

CRAFT



ARTISAN WOOD FLOORS
CATALOGUE 2022



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CRAFT, IT'S OUR NATURE

PEOPLE & PLANET

The world of building materials is teeming with empty marketing claims and greenwashing. CRAFT realizes that the only way to prove its commitment to making flooring in a healthy and sustainable manner is to subject its products to rigorous third-party testing and certifications. And that's why our commitment to transparency and sustainable manufacturing is backed up by stringent disclosure and independent analysis.



OUR CRAFT

Recognized as one of the most unique brands available in the market, CRAFT embraces the principles of artisanal wood crafting, and is dedicated to creating uncommonly beautiful wood floors. CRAFT is the only major brand fully committed to only using wood from certified sustainable sources for 100% of its products. All products are GREENGUARD® Gold certified to have ultra-low VOC emissions, and have a Declare label stating that they are made entirely from Red List Free materials.

CRAFTED FOR BEAUTY

The soul of every CRAFT floor is animated by the principles of biophilic design, with the goal of enriching peoples' lives through a connection to nature and the beautiful colours and textures found only in real wood. CRAFT devotes relentless attention to the details of wood craftsmanship and the artistry required to create nuanced tones and textures – giving every CRAFT floor an authentic, organic feel.

WHO IS CRAFT FOR?

CRAFT is beloved by professionals and discerning homeowners for its artisanal approach to wood craftsmanship. Customers also value CRAFT's leadership in responsible wood sourcing, healthy and sustainable manufacturing, and its commitment to product transparency. Because sustainability and beauty are meaningful only when they are attainable, CRAFT has worked hard and smart to ensure that its beautiful and sustainable floors are affordable enough to be within budget for most projects.

SUSTAINABLE WOOD

All CRAFT floors are made from wood that is third-party certified to have come from sustainably managed forests.



This is incredibly important because a surprisingly large amount of the wood used to make engineered wood flooring comes from forest-damaging, unsustainable sources. It is a norm within the wood flooring industry for manufacturers to present the

option of certified wood, but then require the specifier or homeowner to make a "special request" in order to ensure sustainable sourcing for their products. Only CRAFT has made the commitment to offer certified sustainable wood as its standard and only option.



KNOW HOW IT'S MADE

The International Living Future Institute developed the Declare program to shape a transparent materials economy and to encourage a shift towards the use of healthier building materials.

Declare.

There are thousands of chemicals commonly found in building products that have been identified as being toxic for people, the environment and the workers that make the products. Declare is a program that seeks to eliminate the use of these commonly found "worst in class" chemicals through transparency and full disclosure of ingredients. CRAFT is one of the only wood flooring manufacturers in the world to have achieved a Declare label, and is proud to state that all of its products have been designated the highest level of Red List Free.



GREENGUARD Gold is a certification program operated by Underwriter Laboratories (UL) and designed to certify that building products are low-emitting with respect to VOCs.



GREENGUARD Gold offers the most stringent standard for VOC testing, and sets the thresholds so low that it has become the testing standard required for materials used in hospitals and schools. All CRAFT floors are GREENGUARD Gold certified.

LIFE CYCLE ASSESSMENT & EPD

An Environmental Product Declaration, known as an EPD, is a detailed Life Cycle Assessment (LCA) that quantifies environmental information on the life cycle of a product.



CRAFT is one of the only wood flooring manufacturers to have undergone the analysis required for a Product Specific EPD. The standardized data that comes out of CRAFT's EPD assists building technologists when making models of a building's embodied carbon and other environmental impacts. The process of getting CRAFT's EPD has given us a deep-level understanding of the environmental impacts from making our products, and helps us to set a course for making future improvements that will enable us to lighten our environmental footprint.

All of CRAFT's certifications and environmental statements have been independently verified by Vertima in a Validated Eco-Declaration.

This information is useful in helping specifiers understand how CRAFT's products contribute to earning points within LEED® v4.



Search CRAFT at: www.origin.build
The source documentation for all of CRAFT's certifications can be found in the **mindful MATERIALS** online database.

OUR HICKORY

Hickory is one of the most unique species currently used for hardwood flooring. It is perhaps best known for its hardness, which ranks 1820 on the Janka hardness scale. Through the many years of experience in working with North American hardwoods, the CRAFT team has developed a deep love for and appreciation of Hickory. In fact, it has become the #1 wood species that we use for our floors.

From our craftsmen's perspective, the most unique aspect of Hickory is the beautifully distinct patterns that result from the wood's rich heartwood and its much lighter sapwood.



ZEN

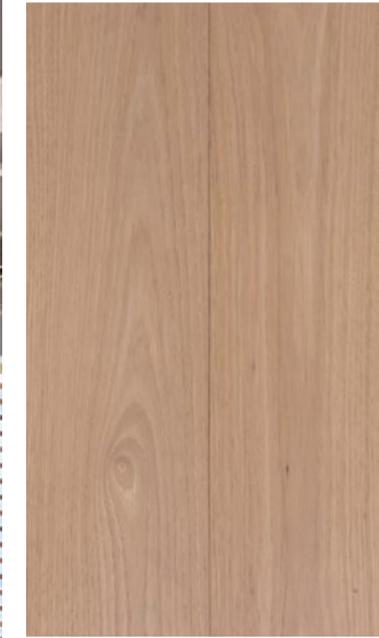
ORGANIC, LIGHT AND NATURAL WIDE PLANK HICKORY

The exquisite Zen Collection offers a calming refuge from a hectic world. This unique collection is distinguished by lighter hues and showcases the organic patterns inherent in our finest Elite Grade Hickory floors.



ANDORRA

EXPLORE craftfloor.com/zen



MESSINA



KAVALA

Crafted from North American Hickory, Zen's wide and long planks produce less seams to distract the eye while imparting an ambience of peace and harmony. Clear your mind and experience the art of Zen.



ANDORRA



ORISSA



EVORA

URBANA

URBAN & SOPHISTICATED,
CONTEMPORARY
WIDE PLANK HICKORY

A favourite choice for high-end residential homes, urban lofts and well designed spaces, Urbana reveals a sense of vibrant cosmopolitan style and sophistication. Crafted from hand selected planks of Elite Grade Hickory, Urbana's refined colours and subtle textures accentuate the everlasting appeal of real wood.

The Urbana Collection features expertly curated cool tones and rich hues, making this collection well suited for projects featuring modern furniture and designer concepts.



DAVOS

EXPLORE craftfloor.com/urbana



SAVONA



VERONA



RESARO



DAVOS



AREZZO

CASTILLO PLANK

HISTORICAL, TEXTURED
WIDE PLANK HICKORY

Rustic enough to capture the organic characteristics of nature, yet clean enough to add style to a contemporary setting. This collection infuses a time honoured historical foundation into a modern aesthetic.

The ideal choice for busy families and active households, the Castillo Plank Collection is made from our Natural Grade Hickory with VintageCRAFT texturing, which means it can withstand the rigors of an active lifestyle and still look good for years to come.



HOME TOUR craftfloor.com/tour/avila

ÁVILA



ÁVILA



ARAGON



CORDOBA



CÁDIZ



MORENA



CANTABRIA

LAKESIDE PLANK

RUSTIC, TEXTURED,
WIDE PLANK HICKORY

The Lakeside Plank Collection highlights the raw, natural beauty of rustic Hickory. The most rustic of all our collections, Lakeside Plank floors feature earthy, organic patterns that make for a comfortable and casual setting.



SHUSWAP

EXPLORE craftfloor.com/lakeside



KAWARTHA

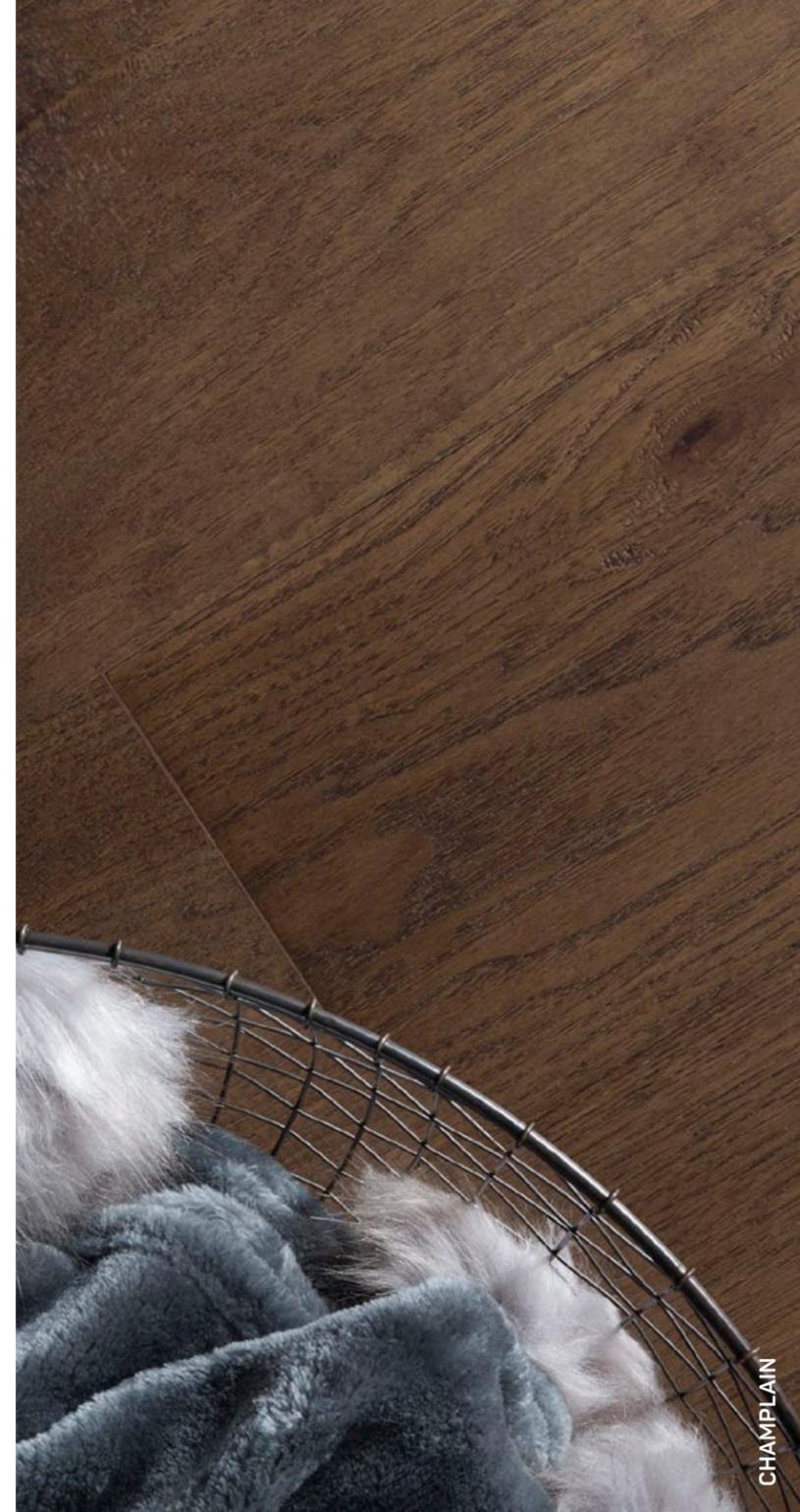
Lakeside Plank features robust hand-texturing with plenty of the wood pattern variation found in traditional rustic Hickory floors.



SHUSWAP



CHAMPLAIN



CHAMPLAIN

STYLEWOOD IN HICKORY

STYLISH AND VERSATILE
WIDEPLANK HICKORY

The StyleWood Collection is as versatile as it is beautiful, offering a practical choice for both builders and homeowners alike. StyleWood works well in design schemes that range from modern to traditional.



LORETO

EXPLORE craftfloor.com/stylewood



NAPOLI



MURLO



BIANCO



LORETO

OUR OAK

CRAFT's artisans love working with American White Oak, specifically because there are so many creative and interesting things that can be done with it, from staining and glazing to bleaching and fuming.

Our craftsmen use numerous artisanal processes to transform White Oak into a myriad of beautiful and natural colours.



CONTEMPA

MODERN, URBAN-NATURAL
WIDE PLANK OAK

The Contempa Collection exudes an unmistakable feeling of luxury and grace. Created for design conscious individuals looking for an urban-natural vibe and the right balance of casual sophistication, the Contempa Collection features American White Oak that has been artfully selected for its refined character and distinctive beauty.

NEW :
Architectural Herringbone
(7" wide by 42" long).
Nothing expresses style
and sophistication like a
beautiful herringbone floor.
The herringbone option
is now available for all
CRAFT colours.



GENOA

EXPLORE craftfloor.com/contempa



ABERDEEN



PROVENCE



OXFORD



GREYCASTLE



BRIGHTON



BREVIK



GENOA



CALAIS

VINEYARD PLANK

NATURALLY ORGANIC,
WIDE PLANK OAK

Our Vineyard Plank Collection is crafted exclusively from sustainably produced, American White Oak. Every plank in this collection is hand made by skillful artisans who know and love the welcoming character of this wood.

The Vineyard Plank Collection is a favourite choice among designers and homeowners looking for a true statement of historical charm and the distinctive appearance of a genuine vintage floor.



GATTINARA

EXPLORE craftfloor.com/vineyard



SONOMA



MENDOZA



GATTINARA



NARAMATA

STYLEWOOD IN OAK

STYLISH AND VERSATILE WIDEPLANK OAK

The StyleWood Collection is as versatile as it is beautiful, offering a practical choice for both builders and homeowners alike. StyleWood works well in design schemes that range from modern to traditional.



LUCCA

EXPLORE craftfloor.com/stylewood



VIESTE



LUCCA



TERAMO



NORCIA

OUR BLACK WALNUT

Walnut has long been the most highly prized of the American hardwoods, and is a favourite amongst the design conscious and those who appreciate the exotic beauty of real wood.

CRAFT's artisans love working with Black Walnut because it is, simply put, great to be around something that is so beautiful.

We fully understand why it has been coveted by so many generations of craftsmen and appreciate that with the heavy usage of Walnut by today's design community for all forms of contemporary furniture, cabinetry and flooring, the universal adoration that Walnut receives will not be changing anytime soon.



LUXE

EXOTIC, CONTEMPORARY, WIDE PLANK WALNUT

A modern aesthetic designed for urban living, the Luxe Collection features uncommonly wide 8" planks, where each and every board is carefully chosen by our artisans to meet the highest standards of wood beauty.



VALENCIA

Walnut has long been the most highly prized of the American hardwoods, and is a favorite amongst those who are design conscious and appreciate the beauty of real wood.



TURIN



DEVONSHIRE

LEGACY PLANK

TIMELESS, TEXTURED,
WIDE PLANK WALNUT

Our Legacy Plank Collection features wide 8" planks that showcase the dramatically expressive grain patterns of Black Walnut. The distinctively wide widths and long lengths of Legacy Plank create a finished floor with far fewer seams than a more typical narrow width Walnut floor, and which greatly contributes to the unique beauty of this American exotic.



HOME TOUR craftfloor.com/tour/ferrera

FERRERA



SEGOVIA

Legacy Plank floors are created by artisans using hand-worked VintageCRAFT techniques that result in stunning time-worn textures.



FERRERA



MONTIEL



OUR RECLAIMED HEART PINE

CRAFT's reclaimed floors feature artisan-restored Heart Pine, crafted out of century old beams and decking salvaged from historic buildings across rural America.

At CRAFT, we love working with Reclaimed Heart Pine because of its century-old patina, and because of the VintageCRAFT effects that our woodworking team achieves through a variety of artisanal techniques which add texture and distinctiveness to every plank.



RECLAIMED HEART PINE

100 YEAR OLD, GENUINE RECLAIMED HEART PINE

The incredible hardness of Reclaimed Heart Pine, combined with VintageCRAFT texturing, means that an investment in a Heart Pine floor will withstand the rigors of an active household while still looking beautiful for years to come.

Authentic features include nail holes, wood plugs and patches, hand chiseled bevels and a beautiful patina that only comes with a century of natural aging



HAYLOFT

Through the laborious and time-consuming process of restoring Heart Pine that has been reclaimed from centuries-old buildings, CRAFT's woodworking team is able to save and preserve this wonderful resource for future generations.



SADDLE



SALOON

ACCESSORIES, OPTIONS, AND WARRANTY

MATCHING ACCESSORIES AND OPTIONS ARE AN IDEAL WAY TO ACHIEVE THE UTMOST IN DESIGN UNITY AND COORDINATION

HERRINGBONE + CHEVRON

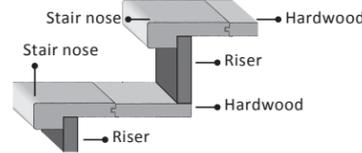
For the utmost in design flexibility, each CRAFT floor is available in wide plank Herringbone or Chevron pattern. HERE: Kavala

LONGCRAFT

LongCRAFT ten-foot planks make a home extra special by creating the look of a high-end custom floor. Order as much or as little as you please, knowing that the LongCRAFT planks will blend perfectly with standard length boxes. HERE: Provence

STAIR NOSE

A linear moulding that attaches to the flooring along one edge and trims off a stair, or any step to a lower adjacent area. HERE: Ávila



VENTS

A more beautiful and elegant solution than standard drop-in floor vents, our finished wood vents are a perfect match and create a smooth, safe transition along the flooring surface. HERE: Cordoba

THE CRAFT WARRANTY

All CRAFT products are covered by an extensive warranty. Residential applications are covered by our 30 Year Finish Warranty and our Limited Lifetime Structural Warranty. Light commercial applications are covered by our 3 Year Light Commercial Finish Warranty and our Limited Lifetime Structural Warranty.

INSTALLATION

A CRAFT floor is suitable for a wide variety of settings, including installations over radiant floor heating. Refer to craftfloor.com/learn/resources/ for more detailed information. Although all CRAFT floors are expertly milled and very easy to install, we nonetheless recommend installation by a certified professional to achieve the best results.



Explore our wood at craftfloor.com