



2025 Ayers Portfolio Volume I

# Our Vision

Be Unmistakably You.  
Timeless Style, Thoughtfully Curated.  
Your Vision, Our Craftsmanship.

## What Defines Our Products

When crafted from natural materials: We harmonize expert craftsmanship with the raw beauty of nature-preserving its essence through advanced technology while ensuring durability for modern living. Our colors and designs are intentionally understated and neutral — giving designers the freedom to define the space, and allowing furniture, art, or even a single bold accent to truly shine. Style meets practicality with easy installation in mind — saving time, reducing labor costs, and ensuring a smoother project experience from start to finish. Effortless upkeep—our finish is designed for easy maintenance, perfectly suited for today’s fast-paced lifestyle.

## And More

Feel free to connect with us early on—we’re here to support you from the very beginning. We customize your products to meet the unique demands of large-scale projects, leveraging our expertise to guide you through every stage, from design to delivery, ensuring the ideal solution for your needs.

# Our Commitment

Caring For the Environment, and For Your Everyday.

## Sustainability

We are committed to sustainability, using responsibly sourced materials from forests managed under strict environmental standards to preserve biodiversity, maintain ecosystem health, and ensure lasting forest vitality.

## Safety

Our products are crafted with TSCA Title VI compliant materials, which meet strict standards for low formaldehyde emissions to ensure better indoor air quality. This certification reflects our ongoing commitment to healthier living spaces, giving you peace of mind without compromising on design or performance.

## Innovating with Dedication

Driven by dedication and a passion for progress, we continuously explore innovative techniques to enhance and refine our products.

## Customer-Centric Approach

We embrace a customer-centric mindset, dedicated to understanding needs, delivering quality, and constantly refining our approach to provide the best experience. Customer satisfaction fuels our innovation and commitment to excellence.

# Standard & Certifications

## Proudly Crafted to Meet the Highest Standards

### National Wood Flooring Association



The National Wood Flooring Association (NWFA) is a distinguished, non-profit trade organization committed to advancing the wood flooring industry through expert training, rigorous technical standards, and professional certification. Established in 1985, NWFA unites

m a n u f a c t u r e r s , distributors, retailers, and craftsmen across the country. Through its c o m p r e h e n s i v e educational programs, resources, and best practices, NWFA promotes excellence in c r a f t s m a n s h i p , sustainability, and product integrity.



### FloorScore®

FloorScore® is third-party certification developed by Scientific Certification Systems in partnership with the Resilient Floor Covering Institute. This certification ensures that a product meets strict limits for volatile organic compounds (VOCs), chemicals that can take off-gas from building materials and impact human health. All FloorScore-certified products are

independently tested and verified, making them a reliable choice for homes, offices, schools, and healthcare facilities. C h o o s i n g FloorScore-certified hardwood flooring means you're investing in a healthier indoor environment and minimizing exposure to toxins and promoting better air quality where it matters most.



### ISO 9001

ISO 9001 is a globally recognized quality management standard that ensures a company's products and processes consistently meet customer expectations and regulatory requirements. By implementing ISO 9001, manufacturers commit to continuous improvement, quality control, and

operational efficiency across every stage of production. This certification reinforces the integrity of sourcing, manufacturing, and finishing processes, ensuring each product meets the highest standards of craftsmanship and reliability.



### FSC® - Forest Stewardship Council Certification

The Forest Stewardship Council® (FSC) is a global, non-profit organization founded in 1993, which sets international standards for forest management and c h a i n - o f - c u s t o d y certification. FSC® certification reflects our commitment to sustainable forestry and ethical sourcing.

Choosing FSC-certified hardwood flooring, you are supporting:

- Endangered forests preservation
- Protection of wildlife habitats
- Fair wages and safe working conditions for forest workers
- Reduced deforestation and carbon emissions.



### EPA TSCA Title VI

Enforced by the U.S. Environmental Protection Agency (EPA), The Toxic Substances Control Act Title VI replaced CARB Phase 2 and set formaldehyde emission standards. Specifically designed to limit harmful formaldehyde levels in composite wood products and ensure that products such as hardwood flooring meet strict emission limits

to protect indoor air quality and human health. Compliance with TSCA Title VI guarantees that materials used in manufacturing are responsibly sourced and treated, reducing exposure to toxic chemicals and supporting safer, healthier environments for consumers.



### Lacey Act compliance

Lacey Act compliance ensures that all wood products are sourced legally and ethically, in accordance with one of the United States' oldest conservation laws. Amended in 2008 to include plants and plant products, such as hardwood flooring. The Lacey Act prohibits the trade of illegally harvested wood and requires companies to declare the

origin and species of their materials. By complying with the Lacey Act, we are strongly committed to e n v i r o n m e n t a l responsibility, forest sustainability, and transparency throughout the supply chain, helping protect global forests and support ethical forestry practices.

# Our Portfolio

Custom Made.  
Large Scale Projects with Ease.  
Fully Customizable.

## Step 1: Establishing the Design Foundation

We begin with a tailored consultation to align your vision, performance needs, and budget. Together, we define key parameters:

- Design Intent – Clarifying the aesthetic and integration with the space.
- Performance Requirements – Selecting the right construction type (solid or engineered).
- Timeline & Budget – Setting lead times and cost expectations.

Material & Construction Expertise  
We guide you through wood species, structures, and finishes to ensure the flooring aligns with your design vision and functional needs.

## Step 2: Refining the Specification Blueprint

With the design established, we focus on the key specifications that will shape your custom floor:

- Species & Grade – Choosing the right wood and visual character for the space.
- Cut, Pattern & Layout – Tailoring the grain and pattern to enhance the design.
- Texture & Finish – Defining the tactile and visual qualities of the floor.

Sustainability & Standards  
We ensure every specification meets your sustainability goals, offering options like low-VOC, FSC-certified, and CARB II-compliant materials to uphold both health and design integrity.

## Step 3: Prototyping Your Vision From Sample to Production

Custom Sample Development – We craft a personalized sample that reflects your chosen species, finish, texture, and tone. This hands-on experience helps you visualize the final product and ensures alignment with your design goals.

Review & Refinement – You review the sample to confirm it meets your expectations. If adjustments are needed, our team fine-tunes every detail until it’s just right.

Production Launch – With your approval, we move into full-scale production—expertly manufacturing your flooring to deliver exceptional precision, durability, and beauty, perfectly suited for upscale residential or commercial spaces.

## Step 4: Delivery & Project Integration

We coordinate logistics to ensure your custom flooring arrives on time, wherever your project is located.  
Seamless Handoff  
Once delivered, your contractor takes over for installation. We remain available for technical support to ensure everything goes smoothly.  
Long-Term Care  
After installation, we provide guidance on proper maintenance, so your floor retains its beauty and performance for years to come.



# Our Portfolio

## Designed to Endure and Inspire. A One-Stop Shop For You.

Our thoughtfully curated hardwood flooring collections are a celebration of timeless design, natural beauty, and refined craftsmanship.

Each collection is hand-selected to reflect a balance of modern aesthetics and enduring elegance, bringing warmth, character, and sophistication to every space.

From subtle tones to bold textures, our floors are designed to inspire, offering a versatile foundation for interiors that value quality, comfort, and authentic style.

Rocky Ridge  
Collection

THE  
air  
Collection

Solara  
Collection

Ti  
Prime Oak Collection



Noa | The Air





## The Air Collection

- ✓ The Timeless American Red Oak Reimagined for Modern Era.
- ✓ LustrePure™ Treatment Showcases Premium Wood Authentic Visual & Feel.
- ✓ Designer-Friendly Palette with SuaveHue™ Pairs effortlessly with contemporary interiors and neutral tones.
- ✓ Long-Lasting Performance  
Thick sawn veneer allows for multiple sandings.
- ✓ Organic Sophistication  
A refined surface with delicate knots add organic beauty without overwhelming the clean look.
- ✓ 9/16" x 7.5" x 7.25' RL  
Sawn Cut Face



Eleanor | The Air



Aria  
Oak | North American



Eleanor  
Oak | North American



Isla  
Oak | North American



Noa  
Oak | North American



# Rocky Ridge

Collection

## Rocky Ridge Collection

- ✓ Unique Multi-Layer Stain Process.
- ✓ Edge™ Treatment Showcases Premium Wood Authentic Visual & Feel.
- ✓ Designer-Friendly Palette Pairs effortlessly with contemporary interiors and neutral tones.
- ✓ Subtle Texture.
- ✓ Long-Lasting Performance  
Thick sliced veneer allows for multiple sandings.
- ✓ French Oak and North American Hickory.
- ✓ 1/2" x 7.5" x 6.25' RL  
Slice Cut Face



Golden Sapphire | Rocky Ridge



Pumice  
Hickory | North American



Golden Sapphire  
Hickory | North American

### Light, Airy, Effortless

The Rocky Ridge Collection has been designed to harmonize the timeless beauty of natural wood with the contemporary appeal of modern interior design.

Inspired by the effortless charm of coastal living, the updated collection reflects today's trend toward spaces that feel bright, open, and serene.



# Rocky Ridge

Collection

## Our French Oak

### Signature Color Trends

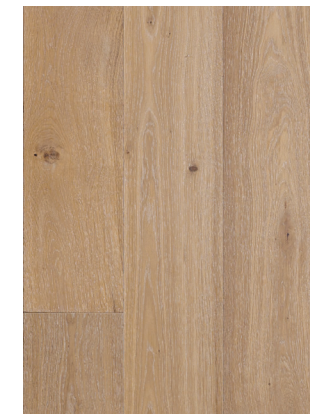
Our color pattern design idea transitions from light to darker tones, incorporating genuine natural colors and enhancing rich hues. The design concept aims to create a relaxing environment while accentuating the furniture and surrounding elements.



Driftwood  
Oak | French



Pearl Coast  
Oak | French



Honey Diamond  
Oak | French



Jubilee Bay  
Oak | French



Dusk  
Oak | French



Coralstone  
Oak | French

Coralstone | Rocky Ridge





Prime Oak Collection

## Ti - Prime Oak Collection

- ✓ Unique Multi-Layer Stain Process.
- ✓ Edge™ Treatment Showcases Premium Wood Authentic Visual & Feel.
- ✓ Designer-Friendly Palette Pairs effortlessly with contemporary interiors and neutral tones.
- ✓ Subtle Texture.
- ✓ Long-Lasting Performance  
Thick sliced veneer allows for multiple sandings.
- ✓ Prime Grade French Oak.
- ✓ 1/2" x 7.5" x 6.25' RL  
Slice Cut Face



Pristine | Ti



Iconic  
Oak | French



Lumina  
Oak | French



Pristine  
Oak | French



Nova  
Oak | French



# Solara

Collection

## Solara Collection

- ✓ Unique Multi-Layer Stain Process.
- ✓ Edge™ Treatment Showcases Premium Wood Authentic Visual & Feel.
- ✓ Designer-Friendly Palette Pairs effortlessly with contemporary interiors and neutral tones.
- ✓ Subtle Texture.
- ✓ Sleeker Appearance.
- ✓ Beloved Ultra Matte Finish
- ✓ 3/8" x 7.5" x 6.25' RL  
Slice Cut Face



Skyline | Solara



Skyline  
Oak | French



Opulence  
Oak | French



Mirage  
Oak | French



Radiance  
Oak | French



# Solara

Collection

## Our French Oak

### Beloved Ultra Matte Finish

Ultra Matte Finish enhances the natural beauty of wood. Perfect for high-traffic homes with kids and pets, it requires less maintenance and effectively conceals imperfections, dirt, and dust.



Delight  
Oak | French



Aura  
Oak | French



Bliss  
Oak | French



Twilight  
Oak | French



Delight | Solara



# Let's Chat About Your New Project

*We'd Love To Be Part of Your Next Project.*

*Whether you're designing a new home, refreshing a space, or curating an interior with lasting beauty, our team is here to collaborate with you.*

*Reach out to us to explore our collections, discuss your vision, and discover how our hardwood floors can bring your ideas to life.*

*Let's Start the Conversation—Your Perfect Floor Begins Here.*

## Headquarter

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