

***Wellmade***<sup>®</sup>

PERFORMANCE FLOORING

NRF Bamboo Program

# Bamboo. Versatility For The 21st Century

**Wellmade®**

Bamboo is among today's most environmentally friendly and versatile natural resources. Aside from being deliciously edible, bamboo may be manufactured into a wide variety of home and building products.

- Clothing
- Window Shades
- Baskets
- Rugs
- Plywood
- Framing Lumber
- Hard Surface Flooring



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TIFF (Uncompressed) decompressor  
are needed to see this picture.

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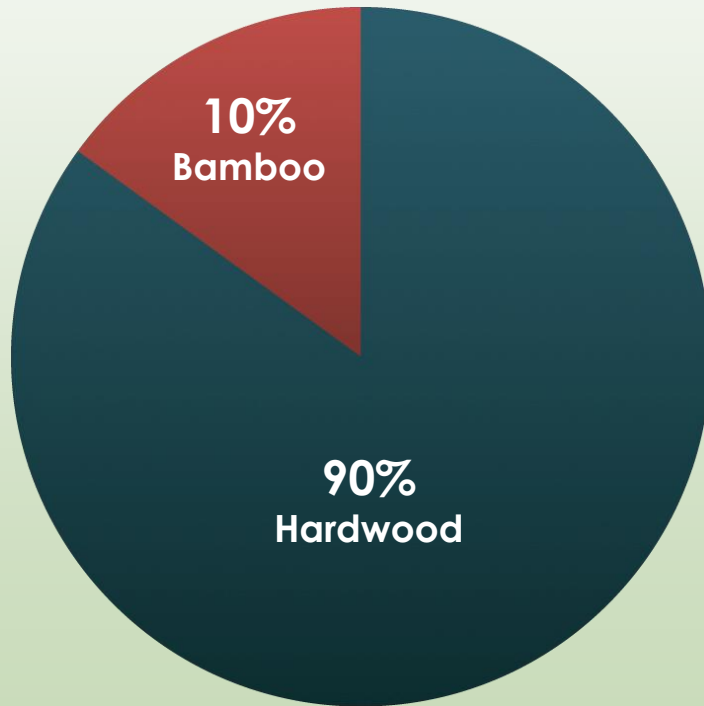
# Why Bamboo Flooring?

**Wellmade®**

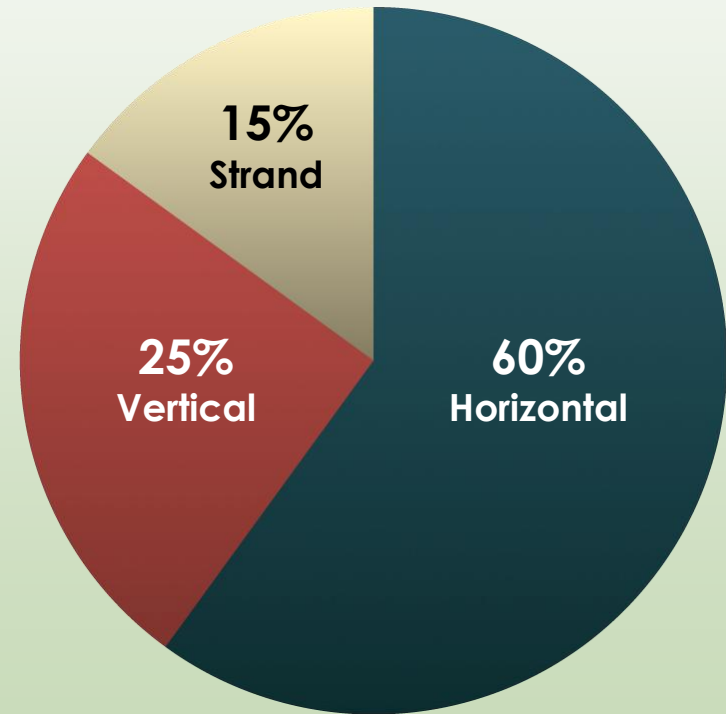
- Gaining traction, even with the current housing and economic downturn
- The ultimate sustainable and eco-friendly flooring product
- Can be color treated, distressed or hand-scraped to replicate virtually any hardwood species or style
- Strand woven products are poised for tremendous future growth



**Bamboo VS Hardwood  
Wholesale Dollars**



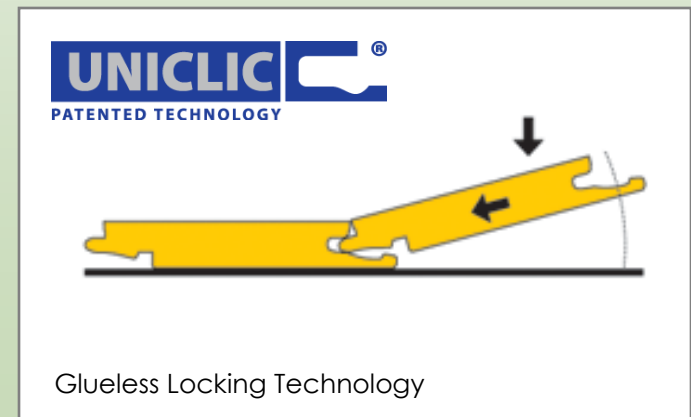
**Bamboo Flooring  
Sales by Style**



# About Wellmade® Performance Flooring

**Wellmade®**

- For more than a decade, Wellmade® has partnered with OEM manufacturers, flooring distributors, and leading retailers nationwide
- Committed to achieving the ultimate in quality, excellence and innovation
- Leading-edge flooring technologies include Wellmade's HardMax™ aluminum oxide finish and Uniclic installation system
- Produces solid and engineered flooring in a rainbow of color options and surface treatments

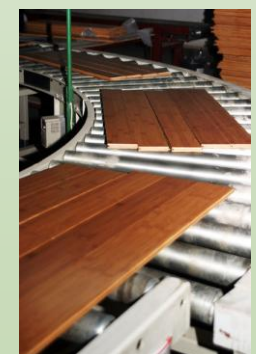


# Quality Manufacturing

**Wellmade®**

Wellmade's state-of-the-art manufacturing facility produces millions of square feet of flooring monthly while maintaining stringent product specifications and quality control.

- 500,000 square foot manufacturing facility
- 3 million square foot monthly production capacity
- State-of-the-art milling and manufacturing maintains ultimate quality control
- Finishing line managed in partnership with PPG Wood Coatings
- Custom milling and product development



# Moisture Content

**Wellmade®**

Moisture content is carefully monitored throughout the manufacturing process, from raw block material through milling, finishing and final packaging.

- Raw bamboo enters warehouse with less than 18 percent moisture content
- Sawn flooring blanks are kiln dried until reaching a moisture content between 10 – 12 percent
- Moisture monitoring continues throughout manufacturing as flooring is milled, sanded and finished
- Flooring is boxed and packaged. Cartons and pallets are shrink-wrapped to assure stable 10 - 12 percent moisture content is maintained



**Flooring Blanks**



**Drying Kiln**



**Shrink Wrapping**



**Packaging**

# Precision Milling

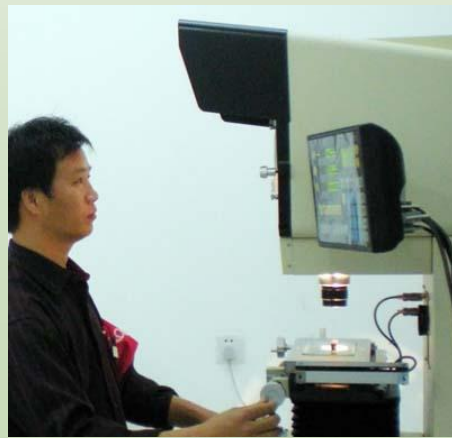
**Wellmade®**

Professionally trained technicians operate end and side matching machinery to assure quality control standards are met throughout the tongue-and-groove or Uniclic milling process.

- Machinery is inspected and calibrated as necessary before beginning production
- Quality inspection evaluates test flooring prior to volume production
- Caliper or projector measurements are conducted every 30 minutes to verify exact specifications
- Overall quality inspections are performed hourly during all volume production runs



**Milling Machinery**



**Projector Measurement**



**Test Flooring**



**Quality Inspection**

# Sanding And Finishing

**Wellmade®**

- Sanding machinery is inspected daily and calibrated every 30-days
- Finishing line is closely monitored by in-house technicians and managed in conjunction with PPG Wood Coatings
- Gloss level is measured hourly with a gloss meter calibrated between each production shift



**Sanding Machine**



**Finishing Line**



**Quality Inspection**

# Grading And Packaging

**Wellmade®**

- Grading inspectors are required to have certified training from forestry college and/or trade associations
- Finished flooring is visually inspected and graded for color and quality prior to packaging
- Flooring is hand packaged and inspected assuring correct sq. ft. per carton and consistent overall quality is maintained



**Final Grading**



**Packaging**



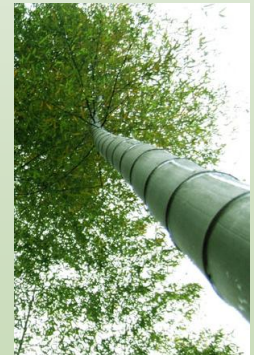
**Pallets**

# Renewable And Eco-Friendly

**Wellmade®**

Moso Bamboo is regarded as the highest quality bamboo and is a member of the quickly renewable grass family.

- Regenerates naturally, without re-planting
- Thrives in government monitored well-managed forests
- Harvested at maturity in a 5-7 year growth cycle



# Green Performance Rated

**Wellmade®**

- United States Green Building Council (USGBC) recognized rapidly renewable resource
- Qualifies for Leadership in Environmental and Energy Design (LEED) Materials and Resources MR6 Credit
- Low Volatile Organic Compound (VOC) content complies with California CARB
- Meets or exceeds the European E1 Standard for low formaldehyde emissions
- Fully Lacey Act compliant



# Strand Bamboo. Waste Not. Want Not.

**Wellmade®**

- 100 percent of the bamboo tree is used in the production of strand bamboo
- Thin strips of bamboo are cut from all portions of the tree, from trunk to top
- Strips of bamboo are placed in molding forms, along with low VOC adhesive
- Molding forms are crushed under 2,000 tons of pressure creating solid blocks of strand bamboo
- Strand bamboo is extremely dense and rated more than twice as hard as domestic Oak



**Raw Bamboo**



**Thin Strips**



**Molding Form**



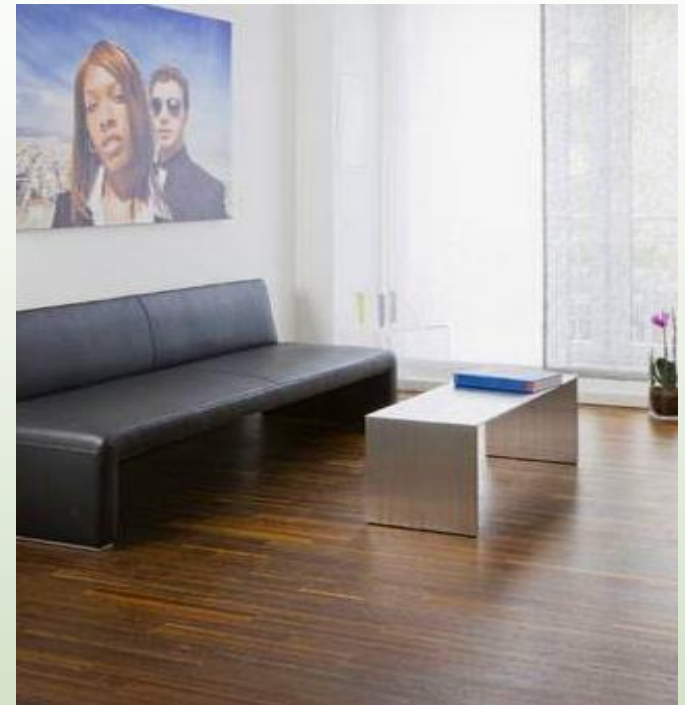
**Strand Block**

# Strand Woven Bamboo

**Wellmade®**

- Solid strand woven construction
- Extremely dense. Harder than domestic oak
- Available in traditional natural and carbonized
- Choose from a variety of stained color options
- 30-year finish and lifetime structural warranty

Solid Strand Construction - Uniclic



## Factoid

Strand bamboo is extremely dense and twice as hard as oak.

# Horizontal And Vertical Bamboo

**Wellmade®**

- 3-ply horizontal or solid vertical construction
- Available in natural or carbonized
- May be color treated to look like any hardwood
- Choose from smooth, hand-scraped and French bleed
- Hardness comparable to domestic oak
- Excellent dimensional stability
- 30-year finish and lifetime structural warranty



**3-Ply Horizontal Construction**



**Solid Vertical Construction**



## **Factoid**

Hand-scraped bamboo has an authentic rustic and time-worn appeal.

# Eco-Wood Printed Bamboo

**Wellmade®**

- Combines the look of exotic or domestic hardwood with the eco-friendly benefits of bamboo
- Available in the look of virtually any wood species
- Printed directly on bamboo. Not laminated to core material
- Non-repetitive printing and micro-beveled edge for added realism
- Color remains stable with exposure to light

## 3-Ply Horizontal Construction



## Factoid

Sustainable bamboo construction features non-repetitive printing and micro-beveled edge treatment.



## 24-SKU Waterfall Display

- Sleek and modern waterfall design
- 24 large format samples per unit
- Excellent product reveal
- Detailed product sample labeling



Strap Set



Hand Board

***Wellmade***<sup>®</sup>  
PERFORMANCE FLOORING

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