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Wilsonart Commercial Flooring Adds Rustic Textures

Eleven New Distressed and Hand Scraped Designs Now Available

TEMPLE, Texas — Wilsonart Commercial Flooring announces the launch of a new line of hand scraped and distressed finishes including five hand scraped and six distressed artisan designs. Wilsonart is the first manufacturer to launch a line of commercial grade artisan laminate flooring for corporate, healthcare, hospitality, retail, education and multi-family housing markets. Several of the new designs are available in Wilsonart's dual plank widths (a 5-inch narrow plank or a 7 ¾-inch wide full board). The dual plank widths enable designers to achieve dramatic improvements in color variation within the floor by varying plank widths. All new designs are immediately available.

The new artisan designs are a result of a recent commercial design trend forecast completed by Wilsonart Commercial Flooring. The forecast results highlighted the important role of timeworn materials in commercial interiors to create more relaxed environments. Respondents indicated they're using two primary types of timeworn materials – those that are naturally weathered and those that are artistically aged through handcrafting techniques. Further respondents felt that timeworn materials complement the migration of global design and style factors from Asia to the Middle East to South America.

Historically, artisan floors trace their origin to Europe and Asia. During the 1600s, European nobility employed artisans to create one-of-a-kind handcrafted oak parquetry and marquetry pattern floors. The floors were made of hand-cut and laid pieces of contrasting hardwoods that were hand scraped, scrubbed with sand, stained and polished.

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Likewise, Southeast Asian and Chinese royalty had their own version of artisan floors using exotic rainforest dark woods and bamboos.

“Our new distressed and hand scraped design patterns reflect an increased interest in handcrafted artisan floors by commercial customers,” says Randy Phillips, National Sales Manager for Wilsonart Commercial Flooring. “This interest is particularly pronounced in retail and hospitality sectors where designers are interested in creating unique and dramatic hand-made artisan effects with products that are rich in character which will stand up to the wear and tear of commercial environments. The new artisan designs turn commercial floor into a ‘fifth wall’ that not only frames the interior design scheme, but also turns the floor into an additional display area.”

The new distressed finish designs include rich dark-hued Portland Butternut, red oak-hued El Dorado Wood and Rio Grand Wood, and the more neutral Founders Oak. The new hand scraped designs include Spanish Maple, Olde Oak, Hickory Plank, Burnished Maple and Aged Timberwood.

Portland Butternut (5” and 7 ¾” full board - Distressed Texture) - This American Butternut, from the West Coast has a special limed finish that is typically used in handcrafted furniture. Portland Butternut’s beveled edges and heavily glazed and toned appearance reflects a strong design trend that is often categorized as a “rich traditional” look.

Founders Oak (5” and 7 ¾” full board - Distressed Texture) - Founders Oak, a sister to Remington Oak, displays an aged beauty that includes various knots with fissures. It is distinguished by a combination of flake and watery figuring and a leafy grain, giving this design an aged beauty.

El Dorado Wood (5” full board - Distressed Texture) - An American red oak, El Dorado Wood has scattered knots and quartered flake figuring, which captures the rustic nature of the Southwest. This colorful design features deep, rich red browns and glowing highlights with a distressed texture that accentuates its rustic quality and casual imperfection.

Rio Grand Wood (5” full board - Distressed Texture) - A brother to El Dorado Wood, Rio Grand Wood captures a lighter tone of amber with deep brown contrast with its quartered flake figuring and knots. The flake figuring is often referred to as “tiger rays” or “butterflies.”

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Olde Oak (7 ¾” full board - Hand Scraped) - This low contrast, tight grain Oak structure has a linear grain mixed with subtle cathedrals. Random distressing is softly represented through natural weathering processes.

Hickory Plank (7 ¾” full board - Hand Scraped) - Hickory is a heavy, strong hardwood known for its vibrant grain patterns and dramatic color variations of tan and red. It can often consist of sapwood that is white to cream with fine brown lines. It carries random pecks, burls, and mineral streaks that are recognizable to its name. Hickory is becoming more popular due to its increased use in cabinetry and its casual, almost rustic appearance.

Spanish Maple (7 ¾” full board - Hand Scraped) - This maple wood carries strong features characteristic of spalted maple. These features are the result of imperfections and stains, and often look like pen and ink drawing through the wood. Strong color play, and random details create beauty and interest in this maple.

Aged Timberwood (7 ¾” full board - Hand Scraped) - With its open-pore structure and larger, low contrast knots, this aged timber offers the casual feel of a “worn to perfection” grain. Its natural antiquity fits well with the casual atmosphere of rustic and primitive design styles.

Burnished Maple (7 ¾” full board - Hand Scraped) - This low-contrast maple structure carries a vintage, hand-rubbed quality that offers lasting appeal. It is a high-grade, rotary cut veneer characterized with maturity and stability. Its rich cabernet hue carries golden undertones that add warmth and sophistication to a room.

In addition to the new, Distressed and Hand Scraped designs, Wilsonart Commercial Flooring features 27 other different wood grain designs including traditional oak, cherry and birch patterns to more exotic species such as mahogany, walnut and rosewood. Special order 15.5-inch square tiles are also available in a variety of natural stone looks. All designs are constructed with:

- A high performance commercial overlay that’s resistant to wear, stains and fading and increases overall durability in high traffic areas. The crystalline surface promotes design clarity and definition, increasing the visual effect.
- An acoustic attenuation layer offers excellent sound deadening properties. This decreases noise transmission – both above and below floor level.

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- Greycore™ is a technologically revamped inner core. It combines enhanced strength and moisture resistance for demanding environments.
- The LB2® bottom balancing layer provides additional impact reinforcement. This maintains the structural integrity of the individual panels, as well as the overall installation.
- Wilsonart Commercial Flooring is constructed with 56-65% recycled content.
- Wilsonart Commercial Flooring's proprietary Tap-N-Lock™ installation technology uses two tongue-and-groove joints for extra strength. The installation system enables faster, non-angled installation, which makes it easier to install around doors and tight corners. It also eliminates peaking for a smooth, even-level finish.

Wilsonart Commercial Flooring meets and exceeds the North American Laminate Flooring Association's (NALFA) LF-01-2003 3.1 through 3.9 reference standard which encompass static load limits, impact and wear resistance, caster chair resistance and more. In tests of hardwood, ceramic, vinyl and direct pressure laminate, Wilsonart Commercial Flooring was the only product to remain undamaged when a 14-ounce can was dropped vertically onto the various flooring surfaces from a height of 36 inches. In static pressure tests, Wilsonart Commercial Flooring was able to withstand loads greater than 2,500 PSI. The other flooring surfaces sustained varying levels of damage.

Wilsonart Commercial Flooring has been awarded GREENGUARD Indoor Air Quality Certification by the GREENGUARD Environmental Institute of Atlanta.

Wilsonart is a leading manufacturer of laminate surfaces and one of the largest manufacturers of commercial high-pressure laminate flooring. For more information on Wilsonart Commercial Flooring, visit www.wilsonartcommercialflooring.com. For samples or photography, please contact Mike Reiber at 952-224-2939 x11 or mreiber@axiomcom.com.