Finish is also hypoallergenic and offers antimicrobial properties; preventing growth of micro-organisms including bacteria, fungi and mold.

> LOOK FOR THE WATER CLEAR™ LABEL THROUGHOUT OUR SUPERIOR FLOORING PRODUCT LINE-UP.





A COMPREHENSIVE WARRANTY PROGRAM FOR SUPERIOR FLOORS.

Superior Hardwood Flooring is so confident in the inherent quality of our finished hardwood that we offer a 35 year limited warranty on the finish of our flooring.

Superior Hardwood Flooring by Herwynen Saw Mill Ltd. is subjected to many strict quality control inspections that enable us to offer a limited structural warranty and confidently warrant the finish wear layer of our prefinished hardwood flooring. We guarantee that your finish layer will not wear through or peel from the wood.

Register your flooring online warrant your product at **superiorflooring.ca/warranty-registration** or request a brochure for full warranty details, conditions, exceptions and disclosures.

Temperature		Relative Humidity (Percent)											
°F			10		20		30		40	50		60	
30	-1	1.4	2.6	3.7	4.6	5.5	6.3	7.1	7.9	9.5	10.4	11.3	12.4
40	4	1.4	2.6	3.7	4.6	5.5	6.3	7.1	7.9	9.5	10.4	11.3	12.4
50	10	1.4	2.6	3.7	4.6	5.5	6.3	7.1	7.9	9.5	10.4	11.3	12.4
60	15	1.3	2.5	3.6	4.6	5.4	6.2	7.0		9.4	10.2	11.1	12.1
70	21	1.3	2.5	3.5	4.5	5.4	6.2				10.1	11.0	12.0
80	26	1.3	2.4	3.5	4.4	5.3	6.1	6.8			9.9	10.8	11.7
90	32	1.2	2.3	3.4	4.3	5.1	5.9	6.7	7.4	8.9	9.7	10.5	11.5
100	37	1.2	2.3	3.3	4.2	5.0	5.8	6.5	7.2	8.7	9.5	10.3	11.2

RECOMMENDED MOISTURE CONTENT FOR SUPERIOR SOLID HARDWOOD

RECOMMENDED MOISTURE CONTENT FOR SUPERIOR ENHANCED & ENGINEERED

Temperature		Relative Humidity (Percent)											
۴F			10		20		30		40	50		60	
30	-1	1.4	2.6	3.7	4.6	5.5	6.3	7.1	7.9	9.5	10.4	11.3	12.4
40	4	1.4	2.6	3.7	4.6	5.5	6.3	7.1	7.9	9.5	10.4	11.3	12.4
50	10	1.4	2.6	3.7	4.6	5.5	6.3	7.1	7.9	9.5	10.4	11.3	12.4
60	15	1.3	2.5	3.6	4.6	5.4	6.2			9.4	10.2		
70	21	1.3	2.5	3.5	4.5	5.4	6.2						
80	26	1.3	2.4	3.5	4.4	5.3	6.1	6.8					
90	32	1.2	2.3	3.4	4.3	5.1	5.9	6.7	7.4	8.9	9.7	10.5	11.5
100	37	1.2	2.3	3.3	4.2	5.0	5.8	6.5	7.2	8.7	9.5	10.3	11.2



SUPERIORFLOORING.CA

4936 7TH LINE

SUPERIOR HARDWOOD FLOORING BY HERWYNEN SAWMILL

ROCKWOOD, ONTARIO, NOB 2K0

