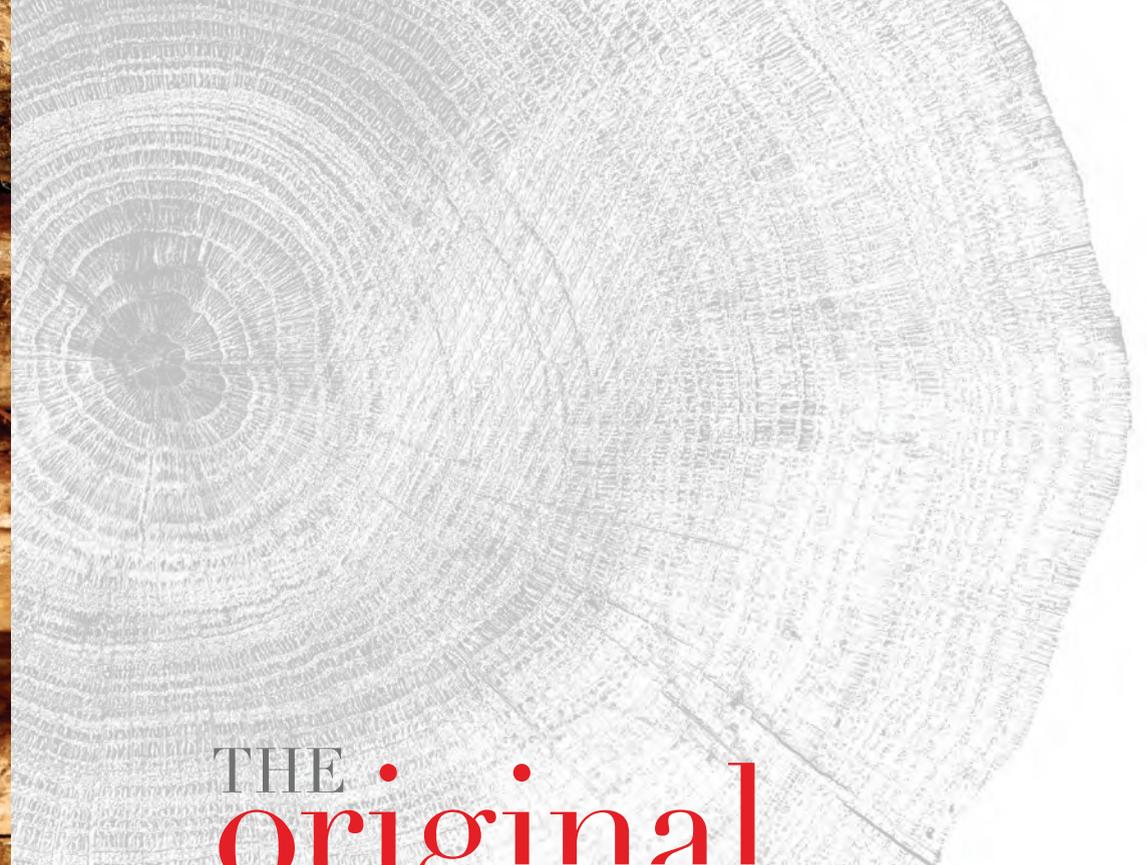




Welcome to a new era  
of inspiration





# THE **original** PREFINISHED WOOD FLOORING

Proudly made in North America

Mercier is the pioneer in manufacturing prefinished wood flooring.

Our goal, which stemmed from a visionary and practical need to eliminate on-site finishing of wood floors, was the springboard to our culture of innovation. Dust from sanding, drying times and emissions in the home are now inconveniences of the past thanks to the bold, creative drive that transformed the industry over four decades ago.

It is thanks to this culture of innovation, which permeates throughout everything Mercier does, that we have developed a renowned mastery of wood itself, the science of surface finishing, and wood flooring design. Mercier's relentless pursuit to offer the very best of wood and our uncompromising reverence for it—from its inherent properties, nobility and authenticity—is what has enabled us to carve an enviable legacy that can never be equalled.

**There can only be one original. Mercier.**

# Invisible performance

Mercier Generations and Generations Intact 2500 finishes are the results of over 40 years of know-how and skills in mastering the science of prefinished wood flooring. Two available finish options to deliver the level of protection your floor needs.



Mercier Generations and Generations Intact 2500 finishes meet the Greenguard Gold environmental certification standards. They are free from harmful chemical substances, emit no VOC emissions that are dangerous to human health, and help reduce the propagation of bacterial, germs and molds to keep any environment healthy.



Our standard high performance protection

An exceptionally smooth and clear high-resistance finish that brings out the full richness of the wood. Optimal adherence for ultra-durable results. A finish you can trust. The Greenguard Gold environmental certification—the highest on the market—is tangible proof that you are making a healthy choice for your living space.

Available glosses for the Mercier Generations finish: Satin, Matte and Matte-brushed (Red Oak, White Oak and White Ash only).

Pro and Pro-brushed (Red Oak only) glosses also available for the PRO Collection.<sup>1</sup>

#### RESISTANCE AND DURABILITY



- 1000 cycles with the TABER test<sup>2</sup> (500 for the competition)
- Resistance to wear and tear
- Perforation-resistance
- Flexible under impact
- Water-resistance
- Stain-resistance
- Non-yellowing
- Easy maintenance

#### WELL-BEING



- Antimicrobial
- Hypoallergenic
- Greenguard Gold environmental certification
- Contains plant-based oil

#### WARRANTY

35 years

residential applications

5 years

light commercial applications

20 years

residential applications, PRO Collection

<sup>1</sup> For more information regarding our glosses' availability, please refer to our website.

<sup>2</sup> The TABER test involves mounting a portion of a finished board onto a turntable fitted with sheets of abrasive paper. The degree of resistance is evaluated based on the number of rotations it takes to completely wear down the finish. The higher the number of cycles, the more resistant the finish.



GREAT FOR YOUNG FAMILIES AND PET OWNERS!

52% more scratch-resistant than our Mercier Generations finish.<sup>3</sup>

NEW AND IMPROVED



The ultimate in commercial-grade quality for your home

A tough, clear finish formulated for ultimate protection. The Generations Intact 2500 finish has an outstanding track record for durability in commercial applications and high traffic environments. The microfragmented aluminum particles create a multipoint contact surface that provides increased scratch through resistance and retains the floor's original luster for longer. This exceptionally durable and clear matte finish keeps floors looking great through years of wear and tear. Easy maintenance and prestigious Greenguard Gold environmental certification.

Generations Intact 2500 is **available for residential and commercial applications**, on all our floors excluding Yellow Birch and American Walnut, as well as Element and PRO collections. Please refer to the current Product Chart for available selections.

Available gloss for the Generations Intact 2500 finish: Intact.

#### RESISTANCE AND DURABILITY



- 2500 cycles with the TABER test<sup>2</sup> (1500 for the competition)
- Superior resistance to wear and tear
- Anti-perforation<sup>4</sup>
- Superior flexibility under impact
- Water repellent
- Superior stain-resistance
- Non-yellowing
- Easy maintenance

#### WELL-BEING



- Antimicrobial
- Hypoallergenic
- Greenguard Gold environmental certification
- Contains plant-based oil

#### WARRANTY

50 years

residential applications

3 years

commercial applications with direct outdoor access

10 years

light commercial applications

<sup>3</sup> Calculation according to the S-42 test, which measures the loss of luster. Results compare the Generations Intact 2500 finish versus the Mercier Generations finish (2019).

<sup>4</sup> According to the normal terms of use. Refer to the Mercier Warranty document.



Where inspiration begins.  
Where the magic happens.



Pure and natural

# Origins

COLLECTION

A selection of North American species.  
Stain-free, natural wood.

# Origins

COLLECTION

SPECIES Hard Maple  
GRADE Select & Better



SPECIES Hard Maple  
GRADE Distinction



SPECIES Hard Maple  
GRADE Authentic



SPECIES Red Oak  
GRADE Select & Better



SPECIES Red Oak  
GRADE Distinction



SPECIES Red Oak  
GRADE Authentic



SPECIES Yellow Birch  
GRADE Distinction



SPECIES White Ash  
GRADE Distinction



SPECIES White Ash  
GRADE Authentic



SPECIES White Oak  
GRADE Authentic



SPECIES White Oak  
GRADE R&Q



SPECIES American Walnut  
GRADE Authentic



SPECIES Hickory  
GRADE Authentic





Warm colors  
inspired by nature

# Source

COLLECTION

A stain application that softens the contrasts of the wood grain for a cozy, inviting look.

# Source

COLLECTION

## White Oak

SPECIES White Oak  
COLOR Synergy



SPECIES White Oak  
COLOR Balance



SPECIES White Oak  
COLOR Comfort



## Red Oak

SPECIES Red Oak  
COLOR Synergy



SPECIES Red Oak  
COLOR Balance

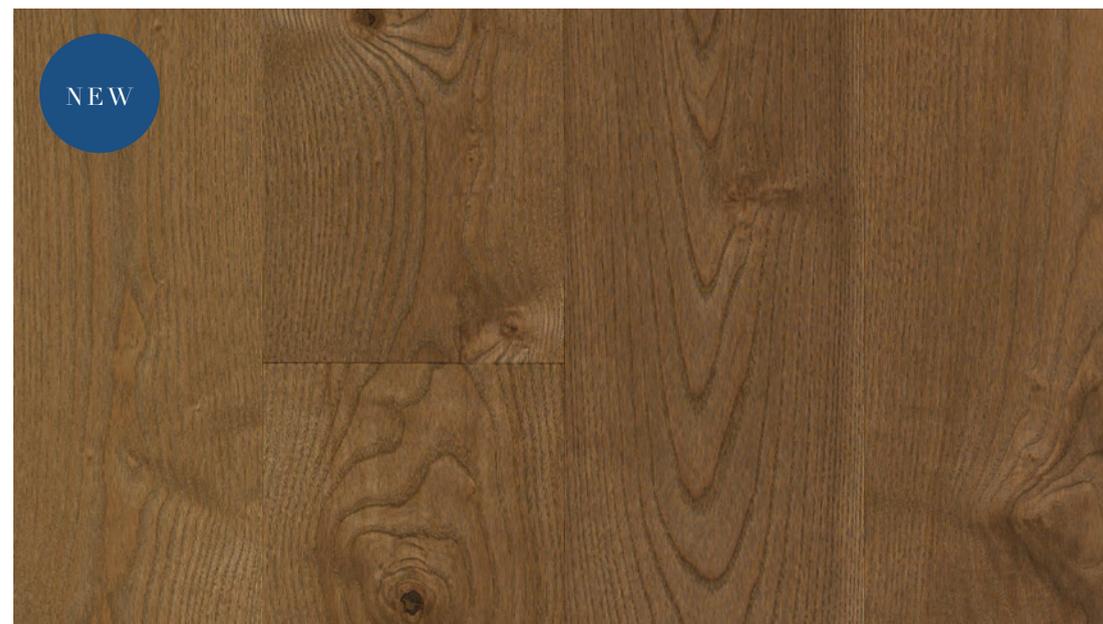


SPECIES Red Oak  
COLOR Comfort



## White Ash

SPECIES White Ash  
COLOR Balance





The true color  
of wood

# Naked

COLLECTION

Thanks to Mercier's unique finishing process, the original color of raw wood is sealed and kept in its simplest expression.

SPECIES White Ash  
COLOR Naked



SPECIES Hard Maple  
COLOR Naked



SPECIES Hickory  
COLOR Naked



SPECIES Red Oak  
COLOR Naked

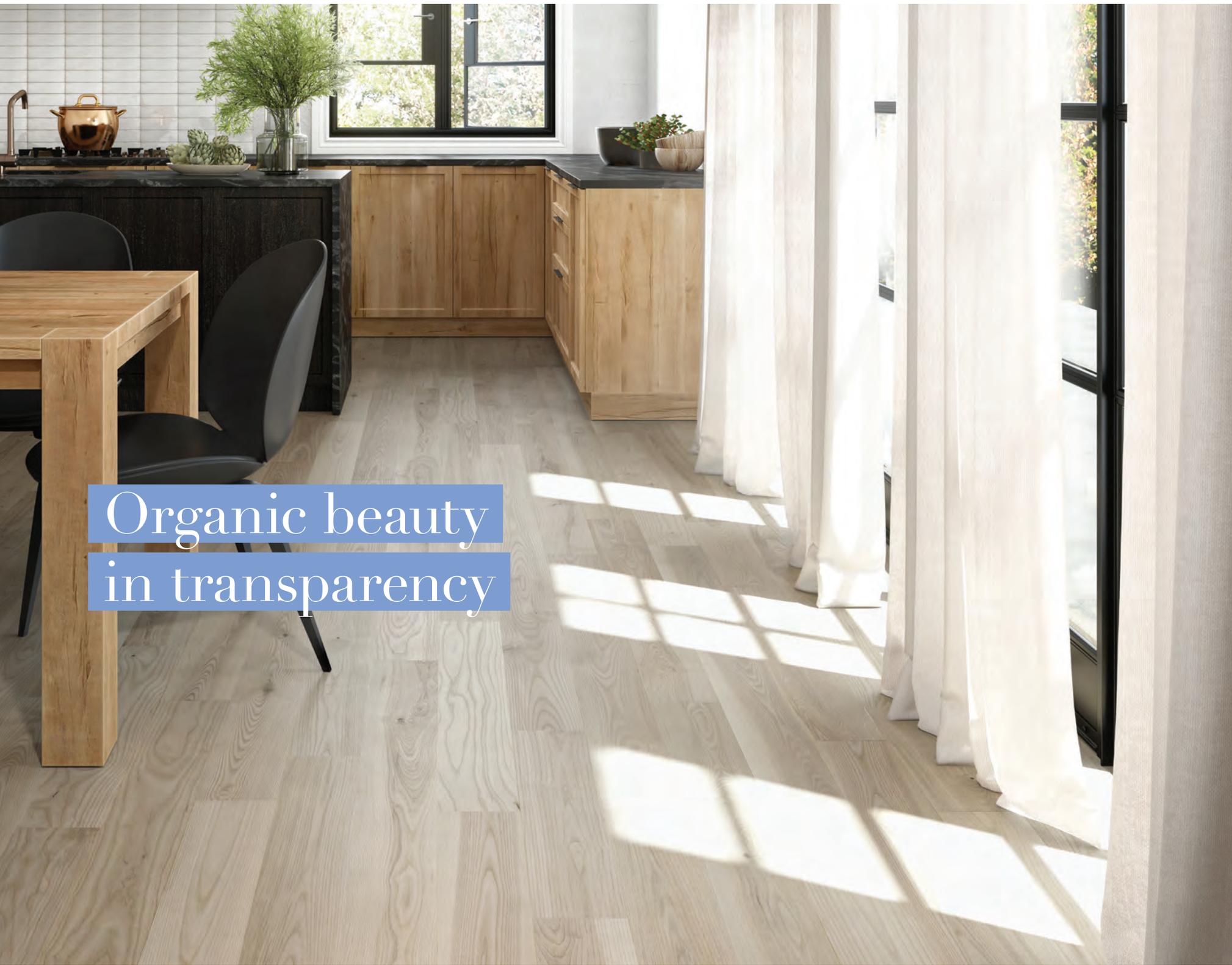


SPECIES White Oak  
COLOR Naked



SPECIES American Walnut  
COLOR Naked





Organic beauty  
in transparency

# Atmosphere

COLLECTION

Atmosphere's light neutral shades blend with natural highlights to showcase wood's awe-inspiring texture and grain.

# Atmosphere

COLLECTION

## Red Oak

SPECIES Red Oak  
COLOR Haze



SPECIES Red Oak  
COLOR Breeze



SPECIES Red Oak  
COLOR Halo



SPECIES Red Oak  
COLOR Bliss



## White Oak

SPECIES White Oak  
COLOR Hush



SPECIES White Oak  
COLOR Whisper



SPECIES White Oak  
COLOR Charm



SPECIES White Oak  
COLOR Silk



# Atmosphere

COLLECTION

## White Ash

SPECIES White Ash  
COLOR Breeze



SPECIES White Ash  
COLOR Gleam



SPECIES White Ash  
COLOR Silk



## Hard Maple

SPECIES Hard Maple  
COLOR Haze



SPECIES Hard Maple  
COLOR Breeze

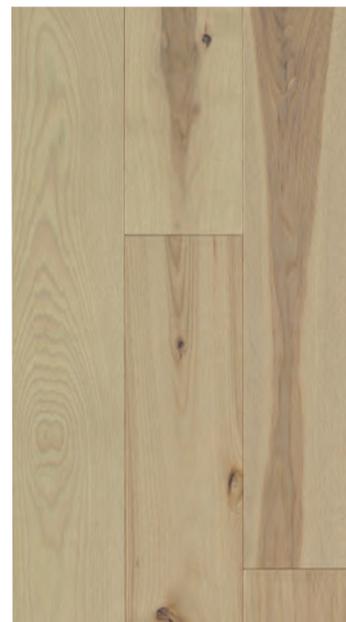


SPECIES Hard Maple  
COLOR Hush



## Hickory

SPECIES Hickory  
COLOR Haze



SPECIES Hickory  
COLOR Breeze



SPECIES Hickory  
COLOR Hush





Rich and reactive  
contrasting nuances

# Element

COLLECTION

Element stuns with color variations that make each board unique thanks to a process that reacts with the tannins in the wood.

SPECIES Hard Maple  
COLOR Element



SPECIES White Oak  
COLOR Element



SPECIES Hickory  
COLOR Element



SPECIES Hard Maple  
COLOR Terrain





Customized flooring  
never looked this good

## Design+ COLLECTION

A floor created especially for you among a selection of the finest colors offered on Hard Maple and Red Oak. Choose the species, the grade, the color, the finish, the gloss, and board width.

### Red Oak

SPECIES Red Oak  
COLOR Mist



### Hard Maple

SPECIES Hard Maple  
COLOR Mist



SPECIES Red Oak  
COLOR Ivoor



SPECIES Hard Maple  
COLOR Ivoor



## Red Oak

SPECIES Red Oak  
COLOR Madera



SPECIES Red Oak  
COLOR Shadow



SPECIES Red Oak  
COLOR Treasure



SPECIES Red Oak  
COLOR Stone



SPECIES Red Oak  
COLOR Toast Brown



SPECIES Red Oak  
COLOR Crème Brûlée



SPECIES Red Oak  
COLOR Amaretto



SPECIES Red Oak  
COLOR Gunstock



## Hard Maple

SPECIES Hard Maple  
COLOR Madera



SPECIES Hard Maple  
COLOR Shadow



SPECIES Hard Maple  
COLOR Treasure



SPECIES Hard Maple  
COLOR Stone



SPECIES Hard Maple  
COLOR Toast Brown



SPECIES Hard Maple  
COLOR Crème Brûlée



SPECIES Hard Maple  
COLOR Amaretto



SPECIES Hard Maple  
COLOR Gunstock



# Design+

COLLECTION

## Red Oak

SPECIES Red Oak  
COLOR Smoky Brown



SPECIES Red Oak  
COLOR Java



SPECIES Red Oak  
COLOR Autumn Leaf



SPECIES Red Oak  
COLOR Arabica



SPECIES Red Oak  
COLOR Barrel



SPECIES Red Oak  
COLOR Medium Brown



SPECIES Red Oak  
COLOR Chocolate Brown



SPECIES Red Oak  
COLOR Mystic Brown



## Hard Maple

SPECIES Hard Maple  
COLOR Smoky Brown



SPECIES Hard Maple  
COLOR Java



SPECIES Hard Maple  
COLOR Autumn Leaf



SPECIES Hard Maple  
COLOR Arabica



SPECIES Hard Maple  
COLOR Barrel



SPECIES Hard Maple  
COLOR Medium Brown



SPECIES Hard Maple  
COLOR Chocolate Brown



SPECIES Hard Maple  
COLOR Mystic Brown





Refined innovation

# Elegancia

COLLECTION

With its stylish colors and looks, Elegancia pays tribute to the nobility and beauty of wood.

## White Ash

SPECIES White Ash  
COLOR English Tea



SPECIES White Ash  
COLOR Sandstone



SPECIES White Ash  
COLOR Silver Grey



# Elegancia

COLLECTION

## Yellow Birch

SPECIES  
COLOR  
Yellow Birch  
Brookline



SPECIES  
COLOR  
Yellow Birch  
Suede



SPECIES  
COLOR  
Yellow Birch  
Acorn Brown



SPECIES  
COLOR  
Yellow Birch  
Modern Grey



## White Oak

SPECIES  
COLOR  
White Oak  
Madera



SPECIES  
COLOR  
White Oak  
Crema



SPECIES  
COLOR  
White Oak  
Fuego



SPECIES  
COLOR  
White Oak  
Fjord



## Hickory

SPECIES  
COLOR  
Yellow Birch  
Palomino



SPECIES  
COLOR  
Yellow Birch  
Fuego



SPECIES  
COLOR  
Yellow Birch  
English Tea



SPECIES  
COLOR  
Yellow Birch  
Concrete Grey



SPECIES  
COLOR  
Hickory  
Fuego



SPECIES  
COLOR  
Hickory  
Roma





Affordable  
and timeless

# PRO

COLLECTION

An affordable collection of timeless colored  
Hard Maple and Red Oak floors.

# PRO

COLLECTION

## Red Oak

SPECIES Red Oak  
COLOR Natural



SPECIES Red Oak  
COLOR Moccasin



SPECIES Red Oak  
COLOR Brookline



SPECIES Red Oak  
COLOR Concrete Grey



SPECIES Red Oak  
COLOR Acorn Brown



SPECIES Red Oak  
COLOR Gunstock



SPECIES Red Oak  
COLOR Carbon



SPECIES Red Oak  
COLOR Grizzly



## Hard Maple

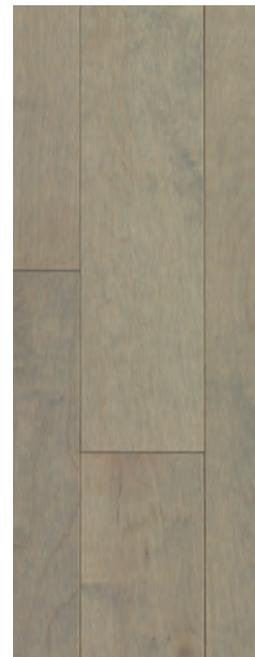
SPECIES Hard Maple  
COLOR Natural



SPECIES Hard Maple  
COLOR Moccasin



SPECIES Hard Maple  
COLOR Brookline



SPECIES Hard Maple  
COLOR Concrete Grey



SPECIES Hard Maple  
COLOR Acorn Brown



SPECIES Hard Maple  
COLOR Gunstock



SPECIES Hard Maple  
COLOR Carbon



SPECIES Hard Maple  
COLOR Grizzly





Timeless herringbone  
pattern

# Herringbone

## COLLECTION

Timeless and bold at the same time, our Herringbone floor boards are 5" wide x 18" long.

They are offered in the most beautiful species and colors from the following collections: Origins, Design+, Naked, Atmosphere, Elegancia, Element and Source.

Suitable for a Herringbone pattern installation only

SPECIES Hard Maple  
COLOR Natural



SPECIES Red Oak  
COLOR Natural



SPECIES White Oak  
COLOR Natural



# How to shop for your wood floor?

Here are important aspects to consider.

## 1 Light or dark floors?

Would you like the floor to be the centerpiece of your design or would you like it to be more discreet and blend in with the decor? A floor alone can become the masterpiece of a room. Remember that lighter floorings help make a room seem larger, brighter and more airy. Dark flooring adds style and modernity to a decor and creates a warm and cozy environment.

## 2 What grade are you looking for?

The choice of a grade is simply a question of appearance of the floor and has no impact on its quality. Do you prefer floors with a contrasting or uniform appearance, or somewhere in between?



**Select & Better**  
Clear and uniform in appearance



**Distinction**  
Moderately contrasting in appearance



**PRO**  
Contrasting in appearance



**Authentic**  
Contrasting in appearance and more sustained character



**R&Q (Rift and Quarter Sawn)**  
Moderately contrasting in appearance

## 3 Which wood species best suits your preferences?

All wood species have a specific visual appearance. Mercier offers a variety of wood species from North American forests. Whether you prefer a clearly visible or more discreet grain, a darker or lighter natural shade, a more homogenous wood or one with character, Mercier has the right wood species for you.

## 4 Satin or Matte gloss finish?

A floor gloss serves the same purpose as the gloss in paint: it determines the level of light that reflects off the surface. Do you prefer a matte or even matte-brushed gloss with little reflection, that helps hiding wear and tear? Or even a satin gloss that gives a silky finish? Mercier offers a choice of gloss levels based on the light reflection desired.

## 5 Wide or narrow boards?

For fans of the modern, rustic or industrial look, wide boards make a room look more spacious. Narrow boards are better suited for classic or contemporary decors. Mercier offers widths from 2 1/4" up to 8 1/8".

## 6 About the finish



Mercier offers 2 high-performance solutions to protect your floor. The **Mercier Generations** ultra-durable finish suitable for normal residential use and **the new and improved Generations Intact 2500** formulated for ultimate protection in residential and commercial spaces.

## Solid or Engineered platform?

### 7 Solid

Made of 100% hardwood and offered in a choice of widths up to 4 1/4". Can be sanded up to 5 times.



### Engineered

Made of a hardwood plywood base and a real hardwood top layer, these floors offer several notable advantages including better adaptation to humidity variations and wider boards up to 8 1/8". Can be sanded 3 to 5 times.



### Considering the subfloor

The subfloor will affect your choice of platform.

Solid flooring can be nailed or stapled to the subfloor and can be installed on the ground floor and upstairs. Engineered flooring versatility allows for a glued, stapled or nailed installation, and even floating for most species. They can also be installed over radiant heating systems.

A wood floor is made of a natural, living material with character marks, grain and color variations from one board to another. Unlike a ceramic or vinyl tile, each plank is unique and contributes to the lasting charm of a wood floor. Although wood is a noble material of great beauty, it is not indestructible and requires proper maintenance with the right products. Wood flooring remains the most ecological choice and is an investment in terms of aesthetics and longevity.



## Passionate about wood. Driven by wood.

We fell in love with wood at first, second and third sight. It is naturally noble. It is undoubtedly authentic. It is inimitable. And we believe that wood does not require any artifice to make it beautiful. We master the art of handling wood to perfection because we respect its true essence—from its initial preparation to its finish. We rigorously select only the finest wood that is sourced responsibly from North American forests. We optimize each step of the production process to ensure impeccable and consistent quality, all while reducing waste. We remain constantly committed to bring out the very best in wood.



## It's all about the surface. Never superficial.

All it takes is a fine layer of finish on a wood floor's surface to reveal its authentic character and protect it for years to come. Mercier believes that the art of wood floors starts—and ends—with the perfect symbiosis between natural, living material and the science of finishes. For decades, we have developed an expertise in subtly mastering the complexity of wood surfaces.



## Ahead of the curve today. Classic tomorrow.

We believe in both the timelessness of wood and its ability to be fashionable today. Mercier has always been steps ahead in terms of our technological innovations as well as our designs. While our wood flooring collections are profoundly aligned with the latest in interior decorating, they are nevertheless infused with a classic style to remain striking day after day, year after year. Profoundly rooted in tradition, yet always on trend, our wood floors are developed based on a long-term vision and reverence for wood—as the source of our products and the source of our creativity.

# The pioneer in sustainability



Our finishes contain  
plant-based oil

Mercier is one of the industry's pioneering manufacturers that has a long-term vision to reduce our ecological footprint for generations to come. We understand the importance of wood as a natural resource—and trees for the Earth's future. That is why we have implemented the most advanced environmental policies and sophisticated production methods throughout our entire supply chain to maximize the 5Rs of sustainability: refuse, reduce, reuse, repurpose and recycle.

## Controlled wood supply

We are committed to sourcing wood only from environmentally responsible suppliers and we are Lacey Act compliant. All of the species we use come from sustainably managed North American forests and adhere to rigorous traceability standards. With Mercier's wood flooring, you are guaranteed peace of mind knowing you are benefiting from the most outstanding quality and environmental stewardship.

## Sustainable production processes

Mercier's approach to sustainability is so thorough, we are proud to achieve the lowest amount of waste in the industry—2% vs 5% with other manufacturers. What's more: we reinsert 100% of our sawing residues back into the company to heat our factory, for example. All of our products are packaged using recycled and recyclable packaging.

## Greenguard Gold environmental certification

Mercier is one of the few manufacturers of pre-finished wood to be certified Greenguard Gold, the highest standard on the market. This certification confirms that our finishes are free of thousands of chemical substances that are harmful to human health, such as VOCs and other pollutants. We provide peace of mind to clients who are concerned about the air that they breathe.

## Floors that contribute to LEED certification

Our superior-quality floors, which contribute to making buildings LEED-certified, are designed to be the innovations of today and the classics of tomorrow.





Proudly made in North America  
[mercierwoodflooring.com](http://mercierwoodflooring.com)



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.

Please note that the images in this brochure are for illustrative purposes only. A picture cannot represent the extent of character marks, shades, textures and colors in a grade and species. There may be a variation in appearance between the images in this brochure, the sample panel in store and the floor you receive.