



# WOW WOOD

The durability, aesthetic appeal, and eco-friendliness of wooden flooring have made it a preferred flooring option. And, how!

By Bindu Gopal Rao

Oak is a hardwood species characterized by being hard wearing and therefore very suitable for flooring.

IMAGE COURTESY SPAIN FLOORS

IMAGE COURTESY JUNCKERS



The wood has a warm golden glow, an interesting grain structure and over time the natural ageing gives the wood an authentic appearance.



Suresh Kumar Mansukhani, Country Head – Indian Sub-Continent and Mauritius, Junckers.

IMAGE COURTESY JUNCKERS



Wooden floors can be de-installed and used elsewhere since the entire flooring is in a floating mode.

IMAGE COURTESY JUNCKERS



Chevrons, Herringbones, and other design patterns give the flooring a unique and upmarket look that is so desired by luxury home owners and designers.

An increased usage adoption of wood flooring is stemming from the fact that, unlike tiles, granite and marble, it is easy to install and can be de-installed and used elsewhere too. Experts weigh in on what makes wooden floors tick.

#### NEW LAUNCHES

Span Floors has introduced a new line of Water-Resistant Laminate (WRL) flooring recently. For the first time, they have a wood-based flooring that can be wet mopped. Additionally, it resists water spills for up to 72 hours which gives the end users ample time to clean up. Aside from the WRL flooring, they 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.

As far as Junckers Solid Wood Flooring is concerned, a new solid wood flooring known as Oak Nature has been launched in July 2024. "The grading gets a natural and authentic look from a wide spectrum of colour tones and vivid features making each plank tell its own story. Oak is a hardwood species characterised by being hard-wearing and therefore very suitable for flooring. The wood has a warm golden glow, an interesting grain structure and over time, the natural ageing gives the wood an authentic appearance," says Suresh Kumar Mansukhani, Country Head – Indian Sub-Continent and Mauritius, Junckers.

#### GREEN WAYS

Another recent launch has come by way of Moist-Master by Action TESA which has high density (>700), ensuring robust performance and durability, especially in coastal regions. "It offers long-lasting protection against common pests

with its borer and termite resistance. The board features good screw-holding capacity, facilitating secure and reliable construction. Additionally, it is environment-friendly, manufactured with sustainability in mind to ensure a reduced environmental footprint, and promotes healthier indoor air quality with low formaldehyde emissions. With Moist Master, we are not only raising the bar in terms of product performance but also redefining industry norms. We believe that Moist Master will empower architects, designers, and builders to create structures of enduring quality and sustainability," says Ajay Aggarwal, Managing Director, Action TESA.

#### DIFFERENT STROKES

The different kinds of wooden flooring include laminated flooring, engineered flooring, solid wood flooring and bamboo flooring. Each flooring has a different character and is different from the



IMAGE COURTESY ACTION TESA

MOIST-MASTER by Action TESA that has high density (>700), which ensures robust performance and durability especially in coastal regions.

others. Laminated flooring has a core material known as HDF (High-Density Fibreboard) with a paper laminate on the surface. "In monetary terms, this is the cheapest form of flooring and generally the builders term it as 'wooden flooring'. This is not wooden flooring since it is made from fibres of eucalyptus or acacia trees and processed artificially. The paper laminates look like grains from real wood. This is the cheapest form of wooden flooring. The second product is the engineered flooring which comprises HDF/ pine wood/ real wood/plywood etc as the core materials with a layer of real wood veneer on top. The price depends on the thickness of the veneer. However, the negative part of Engineered Flooring is that it is based on the construction of two materials: the core material and the top veneer. Both expand in different ways hence it could lead to uneven expansion at two points. Bamboo wooden flooring has not made its presence felt in the market due to its looks and durability. Solid wood flooring is real wood which has the same grain work extending throughout the thickness from top to bottom. It has a very long life and can be used for well over 50 years provided the moisture content is between 8 – 12 per cent," says Suresh Kumar.

#### RESILIENCY CUES

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 ambience bringing the warmth



Ajay Aggarwal, Managing Director, Action TESA

and character of natural wood into any space. Satinder Chawla, Managing Director, Span Floors, says, "Wood flooring is highly durable and long-lasting, able to withstand heavy foot traffic, daily wear, and impacts. 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. The raw materials that are being used are based on the latest innovations in the wood sector. High moisture resistance, durability and

use of benign chemicals that do not negatively impact indoor air quality are the hallmarks of our collections. In addition, all Span Floors products come with certified sustainable sources certifications. This ensures a positive impact on the planet's well-being."

#### WOOD PLUS

Wooden flooring offers several key advantages. It provides a natural warmth and timeless elegance that enhances the ambience of any space. Unlike other flooring options, wooden floors age beautifully, often increasing in character over time. They are also highly durable, with the potential to last for decades when properly maintained. "Moreover, wooden flooring is eco-friendly, made from renewable resources, and offers excellent insulation properties, helping to maintain comfortable indoor temperatures. Its versatility allows it to complement a wide range of interior styles, making it a long-term investment in both aesthetics and functionality," says Sunil Singh, CSO, Greenpanel Industries Ltd. "In the current market, we're seeing a strong trend towards easy installation solutions. Greenpanel's Perma Click™ technology is a prime example, offering a user-friendly, click-in panel system that simplifies the installation process while ensuring a secure fit. Durability and long life are also key priorities, with consumers seeking flooring options that can withstand heavy use and maintain their appearance over time," adds Sunil.



IMAGE COURTESY SPAN FLOORS

Unlike other flooring options, wooden floors age beautifully, often increasing in character over time.



Patterns other than planks such as Chevrons, Herringbones, Square tiles, hexagons, and other unique designs are finding favour with designers and architects.



Sunil Singh, CSO, Greenpanel Industries Ltd.

#### LOOKING AHEAD

There is a noticeable shift towards sustainable materials, minimalist designs, wider planks, and matte finishes. These trends reflect a growing desire for flooring that combines modern style with lasting performance and a connection to nature. Bespoke brass inlay work in engineered floors is in demand in the luxury segment. "There is a continuous demand for light and medium colour tones that lend themselves nicely to modern interior design. The demand for natural wood floors which are engineered for higher stability continues to see growth in the high-end residential segment. Patterns other than planks such as chevrons, herringbones, square tiles, hexagons, and other unique designs are finding favour with designers and architects. Inlaid flooring such as wood with wood inlay or wood with brass or stone, even though expensive, is seeing an increased demand from the designers and their luxury clients," concludes Satinder. **AS**

IMAGE COURTESY ACTION TESA