

DENSIFIED WOOD



WHY DENSIFIED WOOD?

A beautiful home has always come second to a home filled with life, love and dogs. But it doesn't have to anymore.

A revolutionary breakthrough in hardwood flooring. Densified wood is a 100% natural product created using a 100% natural process. By harnessing the basic properties of heat and pressure, densified wood achieves extraordinary results as pure as nature.

This is more than a new product, it's a whole new category of flooring. What takes nature millions of years to do, we can do in a matter of minutes, transforming real hardwood into even harder wood. In this regard, densified wood truly stands alone as the first of its kind.

The new standard in real hardwood floors.

THE DENSIFIED WOOD ADVANTAGE

- 100% Real Hardwood
- More than 2X Harder
- Scratch and Dent Resistant
- **CLEANTIVITY™** Antimicrobial Technology – Inhibits the Growth of Bacteria



Water-Resistant



Pet & Kid Approved



MADE IN THE USA
with foreign and domestic components

DENSIFIED WOOD

THE DENSIFIED WOOD DIFFERENCE

Scratch and dent damage caused by dogs is a leading reason why homeowners think they can't have hardwood floors. Not anymore, densified wood lets you enjoy real hardwood floors that are completely worry free!

#1 IN DENT RESISTANCE

When tested for indentation resistance by ASTM D2394, a 2" weighted metal ball is dropped from a 60" and 72" height and indent impact levels are measured - densified wood performed best!



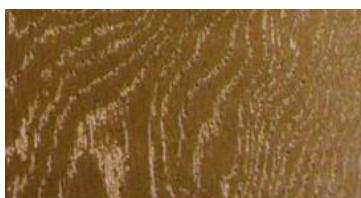
SPC WITH WOOD VENEER FACE



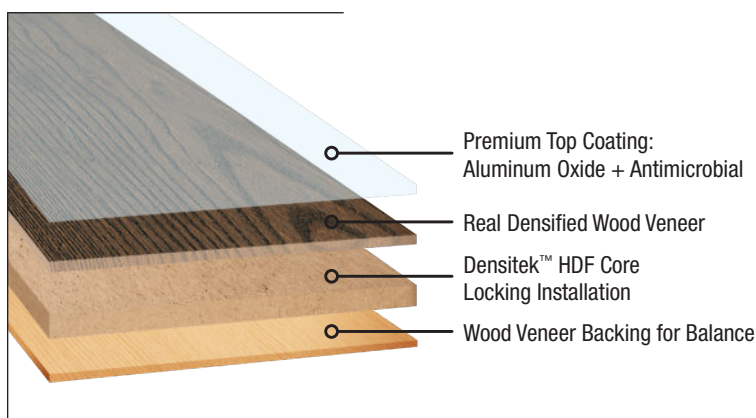
LUXURY VINYL PLANK



3/8" ENGINEERED HARDWOOD



3/8" DENSIFIED WOOD



DENSIFIED WOOD – THE TOUGHEST FLOOR EVERY MADE!

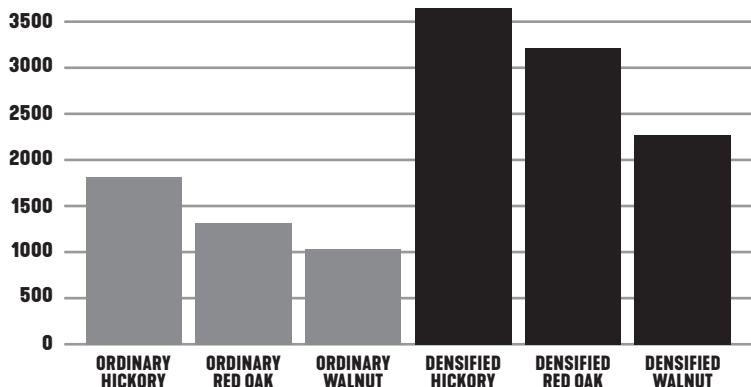
Our patent pending process uses simply heat and pressure to close the open cells in hardwood and densifies the wood making it the hardest flooring on the market.



WALNUT BEFORE
4.5 MM AND 41 PCF DENSITY

AFTER DENSIFICATION
3.0 MM AND 57 PCF DENSITY

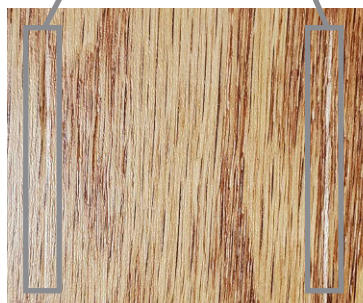
JANKA HARDNESS OF DENSIFIED VS. ORDINARY HARDWOOD



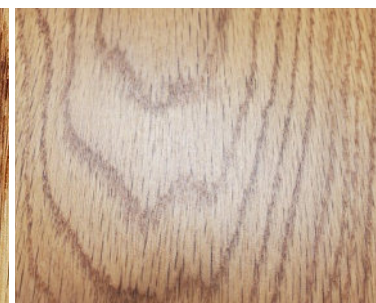
SCRATCH TEST

THE WOOD COLLAPSED GIVING THE COATING A WHITE APPEARANCE

NO NOTICEABLE DAMAGE



STANDARD ENGINEERED RED OAK



DENSIFIED ENGINEERED RED OAK