

The wooden flooring segment has evolved significantly over the years and new age technology and technique are making sure that the industry continues to thrive.

ADVANTAGE WOOD

Wooden flooring is gradually becoming popular due to various reasons. Firstly, it has exceptional durability and higher shelf life. Second, it is a practical choice, ideal for both homes and corporate setups and now manufacturers have started offering new quality depending on the heavy footing requirements. AC3 is being used in homes, while AC4 and AC5 are being adopted in commercial spaces. "Additionally, new wood flooring comes with simplified installation and consequently requires reduced time and labour requirements. It is also cost-sensitive and may be purchased at various price points without compromising on quality. Finally, it goes without saying that wooden flooring comes with an aesthetically pleasing appearance where you have the option of opting for flooring among different shades of wood. The architecture and interiors of any room can be enhanced and given a timeless charm by its natural beauty, warmth, and adaptability. Its strength, sturdiness,

01. Permaclick technology™ is an advanced flooring interlocking system that gives wooden floors an unmatched quality and finish while making the installation process easy.

02. Wooden flooring has been preferred over tile flooring because of its longevity and durability, making it last for decades.

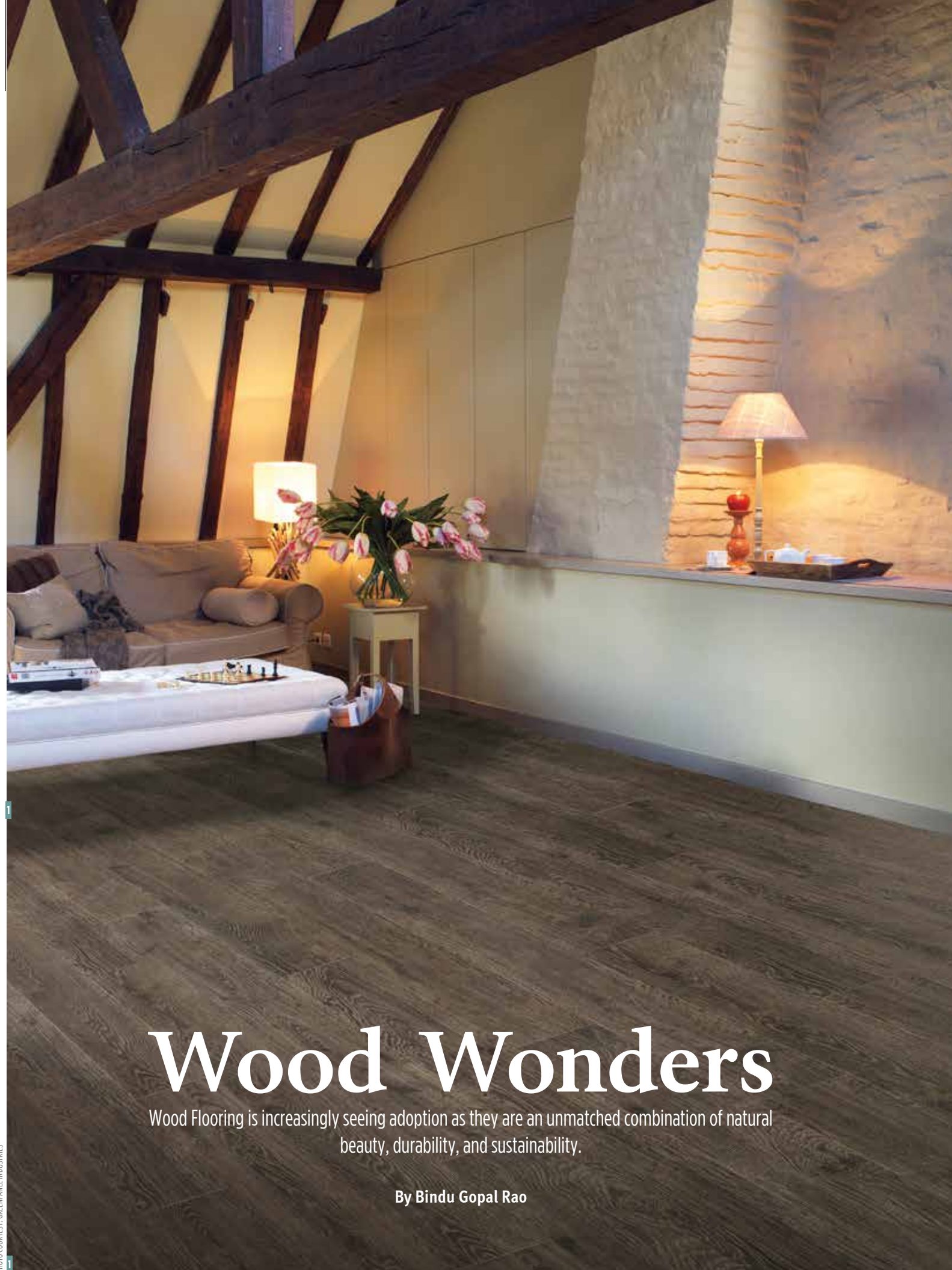
03. The sustainable flooring approach incorporates additional measures to enhance eco-friendliness and reduce environmental damage.

ease of installation, competitive pricing, high quality, and aesthetic appeal make wood flooring superior to other kinds of flooring," says Arvind Joshi, Senior VP, Marketing, Greenpanel Industries Ltd. It has excellent insulation properties, providing better temperature regulation and reducing energy consumption. It is also known for its hypoallergenic qualities, making it a healthy choice for those with allergies or respiratory sensitivities.

Wood flooring offers several advantages over other types of flooring materials. The unique grain patterns and warmth of the wood create an inviting atmosphere in any space. Wood flooring is also highly durable, capable of withstanding heavy



Arvind Joshi, Senior VP, Marketing, Greenpanel Industries Ltd



Wood Wonders

Wood Flooring is increasingly seeing adoption as they are an unmatched combination of natural beauty, durability, and sustainability.

By Bindu Gopal Rao





Rushil Thakkar, Director, Rushil Decor.



Satinder Chawla, Managing Director, Span Floors



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foot traffic and maintaining its aesthetic charm for years with proper care.

NEW VISTAS

Currently, the Perma Click™ technology is the most advanced flooring interlocking system available in the country that gives wooden floors an unmatched quality and finish while making the installation process easy. Utilising innovative technology such as the Perma Click™ interlocking system, the flooring is created without any potential gaps, ensuring that dirt and debris do not accumulate in crevices. Additionally, these Perma Click™ floors can be easily uninstalled and reused in case you plan to relocate. Moreover, the floors are fortified with a Max Shield™ scratch-resistant layer, safeguarding them against every-

04. Wood flooring, as offered by Span Floors, stands out as a superior choice when compared to other types of flooring due to its unmatched combination of natural beauty, durability, and sustainability.

05. Unlike many other flooring options, wood flooring can be refinished and polished to remove scratches and imperfections, ensuring it maintains its original beauty for years to come.

06. One of the key advantages of wood flooring is its inherent allure that surpasses other flooring options, as its natural beauty and warm aesthetics create a timeless ambiance bringing the warmth and character of natural wood into any space.

07. By choosing wood flooring, customers not only enjoy a superior flooring solution but also contribute to a greener and more environmentally conscious future.

08. Span Floors have engineered wood floorings that use state-of-the-art wood coatings that not only look good but are very tough and durable too.

day wear and tear. A Sound Sponge™ layer is also incorporated into the flooring to minimise sound transmission. Furthermore, a high-density fibreboard (HDF) core is integrated, enhancing the floor's overall strength and durability.

TREND CHECK

Wood flooring has witnessed several innovations in recent years, catering to evolving customer needs and design trends. One significant development is the increased popularity of engineered wood flooring. “Engineered wood offers enhanced stability, allowing for installation in areas prone to moisture or fluctuating temperatures. It combines the wood’s inherent beauty with enhanced performance qualities. Additionally, advancements in manufacturing techniques have led to the introduction of innovative finishes and surface treatments, providing a broader range of design options to customers,” says Rushil Thakkar, Director, Rushil Decor. Satinder Chawla, Managing Director, Span Floors, adds, “We have introduced a new line of water-resistant laminate (WRL) flooring recently. For the first time, we have wood-based flooring that can be wet-mopped. It also resists water spills for up to 72 hrs which gives the end users ample time to clean up. Aside from the WRL flooring, we have launched some beautiful, new colours and patterns in engineered wood flooring. Chevrons, Herringbones, and other design patterns give the flooring a unique and upmarket look that is so desired by luxury



homeowners and designers. We are also doing bespoke brass inlay work in engineered floors which is so in demand in the luxury segment.”

MAINTENANCE CUES

Wooden flooring has been preferred over tile flooring because of its longevity and durability, making it last for decades with minimal maintenance and care. Laminate flooring is composite of wood fibre, and avoids porosity on the top surface which helps with regular floor cleaning like wet mopping. “Sweeping and occasional wet mopping is required to clean laminate wood flooring, thus known as Zero Maintenance products in flooring segments. The advantage of laminate flooring is its durability and resistance to scratches, fading, and stains. Moreover, it is often more affordable than solid hardwood flooring, making it a budget-friendly option for homeowners. It provides a similar aesthetic appeal to wood at a lower cost. However, the price can vary depending on the quality, design, and brand of the laminate,” says Thakkar. The day-to-day maintenance is also very similar to other usual flooring materials such as tiles or marble which essentially require dry cleaning in the form of a broom or a vacuum cleaner followed by a well-wrung mop using clean water and occasional cleaning concentrate.

SUSTAINABILITY MATTERS

Wooden flooring is composed of a base made from Medium Density Fibreboard (MDF) which is prepared with agroforestry wood/ farm forestry wood. Agroforestry is a practice that promotes sustainable and resilient forest management, making it a vital factor in the widespread acceptance and adoption of wooden flooring globally. “MDF is made from recycled materi-

9. Water resistant laminate (WRL) flooring resists water spills for upto 72 hrs

als without putting any strain on the environment’s renewable and non-renewable resources. This means it does not inflict damage to the environment, whether in its production or consumption, making it an eco-friendly choice. The sustainable flooring approach incorporates additional measures to enhance eco-friendliness and reduce environmental damage. MDF is biodegradable and contributes to environmental preservation. Furthermore, it has minimal carbon footprints and boasts long-lasting qualities, reducing potential environmental issues,” says Joshi. “By working with certified suppliers, we make sure that the wood used in our flooring products comes from sustainable and renewable sources. To further minimise the environmental impact, we implement efficient manufacturing practices. Our production facilities adhere to strict guidelines for energy conservation and waste management. We strive to reduce waste by optimising the use of raw materials and implementing recycling initiatives wherever possible,” says Chawla. While laminate flooring is not made from natural wood, it can be considered more environmentally friendly. Some manufacturers offer laminates made with recycled materials or sustainable practices. Additionally, laminate flooring requires fewer natural resources compared to solid hardwood flooring, as it uses a thinner layer of real wood for the decorative surface. Conscious manufacturers also ensure that wood flooring products are made from responsibly sourced materials, contributing to a greener future. The Indian domestic market is growing exponentially so the future looks robust for all the Indian manufacturers. This is due to factors such as urbanisation, increasing disposable incomes, and a growing focus of customers towards interior design and home improvement. **AS**