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## THE THREE E'S OF WOOD FLOORING: ECONOMICS, ENVIRONMENT, AND ESTHETICS

Selecting new flooring isn't easy. The best choice for your home is often determined by two factors – your *budget* and your *lifestyle*. But do your homework and make an informed decision based on fact rather than perception. And the fact is that hardwood flooring, such as a **Mirage** floor from Alberta Hardwood Flooring can literally last a lifetime, far outliving most of the other choices many times over. So a higher cost initially for hardwood flooring will save you thousands of dollars in replacement costs over the years. Moreover, that hardwood flooring will not only add thousands of dollars to the value of your home or condo, but could also help you sell your home.

Environmentally, a Mirage floor is a wise choice, since Mirage floors are crafted to last a lifetime. Think about it; the longer a product lasts, the fewer times it'll have to be replaced, which cuts down on the harvesting of raw materials and ultimately, on production and the resulting environmental pollution.

Economics and environment aside, there is another reason for choosing a Mirage hardwood floor, and it may just be the best reason of all. **Esthetics!** Mirage hardwood floors are some of the most *beautiful* and *stylish* flooring products on the market today, offering up rustic country styles, sleek condo-chic options, and everything in between in a wide array of *finishes*, *stains*, and *widths*, and with a *Mirage Classic* or *Mirage Engineered* floor, you can even change the colour if you'd like a new look a few years down the road – just have it deep-sanded, and new stain and varnish applied. Can't do that with carpeting!

Mirage hardwood floors from Alberta Hardwood Flooring – an *economically*, *environmentally* and *esthetically* excellent choice!