

# PurParket™



2022 CATALOGUE

# OUR WORLD TODAY

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## **Manufacturing post pandemic: The benefits of taking charge of your own destiny**

The last two years of our lives have been very disrupted by the global pandemic. We have seen panic buying, massive layoffs, loss of businesses, shortages of food and essentials, supply chain disruptions and rising inflation.

As a result, we have all “pivoted” in our personal and professional lives to adjust to the new norms. One thing that has remained constant for our business is the affirmation that our shift to producing flooring in Toronto was the right thing to do. We were fortunate enough to be able to offer employment opportunities during this time and continue to grow our business, not being overly affected by supply chain issues as our relationships with our partners provided a solid and consistent flow of raw materials.

Our production line is ever expanding, so that we can bring new and exciting textures and colours to the market and maximize our efficiency. Our dedication to sustainability in all aspects of our production process is a top priority. Our PurParket DNA pushes us to do better year over year and we are very proud of the goals we have reached and plan to reach in the coming years.

MADE IN *Canada* 

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# OUR PROCESS

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**The approach we take to creating our collections is driven by the purity found in nature and the passion of our craftsmen.**

We have built a team of individuals that bring expert knowledge to our production. The approach we take to creating our collections is driven by what we are inspired by – the world around us. Our processes are as simple as our goal; to create world class flooring that is durable, environmentally friendly, and aesthetically appealing so that it can be enjoyed for generations.

Our Gravity and Veneto Collections utilize a marine grade baltic birch multi-ply core/backer. This construction ensures superior stability and balance. Our unique backers relief cut to provide flexibility to our long length boards.

PurParket flooring is UV coated using nanotechnology, creating a remarkably stable product. Our coatings accentuate the wood grain and preserve the natural look of wood. Our unique and exclusive formulation provides a healthier and ecologically responsible option that is easier to touch up, strong and forgiving.

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✓ **Superior material for cleats to clench to.**

Baltic birch multi-ply forms a void free core guaranteeing the cleats bite and hold the board down securely.

✓ **Cleaner and smoother milling for tongue & groove.**

✓ **Improved strength and stability.** The cross banded layers make the boards balanced and ultimately create a flatter product.

## WHY DRY SAWN IS THE BEST

- No repetitive patterns
- Smooth and splice-free surface.
- Natural grain & beauty of a solid wood floor is preserved.
- Ultra thick wear layer.



# PRESERVATION

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Our commitment to the preservation of nature is present in every facet of our production process.

Even before our first plank was ever made, our goal has been to create floors that are not only beautiful to look at, but are also environmentally responsible and promote sustainability.

PurParket is proud to have FloorScore, CARB Phase II and GreenGuard Gold certification. Our UV finishes are non-hazardous and do not contain formaldehyde.

## OUR COMMITMENT

Our promise is to create and uphold environmental standards and build initiatives outside of our production processes. This is a key part of our company culture. We have continued our partnership with Tree Canada and will be planting another 2500 trees, bringing the total to 5000 trees and counting. PurParket is aiding in the pursuit of a greener and healthier environment for all Canadians.



# FAQ

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## **Is this product a sealed floor?**

Yes, our coatings are applied on the surface of the wood planks.

## **Is this product easy to maintain?**

Yes, vacuum and wash your floors with a pH neutral cleaner on a regular basis.

## **Can I perform spot repairs/repair deep scratches?**

Yes, with the use of our Touch-Up Kits that includes a matching colour marker or fill stick.

**Is this product VOC free?** Yes.

**Can it be refinished?** Yes.

## **Is there specific maintenance involved?**

No, our finishes are abrasion resistant.

**Is this product pet friendly?** Yes.

## **Are there accessories or moldings available?**

Yes, they are made from the planks ensuring a perfect match.

## **What is the warranty on the Gravity & Veneto Collection?**

35 year finish warranty / limited lifetime structural and 10 year light commercial.

# GRAVITY COLLECTION

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The Gravity Collection and its designer-created colour palette takes its cues from Mother Nature. This collection pays homage to the changing seasons and our landscape, evoking the feeling of well-being and ultimate comfort.

**Species:** European White Oak

**Construction:** Engineered Flooring, Marine Grade Baltic Birch Multi-Ply Core & Backer

**Textures:** Smooth, Wirebrushed & Handscraped

**Surface Coating:** UV Oil

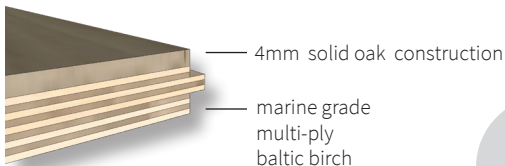
**Dimensions:** 7 " x 5/8" S&B and Character, 7.5" x 5/8" Rustic\*

**Installation:** On, above or below grade. Float, nail and glue assist or full trowel glue down.

**Radiant Heat Compliance:** Yes

**Sq.ft. per box:** 23.35 (7") & 31.2 (7.5")

**Grades Available:** S&B, Character, Rustic



30 Year Limited Residential Warranty

10 Year Limited Commercial Warranty



Gravity Cinder

\*available in handscraped only





VAPOUR



BISQUE



URBAN RIVERSTONE



NOVA



CASTILLA



FJORD



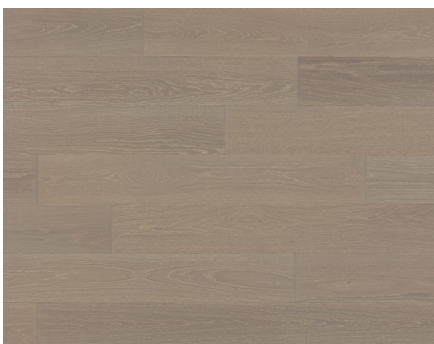
CORDOBA



CHALK



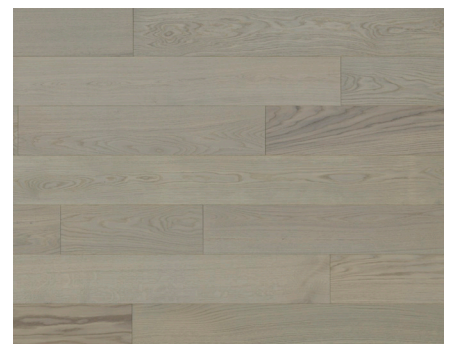
SEVILLA



FOG



CAPRI



ICE



ASTRA



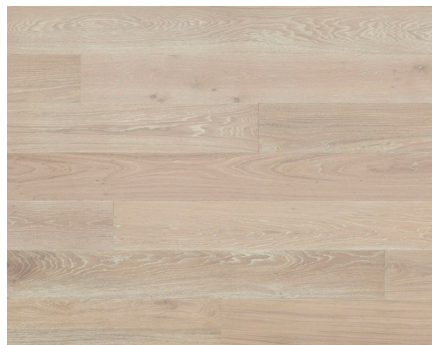
FOSSIL



SHALE



TOPAZ



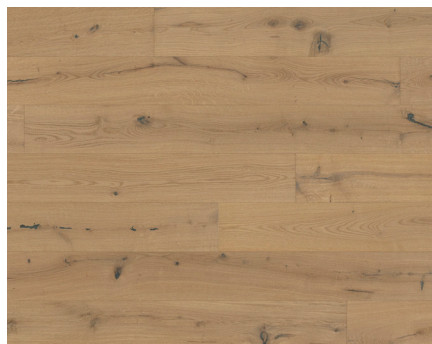
QUARTZ



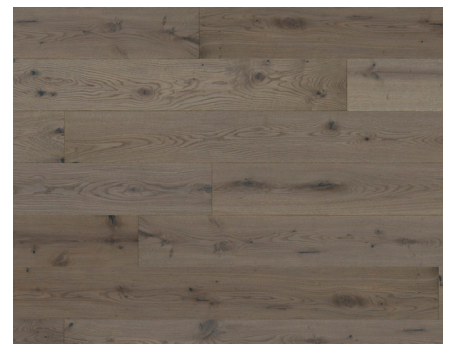
QUARRY



LA MANCHA



AZURE



CATALONIA



PURE



CINDER

**Please note:** As hardwood is a product of nature, the appearance and variation of your installed floor may differ slightly from what is represented in these swatches.

Please visit our website for larger swatches of each colour.

**Please Note:** All colours shown above are part of our standard collection. These colours can also be produced in different grades.



CHEVRON



HERRINGBONE

# VENETO COLLECTION

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Our European inspired collection summons the timeless elegance of the mid-century modern movement; beauty, simplicity, and functionality at its core. Rift & Quartered, Select & Better and Character grades are available to suit all spaces.

**Species:** European White Oak

**Construction:** Engineered Flooring, Marine Grade Baltic Birch Multi-Ply Core & Backer

**Wear Layer:** 4mm

**Textures:** Smooth, Wirebrushed.

**Surface Coating:** UV Oil

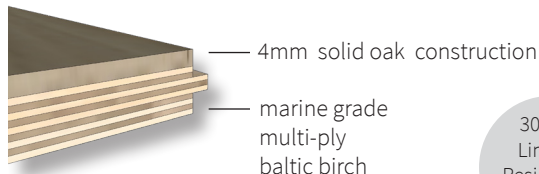
**Dimensions:** 6.3"x5/8" S&B & Character,  
5.5"x5/8" R&Q & S&B

**Installation:** On, above or below grade. Float, nail and glue assist or full trowel glue down.

**Radiant Heat Compliance:** Yes

**Sq.ft. per box:** 20.75 (6.3") / 18.2 (5.5")

**Grades Available:** R&Q, S&B, Character



30 Year  
Limited  
Residential  
Warranty



✓ Approved humidity  
range 35-55%

10 Year  
Limited  
Commercial  
Warranty



Veneto Amalfi



NAPOLI



BARI



TORINO



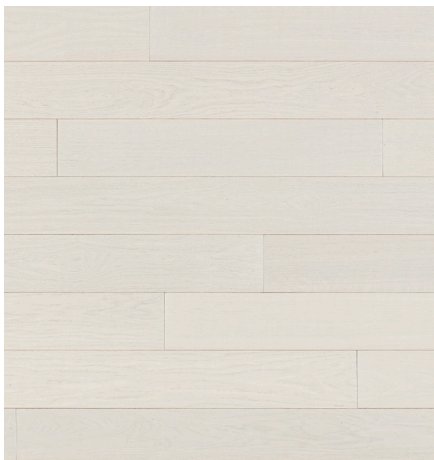
TOSCANA



REEF



AMALFI



ASPEN



EMBER

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# LUXURY VINYL COLLECTIONS

## PRIMA XL

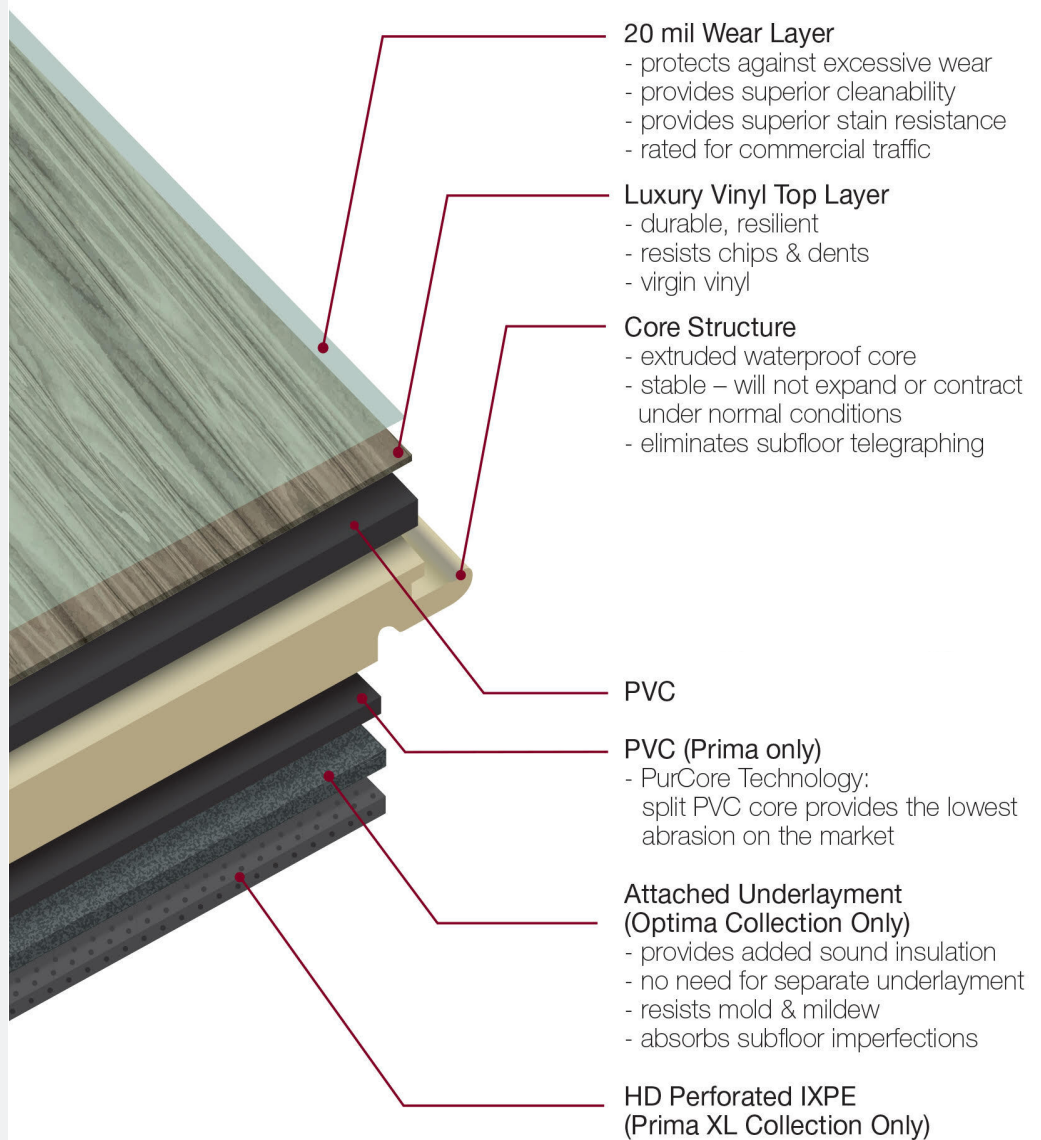
- 9" wide x 72" long planks
- Painted 4 sided micro bevel
- 3/8" overall thickness
- 20 mm wear layer
- IXPE perforated backer

## PRIMA

- 9" wide x 60" long planks
- Painted 4 sided micro bevel
- 3/8" overall thickness
- 20 mm wear layer
- Split PVC construction

## OPTIMA

- 6" wide x 48" long planks
- Painted 4 sided micro bevel
- 3/8" overall thickness
- 20 mm wear layer
- Non-woven felt anti-slip backer



30 Year  
Limited  
Residential  
Warranty

10 Year  
Limited  
Commercial  
Warranty



# OPTIMA COLLECTION

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DRIFTWOOD



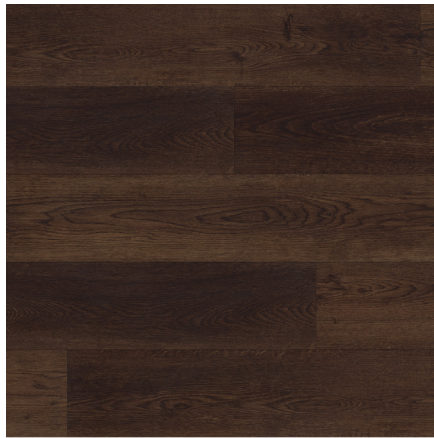
MIST



CABIN



URBAN OAK



BURNT UMBER



SUMMIT



BOULDER\*



URBAN OAK

\*has high variation



SANDSTONE



# PRIMA COLLECTION

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ALABASTER



SANDALWOOD \*



SANDSTONE\*



FLINT



BRIGHTON



BEACHWOOD



LUNA



TIMBERLAND



RAVEN

\*has high variation

# PRIMA XL COLLECTION

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OYSTER



SAND



TERRA



GLACIER



TWILIGHT



DUSK



CANYON



DAWN



HALIFAX

Our luxury SPC Element collection combines limestone and stabilizers to create an extremely durable core. This product is 100% waterproof and provides superb dent resistance due to its composition. Choose from five on trend colours that are sure to compliment your space.



ALTONA



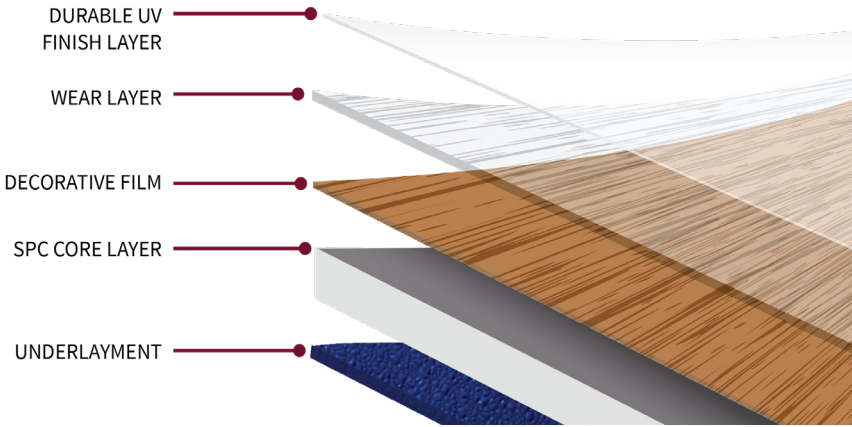
MUSKOKA



TOFINO



BERWICK



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nwfa  
National Wood  
Flooring Association

MEMBER