

HAUTE PLANK

The HP Titanium Advantage

HAUTE PLANK hardwood features a strong finish that doesn't just sit on top of the wood, but penetrates and envelopes each fiber to create an extremely durable, extra long wear, and low maintenance flooring product. Whether you have a houseful of kids and pets or live alone, our products will stand the test of time.

What exactly is the HP Titanium Finish?

You may have heard the phrase 'titanium-finish' before, but the HP Titanium Finish is on another level. Named for one of the strongest metals on earth, the HP Titanium Finish consists of 4 coats of UV-cured oil and 2 coats of soft wax to achieve one of the toughest hardwood flooring finishes on the market.

UV oil is a unique way of emphasizing the rich colors of natural wood. This finish contains cold-pressed vegetable oils and aromatic hardening oils. When applied, these oils penetrate into the surface of the wood floor and as they cure, harden to form a very protective surface that becomes part of the wood floor unlike the lacquer finish which forms a very strong topcoat. As a result, normal wear and tear or surface damage such as small scratches and indentations are nearly obsolete. UV lights are used to cure the oil adding yet another layer of protection, essentially barring potential damage from natural sunlight.

Soft wax creates a seal that helps guard against stains, preserves the finish, and minimizes the look of minor scratches or dings.

**For added reassurance and an even tougher finish, ask us about adding an optional coat of urethane.*

How does the HP Titanium protect my floor?

The HP Titanium Finish offers a winning combination of strength and elegance. Each application penetrates the wood to strengthen it, making it tougher for everyday use, while still showcasing the wood's natural beauty. Plus, it protects the floors from UV light, ensuring they stay beautiful over time.

How does HP Titanium compare to other finishes?

Hardwood floors with the HP finishing process typically outperforms alternatives like titanium oxide, aluminum oxide, or Tung oil and require less frequent refinishing, making them more economical in the long run. When investing in hardwood, durability is a key factor to consider.

Why should I choose HAUTE PLANK Titanium-finished products?

Every HAUTE PLANK engineered hardwood flooring plank is finished to perfection in a painstaking process to ensure unmatched durability, clarity, and scratch resistance. With proper care and maintenance, Haute Plank flooring will look as beautiful decades from now as it did when installed.

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Preferred Maintenance Plan

- Wipe up spills as quickly as possible.
- Vacuum using the bare floor setting or broom-sweep regularly to remove debris, dust and dirt build-up.
- Damp mop with a touch of gentle soap weekly or as needed. (Never use a wet mop or steam mop.)
- In the unlikely event of a scratch, use a touch of Haute Plank Floor Cleaner infused with the HP Titanium Finish to buff away the blemish and rebuild strength.

HAUTE PLANK Guarantee

All of our floors offer a 25 year warranty on the finish. With proper care and maintenance our floors will look beautiful for generations to come.

Nature. Delivered.

