



PRODUCT OVERVIEW



SIMPLY SUPERIOR SINCE 1986

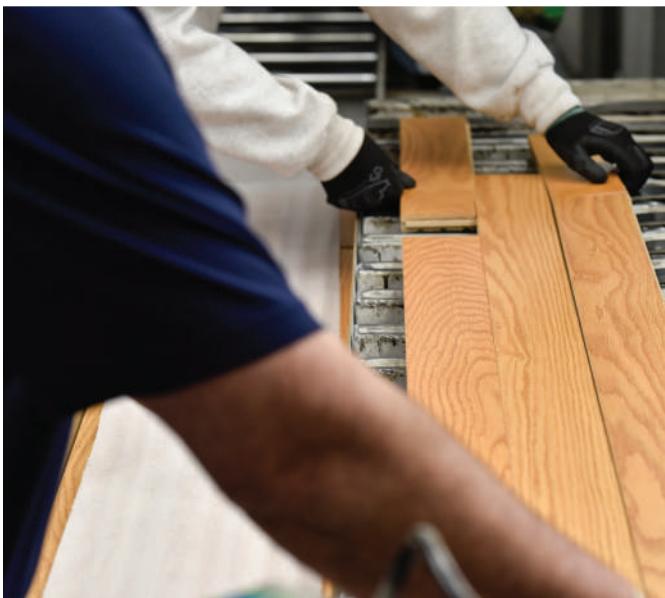


In 1986, we started producing rough cut lumber on a small piece of land severed from the Herwynen family farm.

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.

Our core philosophy is
QUALITY ABOVE ALL ELSE.

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.



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



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



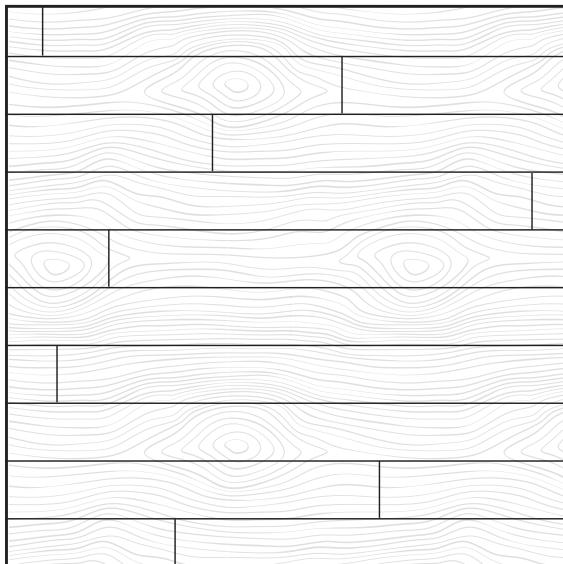
Our Engineered and Enhanced products are made with real wood and have a thick wear layer; providing more resilience and the ability to refinish in the future.



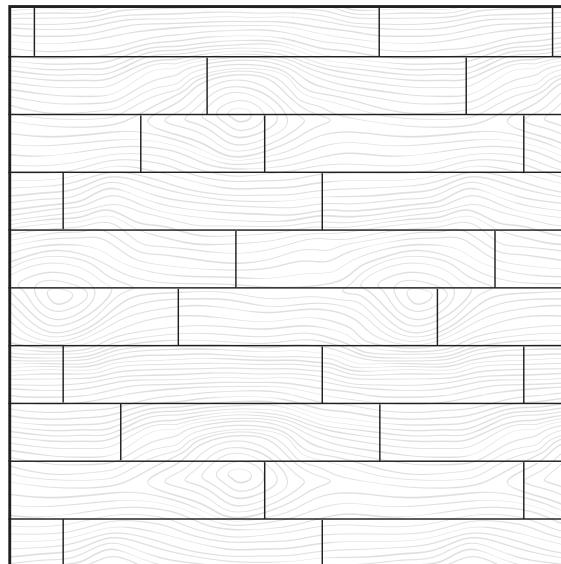
PROUD MEMBER OF THE NATIONAL WOOD FLOORING ASSOCIATION

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"



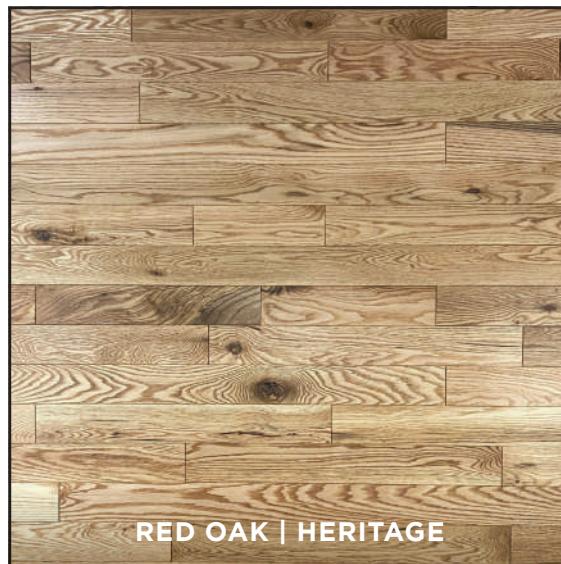
COMPETITION
Lengths only up to 72"

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



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

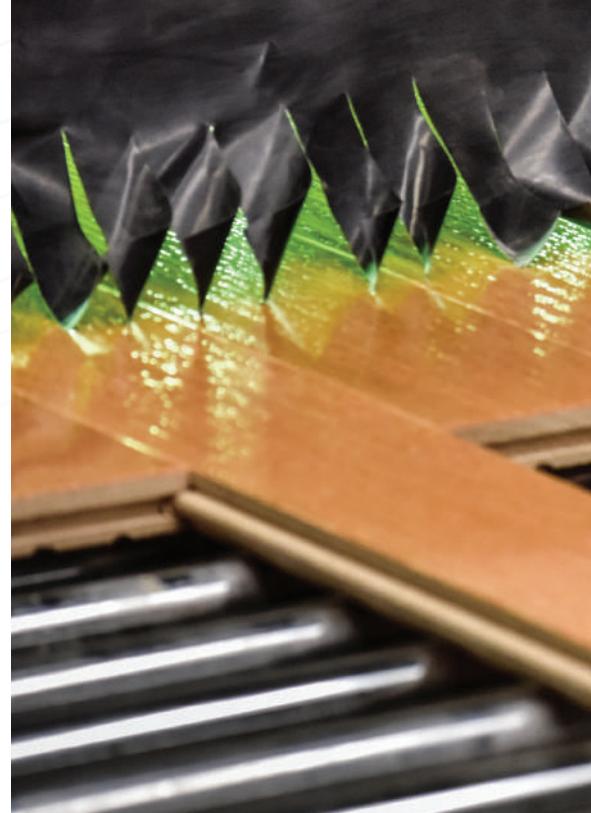


HICKORY HERITAGE

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



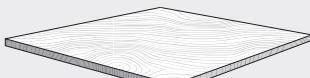
TOP COAT

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



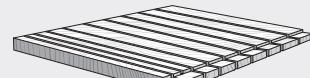
SURFACE LAYER

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



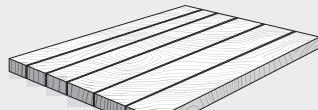
SOLID CORE LAYER

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



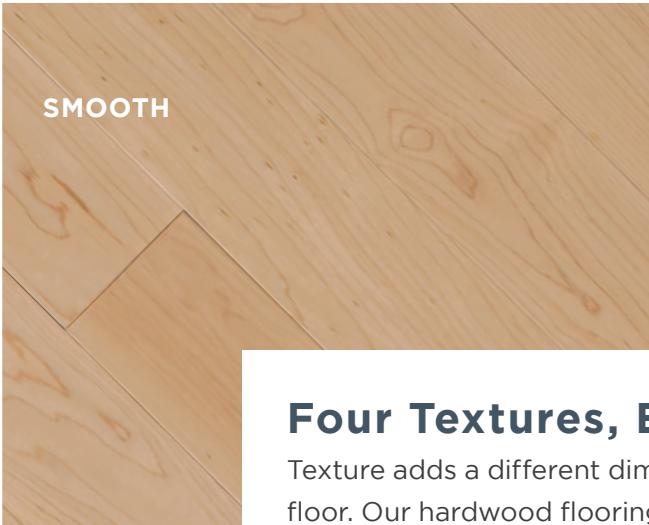
BASE LAYER

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

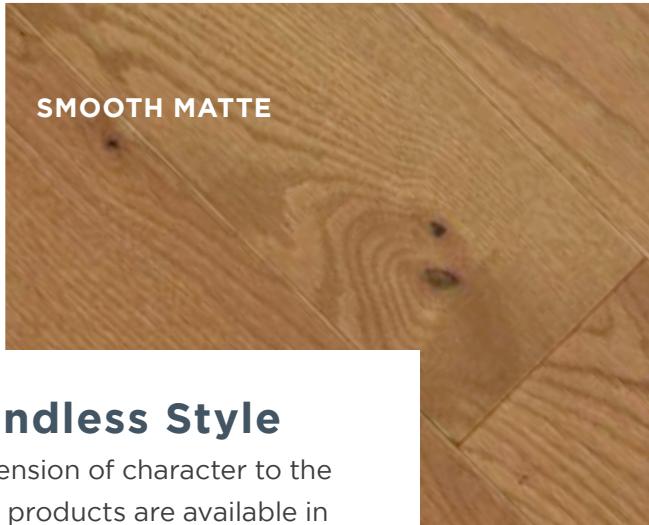


SUPERIOR TEXTURES & FINISHES

SMOOTH



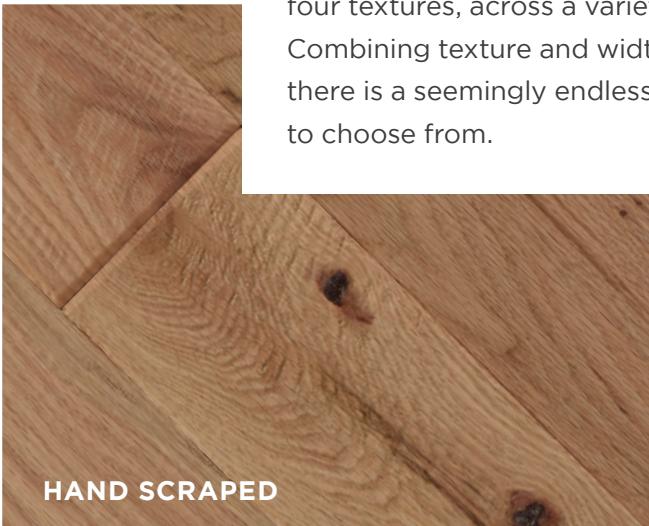
SMOOTH MATTE



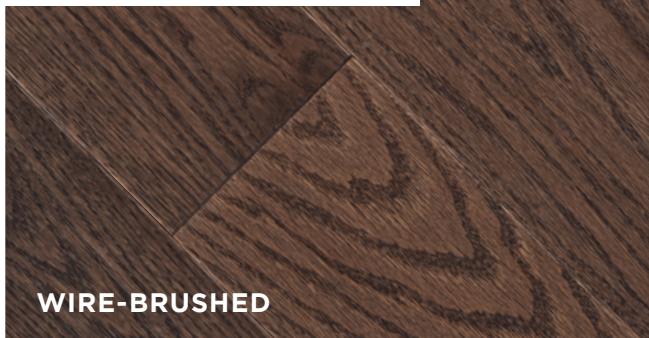
Four Textures, Endless Style

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.

HAND SCRAPED



WIRE-BRUSHED



COLLECTION SPECIFICATIONS

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



WATER CLEAR™ STAIN



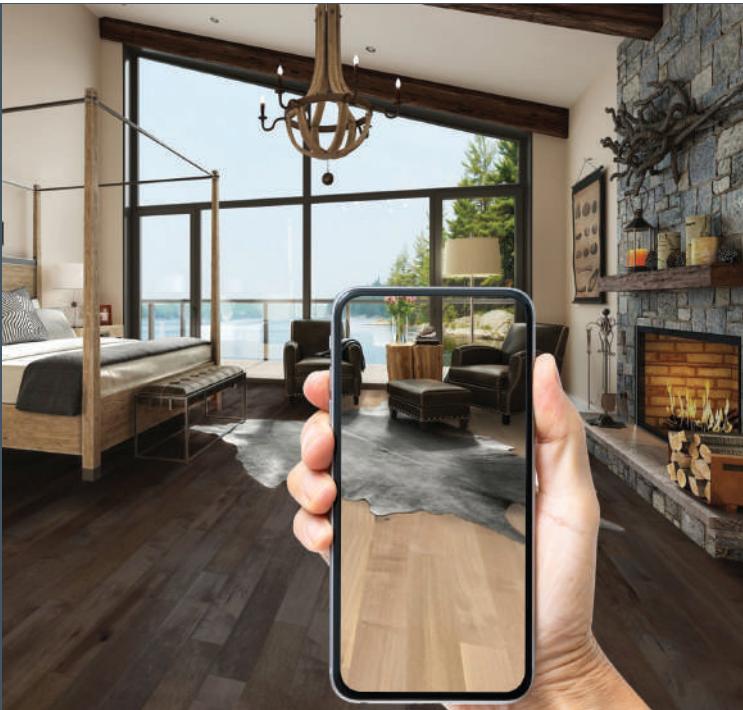
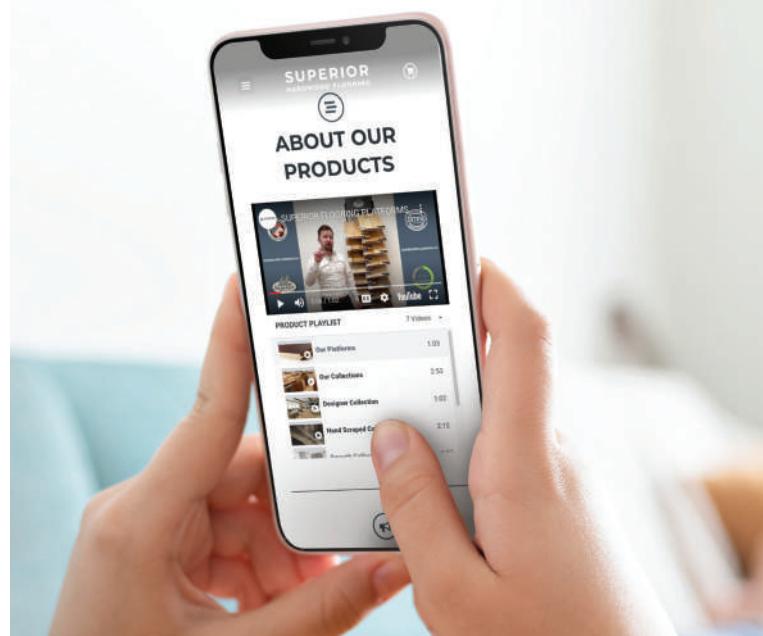
- ✓ Wood absorbs the stain colour which **ENHANCES** the natural colour and texture
- ✓ **TOUGH** and **FLEXIBLE** finish that can handle the natural movement of wood and everyday wear
- ✓ Water-based and virtually **NO VOC'S**

**[SUPERIORFLOORING.CA/
WATER-CLEAR-FINISH](http://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](http://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



SIGN UP FOR OUR NEWSLETTER

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

SUPERIORFLOORING.CA/NEWSLETTER