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Check Beneath the Surface
Why Luxury Hardwood Flooring™ (LHF™)
Outshines Synthetic Alternatives



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EXECUTIVE SUMMARY

As flooring choices grow increasingly complex, many homeowners and professionals face confusion when choosing between wood-look products. While Luxury Vinyl Plank (LVP) and laminate flooring offer attractive visual appeal and affordability, they fall short in critical areas such as longevity, sustainability, repairability, and overall return on investment. In contrast, Luxury Hardwood Flooring™ (LHF) delivers unparalleled beauty, eco-conscious benefits, and long-term value. This white paper highlights how LHF, available in both solid and engineered options, continues to outperform synthetic alternatives.

SURFACE SIMILARITIES

FUNDAMENTAL DIFFERENCES

While LVP and laminate mimic the look of hardwood, only LHF offers true wood beneath the surface.

- LVP features a photographic print over a plastic core (usually PVC-based). It is water-proof and flexible but contains no real wood.
- Laminate comprises a fiberboard core with a photographic layer and resin wear layer. It is moderately durable but vulnerable to water and moisture.
- LHF is made of real hardwood – either as a full solid plank or an engineered version with a solid wood wear layer and plywood core. Both formats maintain the beauty and character of natural wood while offering installation versatility.



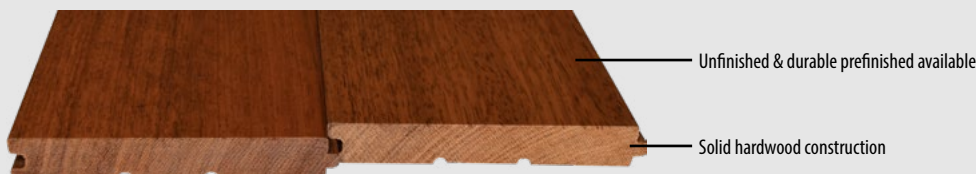
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LHF

SOLID & ENGINEERED OPTIONS

Solid Hardwood:

- Cut from a single species of wood
- Sandable and refinishable many times
- Best for above-grade, climate-stable environments

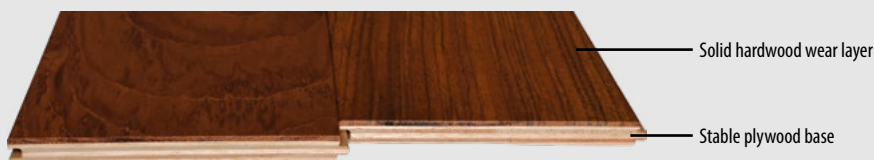


Flooring Installation areas:

- High-end builds and remodels
- Primary living spaces, kitchens, dining rooms

Engineered Hardwood:

- Real wood top layer + multi-ply base
- Increased dimensional stability for wider planks
- Suitable for basements and concrete subfloors



Flooring Installation areas:

- Primary living spaces, kitchens, dining rooms, and even dry basements
- High-end builds and remodels



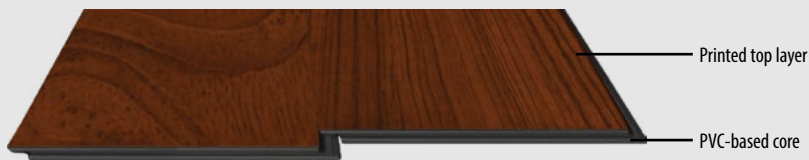
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SYNTHETIC OPTIONS

LVP & LAMINATE

LVP Flooring:

- Made of synthetic PVC (polyvinyl chloride) with printed layer
- Often manufactured overseas, subject to tariffs and shipping delays
- Cannot be refinished or repaired

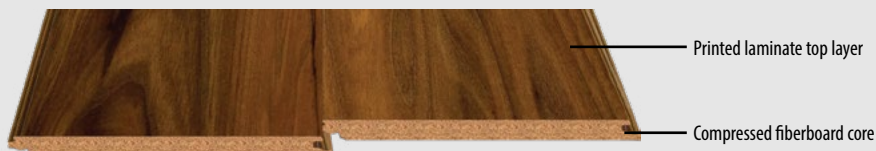


Flooring Installation areas:

- Flood-prone or moisture-heavy areas (e.g., bathrooms, basements with water exposure)
- Short-term use, rental property turnover

Laminate Flooring:

- Compressed fiberboard core with decorative image and clear wear layer
- Budget-friendly, widely available
- Susceptible to moisture damage and edge swelling



- Budget-restricted environments with no moisture risk
- Temporary applications



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FLOORING OPTIONS

KEY DIFFERENTIATORS

Feature	LVP	Laminate	LHF (Solid & Engineered)
Surface	Photographic print	Photographic print	Authentic natural wood
Material Base	PVC (plastic)	Fiberboard + resin	100% hardwood (wear layer or full)
Sustainability	Non-renewable, VOC risk	Low; landfill-bound	Renewable, biodegradable
Repairability	Cannot be refinished	Cannot be refinished	Sandable/refinishable (solid or top layer)
Water Resistance	Waterproof	Moisture-resistant	Varies by format and finish
Longevity	10-20 years	8-15 years	50-100+ years
Resale Value	Moderate	Low	High
Indoor Air Quality	May emit VOCs	VOC potential	Zero emissions (no synthetics)
Supply Chain Risk	High (foreign made)	High (foreign made)	Low (domestically sourced)



ENVIRONMENTAL & ECONOMIC ADVANTAGES OF LHF

- Zero Emissions: Hardwood production has no greenhouse gas emissions, unlike LVP which uses fossil fuels.
- Renewable Resource: Forests are responsibly managed and replanted.
- Tariff-Proof Supply Chain: LHF is less exposed to international volatility and pricing spikes.
- Proven ROI: LHF has consistently increased home resale value.



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CONCLUSION

Synthetic flooring may replicate the look of wood, but it cannot match the **authenticity, performance, and eco-value of Luxury Hardwood Flooring™**. Whether in solid or engineered format, LHF represents a smart, sustainable, and value-building investment for discerning homeowners and professionals.

Before you choose, always *check beneath the surface*.

For more information or to request samples, visit **AdvantageLumber.com** or speak to a flooring expert today.