



**LAUZON**  
COLLECTION

Art de Vivre  
Wood Floors

**NATURAL  
INFLUENCE**

COLOR PALETTE LOOKBOOK



## ART DE VIVRE

We believe that great design can transform any interior into the true expression of oneself.

Our team of designers selects and combines the right wood with the right design elements for every LAUZON floor.

The result, simply fabulous wood floors that will serve as the canvas to any modern, classic, or rustic interior.

*“Simplicity is  
the keynote to  
true elegance”*

COCO CHANEL



A photograph of a bedroom interior. In the foreground, a bed is covered with a light-colored, textured blanket. Behind the bed, two pillows are visible. To the left, a small, round, light-colored side table holds a white mug and a vase with dried, yellowish flowers. A woven, cylindrical pendant light hangs from the ceiling. The overall atmosphere is warm and minimalist.

*“Color is a power which directly  
influences the soul”*

KADINSKY

Our color palette covers a wide range of the latest hues. It is structured into three key categories of color influence – Natural, Mineral and Earth. Each color category is then divided into more precise tones, making sure we cover every important design color.

## NATURAL INFLUENCE

Blond and pale hues, true expressions of natural wood tones with or without stain.

### **True Natural**

True natural wood tones, without stain.

### **Raw Natural**

The appearance of freshly cut wood.

### **Natural Effect**

Natural wood, lightly stained to enhance the true beauty of nature.

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## MINERAL INFLUENCE

Color tones ranging from salt white to the black depth of onyx plus the many subtle mineral shades of gray and taupe in between.

## EARTH INFLUENCE

Rich expressions of earth tones from dark blond to deep exotic brown.

# TRUE NATURAL

True, natural floors embrace the organic beauty of wood with or without nature's imperfections.

Natural floors create an honest expression of comfort and warmth.

NAPA | European White Oak





*“The best rooms have something to say about the people who live in them.”*

DAVID HICKS



1

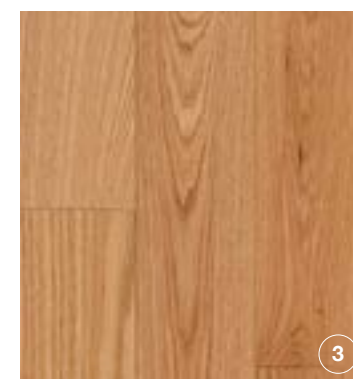


True natural wood tones, without stain.

- 1 | DEAUVILLE  
Canadian Maple
- 2 | LAFAYETTE / SAVOY  
Canadian Maple
- 3 | BELMONT / CHELSEA  
North American Oak
- 4 | TRINITY  
North American Oak
- 5 | RIVOLI  
White Oak
- 6 | MONTAUK  
European White Oak



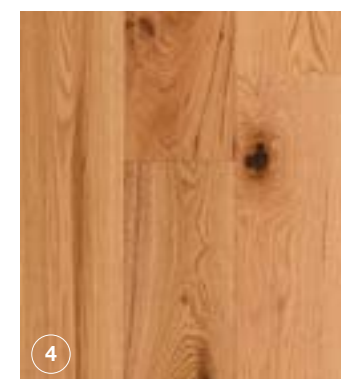
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5



6





## THE LOOK AND FEEL OF A FLOOR

From smooth to textured, the feel of a floor plays an important role in the overall design of a room. Classic, smooth surfaces work well in traditional settings. Textured floors complement a relaxed and casual décor.

In addition to the feel of the floor, the texture process enhances the wood grain and influences the level of stain absorption. We offer wood floors in four textures: smooth, refined, brushed, or hand scraped.

### A SUPERIOR FINISH

All Lauzon Collection floors are protected by our exclusive Titanium™ finish. This industry leading product provides the ultimate protection against scuffing and chipping and still retains the floor's luster and clarity for years to come. Titanium will also slow down the natural yellowing that can be caused by natural and artificial light.



ATLAS | North American Oak

Minimal color and understated design features gives the appearance of freshly cut wood.

Raw Natural floors communicate an authentic feel to a space. The look of raw wood when paired with layers of creamy neutral fabrics and paint is relaxing yet sophisticated.

## RAW NATURAL







The appearance of freshly cut wood.

- 1 | SERENITY  
European White Oak
- 2 | SILENZIO  
Canadian Maple
- 3 | GALIANO  
North American Oak
- 4 | ALICANTE  
European White Oak
- 5 | MIRAMAR  
American Hickory



*“A room should never allow the eye to settle in one place. It should smile at you and create fantasy.”*

JUAN MONTOYA





## WELLNESS AND BEAUTY

No one likes a bad air day. By adding our Pure Genius™ to our Titanium™ finish, we will transform your wood floor into an air purifier, cleaning the air in your room.

### CLEANER AIR. CLEANER HOME.

We embedded Pure Genius agents into the top layer of the Titanium finish. These molecules are activated by light and interact with any contaminants (VOC, formaldehyde, odors...) which are brought by air movement close to the floor surface. Pure Genius will naturally decompose the contaminants into harmless water and carbon molecules. Depending on air movement in the house, Pure Genius will purify 60 to 85% of the indoor air you breathe.

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### CRYSTAL CLEAR

Titanium™ finish is standard on all our floors. The coating is crystal clear, to reveal all the natural beauty of the wood without the milky effect often seen with regular finishes.

Titanium also dramatically slows down the yellowing effect caused by light. This unique finish has exceptionally high resistance to impact and scratches. It has no added VOC's, formaldehyde or solvent, and includes antibacterial properties eliminating 99.6% of bacteria from the floor surface. Lauzon Collection floors come with a lifetime limited warranty on structural defect and a 50-year wear warranty on its Titanium finish.



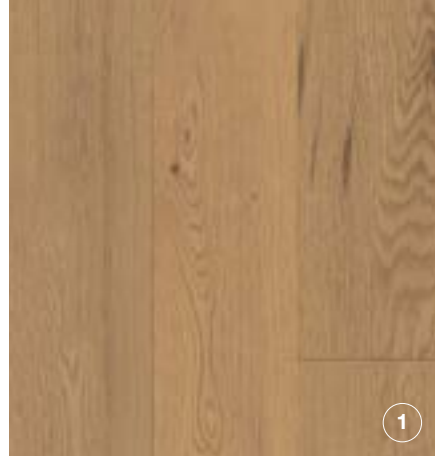
## NATURAL EFFECT

Natural wood, lightly stained to enhance the true beauty of nature.

Without added stain natural wood has its own color tone. Though the color is perfect for some design schemes its not always ideal. The Natural Effect color palette features natural wood tones that have been lightly stained to create either a warmer or cooler tone.

SOFIA | Canadian Maple





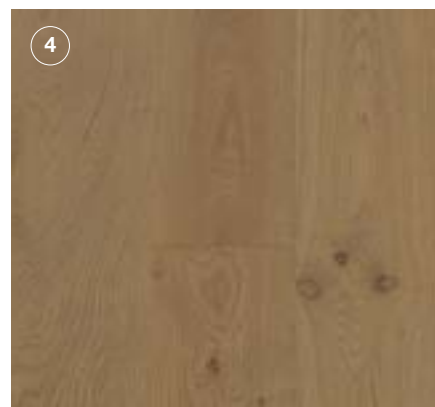
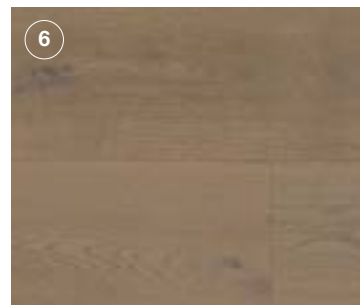
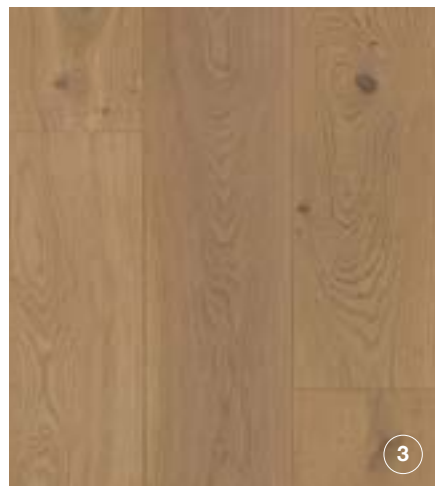
*“I am going to make everything around me beautiful  
—that will be my life.”*

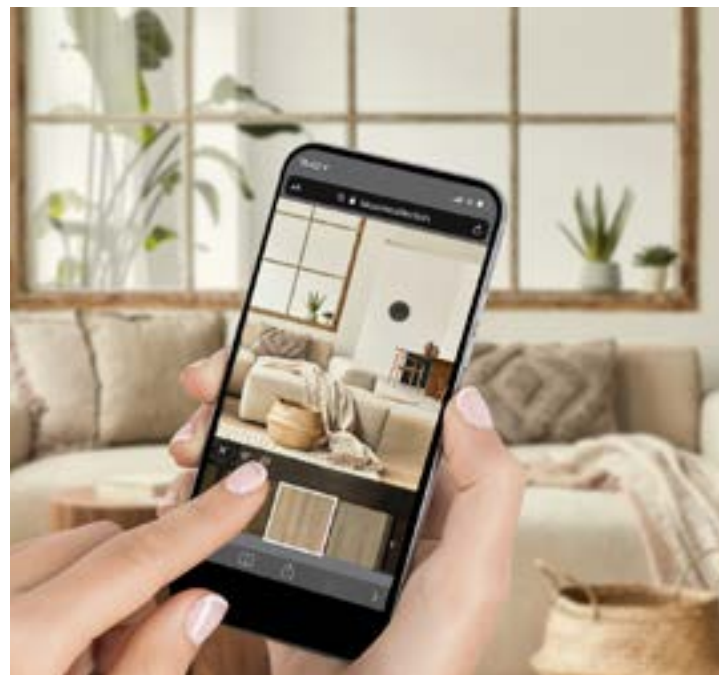
MARK HAMPTON



Natural wood, lightly stained to enhance the true beauty of nature.

- 1 | SOFIA  
Canadian Maple
- 2 | MONTECARLO  
North American Oak
- 3 | ASTOR  
European White Oak
- 4 | ELMONT  
European White Oak
- 5 | LORIENT  
American Hickory
- 6 | FLAUBERT  
European White Oak
- 7 | MEDINA  
European White Oak





## LOVE IT, SEE IT, ORDER IT

Don't guess, you can see it in your own space!

With our Virtual Designer, you can envision how beautiful your room will look with a new Lauzon Collection wood floor.

To see the floor in person we are happy to send you a sample. Simply visit [lauzoncollection.com](http://lauzoncollection.com), order the products you would like to see, and we will send you a 10" sample of your dream floor.



# NATURAL INFLUENCE

Blond and pale hues, true expressions of natural wood tones with or without stain.

## COLOR FEATURES

COLOR	COLOR TONE	SPECIE	TEXTURE	SHEEN	WIDTH	THICKNESS	CONSTRUCTION	FINISH
ALICANTE	Raw Natural	European White Oak	Brushed	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
ASTOR	Natural Effect	European White Oak	Brushed	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
ATLAS	Raw Natural	North American Oak	Smooth	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
AURA	Natural Effect	North American Oak	Brushed	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
BELMONT	True Natural	North American Oak	Smooth	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
CHELSEA	True Natural	North American Oak	Smooth	Semi-Gloss 40%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
DEAUVILLE	True Natural	Canadian Maple	Smooth	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
ELMONT	Natural Effect	European White Oak	Brushed	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Geniu
FLAUBERT	Natural Effect	European White Oak	Brushed	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
GALIANO	Raw Natural	North American Oak	Brushed	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
LAFAYETTE	True Natural	Canadian Maple	Smooth	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
LORIENT	Natural Effect	American Hickory	Refined	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
MEDINA	Natural Effect	European White Oak	Brushed	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
MIRAMAR	Raw Natural	American Hickory	Refined	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
MONTAUK	True Natural	European White Oak	Brushed	Ultra-Matte 10%	7 <sup>1/2</sup> " (190 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
MONTECARLO	Natural Effect	North American Oak	Brushed	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
NAPA	True Natural	European White Oak	Refined	Ultra-Matte 10%	8" (203 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
RIVOLI	True Natural	White Oak	Smooth	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
SAVOY	True Natural	Canadian Maple	Smooth	Semi-Gloss 40%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
SERENITY	Raw Natural	European White Oak	Refined	Ultra-Matte 10%	8" (203 mm)	9/16" (15 mm)	Engineered Multiply	Titanium with Pure Genius
SILENZIO	Raw Natural	Canadian Maple	Smooth	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
SOFIA	Natural effect	Canadian Maple	Smooth	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius
TRINITY	True natural	North American Oak	Brushed	Ultra-Matte 10%	3 <sup>1/4</sup> " (82.5 mm), 5 <sup>3/16</sup> " (132 mm)	7/16" (11 mm)	Engineered Multiply	Titanium with Pure Genius



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Wood Floors

Since wood is a natural product, no two planks will be identical in terms of color and grain. Mineral streaking and knots occur naturally and vary with the type and grade of wood. The colors reproduced in the brochure may vary from the original tones due to the limitations of printing techniques. Always use the samples available at your Lauzon retailer to confirm your color selection.

For more inspiration or to discover the complete range of our offering, please visit our website or visit the Lauzon retailer closest to you.

[lauzoncollection.com](http://lauzoncollection.com) | [@lauzonwoodfloors](https://www.instagram.com/lauzonwoodfloors) | T. 1 877 427 5144

