



Welcome to a new era
of inspiration





Three generations to create your Mercier floor

40
YEARS

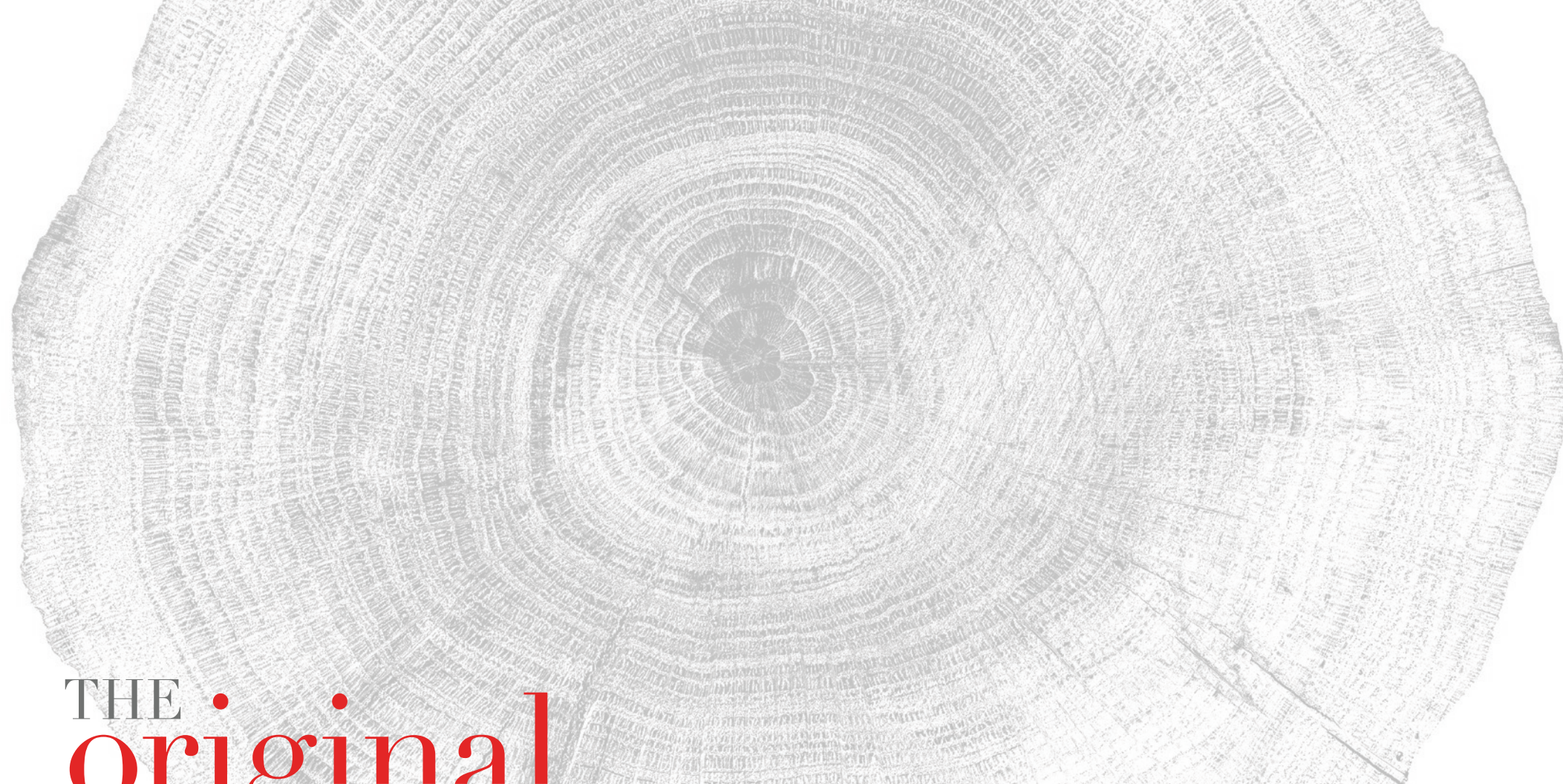
Your Mercier wood floor is a pure masterpiece. Your floor, and it alone, is comprised of our craftsmanship and unique capacity to innovate. Achieving such a high level of excellence is extremely complex. Without the dedication and passion of all Mercier specialists for over three generations, we would have never been able to offer a product that is as on trend, as uniform, as durable and as respectful of wood as the flooring you now enjoy.

To commemorate these 40 years of innovation and design, we would like to pay tribute to all people, regardless of their role, who contributed in Mercier becoming a relentless pioneer. We continue to foster our culture of innovation, which will always be aligned with an ingenious father and visionary mother.

Marielle Mercier

Marielle Mercier
President

The cover photo features Hard Maple Haze
from the Atmosphere Collection.



THE original PREFINISHED WOOD FLOORING

Mercier is the pioneer in manufacturing prefinished wood flooring.

Our goal, which stemmed from a visionary and practical need to eliminate on-site finishing of wood floors, was the springboard to our culture of innovation. Dust from sanding, drying times and emissions in the home are now inconveniences of the past thanks to the bold, creative drive that transformed the industry over four decades ago.

It is thanks to this culture of innovation, which permeates throughout everything Mercier does, that we have developed a renowned mastery of wood itself, the science of surface finishing, and wood flooring design. Mercier's relentless pursuit to offer the very best of wood and our uncompromising reverence for it—from its inherent properties, nobility and authenticity—is what has enabled us to carve an enviable legacy that can never be equalled.

There can only be one original. Mercier.



It's all about the surface. Never superficial.

All it takes is a fine layer of finish on a wood floor's surface to reveal its authentic character and protect it for years to come. From solid to engineered wood flooring, that thin, invisible layer represents quality, durability and an appeal to all the senses.

Mercier believes that the art of wood floors starts—and ends—with the perfect symbiosis between natural, living material and the science of finishes. For decades, we have developed an expertise in subtly mastering the complexity of wood surfaces. This is the Mercier way.



Passionate about wood. Driven by wood.

We fell in love with wood at first, second and third sight. It is naturally noble. It is undoubtedly authentic. It is inimitable. And we believe that wood does not require any artifice to make it beautiful. We master the art of handling wood to perfection because we respect its true essence—from its initial preparation to its finish. Each plank—from its color, texture and grain—is unique and should be treated as such.

In order to create our wood masterpieces, we rigorously select only the finest wood that is sourced responsibly from North American forests. We optimize each step of the production process to ensure impeccable and consistence quality, all while reducing waste. We remain constantly committed to bring out the very best in wood.



Ahead of the curve today. Classic tomorrow.

We believe in both the timelessness of wood and its ability to be fashionable today.

Mercier has always been steps ahead in terms of our technological innovations as well as our designs. While our wood flooring collections are profoundly aligned with the latest in interior decorating, they are nevertheless infused with a classic style to remain striking day after day, year after year.

Mercier floors, strong and sophisticated, offer the very best in terms of form and function. Profoundly rooted in tradition, yet always on trend, our wood floors are developed based on a long-term vision and reverence for wood—as the source of our products and the source of our creativity.

The relentless pioneer



Since 1980, Mercier's key to success is innovation. Our capacity to innovate has indeed driven us to become a leader in the wood flooring industry. Over the years, our mastery and unwavering focus on our floors' surfaces enabled us to create and develop some of the market's most innovative solutions, both from a technical and design perspective. Each of our innovations have become major milestones in the industry and in the art of manufacturing prefinished wood floors.

Our culture of innovation is deeply rooted in our brand heritage—with Mr. Mercier ingenious mindset. His creative impulse, which permeates our work even today, has made Mercier a relentless pioneer for over four decades.

We dare to do things differently

Questioning everything. Constantly innovating. These are the foundations on which our brand has been built over the years. Discover how our legacy all started.



Here is the amazing story of a devoted mother, a hardworking father, and a wringer washing machine.

Marcel Mercier, a passionate cabinetmaker by trade, was known for his love of wood. For Mr. Mercier, only real character, warmth and nature of wood could prevail.

Mr. and Mrs. Mercier loved their home's hardwood floors. But they didn't like having to move the family and their furniture out of the home for two weeks at a time to varnish their floors, strong emanations, and dust from sanding. It was messy. It was time-consuming. There had to be a better way.

That is when Mr. Mercier came up with the idea of prefinishing floors the same way he did his kitchen cabinets, thereby eliminating the hassles of applying a finish onto the floor once installed. Mr. Mercier ingeniously used a wringer washing machine to apply the finish to planks outside the home. Marcel Mercier revolutionized how wood floors were finished. Our first original was born. This clever approach that would be the source of inspiration and innovation for years to come.



Our innovations become industry norms

Mercier has a rock-solid reputation for delivering technical innovations that become total industry game changers. Explore just how far we have pushed the technology envelope over the years.

2

The first to include aluminum oxide in our finishes

Nobody believed we could. But we did it. We added non-toxic aluminum oxide into our finishes to improve the protection and durability of wood floors—an industry first. Back in the day, to prove how ingenious the concept was to naysayers, we would rub the surface of our floors with steel wool right before people's eyes! Without a doubt, the industry caught on fast.

The first to add plant-based oil in our finishes

As the industry evolved, many manufacturers started incorporating nanoparticles in floor coatings in order to improve performance. Wanting to protect people's health and with the willingness to stop using petroleum-based products, Mercier decided to buck the trend and took an entirely different approach. We started adding plant-based oil in our finishes. Thanks to this innovation, Mercier won an Eco-innovation award for our technical—and natural—prowess!

The first to combine exceptional durability with wood's original aspect

Next, Mercier focused its R&D efforts to achieve even higher technical performance levels than any other manufacturer in the industry. The goal was to maximize our floors durability and resistance to impact, scratches, water, abrasion, and other wear and tear, all while preserving the original beauty of the wood. This was a technological tour de force! Thanks to our **Generations Intact 2500** finish, it is now possible to enjoy wood flooring in commercial applications and high-traffic areas, without compromising durability. Mercier was the first manufacturer to guarantee this finish in commercial applications with direct outdoor access.



We create timeless beauty

Mercier always believed that hardwood flooring should stand the test of time—both in terms of durability *and* beauty. Over the years, we have melded style with innovation to create stunning looks to last a lifetime.

3

The introduction of layering coats of stain

In the beginning, the whole industry was confronted with a problem: due to wood's inherent coloring, nobody could achieve some of the neutral colors that customers craved by simply sticking to the traditional staining process. To keep complimenting wood's natural beauty while achieving these colorations, we decided to stop applying stains the traditional way. We started decomposing stain colors and adding them in layers in order to create the shades that previously could not be attained. Our proven process is now used throughout the industry.

The Element Collection: Leveraging the power of tannins to highlight wood's true character

We drew inspiration from fine wine aged in oak barrels to create our Element Collection, which highlights wood's beauty. By using tannins that are naturally found in wood, we discovered that we could expand our color palette without using typical stains. Thanks to our oxidation process, the substances that react with each species' tannins allow us to unveil wood's rich and deep colors. Here is yet another technical innovation developed by Mercier that reveals our passion for wood's authenticity.

The Naked Collection: As natural as it gets

At Mercier, we always worked with what wood wants to unveil to us, rather than forcing it to become something that it is not. To pay tribute even more to wood's sublime nature, we created the Naked Collection, featuring raw-looking boards with an exclusive finishing process that seals the color of the wood before applying a protective finish. With the Naked Collection, the floor's grain remains natural and does not fade or deteriorate over time. Imagine enjoying the true color of wood, all while benefiting from the durability Mercier is renowned for. Yet another innovation indeed.



Where inspiration begins.
Where the magic happens.



Pure and natural

Origins

COLLECTION

A selection of North American species.
Stain-free, natural wood.

Origins

COLLECTION

SPECIES
GRADE Hard Maple
Select & Better



SPECIES
GRADE Hard Maple
Distinction



SPECIES
GRADE Hard Maple
Authentic



SPECIES
GRADE Red Oak
Select & Better



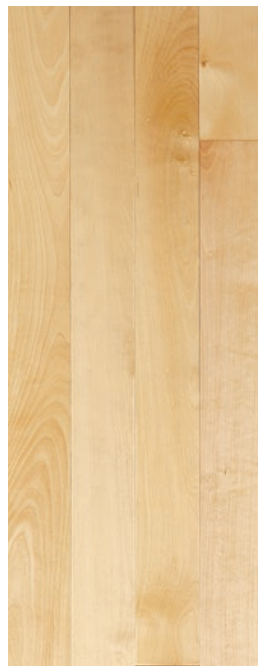
SPECIES
GRADE Red Oak
Distinction



SPECIES
GRADE Red Oak
Authentic



SPECIES
GRADE Yellow Birch
Select & Better



SPECIES
GRADE Yellow Birch
Distinction



SPECIES
GRADE Yellow Birch
Authentic



SPECIES
GRADE White Ash
Distinction



SPECIES
GRADE White Oak
Authentic



SPECIES
GRADE White Oak
R&Q



SPECIES
GRADE American Walnut
Authentic



SPECIES
GRADE Hickory
Authentic





Customized flooring
never looked this good

Design + COLLECTION

A floor created especially for you among a selection of the finest colors offered on Hard Maple and Red Oak. Choose the species, the grade, the color, the finish, the gloss, and board width.

Design +

COLLECTION

Red Oak

SPECIES Red Oak
COLOR Mist



SPECIES Red Oak
COLOR Ivoor



SPECIES Red Oak
COLOR Madera



SPECIES Red Oak
COLOR Shadow



SPECIES Red Oak
COLOR Treasure



SPECIES Red Oak
COLOR Stone



Hard Maple

SPECIES Hard Maple
COLOR Mist



SPECIES Hard Maple
COLOR Ivoor



SPECIES Hard Maple
COLOR Madera



SPECIES Hard Maple
COLOR Shadow



SPECIES Hard Maple
COLOR Treasure



SPECIES Hard Maple
COLOR Stone



Design +

COLLECTION

Red Oak

SPECIES
COLOR

Red Oak
Eclipse



SPECIES
COLOR

Red Oak
Smoky Brown



SPECIES
COLOR

Red Oak
Toast Brown



SPECIES
COLOR

Red Oak
Crème Brûlée



SPECIES
COLOR

Red Oak
Amaretto



SPECIES
COLOR

Red Oak
Gunstock



Hard Maple

SPECIES
COLOR

Hard Maple
Eclipse



SPECIES
COLOR

Hard Maple
Smoky Brown



SPECIES
COLOR

Hard Maple
Toast Brown



SPECIES
COLOR

Hard Maple
Crème Brûlée



SPECIES
COLOR

Hard Maple
Amaretto



SPECIES
COLOR

Hard Maple
Gunstock



Design +

COLLECTION

Red Oak

| | | | | | | | |
|------------------|--------------------|------------------|-----------------|------------------|------------------------|------------------|--------------------|
| SPECIES COLOR | Red Oak Barista | SPECIES COLOR | Red Oak Java | SPECIES COLOR | Red Oak Autumn Leaf | SPECIES COLOR | Red Oak Arabica |
| | | | | | | | |

| | | | | | | | |
|------------------|-------------------|------------------|-------------------------|------------------|----------------------------|------------------|-------------------------|
| SPECIES COLOR | Red Oak Barrel | SPECIES COLOR | Red Oak Medium Brown | SPECIES COLOR | Red Oak Chocolate Brown | SPECIES COLOR | Red Oak Mystic Brown |
| | | | | | | | |

Hard Maple

| | | | | | | | |
|------------------|-----------------------|------------------|--------------------|------------------|---------------------------|------------------|-----------------------|
| SPECIES COLOR | Hard Maple Barista | SPECIES COLOR | Hard Maple Java | SPECIES COLOR | Hard Maple Autumn Leaf | SPECIES COLOR | Hard Maple Arabica |
| | | | | | | | |

| | | | | | | | |
|------------------|----------------------|------------------|----------------------------|------------------|-------------------------------|------------------|----------------------------|
| SPECIES COLOR | Hard Maple Barrel | SPECIES COLOR | Hard Maple Medium Brown | SPECIES COLOR | Hard Maple Chocolate Brown | SPECIES COLOR | Hard Maple Mystic Brown |
| | | | | | | | |



Naked

COLLECTION

Thanks to Mercier's unique finishing process, the original color of raw wood is sealed and kept in its simplest expression.

SPECIES Hard Maple
COLOR Naked



SPECIES Hickory
COLOR Naked



SPECIES White Oak
COLOR Naked



SPECIES American Walnut
COLOR Naked





Organic beauty
in transparency

Atmosphere

COLLECTION

Atmosphere's light neutral shades blend with natural highlights to showcase wood's awe-inspiring texture and grain.

Atmosphere

COLLECTION

Red Oak

SPECIES Red Oak
COLOR Haze



Hard Maple

SPECIES Hard Maple
COLOR Haze



Hickory

SPECIES Hickory
COLOR Haze



White Oak

SPECIES White Oak
COLOR Hush



SPECIES Red Oak
COLOR Breeze



SPECIES Hard Maple
COLOR Breeze



SPECIES Hickory
COLOR Breeze



SPECIES White Oak
COLOR Whisper





Refined innovation

Elegancia

COLLECTION

With its stylish colors and looks, Elegancia pays tribute to the nobility and beauty of wood.

Elegancia

COLLECTION

Yellow Birch

SPECIES Yellow Birch
COLOR Brookline



SPECIES Yellow Birch
COLOR Suede



SPECIES Yellow Birch
COLOR Acorn Brown



SPECIES Yellow Birch
COLOR Modern Grey



SPECIES Yellow Birch
COLOR Concrete Grey



SPECIES Yellow Birch
COLOR Palomino



SPECIES Yellow Birch
COLOR Fuego



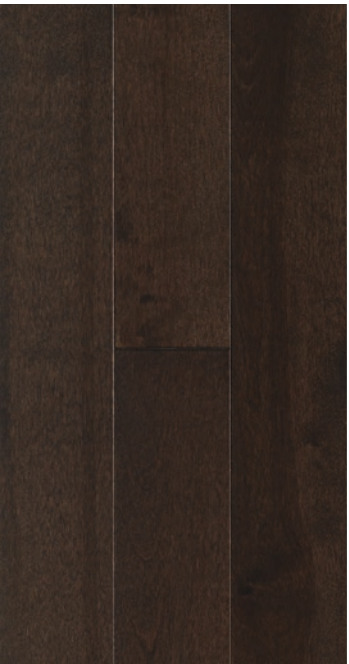
SPECIES Yellow Birch
COLOR English Tea



SPECIES Yellow Birch
COLOR Volcano Dust



SPECIES Yellow Birch
COLOR Grizzly



Elegancia

COLLECTION

White Oak

SPECIES White Oak
COLOR Crema



SPECIES White Oak
COLOR Madera



SPECIES White Oak
COLOR Fuego



SPECIES White Oak
COLOR Fjord



SPECIES White Oak
COLOR Kona



SPECIES White Oak
COLOR Slate



White Ash

SPECIES White Ash
COLOR Bronze



SPECIES White Ash
COLOR English Tea



SPECIES White Ash
COLOR Sandstone



SPECIES White Ash
COLOR Silver Grey



SPECIES White Ash
COLOR Modern Grey



SPECIES White Ash
COLOR Tobacco



Elegancia

COLLECTION

Hickory

SPECIES Hickory
COLOR Fuego



SPECIES Hickory
COLOR Roma



SPECIES Hickory
COLOR Sepia



SPECIES Hickory
COLOR Black Cherry



SPECIES Hickory
COLOR Jasper



SPECIES Hickory
COLOR Tremblant





Rich and reactive
contrasting nuances

Element

COLLECTION

Element stuns with color variations that make each board unique thanks to a process that reacts with the tannins in the wood.

SPECIES American Walnut
COLOR Element



SPECIES Hard Maple
COLOR Element



SPECIES White Oak
COLOR Element



SPECIES Hickory
COLOR Element



SPECIES Hard Maple
COLOR Terrain



SPECIES White Oak
COLOR Orage





Textured surfaces

World Attraction

COLLECTION

Light saw marks are applied onto the wood's surface to create a rugged look—perfect to hide wear and scuffs.

Red Oak

SPECIES Red Oak
COLOR Taj Mahal



Hard Maple

SPECIES Hard Maple
COLOR Versailles



SPECIES Red Oak
COLOR Alcazar



SPECIES Hard Maple
COLOR Metropolis





Herringbone

COLLECTION

A timeless classic with panache, Herringbone's pattern brings a graphical touch and depth to any space.

SPECIES Hard Maple
COLOR Natural



SPECIES Red Oak
COLOR Natural



SPECIES White Oak
COLOR Natural



Invisible performance

Mercier Generations and Generations Intact 2500 finishes are the results of over 40 years of know-how and skills in mastering the science of prefinished wood flooring. These two solutions are recognized throughout the industry as leading references in quality and durability.



Mercier Generations and Generations Intact 2500 finishes meet the Greenguard Gold environmental certification standards. They are free from harmful chemical substances, emit no VOC emissions that are dangerous to human health, and help reduce the propagation of bacterial, germs and molds to keep any environment hygienic and sanitary.



Without a doubt, the best residential finish in the industry

A high-performance finish that simply cannot be matched. Its unique transparency preserves the richness and distinct character of wood. Our ingenious production methods ensure optimal finish adhesiveness to our wood floors, guaranteeing total peace of mind for years to come. The Greenguard Gold environmental certification—the highest on the market—is tangible proof that you are making a healthy choice for your living space. Mercier is ideal for a modern and active lifestyle.

Available glosses for the Mercier Generations finish: satin, matte and matte-brushed (Red Oak, White Oak and White Ash only).¹

RESISTANCE AND DURABILITY

- 1000 cycles with the TABER test² (500 for the competition)
- Scratch-resistance
- Perforation-resistance
- Flexible under impact
- Water-resistance
- Stain-resistance
- Non-yellowing
- Easy maintenance

WELL-BEING

- Antimicrobial
- Hypoallergenic
- Greenguard Gold environmental certification

WARRANTY

35 years

residential applications

5 years

light commercial applications

¹ For more information regarding our glosses' availability, please refer to our website.
² The TABER test involves mounting a portion of a finished board onto a turntable fitted with sheets of abrasive paper. The degree of resistance is evaluated based on the number of rotations it takes to completely wear down the finish. The higher the number of cycles, the more resistant the finish.



52% more scratch-resistant than our Mercier Generations finish.³



The ultimate in commercial-grade quality... at home

A hectic lifestyle, lots of comings and goings, ultra-playful pets: your day-to-day life requires the performance of our Generations Intact 2500 finish. Proven over the years as a commercial finish, Generations Intact 2500 multi-layer finish and microfragmented aluminum particles creates a multipoint contact surface that is the most resistant in the industry to scratches and other impact. Thanks to its ultimate texture and durability, our finish withstands everyday wear and tear, such as your pets' claws, so that your floor can remain beautiful over time—just like the first day it was installed. Featuring uncompromising quality, easy maintenance and prestigious Greenguard Gold environmental certification.

Generations Intact 2500 is **offered for residential and commercial applications** with all of our products, except the Element Collection.

Available glosses for the Generations Intact 2500 finish: Intact and Intact-brushed (Red Oak, White Oak and White Ash only).¹

³ Calculation according to the S-42 test, which measures the loss of luster. Results compare the Generations Intact 2500 finish versus the Mercier Generations finish (2019).
⁴ According to the normal terms of use. Refer to the Mercier Warranty document.

RESISTANCE AND DURABILITY

- 2500 cycles with the TABER test² (1500 for the competition)
- Superior scratch-resistance
- Anti-perforation⁴
- Superior flexibility under impact
- Water repellent
- Superior stain-resistance
- Non-yellowing
- Easy maintenance

WELL-BEING

- Antimicrobial
- Hypoallergenic
- Greenguard Gold environmental certification

WARRANTY

50 years

residential applications

3 years

commercial applications with direct outdoor access

10 years

light commercial applications

How to shop for your wood floor?

Here are important aspects to consider.

1 Light or dark floors?

Would you like the floor to be the centerpiece of your design or would you like it to be more discreet and blend in with the decor? A floor alone can become the masterpiece of a room. Remember that lighter floorings help make a room seem larger, brighter and more airy. Dark flooring adds style and modernity to a decor and creates a warm and cozy environment.

2 What grade are you looking for?

The choice of a grade is simply a question of appearance of the floor and has no impact on its quality. Do you prefer floors with a contrasting or uniform appearance, or somewhere in between?



Select & Better
Clear and uniform in appearance



Distinction
Moderately contrasting in appearance



Authentic
Contrasting in appearance and more sustained character



R&Q (Rift and Quarter Sawn)
Moderately contrasting in appearance

3 Which wood species best suits your preferences?

All wood species have a specific visual appearance. Mercier offers a variety of wood species from North American forests. Whether you prefer a clearly visible or more discreet grain, a darker or lighter natural shade, a more homogenous wood or one with character, Mercier has the right wood species for you.

4 Satin or matte gloss finish?

A floor gloss serves the same purpose as the gloss in paint: it determines the level of light that reflects off the surface. Do you prefer a matte or even matte-brushed gloss with little reflection, that helps hiding wear and tear? Or even a satin gloss that gives a silky finish? Mercier offers a choice of gloss levels based on the light reflection desired.

5 Wide or narrow boards?

For fans of the modern, rustic or industrial look, wide boards make a room look more spacious. Narrow boards are better suited for classic or contemporary decors. Mercier offers widths from 2 1/4" up to 8 1/8".

6 About the finish



Mercier offers 2 high-performance solutions to protect your floor. The Mercier Generations ultra-durable finish suitable for normal residential use and the Generations Intact 2500 ultimate durability finish, which offers the ultimate in commercial-grade quality for residential and commercial spaces. Both meet the requirements of Greenguard Gold environmental certification, contain no harmful chemicals and emit no VOC emissions that are dangerous to human health.

7 Solid or Engineered platform?

Solid

Made of 100% hardwood and offered in a choice of widths up to 4 1/4". Can be sanded up to 5 times.



Engineered

Made of a hardwood plywood base and a real hardwood top layer, these floors offer several notable advantages including better adaptation to humidity variations and wider boards up to 8 1/8". Can be sanded 3 to 5 times depending on the product.



Considering the subfloor

The subfloor will affect your choice of platform. Solid flooring can be nailed or stapled to the subfloor and can be installed on the ground floor and upstairs. Engineered flooring versatility allows for a glued, stapled or nailed installation, and even floating for most species. They can also be installed over radiant heating systems.

A WOOD FLOOR IS MADE OF A NATURAL, LIVING MATERIAL WITH CHARACTER MARKS, GRAIN AND COLOR VARIATIONS FROM ONE BOARD TO ANOTHER. UNLIKE A CERAMIC OR VINYL TILE, EACH PLANK IS UNIQUE AND CONTRIBUTES TO THE LASTING CHARM OF A WOOD FLOOR. ALTHOUGH WOOD IS A NOBLE MATERIAL OF GREAT BEAUTY, IT IS NOT INDESTRUCTIBLE AND REQUIRES PROPER MAINTENANCE WITH THE RIGHT PRODUCTS. WOOD FLOORING REMAINS THE MOST ECOLOGICAL CHOICE AND IS AN INVESTMENT IN TERMS OF AESTHETICS AND LONGEVITY.

The pioneer in sustainability

Mercier is one of the industry's pioneering manufacturers that has a long-term vision to reduce our ecological footprint for generations to come. We understand the importance of wood as a natural resource—and trees for the Earth's future. That is why we have implemented the most advanced environmental policies and sophisticated production methods throughout our entire supply chain to maximize the 5Rs of sustainability: refuse, reduce, reuse, repurpose and recycle.

Controlled wood supply

We are committed to sourcing wood only from environmentally responsible suppliers. All of the species we use come from sustainably managed North American forests and adhere to rigorous traceability standards. With Mercier's wood flooring, you are guaranteed peace of mind knowing you are benefiting from the most outstanding quality and environmental stewardship.

Sustainable production processes

Mercier's approach to sustainability is so thorough, we are proud to achieve the lowest amount of waste in the industry—2% vs 5% with other manufacturers. What's more: we reinsert 100% of our sawing residues back into the company to heat our factory, for example. All of our products are packaged using recycled and recyclable packaging.

Greenguard Gold environmental certification

Mercier is one of the few manufacturers of prefinished wood to be certified Greenguard Gold, the highest standard on the market. This certification confirms that our finishes are free of thousands of chemical substances that are harmful to human health, such as VOCs and other pollutants. We provide peace of mind to clients who are concerned about the air that they breathe.

Floors that contribute to LEED certification

Our superior-quality floors, which contribute to making buildings LEED-certified, are designed to be the innovations of today and the classics of tomorrow.





Proudly made in North America
mercierwoodflooring.com



The information contained in this document was accurate at the time of printing. Mercier Wood Flooring Inc. reserves the right to change products and product characteristics at any time without notice.

Please note that the images in this brochure are for illustrative purposes only. A picture cannot represent the extent of character marks, shades, textures and colors in a grade and species. There may be a variation in appearance between the images in this brochure, the sample panel in store and the floor you receive.