

2011 WOOD FLOORING COLLECTIONS



**MERCIER**

wood flooring

Board by board, we set the standard.

Clearly  
the Best



## Setting the trend in flooring innovation

The world's top trendsetters are fairly unanimous: 2011 will mark the introduction of a new approach to interior design, the Healthy Home! Honest architecture and the mantra of zen are playing out in interior spaces with natural finishes and clean lines. Making homes a healthier environment to live in is also a prime concern with people all over, as shown by the demand for low VOC paints, stains and materials, as well as natural wood cabinets, furniture and floorings.

At Mercier Wood Flooring, we have long recognized this and have made eco-friendliness a core value ever since our first day.

Today, we are proud to introduce a new generation of floorings, Mercier Generations Greenguard Certified Children and Schools flooring. Made using 100% pure soybean oil, this revolutionary new factory-finished flooring boasts zero VOC's, is hypoallergenic and offers a comprehensive 35-year warranty.

And with Mercier's Design + Program, the Exotic and Nature wood Collections, you can create a natural wood floor that offers both a distinct character to your décor, as well as a healthy, eco-friendly choice for your entire family.

More than ever, the time is right to discover our new Mercier Generations Greenguard Certified flooring, a Mercier exclusive.





## The Mercier brand

With **12 wood species**, **23 rich colors**, and beautiful eco-friendly finishes, Mercier wood floors offer **thousands of possibilities**, limited only by your imagination.

For a natural, rustic, or more modern look, Mercier offers a vast selection of wood floors in a variety of colors, textures, widths, and finishes. Whether you opt for products from our **Design+Program**, Exotic or Nature collections, Mercier lets you create a unique and authentic look that makes a perfect match for your home's decor.

## Acting today for a better tomorrow

Mercier Wood Flooring's 200 employees work every day to minimize the company's ecological footprint, with a special focus on reducing waste and optimizing recycling.

Mercier has also implemented rigorous traceability practices and responsible forest management in keeping with its commitment to acting now for the sake of future generations.



The mark of  
responsible forestry

## Mercier Generations Greenguard Certified

Imagine your family sitting on a floor so healthy and so eco-friendly that it actually was awarded the Children and Schools certification by world-renowned standards organization Greenguard.

That is exactly what we set out to achieve when we first set our sights on developing the cleanest, least harmful and most eco-friendly flooring anywhere. And now, after years of development, you too can benefit from this unique product.



Made using 100% pure soybean oil, our new Greenguard factory-finished flooring boasts incomparable benefits:

- Zero VOC content (volatile organic compound)
- Hypoallergenic
- Antimicrobial
- Improved wear resistance: 25% more durable than the previous Mercier Generations
- 35-year comprehensive warranty
- The only wood flooring with the Greenguard Children & School certification.
- Available in all species, colors and finishes



# Mercier's product

**Depending on the product:** MERCIER flooring comes in 2 1/4", 3 1/4", 4 1/4", 4 1/2" or 5" widths and features the smallest, most uniform Micro-V joint in the industry. Whether solid or engineered, our boards are precision profiled on all four sides for perfect tongue and groove assembly. MERCIER products are available with a semi-gloss\*, satin\* or matte\* finish in their natural color or enhanced with one of our numerous available stains. For your finishing touches, to complete your installation, MERCIER supplies a wide variety of moulding pieces to coordinate with your flooring.

\*Please refer to the Design+ Program, Exotic and Nature Collections to know specific products available.

## Gloss selection



Semi gloss

Satin

## Grade selection

Wood flooring is classified into grades depending on their appearance. MERCIER offers six grades to meet your specific needs. For pure, uniform color, choose Select & Better or Premium grades. For more pronounced color variations and character, opt for Classic grade. Selected and Pacific grades features rich contrasting tones. Anything is possible! To help you choose the grade that its your style, ask your MERCIER retailer to show you samples of various grades. Given the limitations of print reproduction, the wood colors shown in this document are for illustrative purposes only. Always consult the color samples in store.

\*Premium and Classic grade only available for engineered products.

## The best product offer in the industry

With a 35 year warranty\* on the finish, your flooring investment is protected for years to come.

\*For more information on our warranty, ask your authorized Mercier retailer or visit our Website at [www.mercierwoodflooring.com](http://www.mercierwoodflooring.com).

**Note:** The information contained in this document was accurate at the time of printing. Mercier Wood Flooring Inc. Reserves the right to change products and product characteristics at any time without notice.

Without Non-Yellowing Mercier Generations



Aged

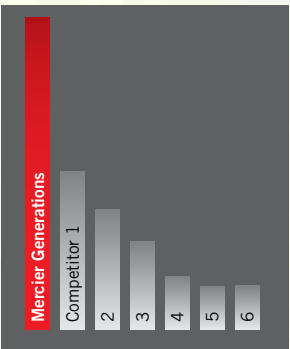
## Non-Yellowing

With its state-of-the-art protective coating, the MERCIER GENERATIONS finish offers superior protection against premature wood discoloration and yellowing.



## Antimicrobial

With a powerful antimicrobial agent that inhibits the risk of microbe and mildew growth on the finished surface, the MERCIER GENERATIONS formula helps keep your home safe and hygienic.



## Taber Test

The Taber test consists of subjecting a finished flooring strip section to a spinning wheel covered with sandpaper and measuring the number of rotations needed to completely wear the finish down to the bare wood. The higher the number of rotations, the greater the resistance of the finish.



### Characteristics of the Solid Flooring Products

- Manufacturing solid hardwood 3/4" thickness.
- Random lengths boards
- Choice of widths of 2 1/4" (57 mm), 3 1/4" (83 mm) or 4 1/4" (108 mm) by species.
- Grade selection: Select & Better, Selected, Pacific or Antique by species.
- Nailed or stapled on a recommended subfloor.
- Kiln-dried to between 6% to 9% under Mercier controlled quality standards.
- Uniform Micro-V joint on all four sides.
- Can be sanded three to five times.



3 1/4" Solid



### Characteristics of the LOC Flooring Products

The wear-layer is comprised of a 5/64" (2mm) sawn-face hardwood veneer fused to an HDF core. The lamination recipe, with cross-plies of eucalyptus (a rapidly renewable «green» species) has been chosen due to its increased capacity to resist cupping while providing a solid feel under foot.

Mercier LOC use the Välinge 2G locking technology and offers an uniform Micro-V joint on all four sides.

Thickness : 1/2" (12.7 mm)

Length : Fixed length of : 16" (40.6 cm) 24" (61 cm), 32" (81.3 cm) 35" (88.9 cm), 48" (121.9 cm).

But 12" (30.5 cm) boards are occasionally accepted.

Width : 5" (127 mm)

Species : Red Oak and Hard Maple

Grade : LOC (refer to the Classic grade of the traditionnal engineered)

Installation : Floated (glueless)

Subfloor : Basement and house floors.\*

\*Consult our engineered installation guide for more information.



5" LOC



### Characteristics of the Engineered Flooring Products

Subjected to rigorous laboratory testing by leading experts, our engineered wood flooring boasts unparalleled stability and a design that offers superior resistance to warping caused by moisture. Glued, nailed or floated, it can be installed on virtually any surface, including concrete slabs, wood panels, tiles, or linoleum. And the length of our engineered planks not only adds to the beauty and harmony of your decor, but also gives your floor back the pride of place it deserves.



Mercier uses the fine frame-sawing method for its engineered products to obtain the authentic look of traditional hardwood boards.

**MORE FLEXIBLE:** Grooves on the back of our engineered flooring provide greater flexibility.

**LONGER LASTING:** We apply MERCIER GENERATIONS finish to the engineered planks to ensure extreme resistance to wear.

What's more, the 5/32" (4 mm) solid wood surface gives engineered floors the same flexibility as conventional ones if you ever need to completely sand and refinish your floor.

**THINNER:** Our 1/2" thick engineered planks stay flush with other floor coverings to minimize height differences.

**SEVEN CROSSPLIED LAYERS OF PLYWOOD:** With its seven alternating layers of wood fibers, our engineered flooring offers unbeatable stability. Manufactured to the highest standards, this remarkably longlasting favorite has found its way into thousands of homes.



3 1/4" Engineered



Design your floor  
the way you want it  
in 3 steps!

## So Simple... So Beautiful!

MERCIER offers so many colors, species, finishes, strip widths, and grades that the possibilities for personalizing your floor are almost endless.

With more than 1,000 possible combinations to choose from—plus all the style variations you can imagine—create a unique centerpiece that’s custom tailored for your home.

## Design your floor the way you want it!

### Choose...



### WOOD STRIPS

Depending on the product, wood strips are available in 2 1/4", 3 1/4", 4 1/4", 4 1/2" and 5" widths. Opt for one width for your entire floor—or vary the widths to add your own personal touch. It’s up to you!

### GLOSS LEVELS

Choose between the 2 gloss levels: Semi-gloss and Satin. (please refer to the Design+ Program to know specific species available).

### WOOD GRADES

Wood grades also help make your floor look unique. Choose from 6 grades to create the effect you want.

For pure, uniform color, choose Select & Better or Premium grades. For more pronounced color variations and character, opt for Classic grade. Selected and Pacific grades feature rich, contrasting tones. Anything is possible!



Each wood species has its own hardness. The Janka Test measures this hardness in pounds. You can use the table below to compare wood species.

### Notes

Engineered products are available in Premium and Classic grades only.

Wood colors may not be exactly as illustrated due to variations during printing. Always refer to the color samples in store.



# Red Oak



The classic choice, the pink highlights of this hardy, noble wood adds a soothing warmth to your home.





RED OAK, SELECT AND BETTER, ECLIPSE

SOLID GRADES



**SELECT AND BETTER**  
2 1/4", 3 1/4", 4 1/4"



**PACIFIC**  
2 1/4", 3 1/4"

ENGINEERED GRADES



**PREMIUM**  
3 1/4", 4 1/2"



**CLASSIC**  
3 1/4", 4 1/2"



**LOC**  
5"



# Hard Maple



Pale and uniform, this dense, finely grained wood combines harmony and wellbeing.



HARD MAPLE, SELECT AND BETTER, STONE BROWN

## SOLID GRADES

## ENGINEERED GRADES



**SELECT AND BETTER**  
2 1/4", 3 1/4", 4 1/4"



**PACIFIC**  
2 1/4", 3 1/4", 4 1/4"



**PREMIUM**  
3 1/4", 4 1/2"



**CLASSIC**  
3 1/4", 4 1/2"



**LOC**  
5"





# White Ash

WHITE ASH, PACIFIC, TOAST BROWN

**DESIGN+**  
P R O G R A M

The contrasting grain of this rustic-looking wood radiates a warmth that lulls body and mind into a quiet bliss.

## SOLID GRADE



**PACIFIC**  
2 1/4", 3 1/4"



# White Oak

WHITE OAK, PACIFIC, NATURAL



With its gentle yellow hue, this aristocratic wood makes all rooms feel larger and more luminous.

## SOLID GRADE



**PACIFIC**  
2 1/4", 3 1/4"



2011 WOOD FLOORING COLLECTIONS

DESIGN+ PROGRAM Red Oak

Solid Grade: 2 1/4", 3 1/4" and 4 1/4"\*  
Engineered Grade: 3 1/4" and 4 1/2"  
LOC: 5"

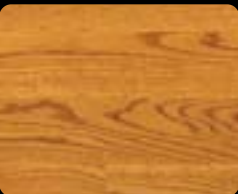
\* Select & Better only.



NATURAL (00)



GALLIANO (16)



HONEY (10)



HARVEST (22)



CINNAMON (04)



AMARETTO (15)



CHERRY (11)



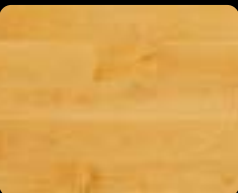
TOAST BROWN (09)

DESIGN+ PROGRAM Hard Maple

Solid Grade: 2 1/4", 3 1/4" and 4 1/4"  
Engineered Grade: 3 1/4" and 4 1/2"  
LOC: 5"



NATURAL (00)



GALLIANO (16)



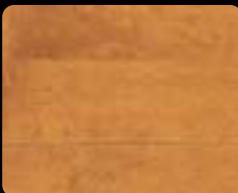
HONEY (10)



HARVEST (22)



CINNAMON (04)



AMARETTO (15)



CHERRY (11)



TOAST BROWN (09)

DESIGN+ PROGRAM Yellow Birch

Solid Grade: 2 1/4" and 3 1/4"



NATURAL (00)



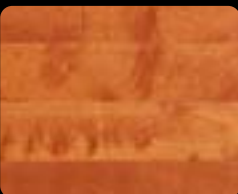
GALLIANO (16)



HONEY (10)



HARVEST (22)



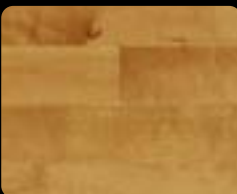
CINNAMON (04)



AMARETTO (15)



CHERRY (11)



TOAST BROWN (09)

DESIGN+ PROGRAM White Oak

Solid Grade: 2 1/4" and 3 1/4"



NATURAL (00)



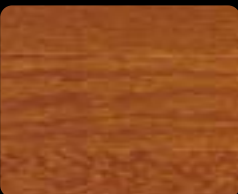
GALLIANO (16)



HONEY (10)



HARVEST (22)



CINNAMON (04)



AMARETTO (15)



CHERRY (11)



TOAST BROWN (09)

DESIGN+ PROGRAM White Ash

Solid Grade: 2 1/4" and 3 1/4"



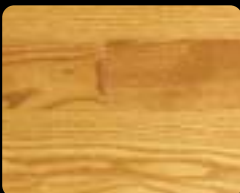
NATURAL (00)



GALLIANO (16)



HONEY (10)



HARVEST (22)



CINNAMON (04)



AMARETTO (15)



CHERRY (11)



TOAST BROWN (09)

Exotic

Solid Grade: 2 1/4"\* and 3 1/4"  
Engineered Grade: 3 1/4" and 4 1/2"

\* American Cherry and American Walnut only.



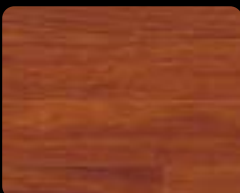
AMERICAN CHERRY



TIGERWOOD



BRAZILIAN CHERRY



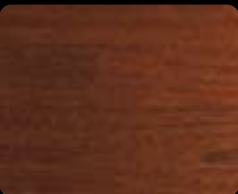
SANTOS MAHOGANY



AMERICAN WALNUT



ASUNCION



LIMA



SAO PAULO



LA PAZ

**NOTE:**  
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GUNSTOCK (12)



JAVA (14)



PORTOBELLO (06)



ARABICA (02)



STONE BROWN (05)



MEDIUM BROWN (07)



CHOCOLATE BROWN (18)



ECLIPSE (03)



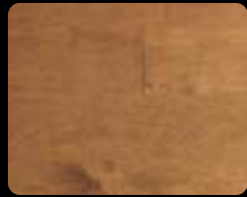
MYSTIC BROWN (20)



GUNSTOCK (12)



JAVA (14)



PORTOBELLO (06)



ARABICA (02)



STONE BROWN (05)



MEDIUM BROWN (07)



CHOCOLATE BROWN (18)



ECLIPSE (03)



MYSTIC BROWN (20)



GUNSTOCK (12)



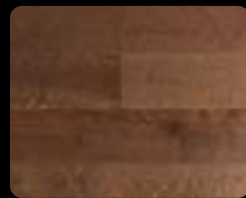
JAVA (14)



PORTOBELLO (06)



ARABICA (02)



STONE BROWN (05)



MEDIUM BROWN (07)



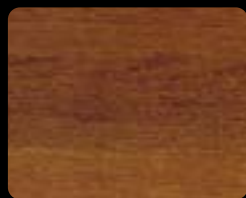
CHOCOLATE BROWN (18)



ECLIPSE (03)



MYSTIC BROWN (20)



GUNSTOCK (12)



JAVA (14)



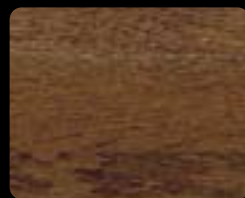
PORTOBELLO (06)



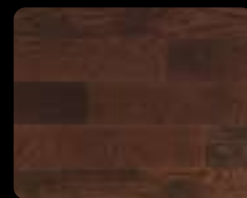
ARABICA (02)



STONE BROWN (05)



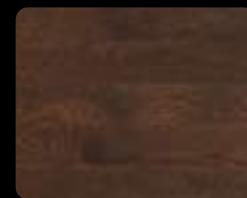
MEDIUM BROWN (07)



CHOCOLATE BROWN (18)



ECLIPSE (03)



MYSTIC BROWN (20)



GUNSTOCK (12)



JAVA (14)



PORTOBELLO (06)



ARABICA (02)



STONE BROWN (05)



MEDIUM BROWN (07)



CHOCOLATE BROWN (18)



ECLIPSE (03)



MYSTIC BROWN (20)

## Nature

### Solid Grade:

Mercier Heritage -  
3 1/4" and 4 1/4"  
Hickory Country -  
2 1/4"\*, 3 1/4"  
and 4 1/4"

### Engineered Grade:

Classic -  
Wormy Chestnut 3 1/4",  
Hickory 4 1/2"  
Mercier Heritage -  
3 1/4" and 4 1/2"  
Mercier Heritage LOC -  
5"



RED OAK / TOAST BROWN (09)



RED OAK / GUNSTOCK (12)



RED OAK / AMARETTO (15)



RED OAK / JAVA (14)



RED OAK / GRAPHITE (GR)



RED OAK / LATTE (LT)



WORMY CHESTNUT



HICKORY



HICKORY FUNDY (FD)



HICKORY HAMPTON (HT)



HICKORY JASPER (JP)



HICKORY TERRA NOVA (TN)



HICKORY TREMBLANT (TB)

\* natural only



# Yellow Birch

**DESIGN+**  
P R O G R A M

The golden nuances of this species attract attention and bathe your home in glorious swaths of light.





YELLOW BIRCH, PACIFIC, PORTOBELLO

SOLID GRADES



SELECT AND BETTER  
2 1/4", 3 1/4"



PACIFIC  
2 1/4", 3 1/4"





# Exotic

Whether you choose Brazilian Cherry (Jatoba), Santos Mahogany (Cabreuva) or Tigerwood, Mercier exotic woods from South America are emblems of longlasting durability, richly colored symbols of nature's unique capacity to astound. The American Cherry and American Walnut are from North America and are characterized by their rich natural color.

## SOLID GRADE



**SELECTED**  
2 1/4", 3 1/4"

## ENGINEERED GRADE



**PREMIUM**  
3 1/4", 4 1/2"



BRAZILIAN CHERRY, SELECTED, NATURAL



AMERICAN CHERRY



TIGERWOOD



BRAZILIAN CHERRY



SANTOS MAHOGANY



AMERICAN WALNUT

### COLOR MATURATION

Exotic wood species reach full maturity with exposure to light and air. The color of a newly installed floor is pale but will become darker over time. Each species matures at a different rate.



BRAZILIAN CHERRY  
BEFORE AND AFTER MATURATION

### SOLID GRADE:

2 1/4"\* and 3 1/4"

### ENGINEERED GRADE:

3 1/4" and 4 1/2"

\* American Cherry and American Walnut only.



# Exotic





LA PAZ

This exclusive product blends stylish shades with the hardness of exotic woods.



ASUNCION



LIMA



SAO PAULO



LA PAZ

**SOLID GRADE:**  
3 1/4"

**ENGINEERED GRADE:**  
3 1/4" and 4 1/2"



# Nature

The Nature Collection features absolutely stunning floors with a rough, textured look that harmonizes beautifully with rustic and modern decor alike. Produced using methods that accentuate the intrinsic qualities of the wood, the Nature Collection reveals its bold or subtle character to create boards with rich and distinctly individual patterns.

## **YESTERDAY'S WARMTH, CONTEMPORARY TOUCH!**

Get ready for texture with our Red Oak MERCIER HERITAGE. Finished in an uneven patina, it reproduces the look of time-worn wood with its visible grain and knots. MERCIER HERITAGE Red Oak creates a warmth that enhances the atmosphere of any dwelling in the city or in the country.





RED OAK, MERCIER HERITAGE, LATTE

**SOLID GRADE**



**MERCIER HERITAGE**  
3 1/4", 4 1/4"

**ENGINEERED GRADE**



**MERCIER HERITAGE**  
3 1/4", 4 1/2"



**MERCIER HERITAGE LOC**  
5"





# Nature

Be it the warm tones of the Hickory Country or Classic, the unique charm of the Wormy Chestnut Classic or the Mercier Heritage solid and engineered grades, the Nature Collection is sure to make your home into a natural haven.



HICKORY, COUNTRY, TERRA NOVA

SOLID GRADE

ENGINEERED GRADE



HICKORY COUNTRY  
2 1/4", 3 1/4", 4 1/4"



HICKORY CLASSIC  
4 1/2"



WORMY CHESTNUT CLASSIC  
3 1/4"



## The best product offer in the industry

With a 35 year warranty\* on the finish, your flooring investment is protected for years to come.

\*For more information on our warranty, ask your authorized Mercier retailer or visit our Website at [www.mercierwoodflooring.com](http://www.mercierwoodflooring.com).

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[mercierwoodflooring.com](http://mercierwoodflooring.com) 1.866.448.1785

