

ANOTHER LAUZON INNOVATION

PURE GENIUS[®]

AIR-PURIFYING SMART FLOOR



 LAUZON[®]



TITANIUM™ finish with PURE GENIUS is available in our Authentik and Organik series. It is offered as an option, Velvet or Pearl, on all products in our Ambiance Collection and on selected products in our Designer Collection.

PURE GENIUS® IT'S LIKE HAVING 3 TREES IN YOUR HOME*

Always striving to innovate, Lauzon® introduces the world's first smart hardwood floor: PURE GENIUS, Lauzon's latest exclusive innovation, improves indoor air quality of your home without compromising the quality and appearance of your hardwood flooring.

Welcome to truly smart hardwood flooring, the key to a renewed vision for a healthier living space.

1

DID YOU KNOW?

CONTAMINANTS. EVERYWHERE.

We live in increasingly air-tight environments that contain sources of indoor air pollution. Building materials, furnishings or common household products can continuously emit toxic contaminants, the most common of which being formaldehyde. Poor indoor air quality can lead to a host of ailments, including allergies and asthma.

Floors with PURE GENIUS continually break down airborne toxins, resulting in a constant supply of clean, pure air.

2

HOW DOES IT WORK?

FOR A HEALTHIER LIVING SPACE. NATURALLY.

PURE GENIUS is a light-activated, air-purifying agent made of titanium dioxide integrated into Lauzon's TITANIUM floor finish. Activated by natural and artificial light, it breaks down toxic contaminants on contact (formaldehyde and other pollutants present throughout the home) and transforms them into harmless molecules. Its constant and consistent action is so effective over time, it makes indoor air up to 85% cleaner.

CONSTANT ACTION. CONSISTENT PERFORMANCE.

PURE GENIUS works constantly, without any loss of performance over time. Like a tree, PURE GENIUS breaks down molecules, converting them into harmless water and carbon dioxide. It's pure genius!



ACTIVATED BY LIGHT.

Titanium dioxide naturally reacts to the presence of natural or artificial light. When it gets dark, the molecules continue to act for a while, then "recharge" when the light returns.



THE ENTIRE FLOOR IS AN INTERFACE AREA.

When exposed to light, the surface of your floor acts as a giant natural filter. As toxic molecules come into contact with the active nanoparticles of PURE GENIUS, they are naturally broken down and converted into harmless and imperceptible water and carbon dioxide molecules.



TRIGGERED BY THE MOVEMENT OF AIR.

The elimination of toxic molecules requires contact with the floor's TITANIUM finish containing PURE GENIUS. Simple movement and/or basic ventilation are sufficient to ensure adequate air circulation.

3

WHAT IF YOUR FLOOR MADE THE AIR MORE PURE?

HEALTHFUL FLOORING.

PURE GENIUS is an intelligent solution for improving air quality in the home. It:

- Helps reduce the symptoms of respiratory problems, including asthma.
- Helps reduce potential carcinogens.
- Helps decompose bacteria, viruses and moulds.

CLEVERLY PRACTICAL.

MINIMIZES ODORS.

PURE GENIUS helps reduce lingering household odors such as cigarette smoke, pet urine and other sources.

EASY CLEANING.

The composition of PURE GENIUS allows the recommended hardwood floor cleaners to better disperse, thus leaving a cleaner floor.

4

THE PROOF.

INDOOR AIR
UP TO 85%
CLEANER

LEVEL OF FORMALDEHYDE**

16 - 32.5 PPB

HOME WITHOUT
PURE GENIUS

5 PPB

HOME WITH
PURE GENIUS
after 30 days

PPB (parts per billion)

Too good to believe?

Ask for details from your Lauzon retailer or go to our website:

lauzonflooring.com/puregenius

*PURE GENIUS equivalent purifying effect is based on: Canadian average home size, Office of Energy Efficiency; American average home size, Census; ISO 22197-1 standard. **Canadian average. Health Canada; ISO 22197-1 standard.



PURE GENIUS contains ACTIO2® technology licensed by Välinge Photocatalytic AB.

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