## WHY USE NATURAL WOOD FLOORING?

Wood flooring is the most beautiful, economical, environmentally friendly, and easy to care for material you can choose for your home. It offers enduring beauty that will last a lifetime and beyond. It never goes out of style and goes well with any décor.

<u>Affordable:</u> Wood floors add value to your residence, not to mention it will bring a lifetime of pleasure. Hardwood floor products are one of the most sought after hard surface flooring in remodelling and new home construction.

**Easy to Maintain:** Routine maintenance is a little more than simple sweeping and vacuuming, always making sure your hardwood floors are protected from moisture and heavy wear which creates scratches. Preventive maintenance like area rugs, floor protectors (on ALL furniture on your hardwood floors), and routine maintenance with proper hardwood floor cleaner should always be exercised (improper products can contribute to additional wear, may VOID your warranty, and cause failure when recoating.

**Ecological Sound:** Unlike most floor coverings, wood floors come from a natural resource that is sustainable. Long gone are the days when timber was cut down with little thought for the long term consequences on forests. Today most timber is cut from forests that are carefully managed to ensure continued resources in the future. Additionally, there is more standing hardwood timber today than there was 50 years ago.

<u>Healthy:</u> The Environmental Protection Agency has said that indoor air quality is one of our top health threats. Installed in the home or elsewhere, wood floors help contribute to a healthy living environment.

Hard surface flooring such as hardwood floors does not trap or harbour dust mites or moulds. This creates better air quality for all inhabitants, but especially for those who suffer from allergies. The hard surface of wood floors also helps avoid artificial substances such as pesticides that can accumulate on some floor coverings. A recent study found that pesticides used in gardens and homes accumulate on carpeted floors and other surfaces in the home, but that wood floors greatly reduce the accumulation of such toxins.

Another concern for the home environment is the off-gassing of toxins that results from some synthetic materials. Any of these chemicals can make people in the home chronically ill.

<u>Selection and Variety:</u> With today's technologically advanced manufacturing, stains and finishes, hardwood floors come in many sizes, styles, colours, finishes and species. These many choices can compliment any home or office with style and a beautiful product that last a lifetime.

Timber has always been a mainstay of our building heritage and oak floors are central to that. There is an enduring beauty and a relationship we have with natural wood that cannot be said of any other product. Its as if we live together in harmony.

We love Wood Floors