



CHOOSING SUSTAINABLE & DURABLE
ENGINEERED WOOD FLOORING

With the immense number of suppliers of wood flooring into the Australian market, it is becoming more challenging for the specifier to decide what product is most suited for what project. During the selection process, colour can be an important factor, but there are also environmental and technical factors that should be considered during this process. Recycled content, sustainability and lacquer durability should also be taken into consideration during the selection process. This is to ensure that Australian specifiers are confident that the wood is sourced from certified forests and harvested in a sustainable manner. It also gives the specifier peace of mind that the engineered floor selected has a durable surface layer that will stand up to the rigors of today's modern lifestyle.

It is the purpose of this white paper to discuss the issues highlighted above and their impact to a project's overall success.

SUSTAINABILITY AND RECYCLED CONTENT IS KEY

The decimation of the world's native forests is an issue that is important to all of us, as the degradation of the forest impacts the quality of all life immensely. A matter of particular importance at the moment is the illegal logging of Russian forests for European Oak, Ash and Elm.

As identified in 2013, in a report on this issue by the WWF; "WWF analysis of Russian customs data revealed that in 2010, the volume of Mongolian oak logged for export exceeded the volume authorized for logging by 200 percent—meaning that at least half of the oak being exported across the border to China was stolen".

(source: <https://www.worldwildlife.org/publications/illegal-logging-in-the-russian-far-east-global-demand-and-taiga-destruction>)

Premium Floors obtains its timber via legal harvesting methods, of particular note is, that the **European oak used in Premium Floors engineered wood flooring is sourced from sustainably managed resources.**

Most of our wood floor ranges are **PEFC certified**, while Premium Floors carries full Chain of Custody Certification (COC) for the PEFC program. (www.pefc.org)

The Program for Endorsement of Forest Certification is the world's largest forest certification scheme, which ensures that the wood has been produced in an ecologically, socially and economically responsible way.



RECYCLED CONTENT – A HEART FOR NATURE

The construction of Premium floors timber flooring is best described as a sandwich construction. The product consists of 3 layers of durable timber as illustrated below.

The core layer of our flooring is a solid layer of Hevea Brasiliensis (rubberwood). This timber is sourced from rubber (latex) plantations located close to the manufacturing facility. Where previously rubber trees were bulldozed and burned after their economic lifespan of rubber production had been exhausted, Premium floors now harvests this waste material and utilizes it as the core of their engineered wood flooring.

Premium Floors wood flooring contains approximately 60% recycled content.

UP TO 20 TIMES MORE DURABLE AND ABRASION RESISTANT

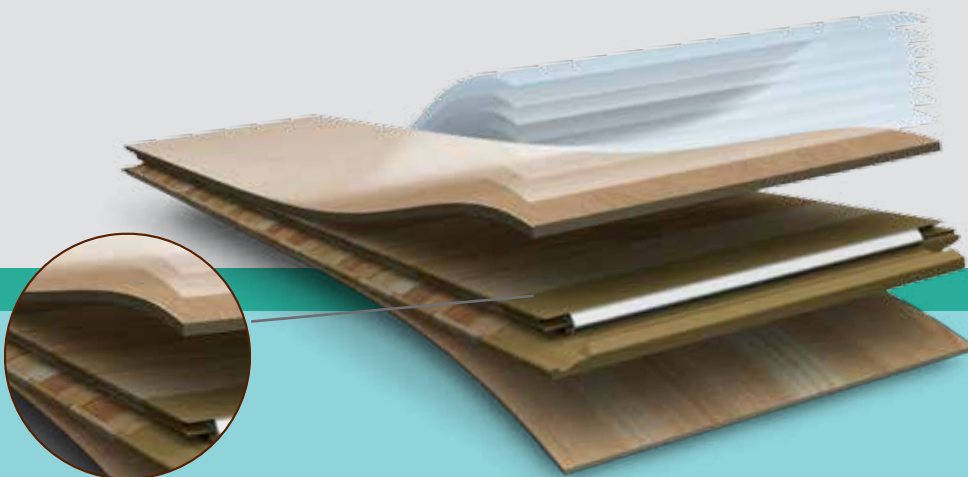
Premium Floors controls the entire manufacturing process from raw material to the finished product and is capable of implementing innovations at each step of this process. Manufacturing facilities are company owned, they are not contracted facilities. Therefore, Premium Floors has the ability to ensure that product uniformity and quality are consistent over time.

Improvement and innovation are always our focus. Each and every time, existing products and their properties are re-evaluated. New or improved features or qualities are added to existing products, and new products are created when the ideal opportunities to support future evolution are provided. One of these innovations is the type and quality of the lacquer used to finish many of our engineered wood flooring products.

Premium Floors uses a high quality European lacquer for its engineered timber flooring that is the best in the world.

S.R.T. (Scratch Resistant Technology): 7 layers of UV-cured lacquer are applied to every board to ensure maximum protection against wear and tear.

How then is S.R.T durability measured?



ACCELERATED WEAR TESTING: TABER TEST MACHINE

One scientific way to accurately measure the effectiveness of our product, is to test the durability of our lacquer via the test method (ASTM D4060). A sample of flooring is placed on a small rotating turntable, called the Taber test machine. This machine also contains a piece of sandpaper touching the surface of the sample. The abrasion resistance and durability of the coating is measured by counting the number of rotations until the coating is worn through. This wear through is confirmed by the application of a red dye to show that the lacquer is removed and that the wood is now porous.

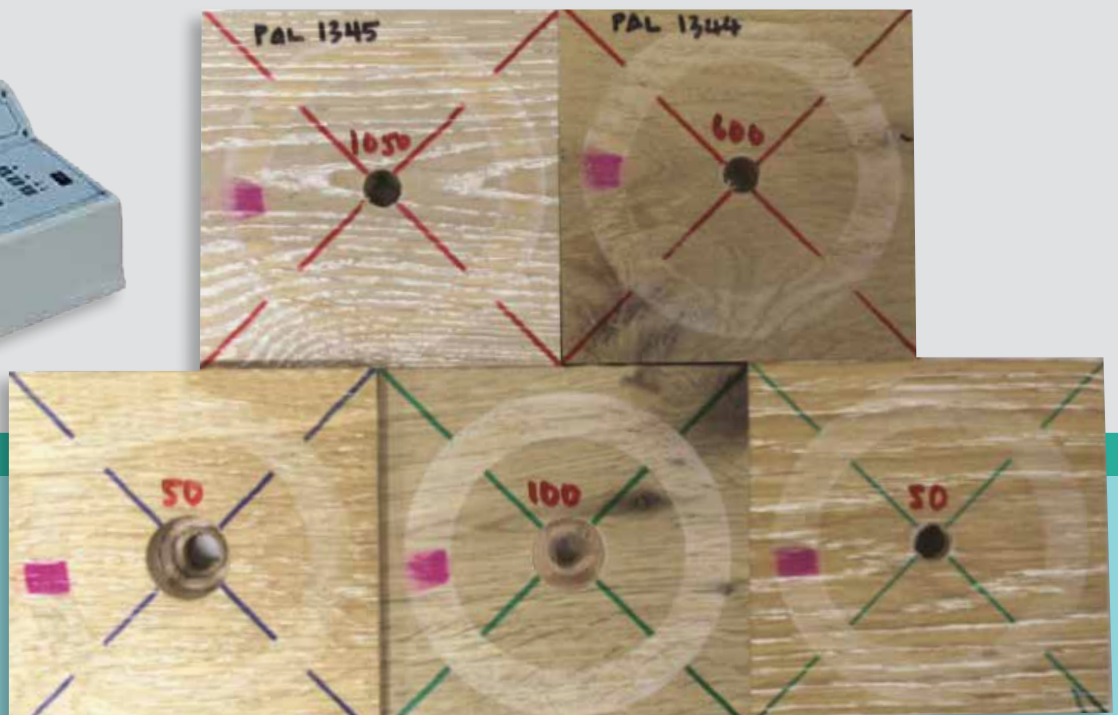
50 rotations of the turntable represent approximately 12 months of wear in a normal residential application.

As clearly illustrated below, the two samples in the top row represent Premium Floors Palazzo range. The three samples on the bottom row represent competitor samples.

As further illustrated, the three competitor products only obtained between 50-100 rotations before the lacquer was completely eroded and the bare timber is exposed. This means that after only 12 months – 2 years of normal wear, the floor will need to be completely re-sanded and re-lacquered.

If one looks at the Premium floors product results (refer: PAL 1345 and PAL 1344) our product achieves a minimum of 600 rotations. *Therefore, against the tested products, our lacquer is up to 20 times more durable.*

These results have implications for developers, builders, specifiers and end users alike. Particularly in multi residential and single dwelling construction, interested parties need to be reassured their floor surface layer is durable. By specifying and installing Premium floors engineered timber flooring, one can be assured of this.



WHERE TO FROM HERE?

When considering a sustainable and durable flooring product for your next project, the issues discussed in this white paper should be of absolute importance.

- The vertically integrated processes of harvesting, manufacturing and logistics, all controlled by Premium Floors.
- Engineered timber floor from Premium Floors contains 60% recycled material.
- PEFC certification.
- Timber is from sustainably harvested sources and is not sourced via illegal methods.
- The durability and abrasion resistance of the lacquers used is top priority. Premium Floors timber flooring has a top layer that is up to 20 times more durable than some competitors.

Quintessential to guaranteeing a successful outcome is the selection of a quality manufacturer or supplier. Some key criteria on selecting the best suppliers include;

- Experience - Only select companies that have a long history working with engineered wood flooring.
- Technical expertise - Only select companies with a strong technical understanding of engineered wood flooring.
- Design capabilities - Selecting companies that manufacture what they sell will help to provide the best design solution, especially when you are chasing something a little "out of the box".
- Financial capabilities - Ensure that you nominate suppliers that have adequate financial backing, just in case something goes wrong!
- A "full package" provider - Selecting a company that can provide the flooring as well as the acoustic underlay and all trims and profiles will help to leave nothing to chance.
- Locally stocked - Local stock means less delays at the busy end of the project.



Premium

FLOORS AUSTRALIA

Sydney	Tel.: (02) 9982 3777
Melbourne	Tel.: (03) 9798 0808
Brisbane	Tel.: (07) 3273 3111
Adelaide	Tel.: (08) 8262 8666
Tasmania	Tel.: (03) 9798 0808
Northern Terr.	Tel.: (08) 8262 8666
Perth	Tel.: (08) 9240 1966

Commercial Division Tel.: (03) 9798 0808

CALL PREMIUM FLOORS

To ensure satisfaction, Premium Floors has the largest stocked range of wood flooring in Australia as well as a full design service for non-standard requirements. Present in every mainland State of Australia, Premium are National Market Leaders in Timber, Laminate, Cork and Bamboo Flooring and offer the full package for all flooring sold. As the experts in their field and with a rich 34 year history of well supported, quality products in Australia, Premium continue to develop their range and drive innovation into the Australian Hard Flooring Market.

Date of Release: October 2015