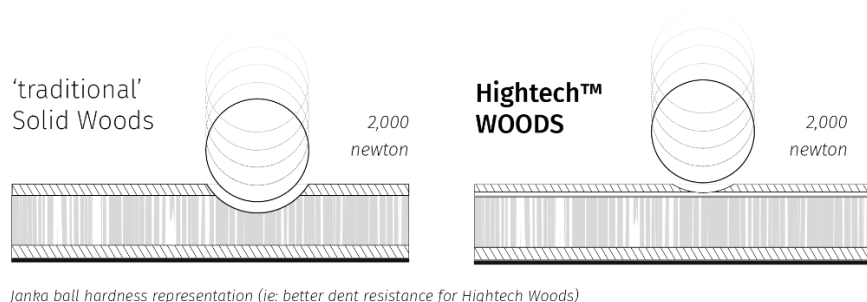


Hightech™ WOODS Performance Explained

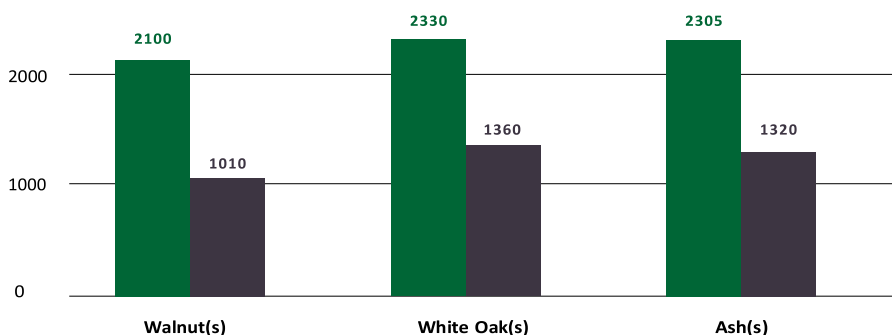
Dent Resistance and Stability

Hightech Woods excels with dent resistance and relative hardness, which translates into less wear, less frequent maintenance, and lower life cycle cost.



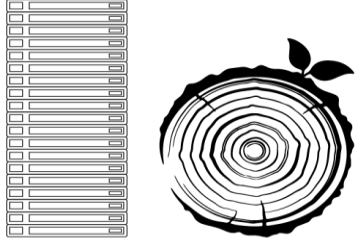
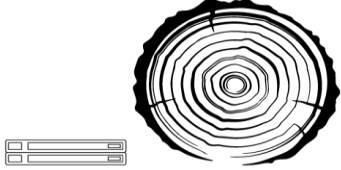
One of the main innovations surrounding Hightech's fusion construction is its' densified composite wood core, the method used to attach the wood veneer to it, and how that affects the materials' hardness. Using a 'nano' resin to bond the layers together, ensures that the core materials' hardness is transferred to the wood veneer above. This microscopic fusion increases the woods' Janka hardness, boosting the extremely important impact/dent/gouge resistance.

In real terms, the Hightech Woods have 3x the impact resistance (despite being almost twice as hard) when compared to traditional wood flooring of the same species. Intuitively, if a product shows less wear, it will look better for longer, and will less likely need to be refinished or replaced.



Sustainability

Hightech WOODS excel in the 'sustainability' category, and we believe it to be the posterchild of sustainability is and should be within the flooring category. Beyond its' durability suitable in rigorous commercial applications, and its' use of non-toxic adhesives and finishes, Hightech WOODS offers real wood with a yield of 10x that of solid wood. By using a veneer over a solid plank and optimizing its' thickness (as it relates to durability, stability, and refinish-ability), the yield from the harvested wood is ten times that of a solid flooring plank.

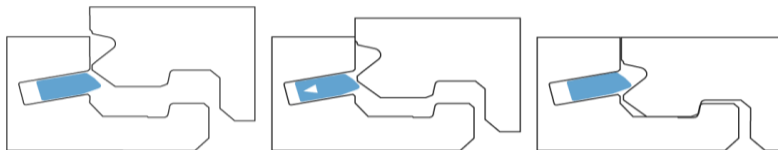
Hightech Woods	'traditional' Solid Woods
	
<p>Hightech has 10x the yield of finished material when compared to 'solid' wood</p>	

When you can extend the value of the forest, and do so without adding toxins in the process, you have a sustainability winner!

Ease of Installation

An important consideration when analyzing flooring (beyond that of its upfront cost, how long it will last, and how to impacts our environment -forest/carbon and the air we breathe), is its' installation procedure. Installation matters in these ways:

- Speed of installation
 - This directly correlates to 'cost' of installation (less labor equals less cost)
 - No glue needed
 - 100 sq.ft. can be installed in less than 5 min (* w/ professional installers)
- Ability to create a 'sound' finished surface
 - Hightech's locking mechanism ensures it is waterproof to topical moisture (* - for at least 24 hours of standing water) - mitigating against cupping/crowning (both a physical hazard and could require replacement).
 - Hightech's stability with movement ensures that gaps won't open up (occurs in all 'wideplank' SOLID products)
 - High levels of sound isolation on its own (STC/IIC -55db on 8" slab)
- Use flexibility
 - Can be used On, above, or Below grade.
 - Available also in a 'clip-together' wall installation system



Though many people only look at the upfront cost of the flooring product they are considering, this is a gross oversight. Cost is multi-faceted, and when you consider the environment, it is multi-dimensional. Carpets all end up in the landfill,

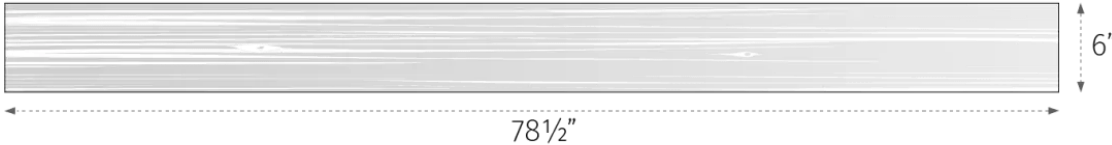


SUSTAINABLE F L O O R I N G

and typically within several years in a commercial installation. Wood that typically easily dents will require significant work to maintain it, and it too often gets replaced. Vinyl and PVC floors further exacerbate our reliance on fossil fuels, and lead to the continual cycle of introducing 'forever' toxins into our environment, and these chemical concoctions we'll also likely find will be cancer-causing landmines (just waiting to attack our immune systems). Think about 'true cost' (life cycle, carbon footprint, etc.) when making such an important (and lasting) decision.

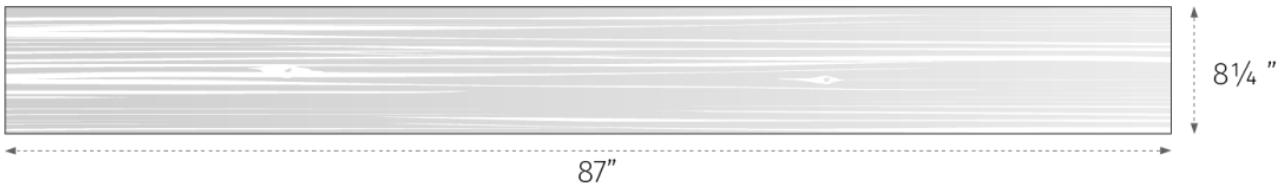
CLASSIC:

6" X 78-1/2" X 3/8"



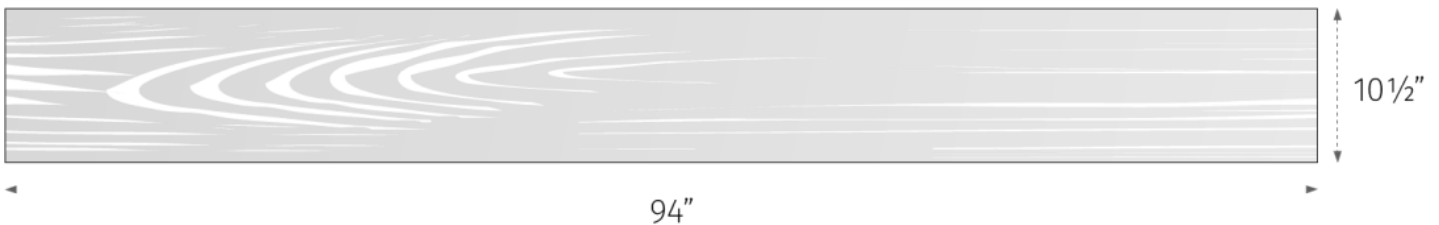
WIDE:

8-1/4" X 87" X 7/16"



MASSIVE:

10-1/2" X 94" X 7/16"



Chestnut
Oak

Country
Ash

Field Ash

Light
Weather

Medium
Weather

Oak Latte

Oak
Natural

Smoked
Walnut

Tobacco
Oak

Walnut
Natural