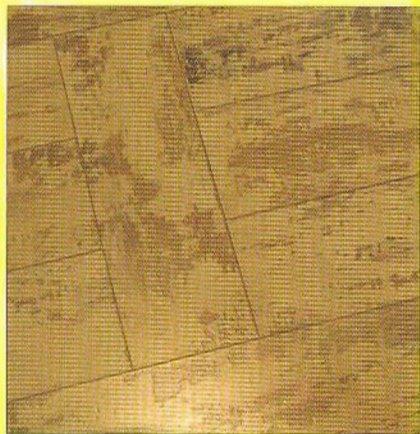


Fausfloor hit the show with half a dozen new products that perfectly illustrated the heights that can be attained when cutting edge technologies are combined with daring, fashion forward designs. Faus has carved out a niche for itself with high end looks that are hard to pull off, and this year's offerings include old painted barnwood looks, exotic hardwood species, and trendy porcelain designs.

However, most notable this year is its

parquet design, because it's a look that even most hardwood producers can't pull off. A unique design of four cherry squares bordered by four white oak strips, Parquet Alluro and Parquet Dolce also feature distressing like scratches, splits, nail holes and mineral streaks, and Faus' embossed in register (EIR) technology even reflects slight changes in height where the squares and strips butt up against each other.

Also noteworthy is Faus' new Rusted Porcelain line, a convincing reproduction of the industrial look, introduced



Fausfloor's antique painted hardwood look.

by Spain's Tau Ceramica, that combines elements of oxidized metal and worn concrete. The rectangular tile design and the rectified porcelain look add to the design's authenticity.

Faus' choice of Olive Tree and Pear Tree as new additions to its Really Exotic line further reveal the firm's winning design strategy, to go one step further. Why go with merbau or Santos mahogany, species many hardwood players carry, when you can create designs of exotics that are even harder to find?

Last September, Faus came out with

a couple of wire brushed barnwood looks, and at Surfaces the firm tested the waters for a bolder look, using its EIR technology to create an antique painted hardwood look with a precision of texture that holds up even on close inspection.

Surfaces is a line of distressed, **Merbau** by technology used in its various program in the **Real Exotic** line great pieces, which show the texture of wood and grain in the form of its various products. Armed with the new paint printing technology, Fausfloor developed a new line of great looking collection called **Merbau** by available in four hardwood patterns.

And to fit a great great suit in the real world great area, Fausfloor has selected its **Merbau** collection with a spring product called **Real Exotic**, available in four different colors.

Real Exotic that includes **Real Exotic** by its **Merbau** line. The product line has a regular offering of the surface which has a hardwood look and deep rich look in addition, new great designs, including **Merbau**, **Chemical** and **Merbau** were added to the **Merbau**. Also, the added 18 colors to existing designs in a major public space.