


A photograph of a modern living room interior. The floor is covered in light-colored wood flooring. On the left, there is a large, dark-stained wooden double door with glass inserts, showing a view of a balcony. The wall to the right of the door is white and features a small framed picture. Further right, there is a brick wall with a built-in white shelving unit and a dark wood TV console. The ceiling has exposed dark wooden beams and a white ceiling fan. The overall lighting is warm and ambient.

**A QUICK GUIDE TO
HELP YOU DECIDE WHICH
WOOD/LAMINATE FLOORING
FOR YOUR HOME?**



“In-order to arrive, we
must know where we
want to reach.”

Anonymous



THE FIRST STEP

CLARIFY YOUR NEEDS

The key things. Here is a checklist!

- **Functionality** - Here we mean practicality. Is the particular wood flooring suitable for the area?
- **Health** - What is the impact of the wood floor on the indoor air once installed? How did the production process impact the environment?
- **Aesthetics** - Is the wood floor beautiful to look at? Does it work with or further enhances the desired look and feel of the project?
- **Durability** - How likely is the wood floor to retain that initial beauty and value? Is it going to last? Is there a warranty? What does the warranty cover? How likely is the warranty to be honored just in case?
- **People behind the product** - Is the vendor knowledgeable enough about their products and your needs? Are they willing to guide you honestly? What track record do they have of successful executions? Do they have a good, well trained team?
- **Price** - What is the best price at which I can get the above?

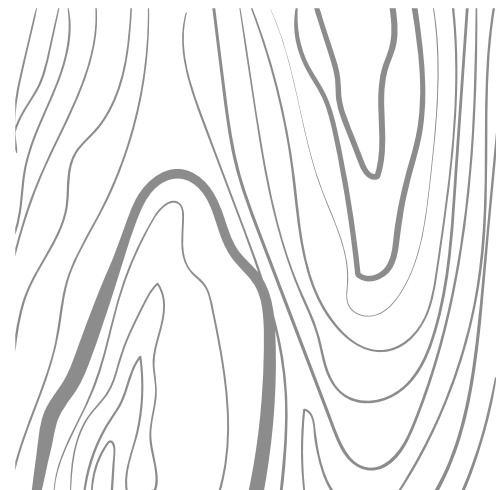




FUNCTIONALITY



- Here we take a closer look at the practicality issue. Is the wood floor option you are looking at sturdy enough to take the anticipated traffic for that particular area?
- Is the surface easy to maintain?
- What kind of materials are needed for daily upkeep?
- Is there any periodic maintenance that is needed?
- Are the materials easily available, reasonably priced & easy to apply?
- Does the vendor provide a maintenance training & service?





Tip 1

Use laminate flooring for young kids room. The environment should be such that does not overly restrict the child. **If you let the child 'do', only then they will learn how to do it well.** As laminate flooring surface is stain resistant, this makes it extremely easy to clean and maintain. It is also highly scratch & dent resistant hence a good choice for such areas.



DID YOU KNOW?

A SCRATCHED OILED SURFACE CAN BE PARTIALLY REPAIRED UNLIKE LACQUERED SURFACE.

Tip 2

As an end user this means that you can refresh your oiled wood floor super easily!



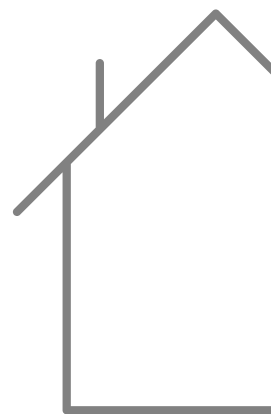
HEALTH & YOUR BUILDING



- This is an extremely important area as you would agree. People spend 90 percent of their time indoors, where air pollution levels are 2 to 10 times higher than those found outdoors.

Surprised?

- The largest source of this pollution is volatile organic compound (VOC) emissions from building materials and furnishings. VOC's are those chemicals that get released from the product into the atmosphere and can have an effect on a persons body and spiritual well being. On the milder side, a body could be effected by respiratory issues such as mild irritation to Asthma and on the other extreme some compounds have been documented as Carcinogenic (capable of causing cancer) where the exposure is quiet high and for a long period of time.
- Since VOC's not only come from building products (other sources are car exhaust fumes, industrial affluents etc), we can see that it makes sense to limit the overall exposure to tolerable levels. Choosing a building product with a safe level of emission will help achieve this objective for an end user.
- For trade professionals such as architects, designers, contractors, vendors and craftsmen, it is all the more important as they are exposed to these hazardous exposures which are at a much higher level during the construction stage. It does make sense to specify keeping this fact in mind.



Are wood floors healthy?_____

Yes! Provided we are a little careful in our choice. Like every other product in a building or a room, wood floors have an impact on the indoor air quality. Specifically ask for wood floors with certified emissions standards which should be **E1 (emission class 1) or lower or CARB complaint.**

In the absence of such standards in India, these standards formed by European and American regulatory authorities can serve as a guide to the specifiers and consumers. There are many quality products available that are **completely Formaldehyde (a chemical - kind of VOC) free.**

Beware of false certifications! In order to lower a price and attract consumers, unscrupulous vendors and manufacturers can get into such practises. In our experience, the producers in areas such Europe, USA have to comply with stronger control from the government and public alike.

The quality control procedures are much well established and risk of a false certification is low. In contrast, at the lower end of price spectrum, we find some small Chinese producers with inadequate quality monitoring systems and hence the risk of a non compliant product is much higher. However, by no means we wish to say that good quality is not possible from Chinese sources. Just do your homework!





Sustainability - What exactly is it?

- Sustainable means simply something which can be sustained, continued. You can imagine if we do not pay attention to the sensible & mindful usage of our natural resources such as wood, at one point in time, we will have to face the inevitable consequences.
- As an example, surely we can relate to the changing weather conditions. A few decades ago, we had a much colder and longer winter in North India. Notice how short it has become now. This further leads to the increased usage of air-conditioning thus not only adding to our expenses but adding to the ozone depleting green house emissions as well which further impacts our health. Similarly there are other non desirable effects too. A simple google search will enlighten you with plenty of data.



- The world has plenty of sustainable forests from where an ample supply of this wonderful natural resource can be obtained. It is totally incorrect to label wood as an environmentally unfriendly material. You would be surprised to know that if you compare the overall impact of sustainable wood logging, it is much lower and highly beneficial to the environment when you look at the impact materials derived from mining activities such as stones and marble and other cement and metal based construction products. These extraction and conversion processes are highly energy intensive and the emissions to the green house gases is much larger.

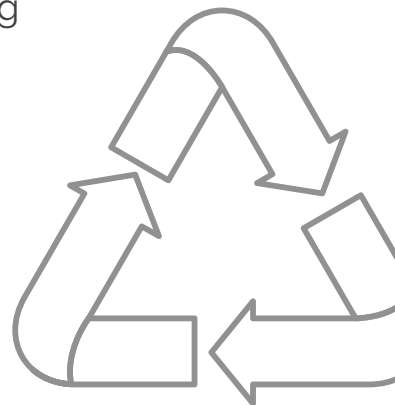


- So in-order to leave a world which is decent enough for our old age and our children's adulthood, we must pay attention.
- You can easily source and identify wood products manufactured from sustainable forestry by looking at certifications such as FSC, PEFC etc. These are certifications that confirm the entire chain has followed the best practises in terms of cutting wood in a manner that enhances rather than destroys our world.



Is going sustainable a fad or actually makes practical sense?_____

- Imagine a situation - Your neighbour buys a product that harms the environment. Now that environment is as much as yours as his. You and your kids, family breath the same air as he does. He saves some money but you and your family pay the price. Off-course he pays the price as well in terms of exposure to a bad environment just as you would do...
- You can see how the fear of spending a lit bit extra would cause a decision which is not good for the long term for all concerned.





____ WOOD IS WOOD. PERIOD!
NO MATERIAL CAN REPLACE
THE CHARM OF REAL WOOD...



AESTHETICS



Although this a subjective issue, most people agree that wood is warm and inviting and helps relax the environment. Accordingly it can be used to soften the scene by adding a natural contrast to synthetic and man made materials such as glass, steel etc. A wide variety of flooring options are available in terms of types of wood species, surface finishes, coating types as well as various kinds of formats. One can select from this variety the kind that help create a conformable atmosphere.



Tip 3

If you have decided to go for a real wood floor (engineered or solid), a nature or a rustic grading can save you money incase it works with your design theme. Nature or Rustic grading is that selection of wood which has comparatively larger knots and more variation. These however do not impact the durability of your floor at all. At the same time they are actually much more lively and natural looking.



DURABILITY

How long will it last?_____

- Durability of a wood floor is an important consideration during the selection process.
- The key concern here is period of time before it needs to be replaced and the ease of replacement when the time comes for it.
- Laminate flooring and real wood flooring have a key difference here. While your real wood floor (other than veneered floors) can generally be sanded and renovated, laminate flooring is a 'use and throw' product.
- Whilst quality laminate floors last long covered by manufacture warranties, they eventually wear down and will have to be replaced. Unlike real wood floors (engineered & solid), they can not be refinished and given a new lease of life.
- During selection, then you need to look at the expected traffic, the exposure to dust, your budget and your expectation in terms of desired life before deciding.
- Take some time out to read the written information such as product brochures, warranty etc. Good suppliers generally provide a lot of quality data that you can go through and verify before you make your decision.



VULCAN DECKING

STABLE

LOW MAINTENANCE

SUSTAINABLE

Tip 4

Quality of a person's life depends quite a lot on the quality of surroundings. Always invest in top quality to the extent your budget allows. Try to stretch a bit if possible. Most people regret having compromised at a later stage. It is generally not worth it!



____PEOPLE MATTER!

Team behind the product

- This is an extremely critical element of the selection process.
- Use the checklist to ask questions that matter to you.
- If you then compare the quality of advice between vendors, you will get to know right away how much do they really know.
- In order to really help you, a vendor must know what exactly can a product do or not do and then guide you honestly.
- It is not only the sales person, the team at the back end matters too! They are the one's who will deliver the product and if needed, get it installed and provide any needed servicing over the period.

“The achievements of an organization are the results of the combined effort of every individual.”

Vince Lombardi



Tip 5

- Do a reference check.
- Ask for details on successful projects executed or case studies.
- You may also speak with a few old customers to find out the facts.
- Ultimately you want to judge if the vendor has proven capability of delivering what he is promising and what proofs they can submit in support.



PRICE vs VALUE



The final step...

- Now that you have all the information, this is the right time to look at the price. Lot of people start with the price first. One should start with defining the 'Need' first!
- Make an apple to apple comparison and work out which product and vendor has the best chance of meeting your needs at the best price.

An Invitation to
visit our showroom





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