

May 1, 2003

WFI's Engineered 3-Ply SingleStrip Collection

The Latest New Products
& Programs from WFI



the world's finest wood floors!

A UNIQUE FLOORING FORMAT FROM WFI !

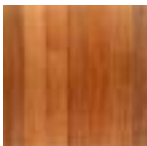
WFI is pleased to introduce our unique engineered SingleStrip flooring format. We invite your inquiries on how to become the exclusive distributor in your geographic market.

SingleStrip, with only one full width/length, sawn wear layer on top of each piece, is offered in 3" & 5" widths. It is supplied in random lengths 12" - 84" long on 6" increments, exactly the same as solid 3/4" plank flooring.

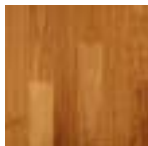
WFI created SingleStrip in order to offer an engineered format which, once installed, looks the same as a solid plank floor sanded and finished on site. With our true random mix of lengths up to 7' long, we have succeeded !

SingleStrip is milled with square edges and ends, and is pre-finished with one of the smoothest finishes on the market today. WFI offers SingleStrip in two different collections.

WFI's SingleStrip Exotics Collection



Cherry, Brazilian



Chestnut, Southern



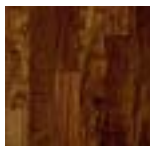
Cypress, Australian



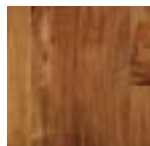
Mahogany, Royal



Mahogany, Santos



Rosewood, Caribbean



Walnut, Caribbean

WFI's SingleStrip American Quartered Collection



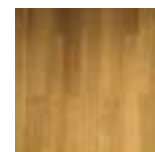
Cherry, N. American



Maple, N. American



Oak, Red
N. American



Oak, White
N. American



Walnut, N. American

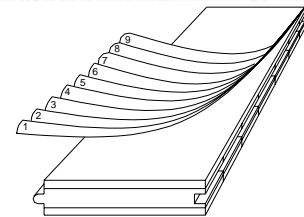
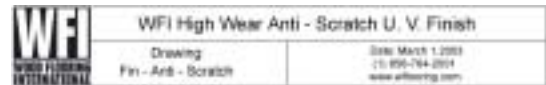
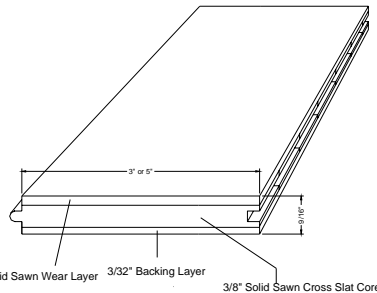
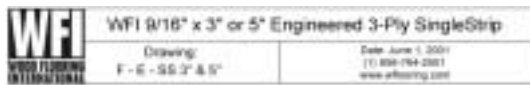
WFI'S ENGINEERED 3-PLY SINGLESTRIP - TECHNICAL SPECIFICATIONS

The 9/16" thick **construction** utilizes a 1/8"+, thick sawn wear layer, bonded to 3/8" thick, sawn pine cross slats bonded to 1/8" thick pine veneer back layer. This construction, known as the traditional Scandinavian 3-layer construction, allows the floor to be nailed, glued or floated 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.

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 and in long random lengths between 12" & 84" long.



- (1) Stain Coat (optional) Primer Coat
- (2, 3) Fill Coat w/ aluminum oxide & ceramic particles
- (4, 5) Fill Coat
- (6) Base Coat
- (7) 2nd Base Coat
- (8, 9) Top Coats - Anti Scratch

WFI'S ENGINEERED 3-PLY SINGLESTRIP - SPECIES OFFERED

Species Available	Grades & Widths Available			
	3"		5"	
Exotics Collection	quartered clear	select	quartered clear	select
Cherry, Brazilian	stock	stock	stock	stock
Chestnut, Southern	stock	stock	stock	stock
Cypress, Australian	n/a	stock #1	n/a	stock #1
Mahogany, Royal	stock	stock	stock	stock
Mahogany, Santos	stock	stock	stock	stock
Rosewood, Caribbean	n/a	stock	n/a	stock
Walnut, Caribbean	n/a	stock	n/a	stock
American Quartered Collection**	quartered select	quartered natural	quartered select	quartered natural
Cherry	stock	special order	stock	special order
Maple	stock	special order	stock	special order
Oak, Red	stock	special order	stock	special order
Oak, White	stock	special order	stock	special order
Walnut	stock	special order	stock	special order
**FSC & Recycled #1 = Aussie character grade n/a = not available				

WFI’S ENGINEERED 3-PLY SINGLESTRIP - GRADES OFFERED

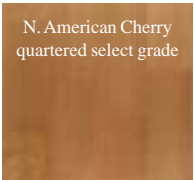
WFI’S SINGLESTRIP AMERICAN QUARTERED COLLECTION

In WFI’s American Quartered Collection, from species growing in North America, (hence our American Quartered Collection name), are 100% Quartersawn, yielding a uniform straight grained look.

WFI utilizes only the finest veneer quality logs to produce this line of flooring. The resulting grade is without compare on the market today. And best of all, WFI’s American Quartered Collection offers unbelievable value for such high quality as a result of our unique and efficient manufacturing processes.

The grades we offer are:

- **Quartered Select Grade** - 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 !



WFI’s **American Quartered Collection** has special environmental attributes:

FSC Certified – The FSC trademark identifies products which contain wood from well managed forests certified in accordance with the rules of the Forest Stewardship Council. At least 75% of the wood used in manufacturing this line of products comes from well managed forests, independently certified in accordance with the rules of the FSC. FSC Trademark © 1996. Forest Stewardship Council A.C. SCS-COC-00289



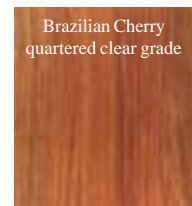
Recycled – The recycle logo identifies products which contain recycled and reclaimed-content material. Approximately 25% of the wood used in manufacturing this line of products comes from a manufacturer’s post-industrial waste. Note: The top wear layer component, which comprises 25% of the content of this flooring, is 100% recycled content wood. See WFI web site www.wflooring.com for complete details.



WFI’S SINGLESTRIP EXOTICS COLLECTION

In our Exotic Collection, we offer the following grades:

- **Quartered Clear Grade** - which we call our “perfection grade”, is selected for extremely straight graining and is without defect and contrasting sapwood/haertwood. This grade is then further color selected for uniform coloration and also excludes mineral streaks, gum, Cross graining and other markings. It is the purest essence of the specie and ideal for formal, highly designed settings !
- **Select Grade** - is a mixed grained selection, with both flat sawn and straight graining which allows a fuller range of the species color and graining than our Clear Grade allows. It is supplied without defect but allows some character marking, such as mineral and burl.
- **Aussie Character Grade** - our Australian Cypress is filled with all the natural feature and character including knots, sapwood and some surface and knot checking.



WFI’S ENGINEERED 3-PLY SINGLESTRIP - 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

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 !

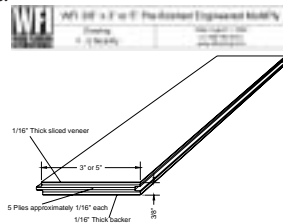
For complete information on these programs please request a copy of **WFI's Container Direct Manual**.

WFI's 3/4" Solid Pre-Finished Collection

[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. Species offered from stock include: [Brazilian Cherry](#), [Santos Mahogany](#), [Southern Chestnut](#) & [Australian Cypress](#). (Other species available on request).

WFI's MultiPly Architectural Collection

WFI created our MultiPly Line with one thought in mind - to replicate the look of a random length, solid wood, plank floor, but offer it in a high quality engineered, pre-finished format, utilizing sliced technology to provide a great price point.



Produced 3/8" thick in a 3" width to 48" long and in a 5" width to 87" long, MultiPly features a one piece, (no splices), sliced veneer wear layer. It is finished with the latest High Wear UV cured Acrylic Urethane finish. MultiPly is then precisely milled with UltraEased edges and square ends.

Offered in 7 species including [rift & quartered Red](#) & [White Oak](#), selected [White Maple](#) for our Domestic Collection, and [Brazilian Cherry](#), [Santos Mahogany](#), [Bolivian Rosewood](#) and [Timborana](#) rounding out our Exotic Collection.

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-finiting, [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 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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