

GENOA

MODERN, URBAN-NATURAL WIDEPLANK WHITE OAK

HANDMADE WHITE OAK FLOORS IN LIGHT NATURAL TONES

Genoa is the epitome of a light and natural floor that embodies the simple organic beauty inherent in American White Oak. Designers love specifying Genoa floors because they are made from CRAFT Premium Grade White Oak which features ample clear space, but has just enough subtle natural character to portray the authenticity of real wood. Boards hand-selected for Genoa floors will be predominantly heartwood with the occasional small sliver of sapwood. Careful material selection by CRAFT's Artisan Team guarantees that each Genoa floor will embody a sophisticated style, showcasing urban-natural beauty at its finest.



COLLECTION

Contempa

VENEER / ORIGIN / HARDNESS

White Oak - North American - Janka Rating 1360

All Oak is third-party verified by the Programme for the Endorsement of Forest Certification (PEFC) to be from legal and responsible sources

CORE / ORIGIN / STRENGTH RATING (FB)

Canadian Spruce - Canada - Fb 875

All structural components are made from Canadian Spruce that is third-party certified by the Programme for the Endorsement of Forest Certification (PEFC) to be legal, responsible and sustainable

CREDITS IN GREEN BUILDING RATING SYSTEMS

The values of CRAFT align well with the principles of sustainable building. All CRAFT floors have third-party certifications that contribute to the earning of points in LEED and several other green building rating systems

GREEN MANUFACTURING

All CRAFT floors are manufactured in a state-of-the-art wood flooring manufacturing facility that is fully owned and managed by Creative At Home Enterprises Inc. The facility runs on green, renewable energy, is TRUE Zero-Waste Certified, and is designed to provide a healthy, VOC-free working environment for its employees. The facility is ISO 9001 (Quality Management) and ISO 14001 (Environmental Management) certified

WIDTH / CONSTRUCTION

8" Width - 5/8" Thick

DACS III Construction: (3mm surface wear layer + 12mm DACS III Core)

Made from high quality, solid sawn structural grade Canadian Spruce components in a 2-Layer format

LENGTHS / BOX SIZES

Standard Box: Random 1' to 8' lengths, with the majority of boards being longer lengths 42 sqft per box; 65 lbs (approx.)

LongCRAFT Box: 8 pcs x 10' lengths. Order the quantity that best suits the project; LongCRAFT planks will blend perfectly with standard length boxes. 52.5 sqft per box; 81 lbs (approx.)

INSTALLATION

Suitable for installation above, on or below grade. Approved for installation over Radiant Floor Heating systems

WARRANTY

DuRa Finish™ Ultra Matte: Dura Finish 30 Year Finish Warranty; Limited Lifetime Structural Warranty; 3 Year Light Commercial Warranty

DuRa Finish™ COMMERCIAL: 10 Year Commercial Wear Warranty; Limited Lifetime Structural Warranty. 60 year Residential Wear Warranty applies when using Commercial Finish in residential settings

AVAILABILITY

Stocking Program product. Request a complimentary sample for your project

LOVE GENOA? Explore at craftfloor.com/genoa

For even more inspiration, check out CRAFT's full selection of light and natural floors: craftfloor.com/explore/#light-natural





Standard Genoa



Genoa in Architectural Herringbone

COLOUR VARIATION

Low colour variation

WOOD GRADE

CRAFT Premium Grade: Specially selected to limit excessive colour variation and establish the optimal balance between the wood's natural characteristics and clear surfaces

WOOD PATTERN / GRAIN

The White Oak planks selected for our Genoa floors will be mostly pure heartwood boards with the occasional small sliver of sapwood

TEXTURE / BEVEL

Refined techniques including wire-brushed texturing make the grain of a real wood floor come alive. Planks are moulded with a 0.7mm radius micro-bevel

WOOD FILLER

All wood floors require some amount of wood filling to compensate for surface imperfections. CRAFT's Artisan Team has created wood filler specifically for Genoa that is designed to harmonize beautifully with Genoa's natural tones

GLUE

Highest quality, formaldehyde-free adhesive used to glue all components; CARB2 Compliant

FINISH

DuRa Finish™ Ultra Matte looks natural and harmonizes with wood's natural texture, while offering superior protection. CRAFT floors are regularly tested by Underwriters Laboratories for VOC emissions and consistently achieve the highest rating of GREENGUARD Gold, demonstrating an ultra-low level of emissions and ensuring a healthy living environment with excellent indoor air quality

As an option, DuRa Finish™ Ultra Matte can be upgraded to DuRa Finish™ Commercial. This is a great solution for flooring used in a commercial setting where it will receive more foot traffic than in a regular residential application, and where increased abrasion resistance is required

GLOSS LEVEL

Matte finish with a gloss level of 6-8%

HERRINGBONE / CHEVRON

Available in Herringbone and Chevron patterns

ACCESSORIES

Stair Nosings and Vents are readily available and use the same wood, surface treatment and finish as that of the wood floor to achieve the utmost in design unity and coordination. T-Moulds and Reducers are available by custom order

LOVE GENOA? REQUEST A SAMPLE

We'll send you a real piece of Genoa so you can explore how it looks and feels in your home
Explore at craftfloor.com/genoa

