

Bruce®

HYDROPEL™

WATERPROOF
100% HARDWOOD



Oak, Gunstock, EKWR54L30S

WHY HYDROPEL?



WATERPROOF

Innovative 3-part system protects against water damage

1. Tight locking system
2. Proprietary coating on plank edges seals out water
3. Hyper-dense core – Six-sided protection with top-and bottom-coated structure



DURABLE

- Hardwood resists indentation; Janka hardness 2400-2500
- Protects against scratches, stains and wear



VERSATILE

- Kitchens, bathrooms and basements are no problem
- Install in any room and on any level

FAST / EASY INSTALL

- Flat/Balanced structure
- Robust locking profile
- No acclimation needed

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HYDROPEL OUTPERFORMS THE COMPETITION

	STRUCTURE	INSTALLATION	WATER INFILTRATION TEST (24 HRS)	LARGE SCALE WATER TEST (LEAK THROUGH)	LARGE SCALE WATER TEST (PENETRATION)	SCRATCH TESTING (MARTINDALE)	SCRATCH TESTING (GARDNER)	SUNLIGHT BUCKLE TEST
Bruce HYDROPEL	Ultra-dense HDF & Wood	Easily Installed (Flat)	Pass >24 hours	>36 hours	>36 hours	B1-B1.5	L	Pass
COMPETITOR 1	HDF & Wood	Flat Difficult to Install	10 minutes - drip through	2 hours	2 hours	B4	MH	TBD
COMPETITOR 2	PC & Wood	Corners Break Easy	10 minutes - front seam	12 hours	4 hours	B3	M	Fail
COMPETITOR 3	PC & Wood	End Lift Difficult to Install	10 minutes - seams	>36 hours	>36 hours	B2	H	Fail
COMPETITOR 4	PC & Bamboo	End Lift Difficult to Install	10 minutes - front seam	>36 hours	>36 hours	B3	L	Fail
COMPETITOR 5	HDF & Laminate	Extreme Overwood	4 hours - side seam	12 hours	4 hours	B2	NL	Fail

Water Infiltration Test



Competitor Failed

Large Scale Water Test



Hydropel Passed

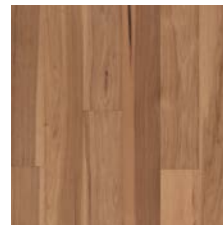
Scratch Performance



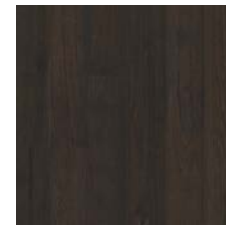
**Competitors Show Scratches
Hydropel Looks Newer Longer**

PRODUCT AND WARRANTY INFORMATION

SPECIES	Hickory (sliced), Oak (sliced)
TEXTURE	Wire-brushed, Smooth (open grain)
WIDTH	5"
THICKNESS	7/16" (nominal), 0.41" (actual)
LENGTH	48" max; 4 fixed lengths – approx. 16" (max 20%), 24", 32", 48" (min 40%)
EDGE DETAIL	4-sided Micro-bevel
GLOSS	Low – 10-15 gloss
LIMITED WARRANTY	Lifetime Residential / 15-year Commercial
FINISH	Aluminum Oxide
INSTALLATION	Locking (angle-angle) / Floating (can be glued down w/ Summit Select or Equalizer) Below / On / Above Ground, any room without worries



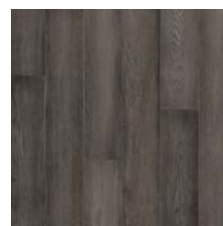
Hickory - Natural
5" EHWR54L10W



Hickory - Black Brown
5" EHWR54L50W



Hickory - Taupe
5" EHWR54L80W



Hickory - Cool Gray
5" EHWR54L85S



Oak - Parchment
5" EKWR54L20W



Oak - Gunstock
5" EKWR54L30S

See warranty for details.

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NOTE: Due to printing limitations, colors pictured cannot be guaranteed to match actual flooring material.