



# 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.

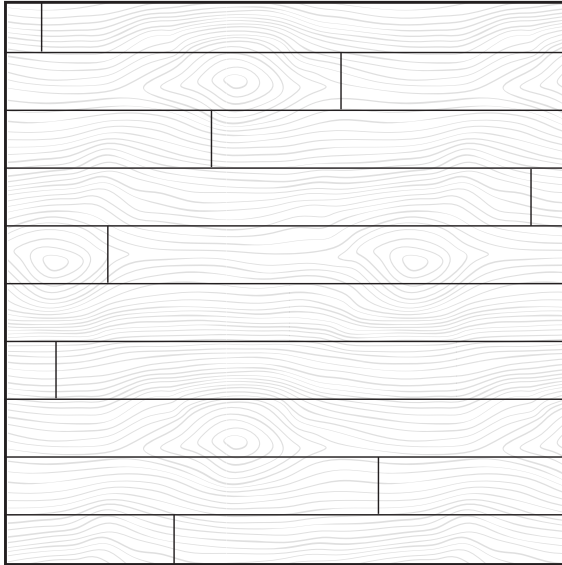


Over the last 10 years,  
**WE HAVE AVERAGED  
A 99.1% RATING**  
with NWFA/NOFMA, consistently  
**EXCEEDING INDUSTRY  
STANDARDS.**

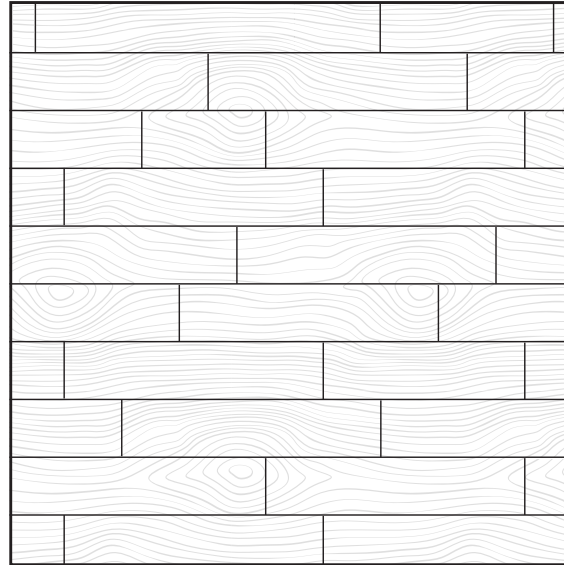
PROUD MEMBER OF THE NATIONAL WOOD FLOORING ASSOCIATION

# 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"**



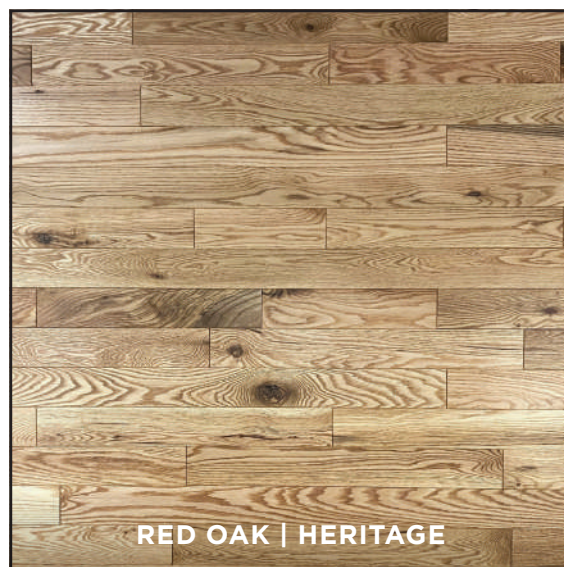
 **COMPETITION**  
**Lengths only up to 72"**

# 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.



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



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

\*Because wood being a natural material, colour variations may vary if compared to the grading photo





# 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



A close-up view of White Oak Premier flooring, showing wide, light-colored wood planks with a subtle, consistent grain pattern.

## **WHITE OAK PREMIER**

Available in Solid | Engineered | Enhanced

A close-up view of White Oak Heritage flooring, featuring wide planks with a more pronounced and varied grain pattern, including some darker staining and knots.

## **WHITE OAK HERITAGE**

Available in Solid | Engineered | Enhanced

A close-up view of Ash Premier flooring, showing wide planks with a very fine, straight, and uniform grain pattern.

## **ASH PREMIER**

Available in Engineered

A close-up view of Ash Heritage flooring, featuring wide planks with a grain pattern that includes more variation and knots compared to the Premier line.

## **ASH HERITAGE**

Available in Solid | Engineered

A close-up view of Hickory Premier flooring, showing wide planks with a distinct grain pattern characterized by prominent, dark, wavy lines (flecking).

## **HICKORY PREMIER**

Available in Engineered

A close-up view of Hickory Heritage flooring, featuring wide planks with a grain pattern similar to the Premier line but with more pronounced knots and natural variations in color.

## **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"

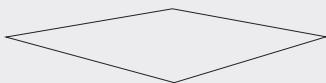
**AVAILABLE IN:** Smooth | Wire-brushed | Hand scraped

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



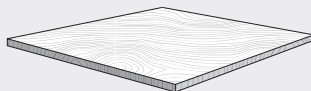
## TOP COAT

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



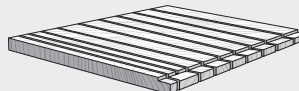
## SURFACE LAYER

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



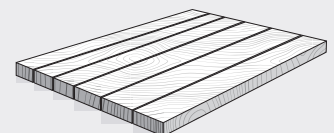
## SOLID CORE LAYER

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

A close-up photograph of a light-colored wood plank with a smooth finish, showing natural grain patterns and knots.

SMOOTH

A close-up photograph of a light-colored wood plank with a smooth matte finish, showing natural grain patterns and knots.

SMOOTH MATTE

## Four Textures, Endless Style

Texture adds a different dimension of character to the floor. Our hardwood flooring products are available in four 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.

A close-up photograph of a light-colored wood plank with a hand-scraped finish, showing a distressed, uneven surface with visible grain and knots.

HAND SCRAPED

A close-up photograph of a dark-colored wood plank with a wire-brushed finish, showing a heavily textured, grooved surface with prominent grain patterns.

WIRE-BRUSHED

## COLLECTION SPECIFICATIONS

COLLECTION	TEXTURE
Smooth	Low sheen and semi gloss
Smooth Matte	Matte
Wire Brushed	Matte
Hand Scraped	Matte





## WATER CLEAR™ STAIN



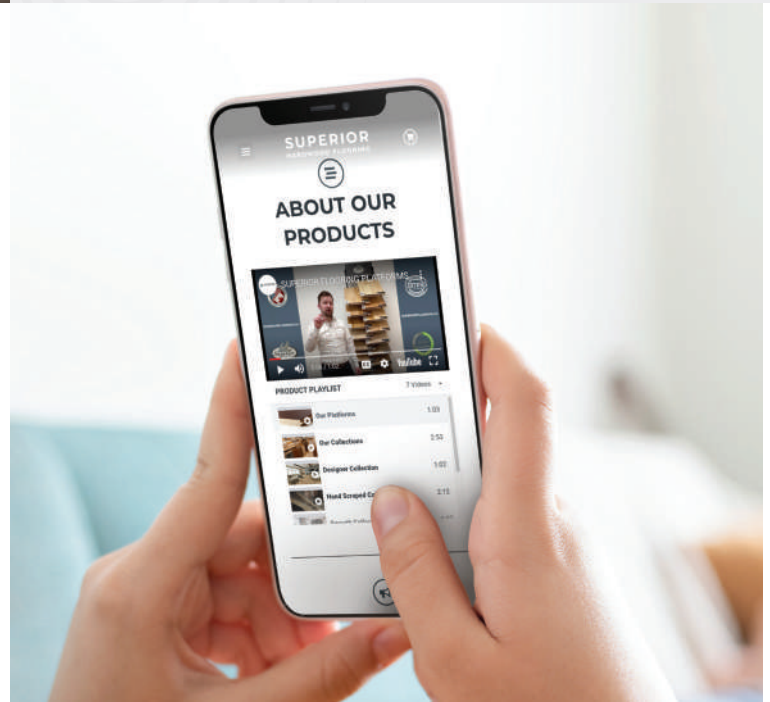
- ✓ Wood absorbs the stain colour which **ENHANCES** the natural colour and texture
- ✓ **TOUGH** and **FLEXIBLE** finish that can handle the natural movement of wood and everyday wear
- ✓ Water-based and virtually **NO VOC'S**

**SUPERIORFLOORING.CA/  
WATER-CLEAR-FINISH**

## SUPERIOR TRAINING

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

**SUPERIORFLOORING.CA/  
TRAINING-VIDEOS**



## 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**

Sample selection may vary\*





**SUPERIORFLOORING.CA**



Superior Flooring by  
Herwynen Sawmill LTD



superiorhardwoodflooring



superiorhardwoodflooring



superiorhardwoodflooring

**Superior Flooring  
Products Are Proudly**



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Get all the latest information, products and colours  
that Superior Flooring has to offer.

**SUPERIORFLOORING.CA/NEWSLETTER**