

GUIDELINES BY MIKASA TO CHOOSE PERFECT ENGINEERED FLOORS

Mikasa Floors is the wooden flooring brand of Greenlam Industries Ltd. having a wide range of 107 floor decors.

Not all engineered floorings are made in the same way and can vastly differ in quality which makes a huge difference when it comes to the performance. The way a floor works ultimately depends upon the quality of the product. A cheap engineered wood flooring may give you a momentarily relief in terms of saved money, however, in the long run, leave you with nothing but regret. A reputed brand gives you respite from all these worries. While for a layman it is really hard to choose the right product, here are some of the characteristics shared by Mikasa Floors that tell us what to keep in mind while buying the right Engineered Floors. Brand Mikasa bears the trust of India's leading flooring company Greenlam and thus is among the most preferred for buying the Engineered floors.

CHOOSE THE RIGHT WOOD

Modern technology has made it possible to use wood universally, irrespective of its origin. **Good wood, in order to become useful, must undergo drying as wood when "green" has more than 50% moisture.** It cannot be used for making furniture or for flooring as it is. Where the flooring is to be used would decide the amount of final moisture in the planks. **Dry extreme conditions demand the planks to have moisture between 7-8% while hot humid conditions need the planks to have an inherent moisture to be around 9%.**

DETERMINING THE PLANK DIMENSIONS

The bigger the room, the longer and broader the planks is the usual thumb rule. If you pay for the most premium wide and long planks then it is natural that you should be able to "show them off". Having said that, trees of certain species of wood do not grow wide and then we have to settle for narrow or short planks.

WHAT IS MY COLOUR

Dark colors in small rooms or in rooms with a lot of furniture would make the room even "smaller". Use a medium color wood as it would go with most decors – light or dark. **Light stained floors, even pure white, are in vogue.** Grey stained, dark black with golden veins, all have their takers. It is the age of self-expression and Mikasa endeavors to fulfill as many demands as possible with its wide range of 107 floor decors.

PERFECTION OF GRAIN

The choice is totally yours! Old trees would yield planks with characteristic pronounced grains. These would be more expensive than planks from a newer younger tree which would exhibit lesser grains.

A flooring with a 0.6mm veneer would last about 10-12 years in a residential environment, but the planks would be short and narrow. Thicker veneers (up to 3mm) are usually drawn from older mature logs and thus show off the grains more prominently. The planks are longer, wider and the added advantage of the thick veneer is that it would last also longer!

GLOSS OR MATT- THE FINISH CHOICE

A smooth Satin finish with a glossy look is easier to maintain while a lightly brushed open pore plank with Matt finish would feel "woody" to the touch. Modern lacquer ensures that both planks remain clean and undamaged in regular use. A damp mop is all that is needed to keep them going good for years to come.

THICKNESS OF VENEER MEMBRANE

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GO FOR A PREFINISHED OR UNFINISHED LOOK

Installing Mikasa is a breeze even with a heavy brushed "unfinished look" Oak plank or a fully finished satin feel Walnut. Modern Engineered floors, like Mikasa, are fully finished at the factory with their layers of lacquer already dry and the planks ready to be locked in to each other.

There was a time when installing a wood floor was a long drawn affair – laying of the wood planks would itself take days as they had to be individually glued down or nailed down to the subfloor. Then they were "ground even" by a sanding machine and finally would be polished by hand allowing each layer of lacquer to dry before applying the next layer. That was the unfinished floor in the real sense of the word.



"The bigger the room, the longer and broader the planks, is the usual thumb rule."

Image code: Mikasa Oak Earth



Anil Tyagi
Business Head –
Mikasa Floors

"NEW TECHNOLOGY HAS MADE WOOD, A FLOORING MATERIAL WORTH USING IN MOST ENVIRONMENTS."

S How do the customer preferences defer Rural vs Urban?

We have not noticed much difference in the customer preferences from the Rural to the Urban consumer. Both consumers are home proud. Tier II cities and towns are building big "mansions", owners of which take pride in buying the best of finishes for their homes. Rural villages are still evolving and should take time to procure sophisticated products. But the "rich consumers" there are already doing so.

S How does engineered flooring help in sustainability in terms of product life cycle?

Modern Engineered wood floors use both sustainable plantation grown wood for its veneers and recycled wood in the form of HDF. Both products are procured without any harm to the environment. Using thin veneers instead of thick blocks of precious wood makes the usage of raw material about 3-4 times more effective.

The HDF is of a grade which does not emit any formaldehyde. The lacquers and stains used by Mikasa are water based and hardly emit any

VOC's thus making the floors very easy and safe to live on. The floors can last for a very long time and some thicker planks can even be re-polished to last up to 30-40 years. Even then, the planks can be fully recycled to recover energy by burning them for fuel.

S How does engineered flooring compete with other flooring materials today?

Wood is a very stable, abundantly grown and naturally available building material. It is easily handled and has a long life. **Using technology to enhance its properties further has made wood a flooring material worth using in most environments.** Wood offers choice as it can be stained and colored or used in its natural form. The variety is mind boggling as opposed to the limited choice in stone. Wood is temperature neutral allowing it to be used in most extreme cold climates where putting your barefoot on a marble floor at night would invite extreme discomfort at the least. **The anti-slip treatment and a soft feel of the modern floating wood floor make the floors especially good for an aging population and even young children.** Vinyl and composites are artificially made chemical products and the cheaper kinds are health hazards.