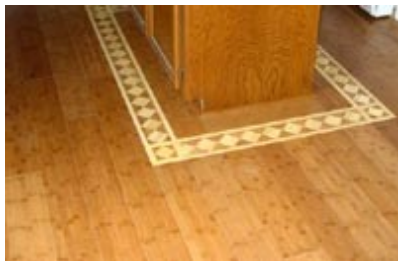


Mr. Bamboo Introduces Eco-Friendly Strand Woven Bamboo Flooring

Chicago, Illinois - December 6, 2007 - Mr. Bamboo, Inc., is introducing [strand woven bamboo flooring](#) for residential and commercial environments. The sustainability, durability, and natural beauty of strand woven bamboo flooring make it a popular choice for today's homes and offices. It's warmth and ease of care are elements that also add to its attractiveness as the flooring of choice for family rooms, kitchens, offices, and retail stores.

Mr. Bamboo is leading the way with a new strand woven bamboo flooring that undertakes a revolutionary process of production. The harvested bamboo fibers are compressed into strands under intense cold pressure, and a heat-sensitive low-VOC adhesive is applied, which produces the "strand woven" look that is rich in texture, but is also one of the hardest flooring products available. Each finished piece has a slightly unique grain with a strikingly elegant appearance. During this process, all the harvested bamboo is used, eliminating wastage, making strand woven bamboo flooring one of the most environmentally friendly and green flooring products available.



Eco-Friendly Strand Woven Bamboo Flooring

Bamboo is a better choice in flooring and preserves trees - Green all around!

Although many of the characteristics of bamboo are similar to those of hardwoods, bamboo is not a wood. It is classified as a grass and is much stronger than hardwoods. Unlike typical trees, bamboo takes much less time to grow and is environmentally friendly. There are hundreds of bamboo species that grow almost everywhere in the world. Mr. Bamboo harvests the larger bamboo species called Moso in an area where it grows and regenerates naturally. Bamboo is a very stable material for flooring, because it absorbs less moisture and does not shrink or swell as much as other hardwood material.

The maturation period for bamboo is only five to six years, while trees need decades to reach maturity. Using bamboo contributes to the preservation of our forests. Furthermore, an acre of bamboo produces more flooring than an acre of hardwood. This is possible as a minimal amount of natural product is wasted while producing bamboo flooring. This makes bamboo a very environmentally friendly product for flooring.

Color options

Just as wood has its variations, eco-friendly bamboo floors are also interesting to look at with thin strips of varying color interrupted by nodes. Mr. Bamboo offers bamboo flooring in two colors: amber-coffee, or a natural-blond color; these come with a vertical or horizontal grain. The coffee color is the carbonated fiber color after high-temperature and high-pressure treatment. It is not a painted-on color, so it will never fade away. The light color is not heated or high pressured and is actually 10% stronger. Mr. Bamboo flooring is sealed on all sides during production and this adds to its stability to further insure minimal reaction to changes in ambient humidity. The beauty of bamboo flooring is greatly enhanced by the use of our specially formulated ceramic sealer semi-gloss finish. Mr. Bamboo floors are pre-finished with six coats of UV cured urethane varnish, it is an anti-scratch topcoat that outperforms most finishes in abrasion and scratch-resistance tests.

Maintenance is a breeze

Bamboo [flooring](#) is an extremely versatile flooring product. It can be installed in virtually any room of your home, above or below ground, over wood, or existing vinyl flooring. Because bamboo flooring is a natural flooring product it is not recommended that bamboo be installed in wet locations such as bathrooms, washrooms, saunas, enclosed porches, or anywhere that may require wet-mopping.

Floor maintenance is quite simple with a bamboo flooring. Homeowners or building managers can simply use a vacuum or dry mop to clean. No waxing is needed. To protect bamboo floors, wipe up any spills immediately; install felt or plastic protectors under feet of furniture and do not wear high heels! This can damage even the toughest flooring material. Occasionally, clean the bamboo floor with a damp mop using a no-wax green cleaner.

Strength and Durability

Durability and stability needn't be a worry for consumers, as bamboo flooring is 100% harder than red oak and 80% harder than maple. Bamboo does not shrink or swell like most hardwoods. Strand bamboo, is much harder than conventional bamboo flooring and generally considered appropriate for commercial and other high-traffic areas. It is an excellent product for homes with pets and an active household.

For additional information please contact Mr. Bamboo showroom at:

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