

Khayeri
CONSTRUCTOR
SERIES

Walking on Innovation

INNOVATIVE NEW ENGINEERED LIMESTONE CORE FLOORING

THE FACTS ABOUT OUR SOHO ENGINEERED LIMESTONE CORE COLLECTION



MEMORIES OF

SOHO

Engineered Limestone

Core Flooring

Once a refuge for artists who transformed the factories and warehouses of Soho's industrial past to art galleries and studios in the sixties, the Soho of today is a trendy, vibrant neighbourhood, and one of the most sought-after in New York.

Inspired by his many visits to New York, Khayeri infused the Memories of Soho line with the effortless cool of the neighbourhood.

A PARTNERSHIP GROUNDED IN STYLE AND PRACTICALITY



Beautifully stylish, incredibly durable, and developed specifically for large-scale projects, our Memories of Soho Collection presents itself as an ideal alternative to HDF (High Density Formboard) flooring, such as laminate & veneer engineered wood floors. Home buyers view HDF backed flooring, such as laminate, as an inferior and less versatile product. The Memories of Soho Collection offers the latest innovation in Engineered Flooring rendering this technology as the superior and natural alternative due to its durability and longevity.

POTENTIAL SAVINGS

On the surface, HDF backed flooring, such as laminate & veneer engineered wood floors, appears to be a cost-effective option, however, when you factor in the repair costs that are frequently incurred during the installation process, the reality is quite different. Sub-floor levelness repairs for HDF backed flooring are typically between 13-18% of your overall flooring repair costs.

Inadequate climate conditions, such as temperature and humidity, can consume anywhere from 25-45% of your flooring repair budget. Water damage can be another 15-20%, and you can

see anywhere from 12-18% as a result of poor protection during installation. When you take that into account, along with the inevitable administrative, accommodative and potential legal costs, as well as potentially dissatisfied customers injuring your brand's reputation, the price of laminate is surprisingly high.

SHORTENED TIMELINES

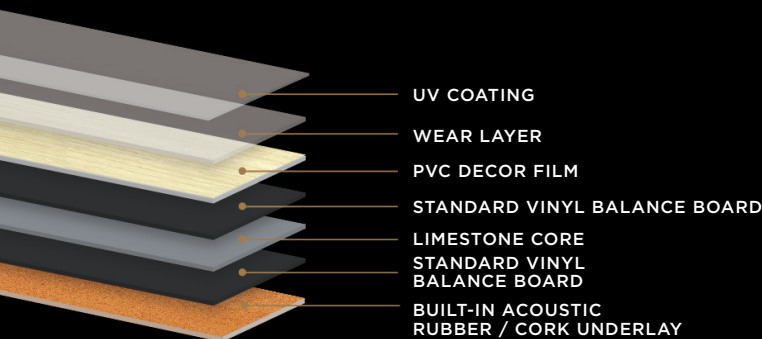
Because of its superior construction, our Memories of Soho Engineered Limestone Core Flooring can be installed in a much wider range of climate

compared to HDF backed flooring. That leads to both greater savings on repair costs and scheduling flexibility, resulting in a potentially shortened timeline.

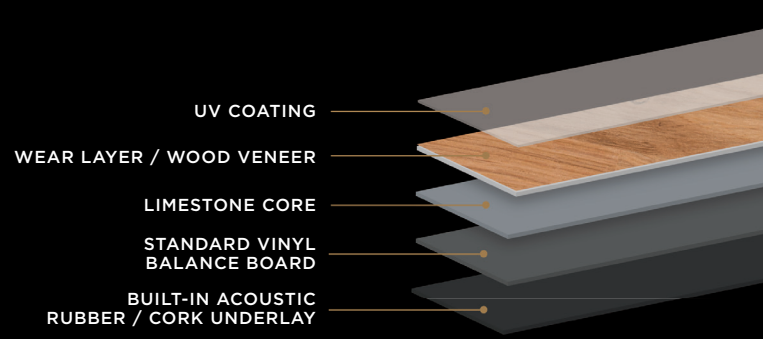
AN ELEGANT OPTION

The Memories of Soho Collection appeals to purchasers with sophisticated tastes. Its elegant appearance, highlighted by the availability of extra wide planks and our Herringbone pattern, projects a look of luxury and differentiates the value proposition of your project.

GRAND STREET COLLECTION



MERCER STREET COLLECTION



THE TRUE COST OF HDF BACKED FLOORING

(LAMINATES & ENGINEERED WOOD)

CASE ANALYSIS: 500 UNITS. AVERAGE UNIT SIZE 600 SQ. FT.
TOTAL: 300,000 SQ. FT.

<p>COST FACTOR 1 Improper levelness of the subfloor</p> <p>50 UNITS</p>	<p>TYPES OF DAMAGES</p> <ul style="list-style-type: none">• Hollowness• Movement & bounciness• Gapping <p>THE RESULT Additional avg. repair cost of \$30,000 - \$75,000. Prorated on the total flooring area; the cost per sq. ft is \$0.11 - \$0.25.</p>	<p>COST FACTOR 4 Outlier Repairs</p> <p>10 UNITS</p>	<p>TYPES OF DAMAGES Unit owners will try to extract value by insisting on repairs which are disproportionate to the damages.</p> <p>THE RESULT Additional avg. repair cost of \$45,000 - \$90,000. Prorated on the total flooring area; the cost per sq. ft is \$0.15 - \$0.3.</p>
<p>COST FACTOR 2 Improper maintenance of climate conditions</p> <p>30 UNITS</p>	<p>TYPES OF DAMAGES</p> <ul style="list-style-type: none">• Cracking & squeaking sounds• Floors are lifting & delaminating• Deflection• Gapping• Discoloration/bleaching due to sunlight and heat <p>THE RESULT Additional avg. repair cost of \$105,000 - \$199,500. Prorated on the total flooring area; the cost per sq. ft is \$0.35 - \$0.67.</p>	<p>COST FACTOR 5 Project Management & Administration Issues</p> <p>20 PERCENT</p>	<p>TYPES OF DAMAGES Customer Care department is mandated to administer and manage all of these issues by coordinating with the homeowners and other trades that might be involved in the repair.</p> <p>THE RESULT We estimate that this layer of overhead would additionally increase the total costs / sq ft repair by 20%; the cost per sq. ft is \$0.22.</p>
<p>COST FACTOR 3 Causes of water damage</p> <p>70 UNITS</p>	<p>TYPES OF DAMAGES</p> <ul style="list-style-type: none">• Poor workmanship & faulty equipment• Ruptures/disruption• Improper mopping, washing of the floors• Exterior leakages or precipitations into the suite <p>THE RESULT Additional avg repair cost of \$100,000 - \$220,000. Prorated on the total flooring area; the cost per sq. ft is \$0.33 - \$0.73.</p>	<p>COST FACTOR 6</p> <p>UNMEASURABLE INDIRECT COST OF BRAND EQUITY & CUSTOMER DISSATISFACTION</p>	


















The above noted cost are inclusive of:

- Content manipulation
- At times full floor replacement is required for the suite
- Masking & dust protection
- Involvement of other trades
- Removing of existing floors
- Material & labour for replaced floors
- Material & labour for trim work such as baseboards & shoe-mould
- Cleaning costs
- Hotel & accommodation costs for the homeowners

TRUE COST:
AN ADDITIONAL COST OF \$1.16 - \$2.17 / SQ. FT.
THEREFORE TRUE COST OF HDF BACKED FLOORING (LAMINATES & ENGINEERED WOOD)
IS 40% TO 60% HIGHER THAN THEIR INITIAL SUPPLY COST. THANKFULLY THERE IS AN ALTERNATIVE

MEMORIES OF SOHO ENGINEERED LIMESTONE CORE FLOORING

KHAYERI CONSTRUCTOR	GRAND STREET COLLECTION	MERCER STREET COLLECTION	PATTERN
FLOORING TYPE	Engineered Limestone Core Backed Flooring		
DESCRIPTION	Designer Engineered Limestone Core Backing with Built-In Acoustic Underlay and Top Nano Protective Layer	Designer Engineered Wood With Limestone Core Backing with Built-In Acoustic Underlay	Herringbone pattern available
BOARD WIDTH IN INCHES	6", 7" or 9"	6 1/2"	Herring Bone Pattern - 6" Wide
OVERALL THICKNESS IN MM	6mm (1/4") - 7mm (9/32")	6mm (1/4")	6mm (1/4") - 7mm (9/32")
TOP WEAR LAYER	0.5 mm	1.0 mm	0.5 - 1.0 mm
LENGTH IN INCHES	Uniform 48" - 60"	Uniform 48"	Uniform 48"
EIR TECHNOLOGY	(EIR) Exact Wood Embossment	WOOD TOP LAYER	EIR OR WOOD
ACOUSTICAL UNDERLAY	Acoustical high density rubber or cork	Acoustical high density rubber or cork	Acoustical high density rubber or cork
ENGINEERED LAYERING SYSTEM	Multi Layer Technology	Multi Layer Technology	Multi Layer Technology
INSTALLATION MECHANISM	Click System	Click System	Click System

KHAYERI CONSTRUCTOR	TECHNICAL FEATURES (GRAND STREET COLLECTION)		
PHthalate Tests (DBP / BBP / DEHP / DINP / DNOP / DIDP) - EN14372:2004	Free		 
DIMENSIONAL STABILITY - ASTM F2199-09(R2014) - INDUSTRY STANDARD <0.25%	Manufacturing Direction -0.089%		  
	Across Manufacturing Direction -0.015%		
SEAM STRENGTH - EN 684:1995	Average: 360N/50 mm Minimum: 330N/50 mm		  
RESIDUAL INDENTATION (%) - ASTM F1700-13A & ASTM F1914-07(2011) - AVERAGE VALUE < 8	PASS - 0.4		
RESISTANCE TO CHEMICALS - ASTM F1700-13A & ASTM F925-13	NO CHANGE in surface dulling, surface attack, or staining was detected		
HEAT STABILITY - ASTM F1514-03(R2013) ΔE* AB < 8	PASS - ΔE* ab = 0.67		  
STATIC LOADING	PASS 0.04 mm		
SOLUBLE HEAVY METAL CONTENT TEST - ASTM F693-16 (CLAUSE 8.3)	Free		  
LARGE BALL IMPACT RESISTANCE - NALFA/ANSI LF-01-2011	NO CRACKS or Fractures occurred at the height of 2500 mm		
FLOORSCORE CERTIFIED	Yes		  
ISO 9001 CERTIFIED	Yes		
ISO 14001 CERTIFIED	Yes		

Worship the Ground you Walk on.

To learn more or to see if Khayeri Flooring is the right fit for your project,
please contact a Khayeri Representative at
416-967-0222 | info@khayericonstructor.com