

APPALACHIAN

A TRADITION OF EXCELLENCE

The Appalachian mountain range is one of North America's oldest and most majestic natural wonders. It stretches from Canada's eastern seaboard to central Alabama in the United States. The Appalachians are home to an amazing variety of hardwood species, world renowned for their superior natural qualities. Black Walnut, Cherry, Hard Maple, Hickory, Red Oak and Yellow Birch can all be found among its peaks and valleys. This mountain range is our main source of raw material, which is harvested by local workers in the various regions of the Appalachians.

At **Appalachian Flooring**, we are proud to provide North America with the finest quality, Canadian-made hardwood floors.

OUR MISSION

“To provide customers with the finest hardwood floors and the best customer service in the industry.”

We believe that a superior product starts with quality materials and quality people. That is why our experienced staff selects planks from the finest choice-grade hardwoods to make each floor. Principles such as continuous improvement and a drive for perfection allow us to provide every customer with the high quality floor that they deserve. That is why we manufacture each hardwood floor using state of the art machinery and apply strict quality control measures.

Thanks to these principles, the name Appalachian Flooring has become synonymous with superior quality products and fine Canadian craftsmanship.

PROUD TO THINK GREEN

We take pride in being environmentally conscious. Thus, our manufacturing process is geared towards reducing our carbon imprint.

We have taken several steps to achieve this including working to optimize the use of our natural resources. This is done by sourcing our raw materials exclusively from responsibly managed forestry operations and transforming our wood residue into energy which is used to kiln dry our lumber. We also choose to source our raw materials locally to cut down on carbon-based fuel consumption. Another critical step was to become FSC chain of custody certified to demonstrate our belief in the importance of responsible forestry operations worldwide. We achieved this in September of 2009.

We will continue to demonstrate our belief in ethical manufacturing practices. This will be accomplished through production optimization projects and investments in consumer and dealer education on product lifecycles.

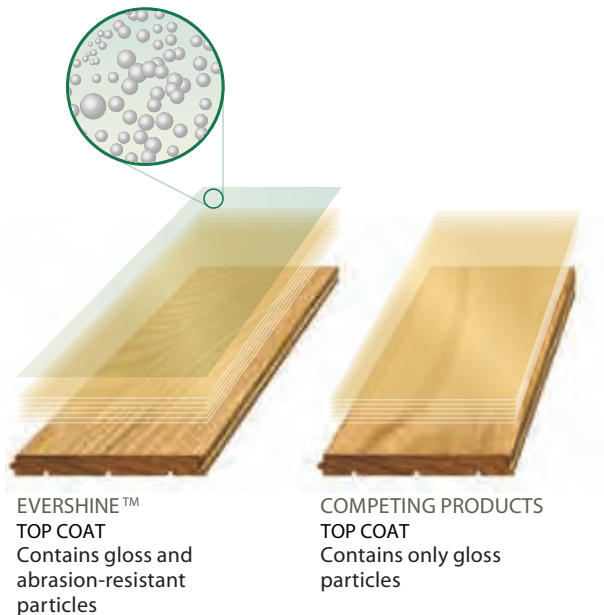
The Evershine™ Advantage

Evershine™ offers enhanced protection for your floor. Although other finishes exist which also promise resistance to wear, their abrasion-resistant layer is usually applied beneath the topcoat.

This means that the top layers of the finish remain susceptible to wear. This can result in your floor becoming noticeably dull in high traffic areas.

The Evershine™ advantage is that the abrasion-resistant aluminum oxide particles are in the very top layer of the finish, thereby protecting the original appearance of your floor.

Evershine™ allows our floors to be both beautiful and resilient. It has a phenomenal capacity to retain its gloss and resist wear-through, thereby preserving the original beauty of the floor. Evershine™ will keep your floor better looking, longer.



Evershine

BETTER LOOKING, LONGER LASTING

What is Evershine™?

Evershine™ is a revolutionary finish exclusive to Appalachian flooring. It combines seven layers of polyurethane with the latest nanotechnology. Each individual layer of polyurethane is U.V. cured, in order to achieve maximum inter-coat adhesion strength. Aluminum oxide particles are then integrated directly into the topcoat. This innovative manufacturing process ensures superior resistance to wear-through.

We promise that our Evershine™ finish will conserve its gloss longer than any similar product, and we back this promise with our **35 Year Limited Warranty** on wear-through.

Healthy and Hypoallergenic

Hardwood floors have always been a popular choice due to their non-allergen-retentive surface. Appalachian flooring has taken hardwood floors to an even higher standard of clean, thanks to Ultra-Fresh™. Ultra-Fresh™ is an innovative additive included in our Evershine™ finish.

It prevents microbial-nature stains from forming on the surface of your floor, helping to ensure your home smells fresh and clean.

** Ultra-Fresh copyright Thomson Research Associates, Toronto, Canada.*

35 years of Beauty



We promise that your Appalachian floor will be beautiful in five years, in ten years, even in thirty-five years. We back this promise with our 35 Year Limited Warranty on all our Evershine™ prefinished hardwood floors. Whether you choose Prestige, Excel, Millrun or Antique grade wood, you will have peace of mind knowing that your floor is protected by both our warranty and our Evershine™ finish.

Proud To Think Green



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Our environmental policy

We take pride in being environmentally conscious. Therefore our manufacturing process is designed to minimize production waste. Additionally, we transform our wood residue into energy which is used to kiln dry our green lumber. These are only a few examples of our ethical manufacturing practices and of how we proactively work to minimize the impact of our operations on the environment.

Environmental benefits of choosing Appalachian hardwood flooring

Hardwood flooring is an ecologically wise choice because it is both renewable and recyclable. Well managed hardwood forests will continue yielding high quality trees for generations and hardwood floors can find new life through re-finishing or by being reclaimed for other uses.

Wood is widely recognized as a carbon neutral material. Carbon trapped within the tree during its growth cycle remains contained within the wood during its service life. The carbon neutral nature of wood has led hardwood flooring to be the primary choice as a floor covering in many LEED® certified projects.

Minimizing our collective energy consumption is a prime concern in preserving the environment. Wood flooring manufacturing has been found to consume the lowest amount of energy (electrical and fossil fuel) of any floor covering option.

What is FSC?

FSC certification is internationally recognized as the most rigorous environmental and social standard for responsible forest management. The FSC's transparency, focus on a participatory consultation process, independent monitoring, supply chain tracking and strong management standards are some of the reasons why it is the only forest certification system supported by groups such as the World Wildlife Fund Canada, Greenpeace, Sierra Club of Canada, and the National Aboriginal Forestry Association. FSC is the only international accrediting body which guarantees that designated wood products come from responsibly managed forests.

Why buy FSC-certified products?

By buying FSC-certified products you are investing in our future. Responsible forestry management safeguards natural wildlife habitats, freshwater lakes and rivers, and keeps our forests healthy for generations to come.

Consumers are increasingly concerned about the impact of their decisions on the environment and their communities. Some companies are addressing this concern by insuring that their products are made from responsibly harvested raw materials. One of the most widely recognized ways of doing so is by specifying wood products that are independently verified to have met the FSC's international standards.

What is LEED®?

LEED® which is managed by the U.S. Green building council (USGBC) and the Canadian Green building Council (CaGBC) it is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. The Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria. LEED® is a third-party certification program and an internationally accepted benchmark for the design, construction and operation of high performance green buildings. It provides building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. Appalachian Flooring contributes to LEED® points in certified projects in both Canada and the United States

Appalachian Flooring and VOCs

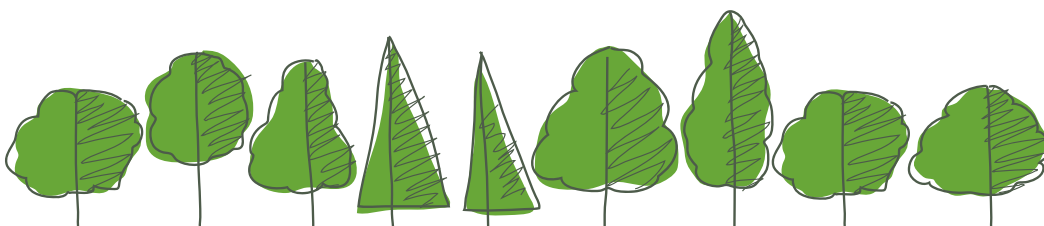
Appalachian flooring's products contain negligible amounts of formaldehyde. The amounts are so low as to not be detectable during testing. Our VOC content has been measured as approximately 50 times less than the amount allowed under California emission standards (CARB), the most stringent in North America.

What is the Lacey Act

It is an act passed by the United States Congress which prohibits the importing of illegally harvested wood and wood products. This legislation sets a new benchmark in environmental protection legislation.

Where does Appalachian Flooring stand in relation to the Lacey Act

Appalachian Flooring is and has always been in full compliance with the new laws regarding sourcing of its raw material. Appalachian feels it is its obligation to ensure that its product are procured from environmentally responsible suppliers.



FSC
www.fsc.org

FSC™ C004852

The mark of
responsible forestry



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Email: info@spifloors.com

AMERICAN CHERRY

Warm and welcoming, American Cherry gives off a distinct aura of class. Freshly cut, the wood is of an orangey cast. However with exposure to sunlight, the tone of the wood will darken to a deeper, more pronounced reddish-brown color. This sensitivity to light is one of the many charming characteristics of Cherry wood and allows each and every American Cherry floor to evolve, over time, into a unique work of art.

GRADES: Prestige, Antique and Colonial
WIDTHS: 2 1/4", 3 1/4"



BLACK WALNUT

Black Walnut is one of the most exclusive and distinctive wood species on the market. The rich brown tones of the heartwood are mixed with the cream colored highlights of the sapwood to create a very seductive blend. Combined with its tight yet pronounced grain, this color patterning allows a Black Walnut floor to complement virtually any decor.

GRADES: Excel and Colonial
WIDTHS: 2 1/4", 3 1/4"



HARD MAPLE

The Canadian species "par excellence"! Sought for its uniform grain texture, light almost creamy color and high hardness rating, Hard Maple is the ideal choice for those searching for long-lasting beauty. Its pale tones increase a room's vibrancy and brightness while adding life to any modern decor.

GRADES: Prestige, Antique and Colonial
WIDTHS: 2 1/4", 3 1/4"



HICKORY

Hickory displays the most character of any of our woods, due to the unique contrast between the smooth white and pinkish sapwood and the rich brown heartwood. One of the hardest and hardiest of the North American species Hickory is sure to please for years to come.

GRADES: Millrun
WIDTHS: 2 1/4", 3 1/4"



RED OAK

Classic, time-tested and true, Red Oak is a solid choice. Widely esteemed for its distinctive grain and subtle reddish coloring, it lends warmth to any room and matures beautifully with age. Red Oak's stains penetrate deep into the wood resulting in warm, rich colors.

GRADES: Prestige, Antique and Colonial
WIDTHS: 2 1/4", 3 1/4"



YELLOW BIRCH

With its tight grain, cheerful golden hue and occasional intermixed reddish brown areas, Yellow Birch is the ideal solution for people looking to give a room a little more vibrancy and color. The lovely whirling pattern of the grain also adds to the vivacity of this species.

GRADES: Excel and Millrun
WIDTHS: 2 1/4", 3 1/4"



Species

APPALACHIAN & EXOTIC COLLECTION



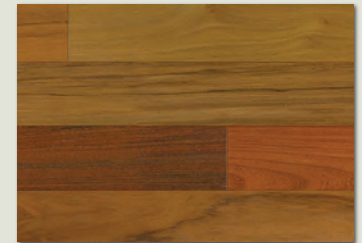
CUMARU - Prestige

Cumaru (Brazilian Teak) is an exceptionally dense hardwood with a tightly interwoven fibre pattern. Cumaru is also a beautiful wood, as it exhibits both a straight yet pronounced grain pattern as well as startling variations in color. Sections of dark brown, reddish brown and light brown are interspersed to create floors with wondrous color patterns, sure to attract and delight the eye.



IPE - Prestige

Ipe (Brazilian Walnut) is a beautiful wood with unique coloration that ages gracefully. Its greenish-brown coloring is set off by the pronounced wave patterns of its grain to yield visually stunning floors. The greenish brown tones fade with time, changing to a creamier brown. In addition to its natural beauty Ipe has a very strong resistance to decay. These characteristics made Ipe the wood of choice to build Atlantic City's famous boardwalk.



JATOBA - Prestige

The bark of Jatoba (Brazilian Cherry) is used by the indigenous people of Brazil to brew powerful love potions. Perhaps this is why it is hard to resist the natural appeal of this seductive wood species. Jatoba's attractive reddish coloring combined with its uniform straight grain yields floors that are remarkably consistent in their coloration and patterning.



SANTOS MAHOGANY - Prestige

The true emperor of hardwood flooring, it can only be described as magnificent. Its dark reddish brown mahogany tones are interspersed with lighter orangey brown areas to create an unparalleled and truly outstanding look.



TIGERWOOD - Prestige

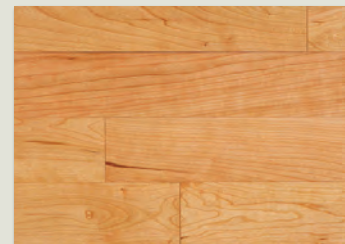
The most exotic of the imported wood species, Tigerwood cuts a striking figure. With its predominantly orange to reddish brown coloring slashed by stripes of dark brown and black, it is impossible not to think of its namesake animal when looking at a Tigerwood floor... It almost seems to leap out at you.



Grades

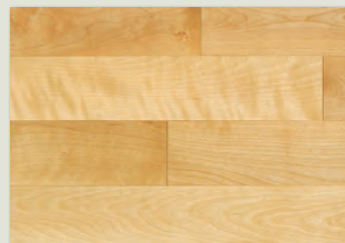
PRESTIGE

Our Prestige grade wood is an excellent choice for those who prefer floors that are more uniform in both color and tone. There is minimal color variation in this grade which results in very consistent stain colours when they are applied. Prestige grade floors represent the epitome of flooring perfection.



EXCEL

Our Excel grade combines planks from both our Prestige and Antique grades of wood. Species such as Walnut and Birch present striking characteristics which make them ideal candidates for the excel grade.



ANTIQUÉ

As the name suggests, the Antique grade simulates the more varied look of a vintage hardwood floor. This classic product exudes warmth and old world charm. This is due to the presence of mineral streaks, as well as natural color variation between planks.



MILLRUN

The Millrun grade showcases the true character of the species. Long and short planks, a high degree of color variation as well as the presence of character marks such as knots and mineral streaks give each Millrun floor a distinct look.



COLOONIAL

Colonial grade wood is a great choice for those who prefer a rustic look or are searching for a floor with lots of character. The planks in the Colonial grade are generally shorter and will have more color variation, as well as a higher percentage of character marks (such as mineral stains, knots and wormholes) than those found in our other grades. Thanks to this richness, every Colonial floor is a unique work of art.

