



# PRODUCT OVERVIEW



# SIMPLY SUPERIOR SINCE 1986



In 1986, we started producing rough cut lumber on a small piece of land severed from the Herwynen family farm.

When we began manufacturing hardwood flooring at the Herwynen Saw Mill, it was our mission to consistently produce the highest quality wood flooring available, aiming to always provide unsurpassed craftsmanship and value in each piece of hardwood flooring we manufacture.

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Our core  
philosophy is  
**QUALITY ABOVE  
ALL ELSE.**

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Today we employ nearly 100 people and distribute to **over 150 distributors and retailers across North America**, all while still holding the same core values and passion to create quality flooring.





History, experience  
& dedication create  
hardwood floors of the  
**HIGHEST QUALITY.**



# SUPERIOR RATED

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

Our manufacturing facilities are required to be inspected twice a year by accredited and specially trained inspectors in order to be certified through the NWFA-NOFMA program.



We offer a 35 year warranty on the wear layer of pre-finished flooring, and a lifetime structural warranty.



Our Engineered and Enhanced products are made with real wood and have a thick wear layer; providing more resilience and the ability to refinish in the future.



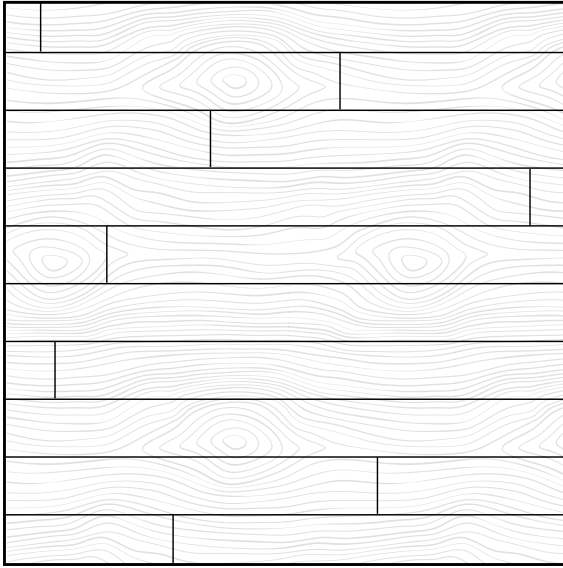
Over the last 10 years,  
**WE HAVE AVERAGED  
A 99.1% RATING**  
with NWFA/NOFMA, consistently  
**EXCEEDING INDUSTRY  
STANDARDS.**

PROUD MEMBER OF THE NATIONAL WOOD FLOORING ASSOCIATION

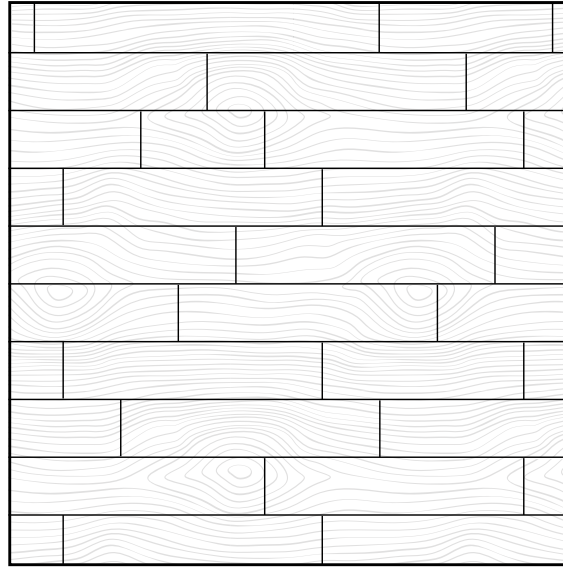


# SUPERIOR LENGTHS

Longer board lengths are a sign of quality in any hardwood floor creating a beautiful room with fewer joints. Our board lengths far exceed that of our competitors reaching up to 90" long.



 **OUR FLOORS**  
**Lengths up to 90"**



 **COMPETITION**  
**Lengths only up to 72"**

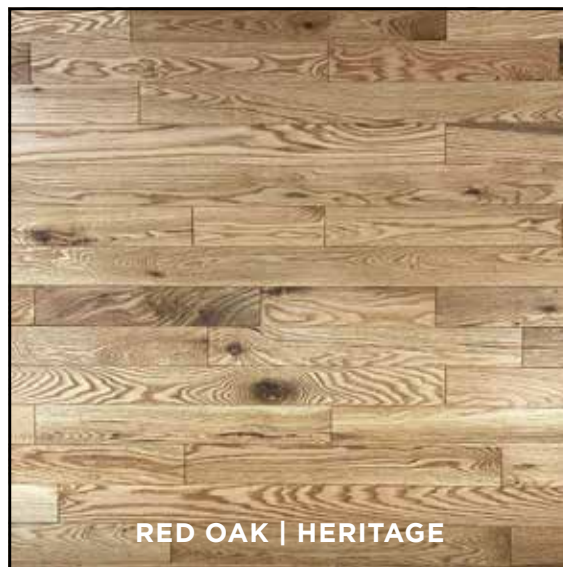
# SUPERIOR GRADING

The key to a great looking floor is in the consistency and uniformity throughout the grading. We purchase the highest quality lumber and maintain a strict criteria during the grading process.



**RED OAK | HERITAGE**

 **OUR FLOORS**  
**Reduced Variance**



**RED OAK | HERITAGE**

 **COMPETITION**  
**Higher Variance In Colour**



# **SUPERIOR GRADES**

Detailed grade information  
**AVAILABLE ONLINE** or request our  
**GRADING SPECIFICATIONS** package

## **RED OAK PREMIER**

Available in Solid | Engineered

## **RED OAK HERITAGE**

Available in Solid | Engineered

## **MAPLE PREMIER**

Available in Solid

## **MAPLE SELECT**

Available in Solid | Engineered | Enhanced

## **MAPLE HERITAGE**

Available in Engineered | Enhanced





**WHITE OAK**  
**PREMIER**

Available in Solid | Engineered | Enhanced



**WHITE OAK**  
**HERITAGE**

Available in Solid | Engineered | Enhanced



**ASH**  
**PREMIER**

Available in Engineered



**ASH**  
**HERITAGE**

Available in Solid | Engineered



**HICKORY**  
**PREMIER**

Available in Engineered

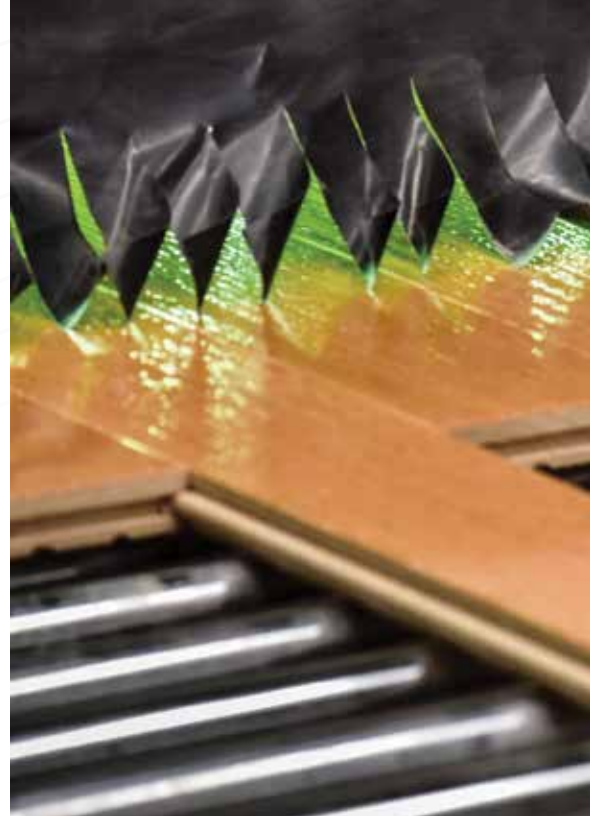


**HICKORY**  
**HERITAGE**

Available in Solid | Engineered | Enhanced

# SUPERIOR PRODUCTS

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



## SOLID HARDWOOD

Manufactured from a single piece of hardwood.

**APPLICATION:** Above grade

**RANDOM BOARD LENGTHS:** 10" to 90"

**AVAILABLE IN:** Smooth | Wire-brushed | Hand scraped

**SPECIES:** Red Oak | Maple | White Oak | Ash | Hickory



## ENGINEERED HARDWOOD

A solid Baltic Birch core and a 4mm hardwood wear layer provides increased strength.

**APPLICATION:** Above grade | Condos | Basements  
**Safe for concrete, radiant heat\* and wood substrates.**

**RANDOM BOARD LENGTHS:** 10" to 90"

**AVAILABLE IN:** Smooth | Wire-brushed | Hand scraped

**SPECIES:** Red Oak | Maple | White Oak | Ash | Hickory







## ENHANCED HARDWOOD

**THE ONLY 3-PLY** engineered product available on the market containing a quarter-sawn solid hardwood core and base. The solid wood structure reduces the chance of warping.

**APPLICATION:** Above grade | Condos | Basements  
**Safe for concrete, radiant heat\* and wood substrates.**

**RANDOM BOARD LENGTHS:** 10" to 90"

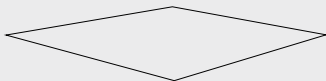
**AVAILABLE IN:** Smooth | Wire-brushed | Hand scraped

**SPECIES:** Maple | White Oak | Hickory



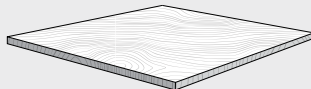
### TOP COAT

High quality UV cured finish layer, providing maximum scratch and wear resistance.



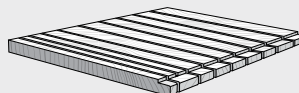
### SURFACE LAYER

Top layer is composed of a 4mm solid hardwood surface lamella.



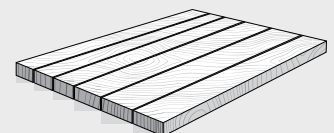
### SOLID CORE LAYER

High density solid hardwood glued perpendicular to adjacent layers for added stability with a quarter-sawn core.



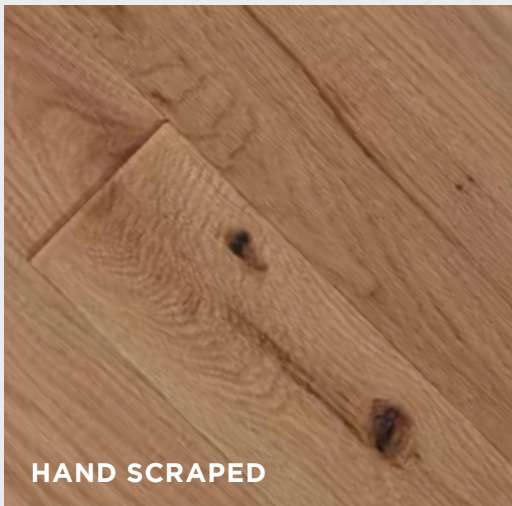
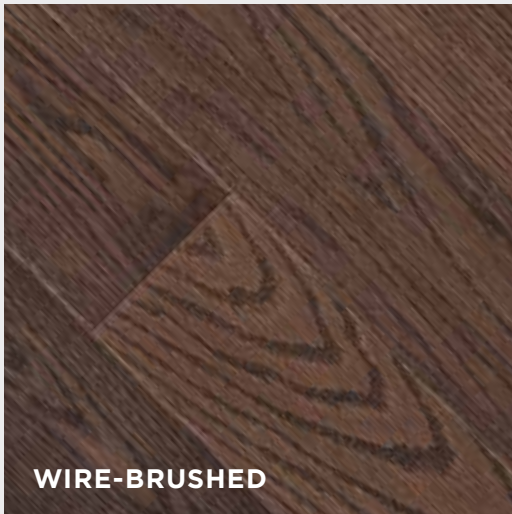
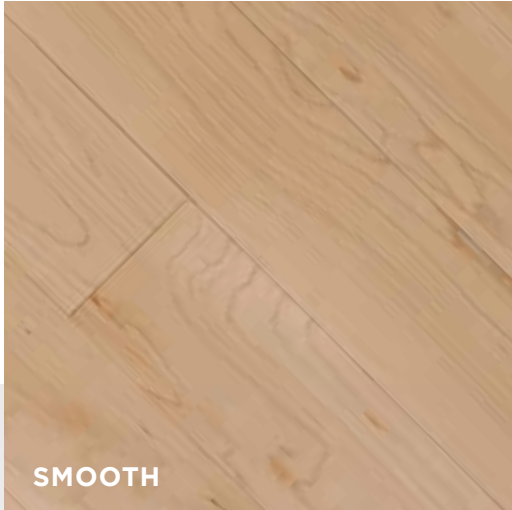
### BASE LAYER

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



\*Not recommended for Maple or Hickory with 6" and 7" board widths.

# SUPERIOR TEXTURES & FINISHES



## Three Textures, Endless Style

Texture adds a different dimension of character to the floor. Our hardwood flooring products are available in three textures, across a variety of hardwood species. Combining texture and widths with various sheen levels, there is a seemingly endless array of style combinations to choose from.



## WE'RE CLEAR ABOUT WHAT MAKES A SUPERIOR FLOOR

### Water Clear™ Finish

Our innovative water-based stains provide a durable, crystal clear finish that brings out the wood's natural character unlike our competition who hide poor quality lumber behind UV oil-based stains.

- ✔ Wood absorbs the stain colour which **ENHANCES** the natural colour and texture
- ✔ **TOUGH** and **FLEXIBLE** finish that can handle the natural movement of wood and everyday wear
- ✔ Water-based and virtually **NO VOC'S**

Learn more at:

[SUPERIORFLOORING.CA/  
WATER-CLEAR-FINISH](https://SUPERIORFLOORING.CA/WATER-CLEAR-FINISH)





## designer COLLECTION

Our Designer Collection features smaller batches and limited edition products that are developed to compliment constantly changing interior design trends.

[SUPERIORFLOORING.CA/  
DESIGNER-COLLECTION](https://SUPERIORFLOORING.CA/DESIGNER-COLLECTION)

## SUPERIOR TRAINING

- ✔ Short videos with **EXPERT** knowledge
- ✔ Learn and compare our various **FINISHES AND GRADES** options
- ✔ Discover the **SUPERIOR DIFFERENCE**

[SUPERIORFLOORING.CA/  
DIGITAL-MEDIA](https://SUPERIORFLOORING.CA/DIGITAL-MEDIA)



## INTERACTIVE ROOM VIEWER

- ✔ View **OVER 150\*** Superior floors on your phone
- ✔ Upload photos of **ANY ROOM** to preview your floor **IN REAL TIME**
- ✔ **SAVE IMAGES** to refer back to at anytime

[SUPERIORFLOORING.CA/ROOMVO](https://SUPERIORFLOORING.CA/ROOMVO)

Sample selection may vary\*



**SUPERIORFLOORING.CA**



Superior Flooring by  
Herwynen Sawmill LTD



superiorhardwoodflooring



superiorhardwoodflooring



superiorhardwoodflooring

**Superior Flooring  
Products Are Proudly**



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that Superior Flooring has to offer.

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