

# SOHO

## STYLISH AND PRACTICAL WIDEPLANK EUROPEAN OAK

### WIDEPLANK EUROPEAN OAK IN LIGHT HUES

Soho offers urbanites the perfect palette of hues to compliment colour schemes that are **light and natural**. Wire-brushed texturing and a gorgeous Ultra Matte UV top coating combine to create a natural look and feel. Bring rooms to life with the natural appeal of beautiful, **wideplank European Oak**.

UrbanWood is crafted by experienced wood specialists dedicated to creating beautiful, design-forward floors. All UrbanWood floors contribute to healthy living spaces with excellent indoor air quality and are **GREENGUARD Gold certified**.



### PLATFORM SERIES AVAILABILITY

SOHO is available in the following stocking program construction platforms:

PLATFORM	Wood Grade	Plank Width	Lamella Thickness	Overall Thickness	Plank Lengths
<b>METRO</b>	Natural <sup>1</sup>	7.5" (190mm)	2.0mm	9/16" (14mm)	75" (70% full lengths)
<b>DI MODA</b>	Elite <sup>2</sup>	7.5" (190mm)	2.0mm	9/16" (14mm)	75" (85% full lengths)
<b>SIGNATURE</b>	Natural <sup>1</sup>	7.5" (190mm)	3.0mm	9/16" (14mm)	75" (70% full lengths)
<b>OVATION</b>	Natural <sup>1</sup>	7.5" (190mm)	2.0mm	3/4" (18mm)	75" (70% full lengths)

<sup>1</sup> UrbanWood Natural Grade features natural wood character such as knots, small voids and mineral streaks. All voids are expertly filled with colour coordinated wood fillers to achieve the most natural, harmonious aesthetic

<sup>2</sup> UrbanWood Elite Grade features cleaner grade planks that have limited wood character such as knots and voids

Learn More: [urbanwoodfloor.com/series](http://urbanwoodfloor.com/series)

### COLLECTION

Lifestyles

### INSTALLATION

Suitable for installation above, on or below grade. Approved for installation over Radiant Floor Heating systems

### VENEER / ORIGIN / HARDNESS

European Oak - Europe - Janka Rating 1360

EXPLORE [urbanwoodfloor.com/soho](http://urbanwoodfloor.com/soho)



URBANWOOD FLOORS [urbanwoodfloor.com](http://urbanwoodfloor.com)  
TF 1-877-828-1888 EMAIL [connect@urbanwoodfloor.com](mailto:connect@urbanwoodfloor.com)



#### TEXTURE

Flat surface with light to medium wire-brushed texturing highlights the wood's beautiful grain pattern, creating a natural look and feel

#### BEVEL

Micro-beveled on 4 sides

#### WOOD FILLER

All wood floors require some amount of wood filling to compensate for surface imperfections. All voids are expertly filled with colour coordinated wood fillers to achieve the most natural, harmonious aesthetic

#### HERRINGBONE / CHEVRON

Available in Herringbone and Chevron patterns

#### GREEN MANUFACTURING



All UrbanWood floors are manufactured in a state-of-the-art wood flooring manufacturing facility that is fully owned and managed by Creative At Home Enterprises Inc. The facility runs on green, renewable energy, is TRUE Zero-Waste Certified, and is designed to provide a healthy, VOC-free working environment for its employees. The facility is ISO 9001 (Quality Management) and ISO 14001 (Environmental Management) certified

#### FINISH / GLOSS LEVEL

DuRa Finish™ Ultra Matte looks natural and harmonizes with the natural texture of wood while providing superior protection. Its beautiful appearance mimics a natural oil finish, and its high degree of clarity creates the radiance and wood luster that UrbanWood floors are known for.

As an option, DuRa Finish™ Ultra Matte can be upgraded to DuRa Finish™ Commercial. This is a great solution for flooring used in a commercial setting where it will receive more foot traffic than in a regular residential application, and where increased abrasion resistance is required

Matte finish with a gloss level of 6-8%

#### WARRANTY

DuRa Finish™ Ultra Matte: Dura Finish 30 Year Finish Warranty; Limited Lifetime Structural Warranty; 3 Year Light Commercial Warranty

DuRa Finish™ COMMERCIAL: 10 Year Commercial Wear Warranty; Limited Lifetime Structural Warranty. 60 year Residential Wear Warranty applies when using Commercial Finish in residential settings

#### ECO CONSIDERATIONS / CERTIFICATIONS



Third-party certified by Underwriters Laboratories to the level of GREENGUARD Gold, demonstrating the most stringent level of low emissions available to ensure a healthy living environment with excellent indoor air quality. CARB II compliant



**URBANWOOD**  
Floors for urban living

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