

PurParket™

2025 CATALOGUE
NO.16





welcome -

CRAFTING TIMELESS BEAUTY FROM NATURE'S PURITY

PurParket Inc. is a family-owned company with over 35 years of experience in the art and science of flooring. Every plank we create is a testament to decades of expertise, woven with a passion for craftsmanship and innovation.

Our journey has been driven by a single vision: to manufacture exceptional flooring here in Canada. Today, that vision is a reality. From our headquarters and manufacturing facility in Toronto, we proudly produce engineered hardwood flooring using premium raw materials sourced from Canada and the northern United States.

At PurParket, we specialize in crafting wide plank engineered hardwood that marries beauty with durability. Responsibly harvested, easy to maintain, and designed to last, our flooring reflects the purity of nature and the artistry of our skilled team. Guided by creativity and precision, our craftspeople bring a depth of knowledge and state-of-the-art tools to every step of the production process.

Our mission is simple yet profound: to create flooring that is timeless, environmentally conscious, and designed to enrich homes for generations. Each board is coated with our advanced PurFlex UV coating, enhanced with nanotechnology to deliver extraordinary stability and durability. This unique coating not only safeguards the wood but also highlights its natural beauty, preserving the authenticity of the grain.

PurParket's exclusive formulations offer an eco-friendly and healthier choice for your home, with a product that is strong, versatile, and effortlessly repairable. With every detail considered, we deliver flooring that is as functional as it is beautiful—a foundation for living that celebrates the harmony between nature and craftsmanship.



ABOUT - OUR WOOD

ENDLESS CUSTOMIZABLE OPTIONS



We believe your floors should be as unique as your space. While we offer a curated selection of standard options, our customization goes far beyond. Imagine the freedom to pair any colour from our collections with your preferred grade or width, crafting a floor that's truly one of a kind. This seamless blend of versatility and artistry ensures your vision comes to life, down to the finest detail.



Gravity Collection - Catalonia HS

our core

THE BASSWOOD ADVANTAGE: A CORE OF STRENGTH & STABILITY

At the heart of our engineered hardwood lies *Tilia Americana*, commonly known as basswood—a choice inspired by its unparalleled balance of strength, stability, and sustainability. Harvested responsibly from the lush forests of Canada and the United States, basswood’s unique properties make it the ideal core material for our flooring.

Basswood’s lightweight yet robust nature ensures exceptional stability, while its low pitch content enhances adhesive absorption, creating stronger glue joints for lasting durability. The uniform grain provides superior resistance to warping, resulting in cleaner cuts and effortless sanding, ensuring precision in every plank.

Our engineered core is meticulously crafted using thicker basswood fillets bound by a cross-grain veneer. This innovative construction prevents telegraphing, maintaining a flawless surface that stands the test of time. By choosing basswood, we not only deliver a superior product but also honour our commitment to the environment, supporting local forestry and reducing our carbon footprint.

With basswood at its foundation, our flooring combines the beauty of nature with engineered perfection, offering a reliable, sustainable choice for every space.

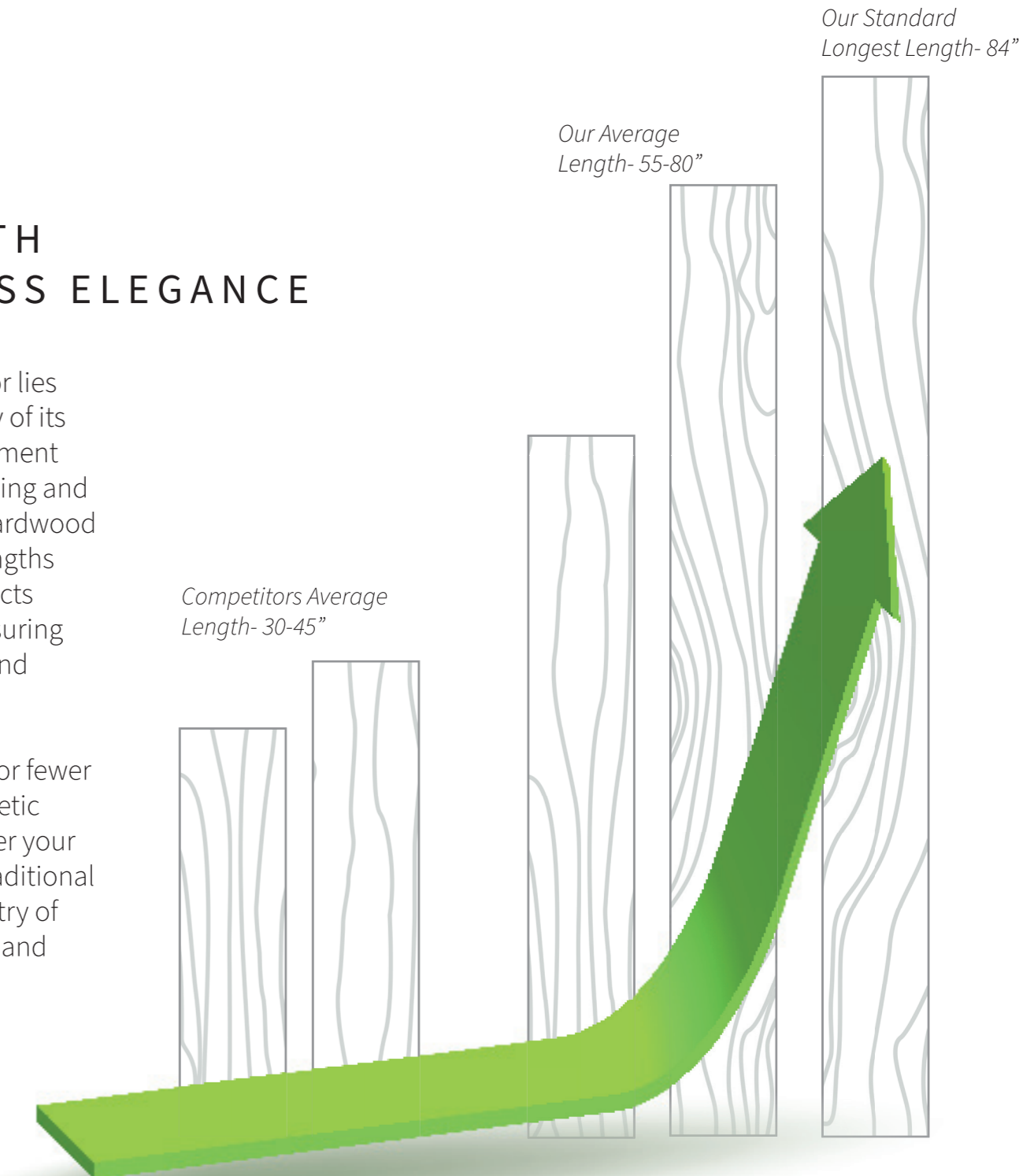


our lengths

MAXIMIZING PLANK LENGTH EXCELLENCE FOR SEAMLESS ELEGANCE

At PurParket, we understand that the beauty of a floor lies not only in its finish but also in the flow and harmony of its design. That’s why we are unwavering in our commitment to consistent plank lengths, ensuring a visually stunning and balanced installation. Every box of our engineered hardwood flooring is thoughtfully curated, featuring random lengths from 24” to an impressive 84”. The heart of our products lie in its longer planks, with approximately 80% measuring between **55” and 80”**, creating a sense of grandeur and spaciousness in any setting.

This dedication to maximizing plank lengths allows for fewer seams, a smoother visual flow, and a luxurious aesthetic that mirrors the continuous beauty of nature. Whether your vision is a minimalist modern design or a timeless traditional look, our precisely calibrated planks elevate the artistry of your space, transforming it into a canvas of elegance and sophistication.



gravity collection

Elevate your space with The Gravity Collection—a seamless fusion of nature and design. Inspired by the changing seasons and breathtaking landscapes, this collection offers a palette that exudes serenity and sophistication.

Each hue, from warm autumnal tones to crisp winter shades, is thoughtfully crafted to bring comfort and elegance to your surroundings. Let the beauty of nature enrich your space with timeless style and refinement.

Discover harmony and luxury in every detail with The Gravity Collection.



AVAILABLE SPECIES	European White Oak, North American White & Red Oak
CONSTRUCTION	4mm oak veneer, basswood fileted core & backer
TEXTURES	Smooth, wirebrushed, handscraped
SURFACE COATING	PurFlex UV Oil
GRADE & DIMENSIONS	Select & Better 7" x 5/8" Character 7" x 5/8" Rustic 7.5" x 5/8"
SQFT/BOX	<i>Smooth/Wirebrushed:</i> 23.35 sqft/box <i>Handscraped Only:</i> 31.2 sqft/box
INSTALLATION	Nail, Glue, Float
SUBFLOOR	Wood, concrete or radiant heat system
RH RANGE	35%-55% (S&B/Character) 40%-60% (Handscraped Rustic)
AVAILABLE ACCESSORIES	Nosing, t-mold, reducer, flush mount vent
WARRANTY	35 year residential 10 year light commercial
RADIANT HEAT APPROVED	Yes



PURE HS



CINDER HS



SHALE S&B



SIERRA S&B



SEVILLA S&B



QUARTZ S&B



QUARRY HS



BISQUE S&B



CHALK S&B



SIENNA HS



FOG S&B



Veneto Collection- Bari SB

PLEASE NOTE: As hardwood is a product of nature, the appearance and variation of your installed floor may differ slightly from what is represented in these swatches. Please visit our website or retail partner for larger swatch images of each colour. All colours shown here are part of our standard collection.

veneto collection

The Veneto Collection exudes refined sophistication, where modernity meets the serene beauty of the natural world. With its light, airy tones inspired by earth's most delicate palettes, this collection transforms spaces into havens of understated elegance.

Every plank tells a story of balance and harmony, evoking open skies, tranquil sands, and the soft embrace of sunlight. Designed for those who seek modern refinement, the Veneto Collection is a timeless celebration of nature's quiet grandeur, crafted to elevate your space with effortless grace.



EMBER R&Q



NAPOLI R&Q



BARI R&Q

AVAILABLE SPECIES	European White Oak, North American White & Red Oak
CONSTRUCTION	4mm oak veneer, basswood fileted core & backer
TEXTURES	Smooth, wirebrushed
SURFACE COATING	PurFlex UV Oil
GRADE & DIMENSIONS	Rift & Quartered (5.5") Select & Better (6.3" & 5.5") Character (6.3")
SQFT/BOX	<i>Smooth/Wirebrushed:</i> 20.75 sqft/box <i>Rift & Quartered only:</i> 18.15 sqft/box
INSTALLATION	Nail, Glue, Float
SUBFLOOR	Wood, concrete or radiant heat system
RH RANGE	35%-55% (S&B/Character)
AVAILABLE ACCESSORIES	Nosing, t-mold, reducer, flush mount vent
WARRANTY	35 year residential 10 year light commercial
RADIANT HEAT APPROVED	Yes



REEF S&B



ASPEN S&B



JASPER S&B



Veneto Collection- Bari SB



AMALFI S&B



TORINO S&B



ASH S&B



TOSCANA R&Q



BARI S&B



NAPOLI S&B

herringbone & chevron

At first glance, Herringbone and Chevron may seem alike, yet their unique characteristics set them apart in the art of flooring design.

Herringbone evokes timeless elegance with its equal-sized boards meeting at a 90-degree angle. This classic zig-zag pattern creates a seamless, interlocking rhythm that exudes sophistication and charm, effortlessly elevating any space.

In contrast, Chevron is a showcase of precision and movement. Crafted with boards cut at a precise 45-degree angle, this pattern forms bold, arrow-like shapes that infuse spaces with a sense of energy and direction, creating a dynamic visual flow.

Both designs bring distinct artistry to interiors, offering versatility to suit any style while celebrating craftsmanship and beauty.

PurParket offers two standard sizes for herringbone: 4.7" x 23.6" and 5.5" x 29.13", and chevron: 5.5" x 30".



GRAVITY COLLECTION- CINDER



VENETO COLLECTION- NAPOLI

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our commitment to sustainability & environmental responsibility



Sustainability is not just a goal—it's a guiding principle woven into every step of our production process.

From the very beginning, our mission has been clear: to craft flooring that is not only visually stunning but also environmentally conscious. Our operations are rooted in sustainable practices, including responsible harvesting methods, promoting forest regrowth, and reducing our carbon footprint by manufacturing locally in Toronto. By partnering with local sawmills for raw materials, we proudly produce flooring that is authentically made in Canada.

We maximize resource efficiency by optimizing yield, ensuring that every log is used to its fullest potential to minimize waste. Our diverse grade options reflect our dedication to quality, durability, and environmental mindfulness, offering our clients flooring they can feel good about.

Our UV finishes are non-toxic and formaldehyde-free, ensuring safer indoor air quality for our customers.

Beyond Production: Our Broader Commitment

Environmental stewardship extends beyond our manufacturing process. As part of our core values, we actively support reforestation initiatives through our partnership with Tree Canada, planting over 5,000 indigenous trees in critical areas across the country.

At PurParket, we are dedicated to fostering a greener, healthier future for all Canadians—because preserving nature today is the foundation for a better tomorrow.



faq's

Is this product a sealed floor?

Yes, our coatings are applied on the surface of the wood planks.

Is this product easy to maintain?

Yes, vacuum and wash your floors with a pH neutral cleaner on a regular basis.

Can I perform spot repairs/repair deep scratches?

Yes, with the use of our Touch-Up Kits that includes a matching colour marker and fill stick.

Is this product VOC free? Yes.

Can it be refinished? Yes.

Is there specific maintenance involved?

No, our finishes are abrasion resistant.

Is this product pet friendly? Yes.

Are there accessories or moldings available?

Yes, they are made from the planks ensuring a perfect match.

What is the warranty on the Gravity/Veneto/Horizon Collections?

35 year limited residential warranty & 10 year limited commercial warranty.

Contact Us

Phone:

(+1) 416.247.9190

Website:

info@purparket.com

www.purparket.com

Socials:

Instagram: [@purparketflooring](https://www.instagram.com/purparketflooring)

Pinterest: <https://ca.pinterest.com/PurParket/>

Address:

14 Vansco Road, Unit 300
Toronto, ON M8Z 5J4 CANADA

