



# APPALACHIAN

APPALACHIAN FLOORING  
COLLECTIONS



\*The cover photo shows the White Oak Angora Excel from the Alta Moda Collection  
This edition of the Appalachian Flooring brochure was created in 2021.

# A TRADITION OF EXCELLENCE, INSPIRED BY OUR SURROUNDINGS.

This past year Appalachian Flooring celebrated 20 years of providing quality hardwood flooring in a variety of styles and colors so that your home reflects your personality for years to come.

Our founder, Jean Leduc, has over 40 years of experience in the forest products industry ranging from forest management to hardwood flooring manufacturing. Jean used these years of experience and passion for the forestry industry to found Appalachian Flooring in the Eastern Townships of Quebec, Canada in 2000. With the addition of an engineered flooring production facility in North Troy, Vermont, Jean Leduc and his dedicated team have enhanced the visibility and success of Appalachian Flooring.

Appalachian Flooring has become synonymous with quality, durability, style, and the natural beauty of the Appalachian mountain range, our namesake and inspiration. Our dedication to innovation, growth, and excellent customer service has ensured our position as a premier manufacturer of high quality hardwood flooring products in North America.

**We invite you to look at what our 20 years of experience have created: products that we are proud to define as affordable luxury. You will find timeless classics as well as cutting-edge design-oriented colors in our various collections. We are sure that you will find an Appalachian product that will enhance the beauty of your home.**

LET US GUIDE YOU TO THE FLOOR OF YOUR DREAMS!





## NATURE'S TRUTH

An innovative process allows us to create floors that reveal the natural characteristics of raw wood. The flat finish of our new Verità Collection offers the lowest sheen possible for a prefinished floor. Discover how truly beautiful wood can be in its natural state.





Red Oak Excel, Poesia

## Hickory Poesia



Hard Maple Poesia



Red Oak Poesia



White Oak Poesia



Yellow Birch Poesia



## AVAILABILITY



### Hard Maple

#### Solid

Prestige: 3 1/4"

Excel: 3 1/4"

#### Engineered

Prestige: 5"

Excel: 5"



### Hickory

#### Solid

Excel: 3 1/4"

#### Engineered

Excel: 5"



### Red Oak

#### Solid

Prestige: 3 1/4"

Excel: 3 1/4"

#### Engineered

Prestige: 5"

Excel: 5"



### Yellow Birch

#### Solid

Excel: 3 1/4"



### White Oak

#### Engineered

Excel: 5", 7"

For more information on grading, refer to pages 32-34.





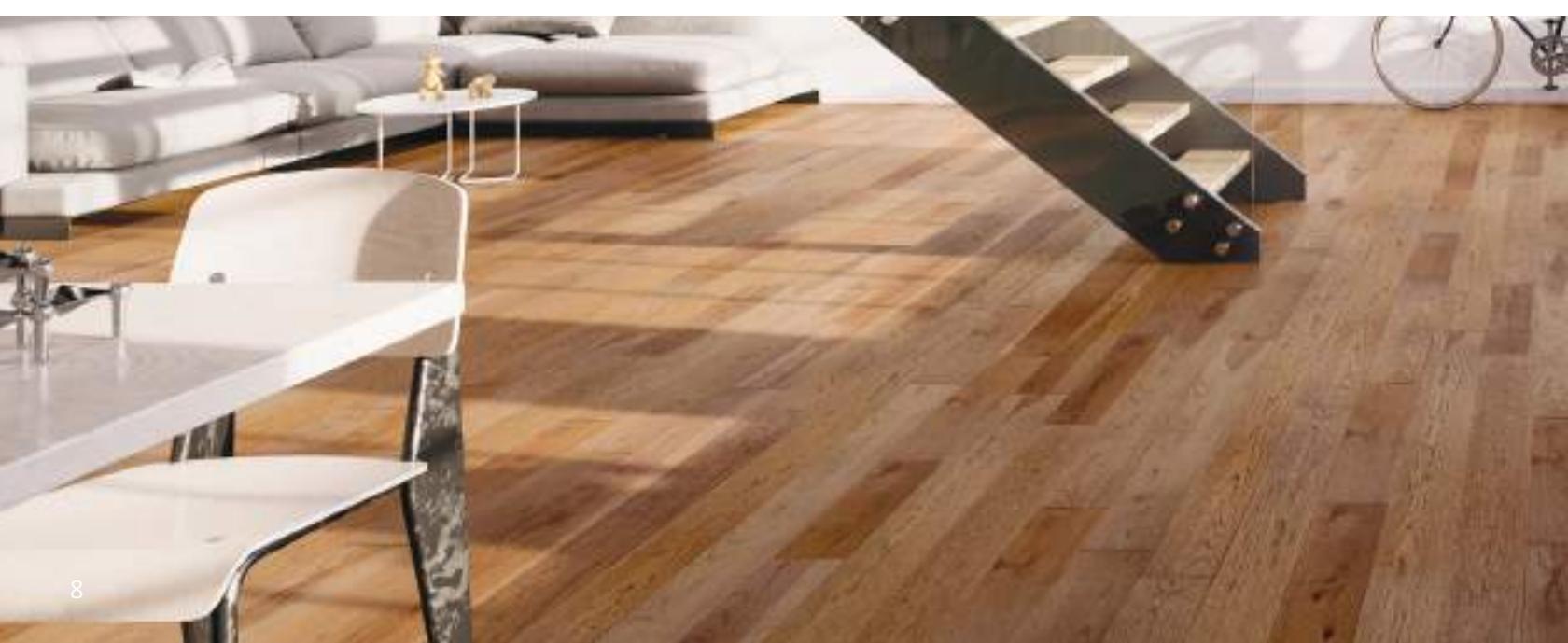
COLLECTION  
VERITÀ  
RAW WOOD LOOK

White Oak Excel, Poesia



## ORGANIC TEXTURE, NATURAL BEAUTY

An innovative natural oil based finish which allows us to preserve and protect the rich appearance of the wood without obscuring it beneath an artificial layer. The Era Design floors incorporate perfectly with all lifestyles, whether in a residential or commercial environment. They have the lowest sheen level and allow you to feel the natural texture of the wood under your feet.





COLLECTION  
ERA DESIGN  
NATURAL OIL

Hickory Excel, Avant-Garde

Hard Maple Moderne



White Oak Rococo



Hickory Usonian



Hard Maple Art Nouveau



White Oak Bauhaus



Hickory Avant-Garde



Hard Maple Beaux-Arts



White Oak Neoclassic



Hickory Gothic



Hard Maple Byzantine



White Oak Gothic



## AVAILABILITY



### Hard Maple Solid

Prestige (only available in Moderne): 3 1/4", 4 1/4"  
Excel: 3 1/4", 4 1/4"

### Engineered

Prestige (only available in Moderne): 4", 5"  
Excel: 4", 5"



### White Oak Engineered

Excel: 4", 5", 7"



### Hickory Solid

Excel: 3 1/4"  
Engineered  
Excel: 4", 5"





COLLECTION  
ERA DESIGN  
NATURAL OIL

White Oak Excel, Neoclassic



## THE AUTHENTIC EXPERIENCE

In the Alta Moda Collection, Red Oak and White Oak are lightly wire-brushed to reveal the full depth of their character and to create a deeper texture. Unique and complex stains are then applied to make every single product in this collection stand out. The texturing of the surface also helps hide marks on the floor, a great option for young families and pet owners.





COLLECTION  
**ALTA MODA**  
WIRE-BRUSHED

Red Oak Excel, Pashmina

Red Oak Linen



White Oak Linen



White Oak Angora



Red Oak Pashmina



White Oak Cotton



White Oak Suede



Red Oak Brocade



White Oak Poplin



White Oak Borado



Red Oak Borado



White Oak Damask



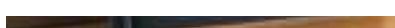
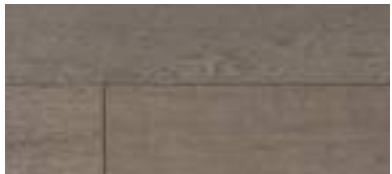
White Oak Brocade



White Oak Madras



White Oak Felt



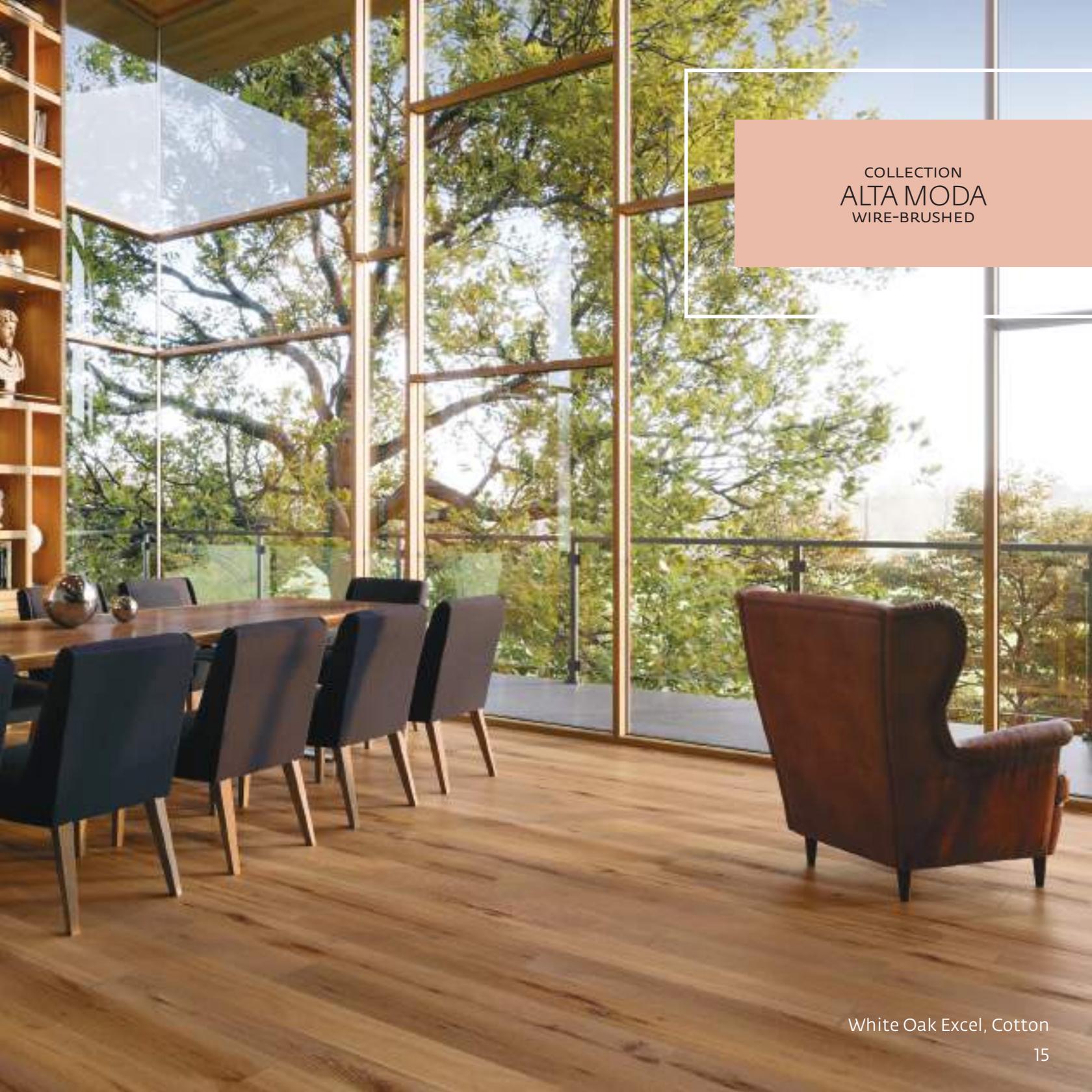
## AVAILABILITY



**Red Oak  
Solid**  
Excel: 4 1/4"  
**Engineered**  
Excel: 5"



**White Oak  
Engineered**  
Excel: 4", 5", 7"  
Live Sawn Character: 7"



COLLECTION  
ALTA MODA  
WIRE-BRUSHED

White Oak Excel, Cotton



## MINERAL RICHNESS

This collection showcases flooring with an ultra-matte finish in a variety of gray tones ranging from light to dark gray as well as beige gray tones. The Special FX collection's gray tones are renowned for their clarity and the ease with which we can integrate them into modern decors. Give your future decor a touch of richness with these mineral-inspired wood floors.





Hard Maple Excel, Agate

Hard Maple BeachSand



Hard Maple Agate



Red Oak Topaz



Hard Maple Nickel



White Oak Mica



Red Oak Cobalt



Hard Maple Cobalt



White Oak Opale



Hard Maple Limestone



White Oak Galena



## AVAILABILITY



### Hard Maple

#### Solid

Prestige: 3 1/4"

Excel: 3 1/4"

#### Engineered

Prestige: 5"

Excel: 5"



### Red Oak

#### Solid

Prestige: 3 1/4"

Excel: 3 1/4"

#### Engineered

Prestige: 5"

Excel: 5"



### White Oak

#### Engineered

Excel: 7"



COLLECTION  
**SPECIAL FX**  
GRAY TONES

Hard Maple Excel, Beachsand



## THE PERFECT TOUCH

By far our most comprehensive series, the Signature Collection offers a myriad of stain colors on a variety of North American species. Most products of the Signature Collection are also available in both solid and engineered profiles, with the Evershine™ revolutionary finish, offering ultra-matte or semi-gloss sheen options. Hundreds of width, profile and color combinations will allow you to find the ideal floor to suit your tastes whether you prefer a classic or modern look.





Hard Maple Excel, Dolomite

# HARD MAPLE

Hard Maple Natural



Hard Maple Pebble



Hard Maple Travertine



Hard Maple Cobblestone



Hard Maple Fedora



Hard Maple Dolomite



Hard Maple Chardonnay



Hard Maple Clay



Hard Maple Treebark



Hard Maple Toffee



Hard Maple Cinnamon



Hard Maple Rosewood



Hard Maple Safari



Hard Maple Walnut



Hard Maple Earth



## AVAILABILITY

### Hard Maple Solid

Prestige: 2 1/4", 3 1/4", 4 1/4"  
Excel: 2 1/4", 3 1/4", 4 1/4"

### Engineered

Prestige: 4", 5"  
Excel: 4", 5"

For more information on grading, refer to pages 32-34.

Hard Maple Moka





COLLECTION  
SIGNATURE

Hard Maple Excel, Chardonnay

# RED OAK

Red Oak Natural



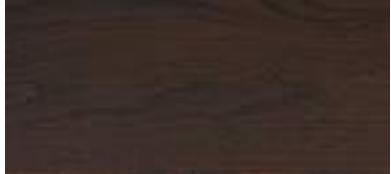
Red Oak Auburn



Red Oak Gunstock



Red Oak Walnut



Red Oak Earth



Red Oak Amaretto



Red Oak Honey



Red Oak Chardonnay



Red Oak Fedora



Red Oak Treebark



Red Oak Medici



Red Oak Latte



Red Oak Jasper



Red Oak Safari



Red Oak Moka



## AVAILABILITY



### Red Oak Solid

Prestige: 2 1/4", 3 1/4", 4 1/4"

Excel: 2 1/4", 3 1/4", 4 1/4"

### Engineered

Prestige: 4", 5"

Excel: 4", 5"

For more information on grading, refer to pages 32-34.



COLLECTION  
SIGNATURE



Red Oak Excel, Treebark

# YELLOW BIRCH, HICKORY, WHITE OAK

Yellow Birch Natural



Yellow Birch Biscotti



Yellow Birch Taupe



Yellow Birch Chai



Yellow Birch Fedora



Yellow Birch Millstone



Yellow Birch Sierra



Yellow Birch Cappuccino



Yellow Birch Chardonnay



Merisier Safari



Hickory Natural



Hickory Gunstock



White Oak Natural



## AVAILABILITY



**White Oak**  
**Engineered**  
Excel: 4", 5"



**Hickory**  
**Solid**  
Excel: 2 1/4", 3 1/4"  
**Engineered**  
Excel: 4", 5"



**Yellow Birch**  
**Solid**

Excel: 2 1/4", 3 1/4", 4 1/4"





COLLECTION  
SIGNATURE

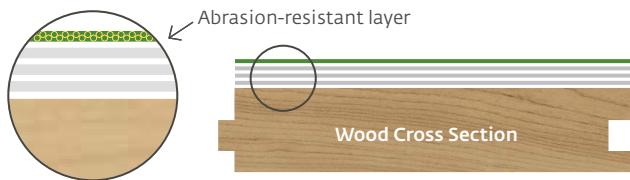
Yellow Birch Excel, Fedora

# WHAT IS THE DIFFERENCE BETWEEN SOLID AND ENGINEERED HARDWOOD?

Some may think that an engineered floor is a type of laminate, or a type of product made inexpensively overseas. Appalachian engineered flooring is real hardwood flooring with a Baltic Birch core. This core gives the product greater stability than a traditional hardwood floor and allows longer and wider planks to be produced than by conventional methods. Engineered products can also be installed in basements, on radiant-heated floors and on concrete slabs, places where traditional hardwood floors are unsuitable.

		
<h3>ADVANTAGES</h3>		<h3>SOLID WOOD</h3>
	<h4>STRUCTURES</h4> <ul style="list-style-type: none"><li>• Baltic Birch core ensures maximum stability</li><li>• Thick wear layer allows for multiple resandings</li><li>• Diamond profiling for extreme precision</li></ul> <h4>FINISH</h4> <ul style="list-style-type: none"><li>• High quality finish options offered in various sheen levels</li><li>• Finish flexibility protects wood in daily life</li><li>• No VOC added in the production process</li><li>• UV protection to reduce yellowing over time</li></ul> <h4>APPEARANCE</h4> <ul style="list-style-type: none"><li>• Sawn lamella yields the same appearance as solid wood</li><li>• Random length distribution just like solid wood</li><li>• Average length greater than solid flooring</li></ul>	<h4>SOLID WOOD</h4> <ul style="list-style-type: none"><li>• Solid hardwood construction from well-managed forests</li><li>• Precision manufacturing for an exact fit</li><li>• Micro-bevel on four sides</li></ul> <ul style="list-style-type: none"><li>• High quality finish options offered in various sheen levels</li><li>• Finish flexibility protects wood in daily life</li><li>• No VOC added in the production process</li><li>• UV protection to reduce yellowing over time</li></ul> <ul style="list-style-type: none"><li>• Random length distribution for a natural appearance</li><li>• Specially selected planks to showcase the species features</li></ul>
<h3>SPECIFICATIONS</h3>		
<b>Warranty:</b>	35-year residential, 5-year commercial	35-year residential, 5-year commercial
<b>Made In:</b>	Canada and United States	Canada
<b>Thickness:</b>	11,4 mm   18,4 mm	3/4"
<b>Widths Available:</b>	4", 5"   7"	21/4", 31/4", 4 1/4"
<b>Installation:</b>	Nailed, glued or floated	Nailed
<b>Level:</b>	On, above and below grade	On and above grade
<b>Radiant Heat:</b>	Yes (Except Hickory)	No

## EVERSHINE™ FINISH SIGNATURE & SPECIAL FX



**Evershine™ is Appalachian Flooring's revolutionary finish available on all of our products in the Signature and Special FX collections. It allows our floors to be both beautiful and resistant. It has a phenomenal capacity to retain its gloss and resist wear-through, thereby preserving the original beauty of the floor. Evershine™ will keep your floor better looking, longer!**

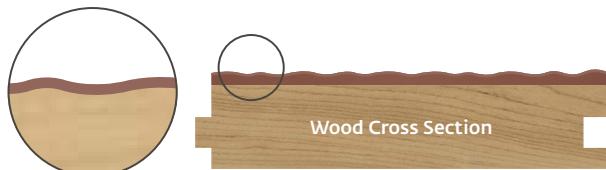
### THE EVERSHINE™ ADVANTAGE

Evershine™ offers enhanced protection for your floor. This finish has abrasion-resistant aluminum oxide particles in the very top layer of the finish, thereby protecting the original appearance of your floor.

### EVERSHINE™ OFFERS YOU

- 35-year limited residential warranty on wear-through
- 5-year limited commercial warranty on wear-through
- Seven coats of UV-cured polyurethane
- Advanced Nanotechnology and Aluminum Oxide
- Highest Taber test results in the industry
- Anti-microbial additive

## WIRE-BRUSH FINISH ALTA MODA



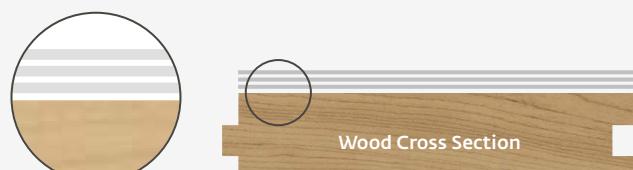
Steel brushes are used to lightly texture the surface of the flooring. A flat finish is then applied. The floors in this collection are perfect for young families and pet owners, as the wire-brushed texture conceals wear and damage.

## OIL FINISH ERA DESIGN



Our unique production process allows us to create a fine patina that will resist wear, liquid spills and conceal damage for years to come. We infuse the wood with oil which bonds with the cellulose in the wood fiber. The oil is then cured in our facility. This avoids the cumbersome and often unpleasant process of on-site finishing in your home. Oil finishes are built into the wood, which allows the showcasing of the natural texture and appearance of wood and often makes the repair of minor damage relatively simple. It can also be cleaned after installation, unlike other oil finishes, which can require up to a three week waiting period before being cleaned for the first time.

## SMOOTH FINISH VERITÀ



Our innovative process allows us to create floors that replicate the natural appeal of raw wood. A unique process removes the yellowing effect of a traditional clear finish and keeps the sheen level at the lowest degree possible in a prefinished floor. Lay our Verità product next to a piece of unfinished wood and you will discover how truly beautiful wood can be in its natural state.

# SPECIES DESCRIPTIONS



## HARD MAPLE

This species is primarily known for the tight, even graining of its light colored sapwood, which ranges in color from cream to white with light yellow or red casts depending on the season during which it was sawn. Maple's heartwood is of a medium brown color and will contrast pleasantly with the sapwood in the grades that feature it. Maple can exhibit certain grain characteristics such as ripple grain and bird's eye. Hard Maple is also known to some people as Sugar Maple.



## RED OAK

This species delivers the classic hardwood look prevalent in turn of the century homes. Red Oak's heartwood is prized for its predominantly golden and reddish tones, whereas the sapwood will generally be composed of lighter colored boards or boards of a different hue. Different types of interesting grain patterns such as cathedral peaks and linear grain are showcased by the alternating open and closed graining of the wood.



## WHITE OAK

This species features natural colored heartwood that varies from light beige to light brown. The sapwood can be paler or greyer. The grain pattern in White Oak is quite distinct due to the difference between the appearance of the open and closed grain. Classic oak patterning, including cathedral peaks, will be predominant in the Excel grade. Classic grain will be predominant in Live Sawn Character grade and vertical grain will also be accepted.





## HICKORY

This species showcases the most extreme color variations of any of the species we carry. The sapwood is generally of an off-white color that can have pink or yellow undertones. The heartwood is of a dark or medium brown.

Hickory's grain pattern varies greatly from one board to the next, making for a very lively looking floor. Hickory is considerably denser than Red Oak and Maple, which makes it an excellent floor for high traffic areas.



## YELLOW BIRCH

This species is well known for the cheerful coloration of its light colored sapwood which contrasts beautifully with the reddish brown coloration of the heartwood (which is sometimes known as red birch). Yellow Birch can feature spectacular grain patterning, such as ribbon grain and fiddle-back. Yellow Birch is much harder than White Birch; however it remains softer than Red Oak and Maple.



## WOOD HARDNESS

The Janka hardness test measures the force required to embed a 0.444 inch (11.28 mm) steel ball into the wood by half its diameter. The result of this test is one of the best measures of the ability of a wood species to withstand different forms of wear and denting, which is determined by the density of the fibers of each species.

This is why there are several important variables to consider when you are planning to buy hardwood flooring. Color and look are important, but you must also consider wood grain, stability, and hardness.

HICKORY	1820
HARD MAPLE	1450
WHITE OAK	1360
RED OAK	1290
YELLOW BIRCH	1260

# GRADE COMPARISONS

## HARD MAPLE

Prestige



Excel



Advantage



## RED OAK

Prestige



Excel



Advantage



## WHITE OAK

---

Excel



Live Sawn Character



## HICKORY

---

Excel



## YELLOW BIRCH

---

Excel



# GRADE DESCRIPTIONS

## PRESTIGE

### **Hard Maple, Red Oak**

Most color consistent grade, small mineral streaks and character marks permitted, small pin knots permitted.

## EXCEL

### **White Oak**

Sapwood and heartwood mixed grade, plainsawn boards predominantly and some Rift and Quarter boards, unlimited mineral streaks and character marks permitted, limited sound and patched knots permitted.

## EXCEL

### **Hard Maple, Red Oak, Hickory, Yellow Birch**

Sapwood and heartwood mixed grade, unlimited mineral streaks and character marks permitted, limited sound or patched knots permitted.

## LIVE SAWN CHARACTER

### **White Oak**

Grade prized for its natural color variation and heavy character. Every floor done in this grade will have a unique appearance. Classic grain will be predominant and vertical grain is accepted. Unlimited mineral streaks, character marks, ray flecks, cracks and splits are permitted, as are sound, patched and open knots.

## ADVANTAGE

### **Hard Maple, Red Oak**

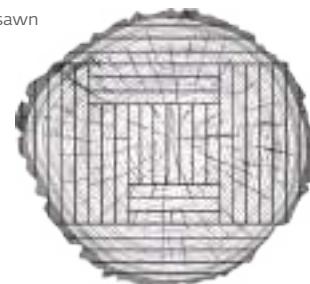
Sapwood and heartwood mixed grade, unlimited mineral streaks and character marks permitted, limited sound or patched knots permitted.

# ADDITIONAL INFORMATION

## SAWING METHOD

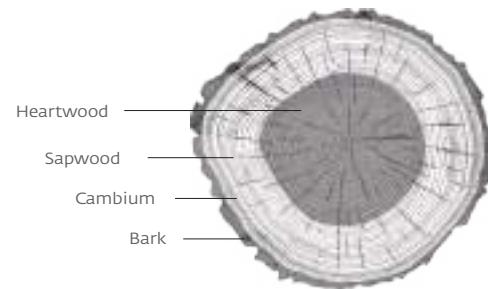
Plain sawing or flat sawing is the usual method employed in transforming logs into lumber destined for the production of hardwood floors. The wood cut yields the distinctive cathedral arch pattern in the grain.

Plain sawn



## STRUCTURE OF A TREE TRUNK

**Heartwood** is the older, harder, central portion of a tree. It usually contains deposits of various materials that frequently give it a darker color than sapwood. It is denser, less permeable and more durable than the surrounding sapwood. **Sapwood** is the softer, younger, outer portion of a tree that lies between the cambium (the formative layer just under the bark) and the heartwood. It is more permeable, less durable and usually lighter in color than the heartwood.



## APPALACHIAN MULTI-SURFACE CLEANER

We recommend the use of our Multi-Surface Cleaner for the regular cleaning of your floors. They are:

- Phosphate free
- Biodegradable
- Appropriate for use on all our floors  
(including our Era Design oiled floors)

We also recommend that you sweep the floor regularly in order to prevent abrasive materials from damaging your floor. Never use other household cleaners to clean your pre-finished flooring as it may dull the finishyt.

*Now available in our online boutique!*





AS WE TAKE GREAT PRIDE IN  
BEING ENVIRONMENTALLY  
CONSCIOUS, OUR MANUFACTURING  
PROCESS IS GEARED TOWARDS  
REDUCING OUR CARBON  
FOOTPRINT.

- We diversify our efforts to positively increase our impact on the environment.
- We optimize the use of natural resources by sourcing our raw materials exclusively from responsibly managed forestry operations.
- We choose to source our raw materials locally to cut down on carbon-based fuel consumption.
- We transform our wood residue into energy which is used to kiln dry our lumber.
- We will continue to show our support for ethical manufacturing practices through production optimization projects and investments in consumer and dealer education on product lifecycles.

Visit our website  
**appalachianflooring.com**  
to discover :

- Our Warranty and Maintenance Guides
- Our Installation Guides
- Large scale pictures of our products
- Our Virtual Decorator, which allows you to see our floors in different decors
- Our Find Your Retailer tool

## OUR PLEDGE TO YOU

We realize that by choosing one of our floors, you are entrusting us with the beauty of your home. That is why we strive to produce a product of great quality and to provide the best customer service in the industry.

Our team of Authorized Appalachian Flooring distributors will also be more than happy to assist you. These experienced professionals will be able to answer all your questions and will be happy to address any concerns that you may have. Visit our website to find a retailer near you.



# APPALACHIAN

APPALACHIAN FLOORING

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[appalachianflooring.com](http://appalachianflooring.com)



*Note: The pictures in this document are for reference only and cannot reflect the coloration and all the natural variations that may appear in an installed floor.*

*The information contained in this brochure was accurate at the time of printing. Appalachian Flooring reserves the right to change the information in this document at any time without notice.*

