

Engineered Hardwood Flooring

- ♦ Quality you can feel underfoot | Mariana Balcazar, Geneva Flooring ♦



Crafted for comfort. Designed for life.

Product
Highlight

Allora Wood Flooring



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What Is Engineered Hardwood Flooring?



It's a wooden sandwich, featuring a layer of genuine hardwood veneer on top.

The core consists of cross-stacked plywood layers, providing exceptional stability.

Additionally, it is treated with high-quality adhesive and finish to ensure moisture resistance.



Key Features of Hardwood Flooring

Timeless Beauty

Natural grain patterns and warm tones that elevate any space.

Exceptional Durability

Built in last decades with proper care and maintenance.

Versatile Styles

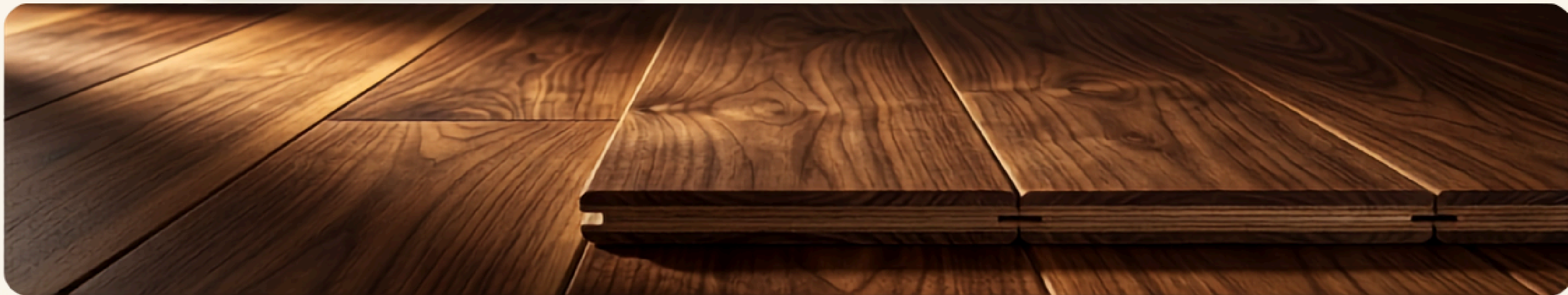
Available in countless species, stains, and plank widths.

Adds Home Value

One of the top upgrades that increases resale value.

Healthier Air Quality

No fibers to trap dust, allergens, or pet dander.



Types of Wood Finishes

Polyurethane

Durable, glossy or matte coating that sits on top of the wood. Excellent scratch and moisture resistance. Available in oil-based or water-based formulas.

Oil Finish

Penetrates into the wood grain for a natural, matte look. Enhances texture and color. Easy to spot-repair but requires more frequent maintenance.

Wax Finish

Provides a soft, low-sheen appearance with a smooth hand feel. Best for low-traffic areas. Needs periodic reapplication.

UV-Cured

Factory-applied finish hardened with ultraviolet light. Extremely durable and consistent. Common on prefinished engineered floors.

Hard-Wax Oil

Combines oil penetration with wax surface protection. Natural look with better durability than pure oil. Popular in European flooring.

Lacquer

Fast-drying, hard finish with a clear appearance. Provides good protection but can be less flexible than polyurethane. Best for stable environments.

Wear Layer & Refinishing

The Wear Layer

The wear layer is the top veneer of engineered hardwood that determines how long your floor will look beautiful. A thicker wear layer means more protection against daily traffic, scratches, and moisture exposure.

Common thicknesses range from 2mm to 6mm. The thicker the wear layer, the more times the floor can be sanded and refinished over its lifetime.



Sand & Refinish

Sanding and refinishing restores engineered wood to its original beauty. Each refinish removes a thin layer of wood, so the wear layer thickness directly determines how many times you can refinish.

A 2mm wear layer allows 1-2 sandings.

A 4mm wear layer allows 3-4 sandings.

A 6mm wear layer allows 5+ sandings.



Understanding Sheen Levels



Ultra Matte / Flat

0-5% Gloss

Reflects almost no light. Raw, natural, untreated look. Hides micro-scratches, dust, and footprints. Popular in modern and European-style flooring.



Matte

10-25% Gloss

Very low luster with a smooth, contemporary appearance. Just a hint of reflection while maintaining natural texture without looking dull.



Satin

30-40% Gloss

The most popular choice for residential flooring. Brings out wood grain with a soft, classic luster while being forgiving with dirt and minor wear.



Semi-Gloss

50-70% Gloss

Noticeably reflective. Gives a bright, clean look highlighting wood detail. Requires more frequent cleaning as it shows scratches and dust.



Glossy / High-Gloss

80%+ Gloss

Highly reflective and mirror-like. Creates a dramatic, upscale look. Shows every speck of dust, smudge, and scratch.

Textured Finishes



Wire-Brushed

Soft bristles remove the softer grain, leaving raised texture. Subtle, elegant relief with a modern rustic feel.



Hand-Scraped

Manually carved with hand tools for an artisan, old-world look. Each plank is unique with deeper grooves and character marks.



Distressed

Mechanically aged with dents, knots, and worn edges to simulate decades of wear. Bold, rustic, and full of personality.



Quarter Sawn

Quarter sawn lumber features wood with growth rings at a 60° to 90° angle to the board's surface. Logs are quartered and sliced radially, creating stable boards with a straight grain and appealing stripes.

Different Character Marks



Knots

Circular patterns where branches grew; add rustic warmth and visual interest.



Mineral Streaks

Dark lines caused by mineral deposits in the tree; unique to each plank.



Spalting

Dramatic dark lines from fungal growth; prized for artistic, one-of-a-kind patterns.



Checks & Cracks

Small splits along the grain from natural drying; add authentic aged character.



Burls

Swirling, eye-like patterns from irregular growth; highly decorative and rare.



Pin Holes

Tiny holes left by insects; give wood a distinctive, storied appearance.

Ideal Customer



Long Term Homeowners

Looking to upgrade their living spaces with premium, long-lasting flooring

Design-Conscious Buyers

Value natural beauty, warmth, and timeless aesthetics in their home

Families

Need durable, easy-to-clean floors that handle daily wear and tear

Eco-Minded Clients

Prefer sustainable, renewable materials with minimal environmental impact



Quality flooring for those who value craftsmanship

