What is laminate and why do we choose laminate?

When you are building or renovating a home, you may consider whether to go for laminate flooring, or real wood. Laminate, which consists of a layer of fibreboard with a photorealistic image of wood, it was traditionally considered as the substitute of real timber floors. With the lagging of technology, laminate often considered cheap and weaker in water resistance. However, many modern laminates are actually doing well when comparing to a hardwood, some of them even come better in water resistance and anti-scratch.

Here are the factors about Laminate you should know:

**The price is cheaper than wood.**
Although the prices vary between the products, but generally a laminate floor will cost about half or even less than a hardwood.

**It’s easier to install.**
Laminate flooring comes in pre-cut planks which can be neatly interlocked each other, it is soft to be cut, and can be easily installed by yourself. Therefore, potentially save you even more.

**It’s very durable.**
Laminate flooring is finished with a tough ‘wear layer’, the layer resists the scratches from daily scrapes.
About us

There are thousands of Laminate products globally, while each of them claims itself the best in the market; consumers are often struggle with the selections. As the industry expert and hardwood flooring manufacture, we understand your concerns. Therefore, we devote to develop our quality laminate products to suit your need. The price of the laminate products we selected may ranged from high to low, however, in Woodworths flooring™ quality is always guaranteed.
The spirit of the craftsman

The Spirit of the craftsman represents an era of temperament: toughness, constancy and excellence. In Woodworths Flooring, we embrace the spirit of craftsman in the delivery of quality timber floors, whether it was a hardwood product from our timber factory, or a laminate product from our hand picking, what we fight for is your satisfaction.

“A man who works with his hands is a laborer; a man who works with his hands and his brain is a craftsman; but a man who works with his hands and his brain and his heart is an artist”

- Louis Nizer
The application of modern technology

Differentiate to the manufacture process of hardwood floorings, the Laminate floorings derive from automation systems. Therefore, the application of modern technology plays the important role in the manufacture process.

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**AC4 Wear Layer**

The overlay paper from MEAD, is made of the mixture of wood fiber and AL203 crystal.

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**Decorative Layer**

Printed via photoengraving according to the grains of rare wood, decorative paper from Europe has clear, vivid grains and gives strong feeling of satisfaction. Unique printing ink and printing technology ensure the flooring anti-UV and free from discolouration.

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**High Density Fiber Board**

Woodworths damp-proof HDF as substrate, manufactured with patented waterproof resin, has superior damp-proof property, good dimensional stability and outstanding ageing resistance. Moreover, with patented AF purifying technology from the USA, which is sole in China, release of formaldehyde from HDF reaches the standards of E0, which makes the flooring safe and environmental-friendly.

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**Balance Layer**

The application of special melamine impregnated balance paper maintains dimensional stability of flooring and effectively blocks moisture from the sub-floor.

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Our laminate manufacture partner ‘Furen flooring’ is a state-owned enterprise in China. The availability of the resource and the accessibility allow the enterprise to adopt the leading technology in the application of mass productions. In addition, the introduction of specialist from the leading industries allows ‘Furen’ to continue develop in managing effectiveness and sustainability. The technology and production line include:

**Italian Technology**

- Tocchio Immersion/Impregnation system, allows the raw material to be disintegrated into the elements for further separations and concertation.

**German Technology**

- Wemhoner Compression system, allows the element to be compressed into the desired degree of toughness. Furthermore, it consolidates the firmness of the material through the cold and heat circles.

- Wemhoner short-circle gluing system, allows the layers to be precisely pasted, and the adhesion to be formed.

- Kusters Persistancy Compression system, allows the material to be constantly compression for the improvement of durability.

- Homag cutting system, allows the material to be cutted into the desired shape and particular measurements, floor board thus formed.

**US Technology**

- Anti Formaldehyde system, helps to purge the floor boards from formaldehyde residuals.
The laminate products

**Luxury Series**

Dimensions: 1215 x 167 x 12mm, 1215 x 196 x 12mm

- Cypress Pine
- Brush Box
- Black Butt (L)
- Spotted Gum (D)
- Jarrah
- Lime Wash
- Natural Oak
- Grey Oak
- Khaki
- Twilight
- Lavender Grey
- Semillon
- White Oak
- Sandy Beach
- Spotted Gum (L)
- Silver Grey
- Washed Khaki
- Country Oak
- Aged Teak

**Eco Oak Series**

- Natural
- Havana
- Midnight Grey

**Australian Laminate Series**

- Blackbutt
- Spotted Gum
- Blackwood

More products available on our website: woodworthsfloors.com.au

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The Uniqueness

Commercial standard abrasion class:

AC4, durability is guaranteed.

In order to help buyers to understand the difference in durability among laminate flooring products, European Producers of Laminate Flooring (EPLF) introduced a rating system call abrasion class (AC) rating. The AC rating assigned after testing specifies the level of stress and the suitable location for the laminate flooring to be installed. These ratings will also tell you if the laminate flooring can be used in residential or commercial areas.

<table>
<thead>
<tr>
<th>AC Ratings</th>
<th>AC1</th>
<th>AC2</th>
<th>AC3</th>
<th>AC4</th>
<th>AC5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Moderate Residential</td>
<td>General Residential</td>
<td>Heavy Residential</td>
<td>General Commercial</td>
<td>Heavy Commercial</td>
</tr>
<tr>
<td>Our Laminate Product</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Guaranteed Durability</td>
<td>N/A</td>
</tr>
</tbody>
</table>

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Highest Formaldehyde Emission Standards:

E0, Formaldehyde is a chemical compound used to produce industrial resins/glues, coatings. The resins and coatings are used for producing plywood, wood panels. Formaldehyde has a strong smelling and is harmful to human health. In order to reduce the interior environment pollution and protect human health, the wood industry standards set limit levels for Formaldehyde Emission rate from E0 to E2. While E0 means Formaldehyde \( \leq 0.5 \text{mg/L} \); E2 means Formaldehyde \( \leq 5.0 \text{ mg/L} \). In Woodworths floorings, we only select E0 laminate products to our customer.

High Density Fiberboard (HDF) & Blackcore High Density Fiberboard (BHDF):

Fiberboard is mechanically manufactured wood product formed by breaking down hardwood or softwood residuals into wood fibres and then by combining by wax/glue and pressing it under heat and pressure. The density of the fibreboard has direct relationship to the toughness, durability and water resistances, generally speaking higher the density better the water resistances.

Our HDF it come with higher density than normal MDF, therefore it come with better water resistance and more durable. BHDF use the same technology, however the black core was formed by the mixture of waterproof material and wood fibres. Therefore, in addition to high density, BHDF provides better water protection than normal HDF.

<table>
<thead>
<tr>
<th>Product</th>
<th>Water on the surface</th>
<th>Water to the side &amp; bottom</th>
<th>Fully in water</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDF</td>
<td>Unlimited</td>
<td>Maximum 2 hours</td>
<td>Maximum 1 hours</td>
</tr>
<tr>
<td>HDF</td>
<td>Unlimited</td>
<td>Minimum 8 hours</td>
<td>Minimum 6 hours</td>
</tr>
<tr>
<td>BHDF</td>
<td>Unlimited</td>
<td>Minimum 48 hours</td>
<td>Minimum 48 hours</td>
</tr>
</tbody>
</table>

Surface and joints:

Differentiate to traditional V Groove joints, flatface design allows the fibreboards to be connected densely, which reduce the water penetration issues as well as cleaning issues.
# Product comparison

<table>
<thead>
<tr>
<th>Components</th>
<th>Our Laminate product</th>
<th>Market average</th>
<th>Market premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formaldehyde Emission</td>
<td>E0</td>
<td>E1</td>
<td>E0</td>
</tr>
<tr>
<td>Surface &amp; Joints</td>
<td>Flat Face</td>
<td>V4 Grooves</td>
<td>Flat Face</td>
</tr>
<tr>
<td>AC wear rating</td>
<td>AC4</td>
<td>AC3 &amp; AC4</td>
<td>AC4</td>
</tr>
<tr>
<td>Density</td>
<td>HDF / BHDF</td>
<td>MDF</td>
<td>MDF</td>
</tr>
<tr>
<td>Price</td>
<td>$24 - $32 / sqm</td>
<td>$20 - $25 / sqm</td>
<td>$50+ / sqm</td>
</tr>
<tr>
<td>Water Resistance</td>
<td>Outstanding</td>
<td>Normal</td>
<td>Good</td>
</tr>
</tbody>
</table>

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Our achievements

Haoge Flooring, the subsidiary of Furen Flooring has been winning International awards for over 20+ years.

2015
- CCTV Golden Booth Partner
- National Quality Trustworthy Product
- Most Famous Brands

2010
- Best Potential Floor Brands
- Chinese Top 500 Brands
- Top 10 Floor Brands

2004
- International Quality System Certificate
- International Environmental Management System Recognition

2002
- 10 Score Environmentally Friendly

1995
- Best Enterprise

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Customer Satisfaction

Your feedback

Your feedback is important to us. We value and appreciate receiving your compliments, suggestions or complaints (about us or about the product) so that we can improve our services and the products we provide as well as the way we communicate.

We appreciate receiving compliments from our customers

If you are satisfied with the service you have received from us, please let us know. It helps us to know that we are delivering our services effectively and provides us with an opportunity to recognise staff that provide high quality service. Your compliment will be recorded and referred to relevant staff and management.

You can send us your compliments by phone, in writing or email.

We value your suggestions

We see suggestions as an opportunity to improve our services. Your suggestion is valuable to us and will be considered as part of our ongoing activities to improve our services.

If you would like to make a suggestion, please advise the person you are dealing with or write to or email us:

info@woodworthsfloor.com

25 Years Structural Warranty (Domestic use)

Woodworths floors™ warrant that the products under normal operating conditions.

Joint Integrity
Woodworths floors™ laminate flooring click lock system will not fail.

Stain Resistance
Woodworths floors™ laminate flooring will resist staining.

Fade Resistance
Woodworths floors™ laminate flooring will resist fading from exposure to sunlight or artificial light.

Wear Resistance
Woodworths floors™ laminate wear layer will not wear through the design layer.