

September 1, 2003

The Latest New Products
& Programs from WFI

WFI's Engineered MultiPly Architectural Collection



the world's finest wood floors !

A UNIQUE FLOORING FORMAT FROM WFI !

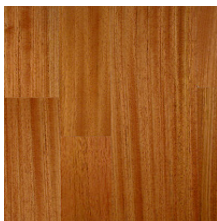
WFI is pleased to introduce our engineered [MultiPly Architectural Collection](#) flooring format. We invite your inquiries on how to become the exclusive distributor in your geographic market.

MultiPly, with only one full width / length, sliced wear layer per piece, is offered in 3/8" by 3" & 5" widths. The 3" width is supplied in random lengths 12" – 48" long while the 5" is supplied in random lengths to 87" long.

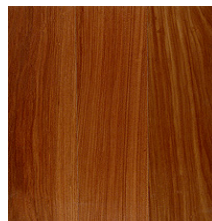
Unlike other domestic multiply manufacturers, WFI offers our 5" width in long lengths to 87", creating the proper proportional, width to length, look.

MultiPly is milled with Ultra MicroEased edges and square ends, and is pre-finished with one of the hardest wearing finishes on the market today. WFI offers the MultiPly Architectural Collection in 4 exotic and 3 domestic species.

WFI's MultiPly Architectural Collection Exotic species



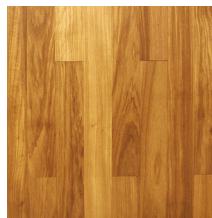
Cherry, Brazilian



Mahogany, Santos

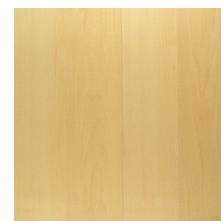


Rosewood, Bolivian

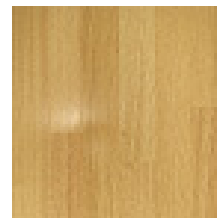


Timborana

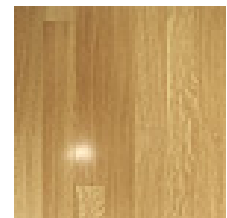
WFI's MultiPly Architectural Collection Domestic species



Maple, N. American



Oak, Red
N. American



Oak, White
N. American

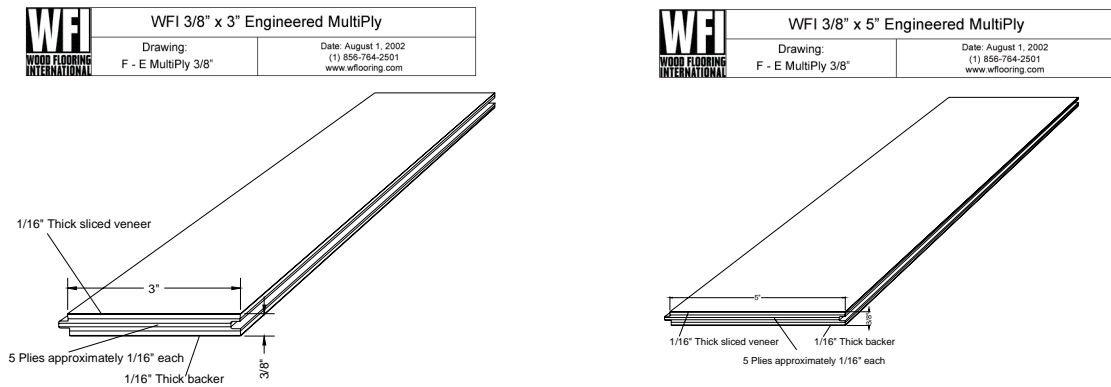
WFI'S ENGINEERED MULTIPLY - TECHNICAL SPECIFICATIONS

The 3/8" thick **construction** utilizes a (1/16") thick, sliced veneer wear layer, bonded to 5 internal crossbanded plies and balanced by a like backing veneer. This construction, utilizing the latest slicing technology, allows WFI to offer this flooring line at exceptional value pricing. The floor can be glued or stapled when installing.

The **finish** is 9 Coat, High Wear UV cured Acrylic Urethane w/aluminum oxide in base coats and Anti-Scratch top coats in a Satin Gloss. We utilize a satin gloss level of approximately 50 (+/-5), which presents the distinctive wood selections in a rich warm look.

The **milling**, performed with diamond tooling and the latest machining technology, is precise and provides a near square edge look.

Widths and Lengths - WFI offers this line in 3" & 5" widths, with the 3" width to 48" long, the 5" width to 87" long.



WFI'S MULTIPLY ARCHITECTURAL COLLECTION - SPECIES OFFERED

3" wide - WFI Engineered PF MultiPly Flooring - Random Length to 48" - 3" wide

Domestic Species	Thickness	Width	Grade	Bundle Size	Pallet Size	Weight Per Sqft
Maple, N. American	3/8"	3"	clear	24 sqft	1008 sqft	1.8 lbs
Oak, Red	3/8"	3"	rift & qtrd select	24 sqft	1008 sqft	1.8 lbs
Oak, White	3/8"	3"	rift & qtrd select	24 sqft	1008 sqft	1.8 lbs
Imported Species	Thickness	Width	Grade	Bundle Size	Pallet Size	Weight Per Sqft
Cherry, Brazilian	3/8"	3"	quartered clear	24 sqft	1008 sqft	1.8 lbs
Cherry, Brazilian	3/8"	3"	select	24 sqft	1008 sqft	1.8 lbs
Mahogany, Santos	3/8"	3"	select	24 sqft	1008 sqft	1.8 lbs
Rosewood, Bolivian	3/8"	3"	select	24 sqft	1008 sqft	1.8 lbs
Timborana	3/8"	3"	select	24 sqft	1008 sqft	1.8 lbs

5" wide - WFI Engineered PF MultiPly Flooring - Random Length to 87" - 5" wide

Domestic Species	Thickness	Width	Grade	Bundle Size	Pallet Size	Weight Per Sqft
Maple, N. American	3/8"	5"	clear	36.25 sqft	1268.75 sqft	1.8 lbs
Oak, Red	3/8"	5"	rift & qtrd select	36.25 sqft	1268.75 sqft	1.8 lbs
Oak, White	3/8"	5"	rift & qtrd select	36.25 sqft	1268.75 sqft	1.8 lbs
Imported Species	Thickness	Width	Grade	Bundle Size	Pallet Size	Weight Per Sqft
Cherry, Brazilian	3/8"	5"	quartered clear	36.25 sqft	1268.75 sqft	1.8 lbs
Cherry, Brazilian	3/8"	5"	select grade	36.25 sqft	1268.75 sqft	1.8 lbs
Mahogany, Santos	3/8"	5"	select grade	36.25 sqft	1268.75 sqft	1.8 lbs
Rosewood, Bolivian	3/8"	5"	select grade	36.25 sqft	1268.75 sqft	1.8 lbs
Timborana	3/8"	5"	select grade	36.25 sqft	1268.75 sqft	1.8 lbs

WFI’S MULTIPLY ARCHITECTURAL COLLECTION - GRADES OFFERED

WFI’S MULTIPLY ARCHITECTURAL COLLECTION - DOMESTIC SPECIES

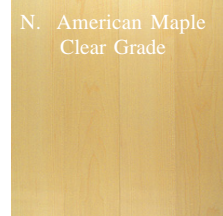
In WFI’s Architectural Collection, we offer three species growing in North America.

WFI utilizes only the finest veneer quality logs, sourced from northern growing regions with tight graining and good color, to produce this line of flooring. The resulting grade is without compare on the market today. And best of all, WFI’s MultiPLY Architectural Collection offers unbelievable value for such high quality as a result of our unique and efficient manufacturing processes.

The grades we offer are:

- **Rift & Quartered Select Grade** - *Red Oak and White Oak* - which we call our “perfection grade”, is selected for straight graining and is without defect and contrasting sapwood/heartwood. This grade is then further color selected for uniform coloration and excludes prominent mineral streaks, gum and other markings. It is the selected essence of the specie and ideal for formal, highly designed settings !

- **Clear Grade** - *Maple* - is without defect and contrasting sapwood/heartwood. This grade includes a mix of both flat sawn and straight grain and is offered in a special, highly selected white color range.

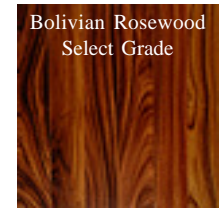


WFI’S MULTIPLY ARCHITECTURAL COLLECTION - EXOTIC SPECIES

In WFI’s MultiPLY Architectural Collection, we offer 4 different species exotic to N. America in the following grades:

- **Quartered Clear Grade** - *Brazilian Cherry only* - which we call our “perfection grade”, is selected for extremely straight graining and is without defect and contrasting sapwood/heartwood. This grade is then further color selected for uniform reddish coloration and also excludes mineral streaks, resin pockets and other markings. It is ideal for formal, highly designed settings !

- **Select Grade** - *Brazilian Cherry, Timborana, Santos Mahogany & Bolivian Rosewood* – is a mixed grained selection, with both flat sawn and straight graining. It allows a fuller range of the species color and graining than found in our Clear Grade. It is supplied without defect, except in the Bolivian Rosewood, which contains some minor character marking.



WFI’S ENGINEERED MULTIPLY - MARKETING AIDS & SALES TOOLS

WFI offers the following:



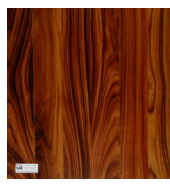
WFI’s 2 x 5 POP Display Rack



WFI’s 1 x 10 POP Display Rack



Story Board Display Panel



Specie Display Panel - front



Specie Display Panel - back



WFI’s “Black Box”



WFI’s Fan Set

Other Product/Programs offered by WFI

WFI's Container Direct Programs

WFI offers 2 very successful container direct programs: BCD ([Brazilian Cherry Direct](#)) and ACD ([Australian Cypress Direct](#)) in which we offer the species of: [Australian Cypress](#), [N. Brushbox](#), [Brazilian Cherry](#), [Brazilian Walnut](#), [Santos Mahogany](#) & many other species !

For complete information on these programs please request a copy of **WFI's Container Direct Manual**.

WFI's 3/4" Solid Pre-finished Plank

WFI's [Solid PF Plank](#) is offered in 3/4" by 3" width by random length 1' to 7' long. (also offered in a 5" width in [Australian Cypress](#)). Grade offered in Cypress is [Aussie Character](#). In the other species [Select Grade](#) is offered including [Brazilian Cherry](#), [Santos Mahogany](#), [Brazilian Teak](#), & [Silky Ash](#). (Other species available on request).

Tekno

Simply the world's finest wood flooring ! This line of [2-Ply SuperStrip flooring](#), imported from Italy is exquisite. The finish, the milling, the wood selection & the construction are all without compare. Milled TrueSquare edged after pre-finishing, Tekno is reserved for a select group of distributors - call today and become one ! We offer [Quartered White Oak](#), [Brazilian Cherry](#), [Patagonian Chestnut](#), [Doussie](#), [Iroko/Kambala](#), [N. American Maple](#), [Wenge](#) & more . Call for details today or visit www.teknona.com !



WFI's Engineered SingleStrip Line

WFI is seeking distribution for our new [9/16" by 3" & 5" engineered, pre-finished, SingleStrip Line](#). Supplied in long random lengths to 7', this floor, once installed, looks the same as a solid plank installation that has been sanded and finished on site. It can be nailed, glued or floated. We offer 2 collections:

Our **American Quartered Collection** includes [American Cherry](#), [Walnut](#), [Red Oak](#), [White Oak](#) & [Maple](#) all in a [Quartered Select grade](#).

Our **Exotics Collection** includes [Australian Cypress](#), [Brazilian Cherry](#), [Southern Chestnut](#), [Royal Mahogany](#), [Caribbean Rosewood](#), [Caribbean Walnut](#) & [Santos Mahogany](#).

WFI's Solid Un-finished FeatureStrip

WFI's [Solid UF FeatureStrip](#) is offered in 3/4" thickness by your choice of 3/4", 1" or 1-1/2" widths in random lengths between 4' & 10' long. Grade offered is [Select](#) in the species of [Peruvian Walnut](#), [Purpleheart](#), [Bloodwood](#), [Wenge](#) & [Brazilian Cherry](#).



the world's finest wood floors !

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