



Our Purpose

Contributing to the responsibility of protecting nature and human health, while creating a happy and sustainable living and working environment for both customers and employees.



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"The Meaning of Home" – A Message from Our Founder & CEO

Dear Valued Customers, Partners, and All Floordi Employees,

We believe that a home is not just a place to live but a space filled with love, happiness, and cherished values. When we say "going home," we think of family, smiles, and care—a place where beautiful values are exchanged and nurtured among loved ones. A home is not only where memories are kept; it is a source of energy, motivation, and the foundation for a better future.

Understanding the profound significance of home and well-being in life, and with the desire to make a meaningful contribution to the community through our business, we focus on developing sustainable, nature-friendly, and user-safe products. Floordi's flooring and thermally modified wood products are crafted from FSC-certified wood, produced with advanced technology, ensuring high aesthetics, superior durability, and cost-effectiveness while protecting both human health and the environment.

We believe that a happy, honest, and kind workplace is essential for employees to grow holistically, both in talent and character. At Floordi, empowerment and respect for every individual not only foster personal development but also motivate our team to serve customers with the utmost dedication. We embrace kindness as the foundation of all our actions—from how we treat colleagues to how we collaborate with partners and care for our customers. With deep gratitude to our customers, partners, and dedicated employees, we are committed to continuous improvement and innovation to deliver products and services that exceed expectations. We take pride in having contributed to hundreds of projects in Vietnam, Canada, and internationally, helping to build sustainable, modern, and happy living spaces.

Looking ahead, with a vision to become a leading company in Vietnam and Canada in the wood flooring and decorative materials industry, we remain committed to delivering sustainable, practical, and meaningful values to our customers and the community. We look forward to accompanying you on the journey to create inspiring, modern, and eco-friendly living spaces.

We take pride in having contributed to hundreds of projects in Vietnam, Canada, and internationally, become a leading company in Vietnam and Canada in the wood flooring and decorative materials industry,

Best regards,

Xuan Bach Vu - Founder & CEO

THE STORY OF FLOORDI

A JOURNEY TO CREATE THE PERFECT LIVING SPACE

It began with PBS Vietnam.

In 2011, PBS Vietnam was founded as a trading company in construction and interior materials. We started small but purposeful — focused on delivering reliable sourcing, fair pricing, and personalized service in an industry that was often rigid and opaque.

We became known for our ability to connect the dots — linking global manufacturers to local demand with trust, speed, and transparency. Over time, we earned the confidence of contractors, developers, and interior firms across Vietnam.

But something bigger was taking shape.

Floordi Vietnam: From Distributor to Brand Builder

In 2018, we took a bold step. Instead of just distributing other people's products, we launched our own: Floordi Vietnam, a brand dedicated to wood flooring and decorative interior solutions built on integrity, design, and long-term value. This wasn't just about putting a logo on a box — it was about building a product ecosystem.

We ebstablished exclusive and strategic partnership with top manufacturers across Europe, Russia, China, and Turkey. We grew a nationwide dealer network. We invested in warehousing, logistics, and product development. And most importantly, we led with values: sustainable sourcing, health-focused design, and fairness in everything we did.

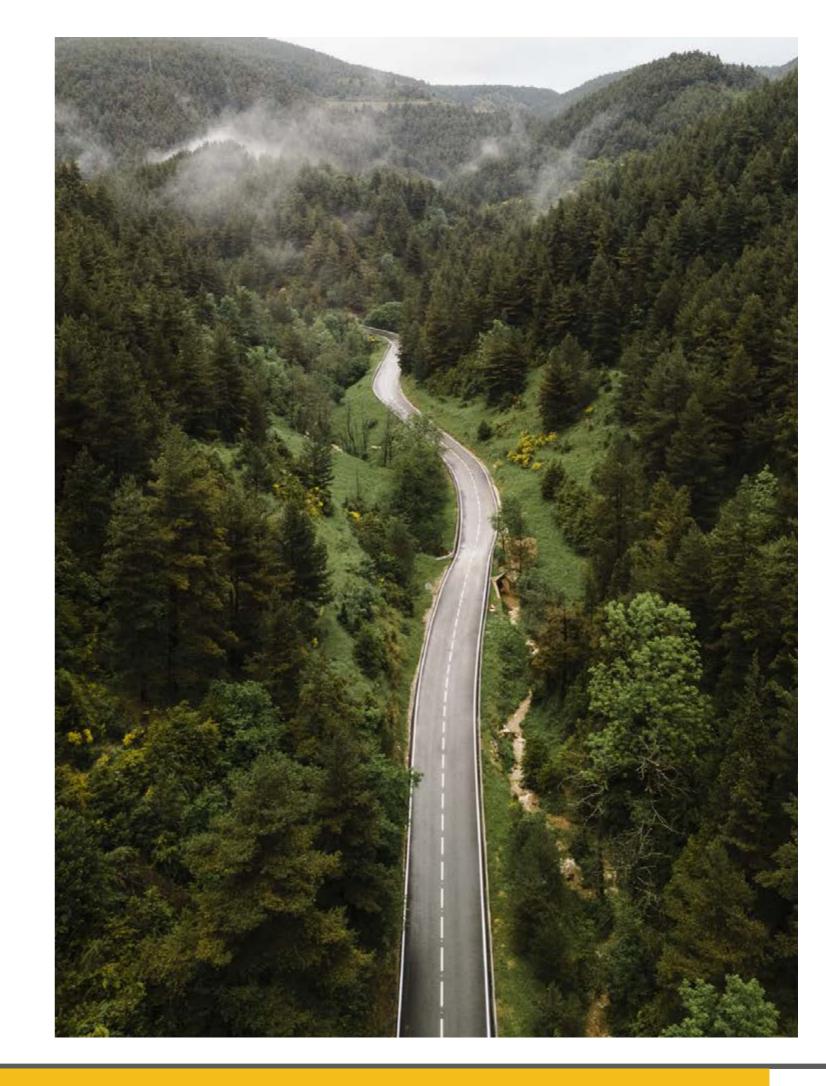
Floordi Vietnam quickly became one of the most trusted names in Vietnam's flooring market — known not just for quality, but for how we treat people.

Floordi Canada: Bringing Our Belief to North America

As demand for eco-conscious, design-forward building materials surged globally, we knew it was time to go further. In 2023, we launched Floordi Canada — bringing our proven experience, international network, and value-driven philosophy to the North American market.

Based in Hamilton, Ontario, Floordi Canada operates with the same purpose that shaped our journey from the beginning: To build spaces that feel alive — with products that protect the planet, elevate design, and support the people who install, specify, or sell them.

Today, Floordi Canada stands on the shoulders of a brand with over a decade of learning, growth, and impact across Southeast Asia. We are proud to support Canadian dealers, contractors, and developers with curated flooring and wall paneling solutions that are ready to move — and built to last.



THE FOUNDATION OF SUCCESS

Our Purpose

Contributing to the responsibility of protecting nature and human health, while creating a happy, sustainable living and working environment for both customers and employees.

Our Mission

Continuously developing nature-friendly, sustainable solutions and products that protect human health, deliver economic efficiency and long-term value to customers. We are committed to cultivating a kind and inspiring workplace where happiness thrives and every individual is empowered to develop their talent and character.

Our Vision

To become a trusted and reliable supplier in the flooring and interior decoration industry in Canada. Providing sustainable, high-quality solutions at a reasonable price, fostering a positive and inspiring work environment, and contributing to Canada's growth and prosperity.



Our Core Values



Business Philosophy

1. Integrity, Transparency, and Clarity

We are committed to upholding integrity, transparency, and clarity from the very beginning in all business operations and partnerships, establishing a solid foundation for long-term, sustainable relationships.

2. Win-Win-Win Model

- Partners: Ensure that partners receive the value they were promised while striving to deliver beyond customer expectations.
- **Environment & Society:** Conduct sustainable business practices that actively contribute to environmental and nature conservation.
- Floordi: Earn fair benefits that align with our investments and value creation, ensuring the sustainable growth of the company.

3. Consistency and Determination

Our business direction remains steady and firmly rooted in our core values. We do not chase short-term opportunities or compromise our long-term future for immediate gains.

4. Understanding and Responsibility

We solve challenges through understanding, communication, and shared responsibility. Ensuring that we act ethically and fulfill our commitments to all stakeholders.

FLOORDI'S COMMITMENT

At Floordi, we believe that meaningful business must serve people, protect the planet, and create long-term value. Our commitments go beyond words — they shape how we operate every day.

1. Environmental Commitment

We prioritize eco-conscious materials and ethical sourcing. From FSC-certified wood to reduced formaldehyde emissions, we ensure our products meet the highest environmental and safety standards. Sustainability isn't a label — but an essence

2. Commitment to Human Well-Being

We see people—not just roles. We create healthy, inspiring, and growth-focused workplaces where employees are empowered to grow in both skill and character. Kindness and empathy are not soft skills at Floordi — they are leadership tools.

3. Transparent Business Practices

Integrity guides every decision. From fair pricing to clear contracts and compliance with international standards, we aim to build relationships based on clarity, honesty, and long-term trust.







PEOPLE & CULTURE

1. Kindness is at the core

Floordi believes that kindness is the foundation of a strong corporate culture and a happy working environment. It is at the heart of everything we do, fostering trust, collaboration, and long-term success.

2. Work-Based People Development

Floordi believe that work is a powerful tool for personal growth, shaping resilience, discipline, and character. By facing and overcoming challenges in business, we develop well-rounded capabilities and a deeper ethical awareness.

3. Respect and Empowerment

Floordi value the unique talents and contributions of every employee. Respect and understanding form the basis of a positive, ever-evolving workplace. When employees are empowered and encouraged to innovate, they become the driving force behind Floordi's sustainable success.

4. Leadership with Heart

Floordi, leadership team understands that their position is built upon the contributions of every employee. With gratitude and humility, they prioritize the well-being of employees and customers over personal gain or power. Leaders at Floordi not only manage but also inspire and motivate, creating a culture of trust and shared purpose.

5. Harmony Between People and Profit

Floordi's success is not measured solely by profit, but by how well we fulfill our mission of creating a kind and happy working environment. While profit is essential for any business, we see it as a tool to reinvest in people, corporate development, and social progress, ensuring long-term, sustainable growth.

6. Culture of Learning

Floordi fosters a workplace culture where employees are encouraged to learn continuously, refining their knowledge, skills, and ethical values. We strive to help every employee discover their potential, purpose, and the deeper meaning of their work and life.



FLOORDI'S PERSONALITY

HOW WE SHOW UP IN THE WORLD

At Floordi, our personality is not a statement — it's a reflection, shown in everything we do, from how we work to how we lead.

It reflects our values in action, and shapes every relationship we build — with customers, partners, and our own team.

We believe great brands are built by people who live with purpose and lead with kindness. That's why our internal culture mirrors the way we show up to the world.

WHO WE ARE IN ACTION



SINCERITY

We speak honestly, act ethically, and stay grounded in what truly matters — relationships, trust, and responsibility.



EMPATHY

We listen before we act. Whether serving a customer or guiding a teammate, we take time to understand.



SOPHISTICATION

In both product and behavior, we strive for thoughtful simplicity — where beauty meets intention.



TRUSTWORTHINESS

We do what we say. We follow through. We earn trust daily, through consistency and transparency.



ENERGY

We approach challenges with optimism and momentum. Proactive. Positive. Present.



INNOVATIVE

We don't wait for permission to improve. We explore, adapt, and innovate — with purpose, not trend-chasing.



PROFESSIONALISM

We hold ourselves to global standards, in service, in communication, in delivery.



OUR CULTURE: PEOPLE FIRST, ALWAYS

Behind our personality is a people philosophy:

We believe that empowered people create meaningful brands.

- · We create a kind, inclusive, and growth-oriented workplace.
- We lead through empathy not ego.
- We invest in people's development in both skill and character.
- We treat every employee not just as a performer, but as a contributor to a better world.

Because how we treat our people is how they treat our customers. And that's how we build trust — from the inside out.



PRODUCT PHILOSOPHY

All Floordi's product must satisfy five essential criteria:



Durable

Our products are crafted from premium materials, using advanced technology and innovative techniques to ensure high quality, durability, and long-term usability.



Sustainable

We prioritize safe, sustainable materials and adopt eco-conscious production processes to minimize environmental impact while ensuring the health and well-being of our users.



Elegant

Inspired by Simplism design philosophy, we create products that are minimalistic yet highly functional, offering a refined, tranquil, and luxurious living experience.



Affordable

We are committed to providing high-quality products at competitive prices, making sustainable and stylish flooring accessible to a wider audience.



Convenience

Our products are designed for effortless installation and user-friendliness, helping customers save time and effort, especially with DIY-friendly solutions.





OUR SOLUTIONS & SERVICES

At Floordi, we go beyond delivering flooring and decorative materials — we provide meaningful solutions built on experience, innovation, and human connection.



Robust Supply Chain

With over 12 years of international experience and a dynamic logistics team in both Vietnam and Canada, we ensure consistent inventory levels and fast delivery across Canada. Our operational strength means you can count on timely supply, even for large-scale needs.



Innovative & Cost-Saving Product Solutions

We bring to the Canadian market unique product lines not commonly available, such as Walldi, that help optimize costs in construction and installation. Our solutions are designed to offer not only great aesthetics but also practical value for real-world projects.



Customized Products Exclusive for you

Need tailored products for your project? We specialize in quick sample turnaround and scalable production based on your specifications. Whether you're replacing an existing solution or launching a new project, Floordi can deliver better quality, better pricing, and faster service.



A Culture of Kindness in

At Floordi, kindness is more than a value — it's our way of doing business. We believe the true purpose of business is to serve people. Our team is committed to building genuine, long-term relationships where products and services are simply the means of connection, not the end.



Commitment

For over 12 years, our brand has been built on trust, responsibility, and core values. We don't just deliver — we stand by our word. Our reputation is rooted in consistently honoring our commitments to partners, no matter the scale.



OUR PRODUCTS

Product Lines

LUXURY VINYL FLOORING
Waterproof, tough,
and ideal for busy spaces



LAMINATE FLOORING
Realistic wood visuals
with high water resistance

FLOORING
Luxurious surface
with a stable core





Our Brands



AFFORDABLE, RELIABLE FLOORING DESIGNED FOR DAILY PERFORMANCE



DECORATIVE WALL PANEL
COMBINING SOUND CONTROL AND STYLE

WHY FLOORDI

At Floordi, we're not just another supplier — we are a partner built for purpose of nature and people.



O1 Proven Product Excellence

All of our products meet international standards for durability, safety, and sustainability — so you can build with confidence.

O2 Deep Local Roots with Global Expertise

We combine over 12 years of international experience with a growing local presence in Canada, offering both global perspective and local agility.

O3 Professional Logistics,
Built for Canadian Demands

With warehousing and distribution in Ontario, we deliver fast, reliably, and coast-to-coast ready. We scale as your business grows.

O4 Genuine Partnership Support

We work closely with our partners — not just to supply, but to help you grow. Our presence brings more than just products — it brings soft values that make your operations smoother, safer, and more successful.

We observe, listen, and continuously introduce thoughtful initiatives to support your business, offering marketing tools, responsive service, and tailored ideas that help you stay ahead in a dynamic market.

O5 A Purpose-Driven Company

Everything we do is rooted in care — for our people, our customers, and our planet. Our culture of kindness is not just a value — it's a competitive advantage.







INTRODUCING AVOLIS

Avolis was developed to meet the growing demand for flooring that balances performance, durability, and price. Backed by Floordi's global expertise, Avolis is engineered for busy households, commercial environments, and fast-paced job sites — delivering results that last.



WHY AVOLIS LUXURY VINYL FLOORING STANDS OUT?

Unique Selling Points – Avolis Luxury Vinyl Flooring Premium Vinyl Flooring — Elegantly Designed, Built to Perform

Exceptional Aesthetic Appeal

Avolis features refined wood grain visuals and EIR (Embossed-in-Register) surface technology that authentically replicates the natural look and feel of real hardwood. We confidently encourage customers to compare our Avolis Premium Vinyl Plank with high-end engineered hardwood flooring — the realism speaks for itself.

The top layer is a robust 20 mil wear layer, enhanced with a UV coating that resists dirt and surface scratches, tested to exceed 4,000 revolutions under ASTM D4060 standards, making it suitable for both residential and commercial applications.

Certified Indoor Air Quality

Avolis is FloorScore® certified for ultra-low VOC emissions, ensuring a healthier and safer indoor environment for families, pets, and professionals — ideal for both home and commercial settings.

100% Virgin Material

Made exclusively from 100% virgin vinyl, Avolis ensures outstanding durability and dimensional stability, while being free from hazardous heavy metals — making it a safe and eco-conscious choice for modern interiors.

Effortless Installation & Maintenance

Avolis uses the patented Uniclic® locking system, recommended by industry experts for its exceptional stability and user-friendly design. This advanced click-lock system provides a seamless fit, prevents squeaking, and eliminates joint separation over time. Fully waterproof and coated with a durable wear layer, Avolis floors are also easy to clean and maintain — even in high-traffic areas.

Outstanding Value in the Premium Segment

Positioned firmly within the premium vinyl flooring category, Avolis offers outstanding performance and design features at a highly competitive price point — rivalling leading global brands in both quality and value.

Versatile Across All Spaces

Whether you're outfitting a luxury condominium, a contemporary office, or a high-traffic retail space, Avolis delivers the perfect combination of style, performance, and durability.

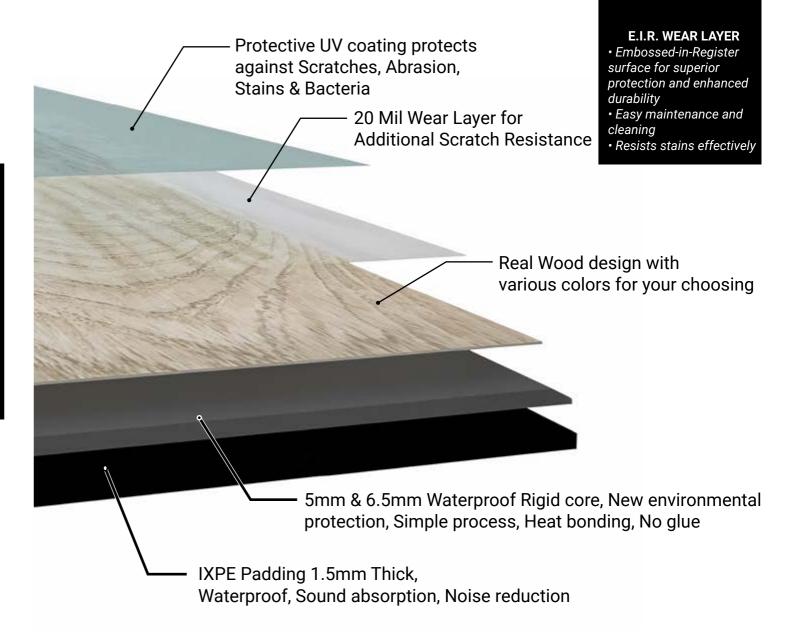












PRODUCT SPECIFICATIONS

Collections	Dimensions (Length x Width)	Thickness	Packaging	Finish	Wear Layer	Beveled Edge	Certification	Warranty
EASE	48" x 7.17" (1220mm x 182mm)	6.5 mm (5mm+1.5mm IXPE underlayment)	8 planks/19.12 sq.ft / 1.78 m²/ box	EIR or Wood grain	0.5mm/	Yes - Micro Bevel	FloorScore® ISO9001&14001	Residential: 25 years limited warranty
GRAND	61" x 9" (1524mm x 228mm)	8 mm (6.5mm+1.5mm IXPE underlayment)	5 planks/18.75 sq.ft/ 1.74 m²/ box	EIR Embossed-in-Register	20ml	Tes - IVIICIO Devel		Light Commercial: 10 years limited warranty

FLOOR MOULDINGS & TRIM OPTIONS:

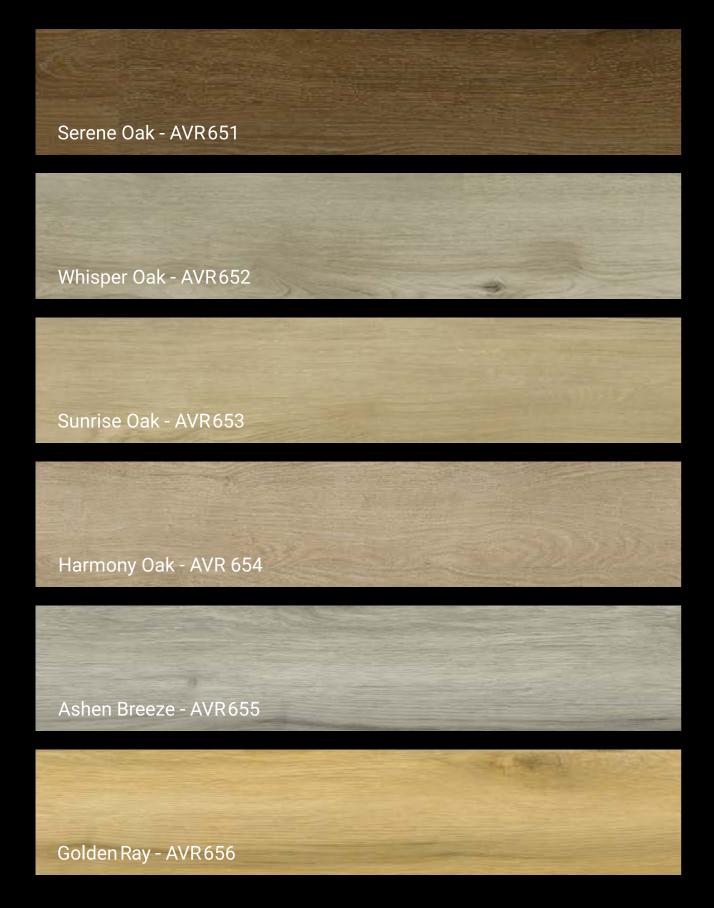






LUXURY VINYL FLOORING

EASE COLLECTION

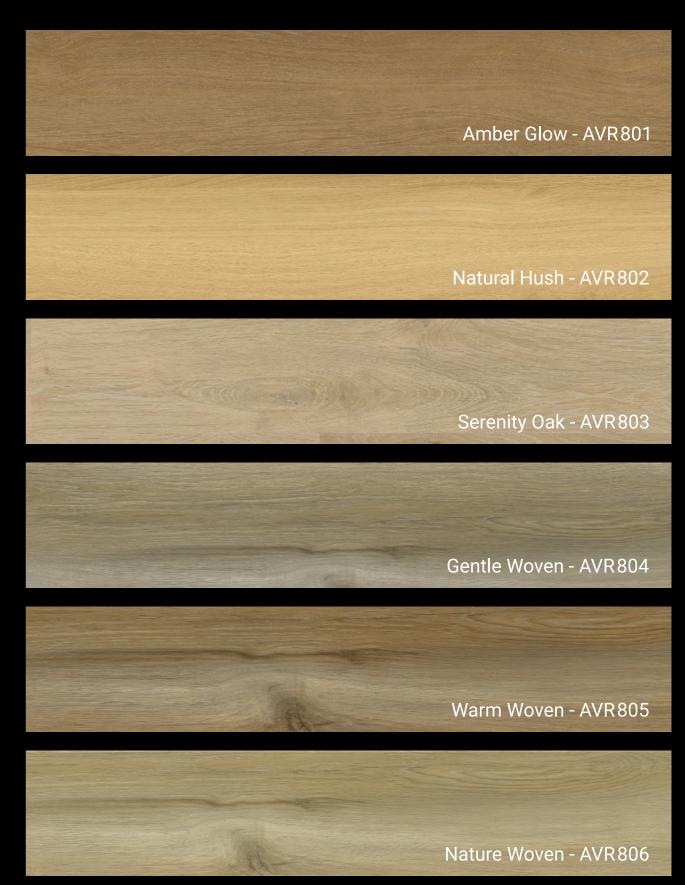






LUXURY VINYL FLOORING Amber Glow - AVR801

GRAND COLLECTION







AVOLIS PROMISE

At Avolis, we believe that great flooring should be affordable, practical, and beautiful. Every plank is engineered for life – with performance, style, and value at the core.

"HAPPINESS IN EVERY STEP WITH AVOLIS"

Whether you're renovating a home or managing a multi-unit development, Avolis is the flooring partner you can trust.





INTRODUCING WALLDI

Walldi is a premium and innovative brand specializing in decorative wall panels that elevate modern interiors.

Introducing the Hush Collection — a refined line of acoustic slat wood panels born from a passion for craftsmanship, sustainability, and design harmony. Combining exceptional sound-absorbing performance with timeless wood aesthetics, Hush panels help transform everyday spaces into serene and stylish environments.

Crafted from FSC-certified MDF and recycled felt, the collection meets the highest sustainability and acoustic standards — making it ideal for residential, commercial, and hospitality applications.

With Walldi, every wall becomes a statement of style, serenity, and conscious living.



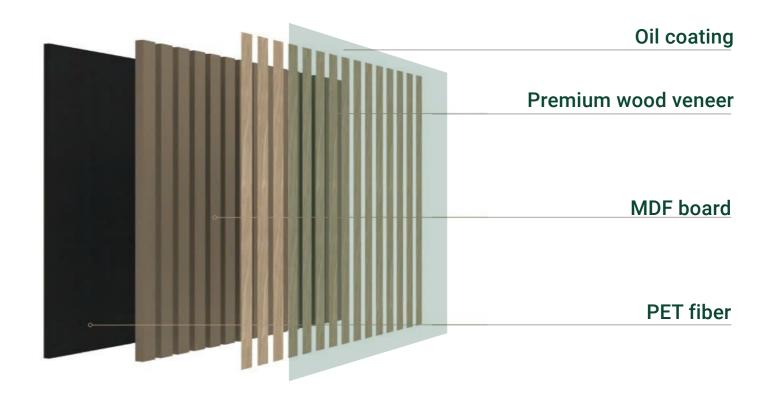
WHY WALLDI STANDS OUT?

- Exceptional Acoustic Performance

 Minimizes noise and echo for peaceful, refined interiors.
- Sustainable by Design Low-emission MDF, natural veneer, and PET felt from recycled plastic bottles.
- Natural, Timeless Look

 Available in versatile tones: White Oak, Walnut, Smoked Oak, and Black Oak.
- Thermal Comfort
 Adds insulation and contributes to energy-efficient interiors.
- Flexible & Fast Installation

 Modular panel design simplifies layout and mounting on any surface.



PRODUCT SPECIFICATIONS

Color name	Code	Dimensions (Length x Width)	Thickness	Material	Gross weight	Packaging	Certification	Warranty
White Oak	WA270	106 5/16" x 23 5/8" (2700 x 600mm) (9' x 2')	21 mm (12mm MDF Strip + 9mm PET)	E1 Yellow MDF	- 26±0.5kg	2 Pieces/ 34.86 sq.ft/ 3.24 m²/ box	- FSC	3 years from the date of purchase
Walnut	WA271			E1 Black MDF				
Black Oak	WA272							
Smoked Oak	WA273							
White Oak	WA010	23 5/8" x 23 5/8" (600 x 600mm) (2' x 2')		E1 Yellow MDF	11.7±0.3kg	4 Pieces/ 15.50 sq.ft/ 1.44 m²/ box		
Walnut	WA011			E1 Black MDF				
Black Oak	WA012							
Smoked Oak	WA013	, ,						



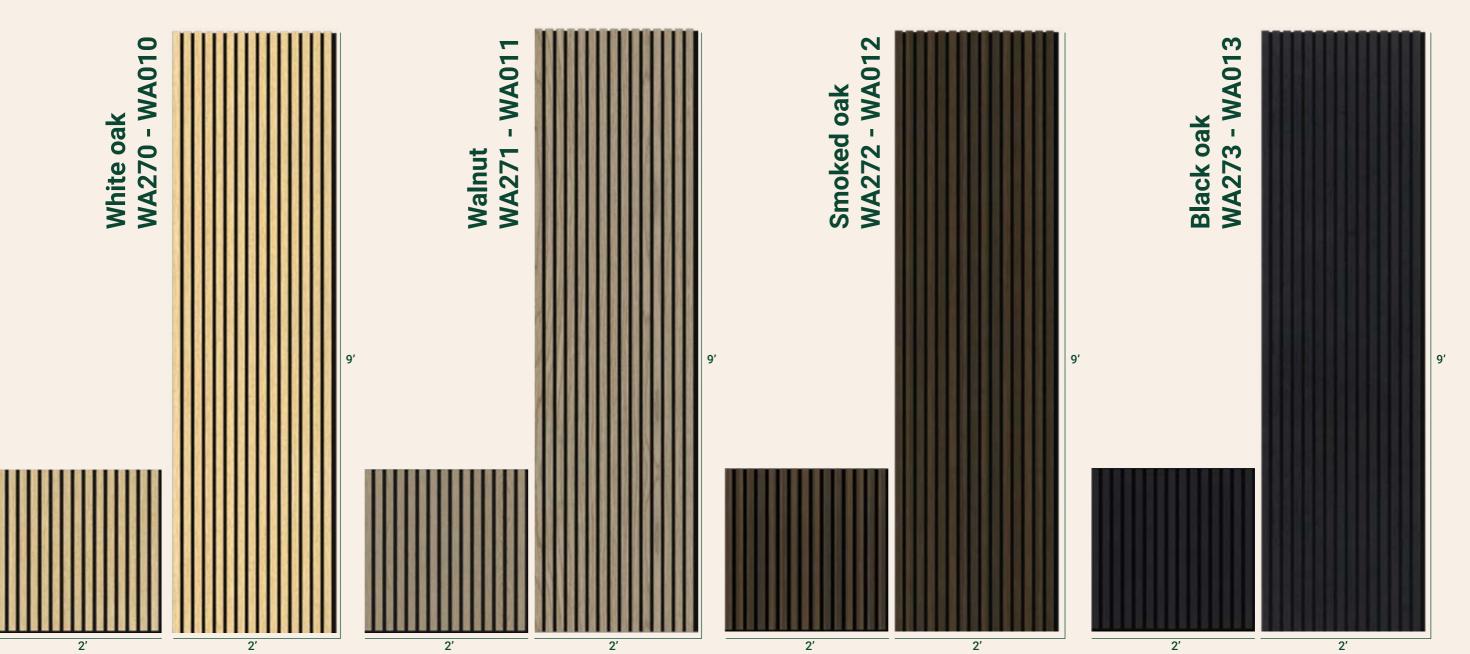


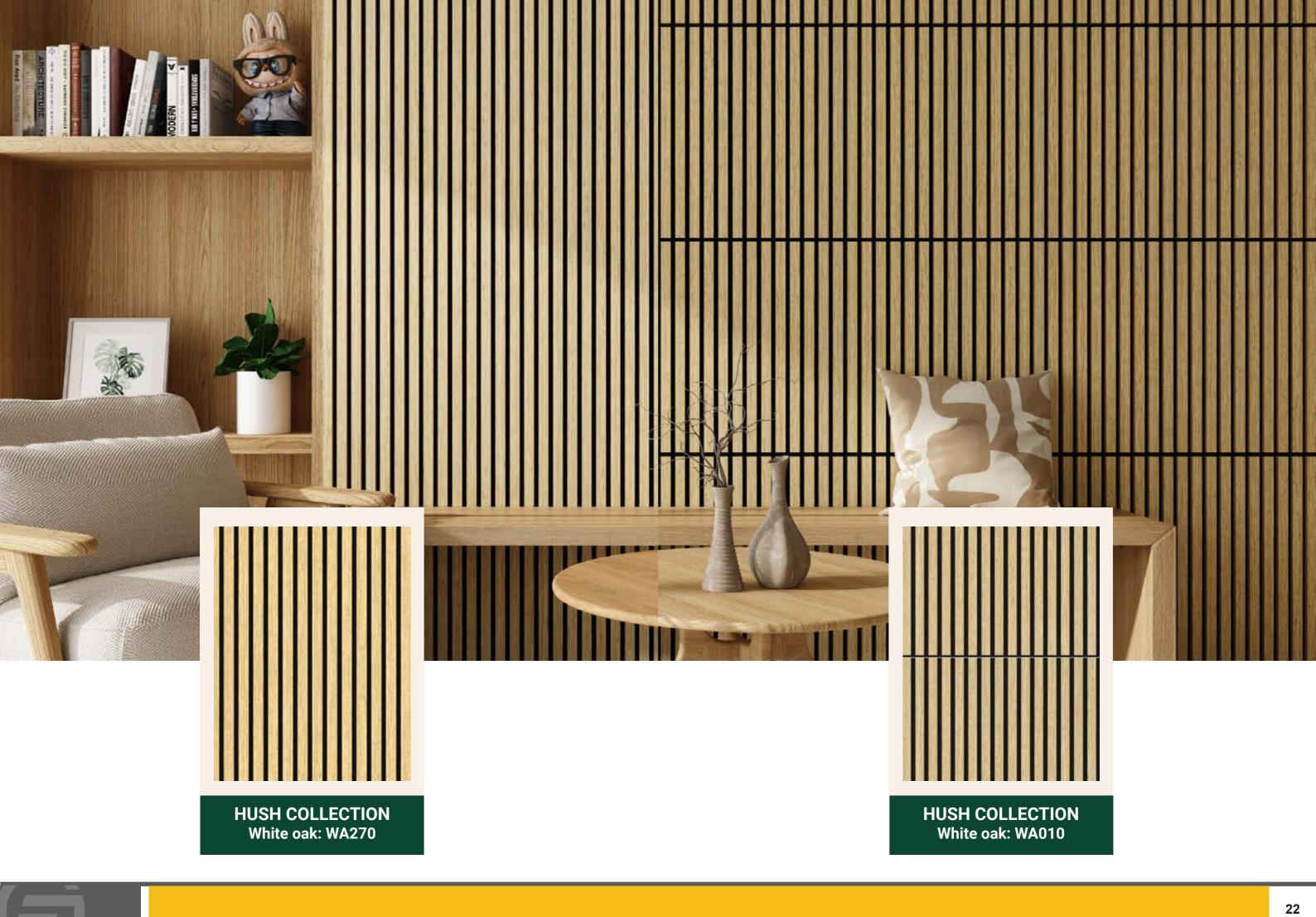


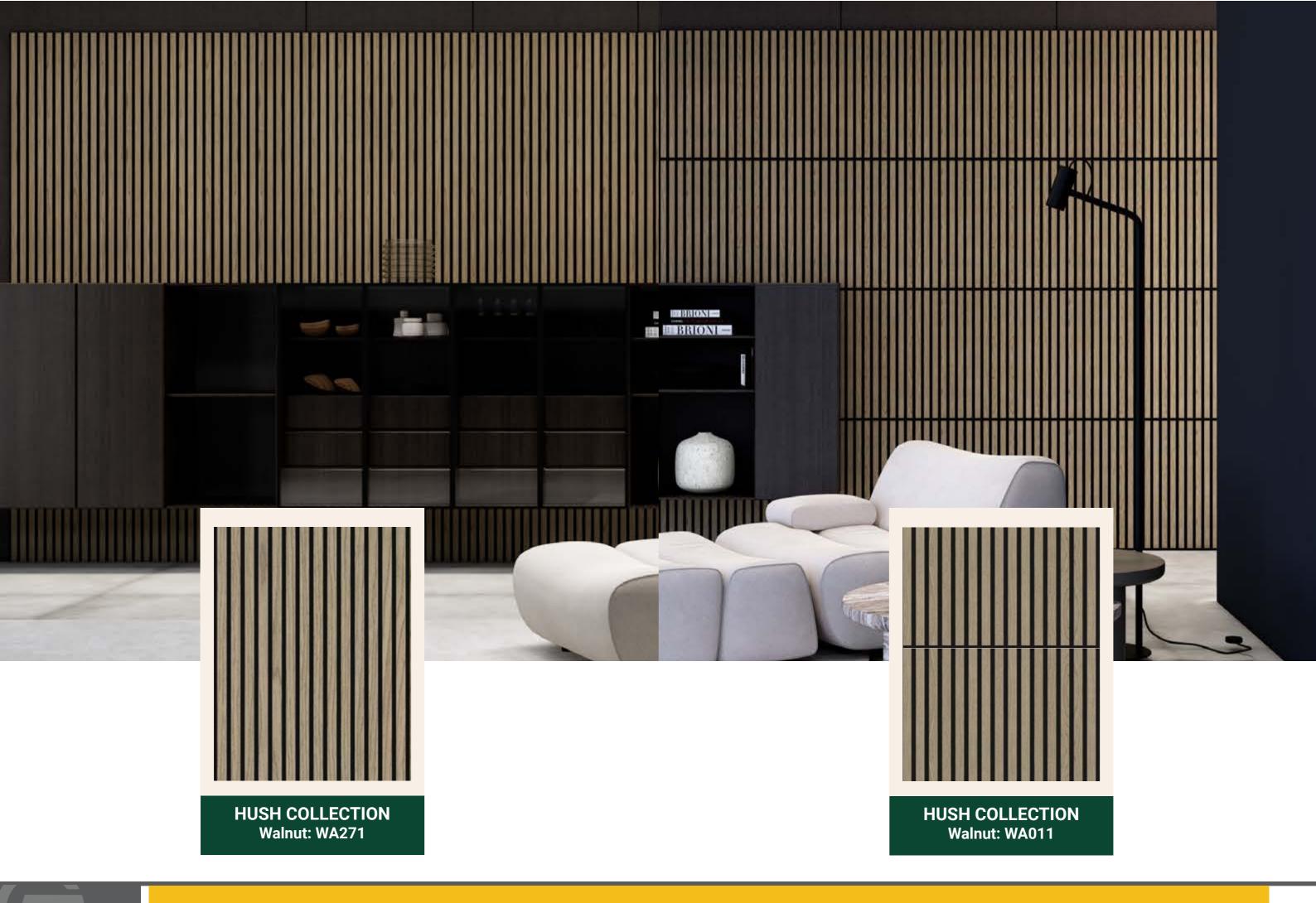


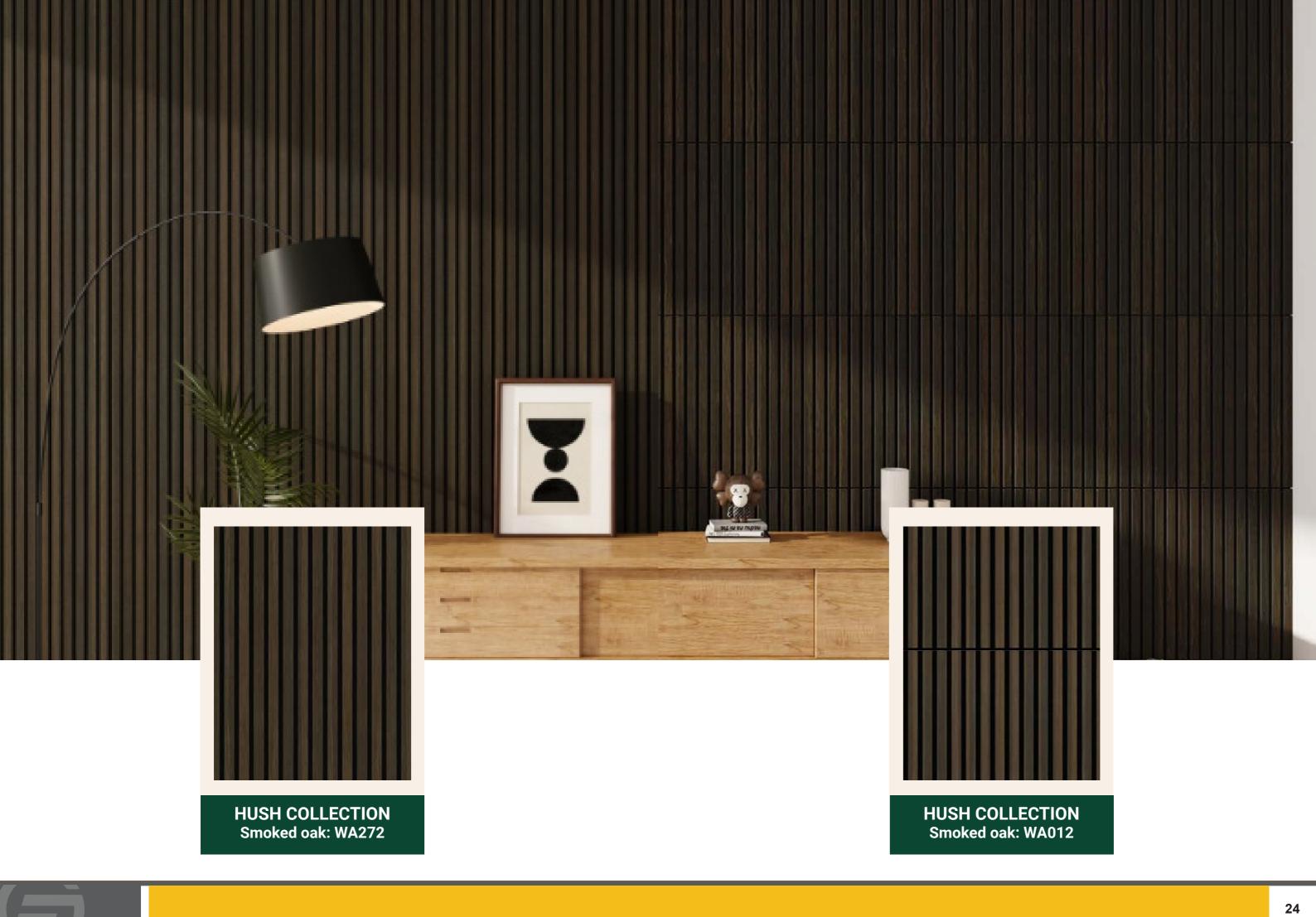
ACOUSTIC SLAT WOOD WALL PANELS COLLECTIONS

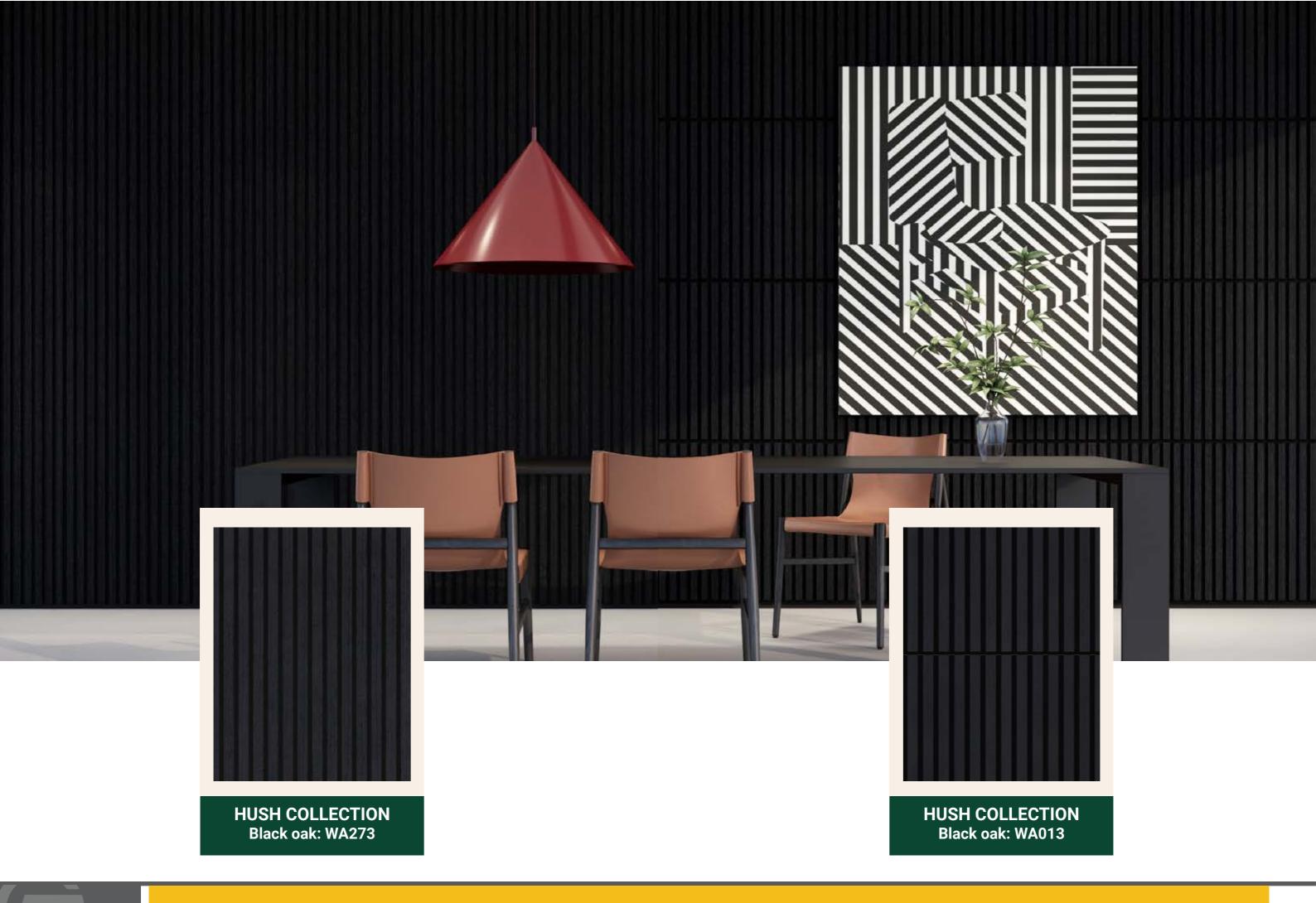












THE WALLDI PROMISE

At Walldi, we believe every space should be more than just functional—it should be inspiring.

That's why we design acoustic slat wall panels that elevate interiors with beauty, comfort, and character. Each Walldi panel is crafted with care, blending natural aesthetics, sound-absorbing performance, and sustainable materials to create walls that speak volumes—quietly.

Whether you're shaping a home, a workspace, or a commercial setting, Walldi can helps you create an environment that feels calm, refined, and truly your own.

"Transform your walls, inspire your world."



FLOORSCORE CERTIFIED

STANDARD FOR SUSTAINABLE GREEN MATERIALS

SCS Global Services does hereby certify that an independent assessment has been conducted on behalf of:

333 Bering Avenue, Unit 700, Etobicoke, Ontario M8Z 3A8, Canada

For the following product(s):

Laminate:

Laminate Flooring (Maximum Thickness: 12mm)

The product(s) meet(s) all of the necessary qualifications to be certified for the following claim(s):

FloorScore®

Indoor Air Quality Certified to SCS-105 Version 4.2 – 2023

Conforms to the CDPH/EHLB Standard Method v1.2-2017 (California Section 01350), effective April 1, 2017, for the school classroom and private office parameters when modeled as Flooring.

Measured Concentration of Total Volatile Organic Compounds (TVOC): Less than/equal to 0.5 mg/m3 (in compliance with CDPH/EHLB Standard Method v1.2-2017)

Registration # SCS-FS-20293

Valid from: March 17, 2025 to August 31, 2025

SCS Global Services is currently the only certification body approved by the Resilient Floor Covering Institute (RFCI) to provide FloorScore® product certification; certified products are only listed on the SCS Green Products Guide, http://www.scsglobalservices.com/certified-green-products-guide.











FLOORSCORE CERTIFIED

STANDARD FOR SUSTAINABLE GREEN MATERIALS

SCS Global Services does hereby certify that an independent assessment has been conducted on behalf of:

333 Bering Avenue, Unit 700, Etobicoke, Ontario M8Z 3A8, Canada

For the following product(s):

Vinyl Tile:

Stone Plastic Composite Flooring/SPC Flooring (Maximum Thickness: 7mm)

The product(s) meet(s) all of the necessary qualifications to be certified for the following claim(s):

FloorScore®

Indoor Air Quality Certified to SCS-105 Version 4.2 - 2023

Conforms to the CDPH/EHLB Standard Method v1.2-2017 (California Section 01350), effective April 1, 2017, for the school classroom and private office parameters when modeled as Flooring.

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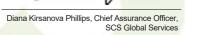
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FLOORDI REFERENCE PROJECTS

We proudly support flooring retailers, contractors, and developers across Canada. We empower, not compete.

Why Partners Choose Us:

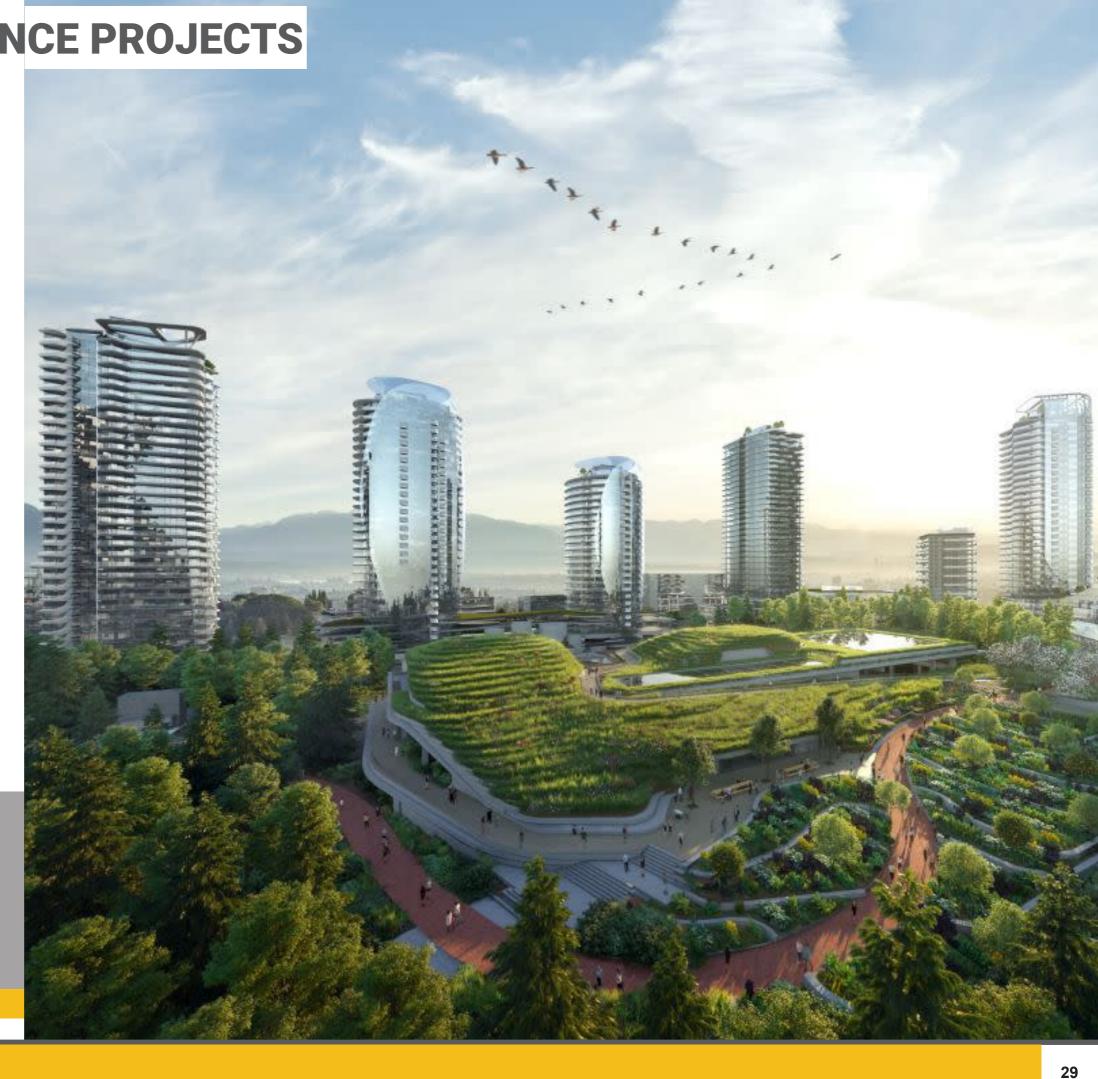
- Local warehouse & fast delivery
- Ready-to-ship inventory
- Transparent pricing
- Samples & marketing materials
- Reliable support before and after the sale

OAKRIDGE PARK - VANCOUVER, BC

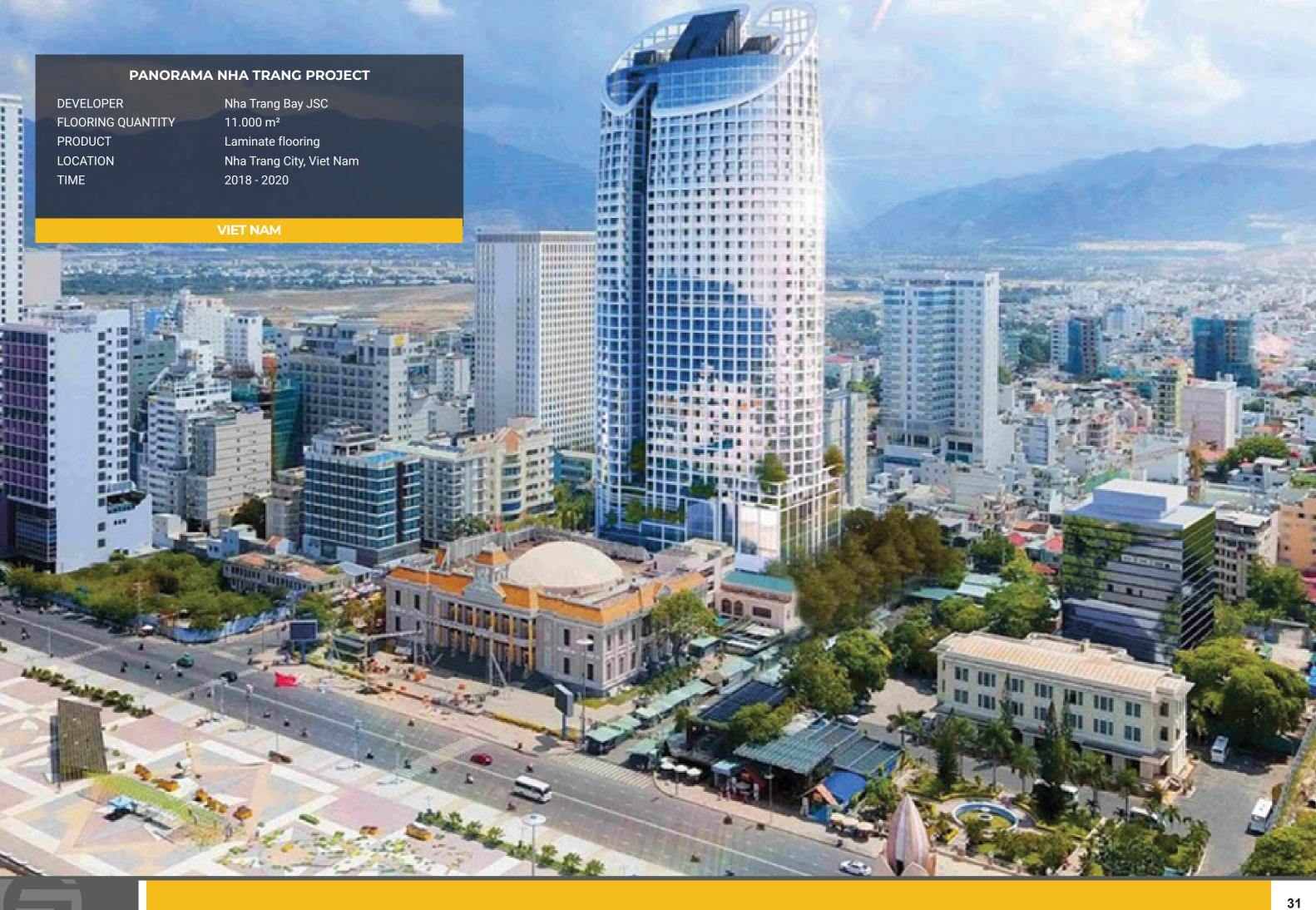
DEVELOPER

GENERAL CONTRACTOR EllisDon FLOORING QUANTITY 176.600 Sqft Engineered flooring PRODUCT LOCATION 2023 - 2024 TIME

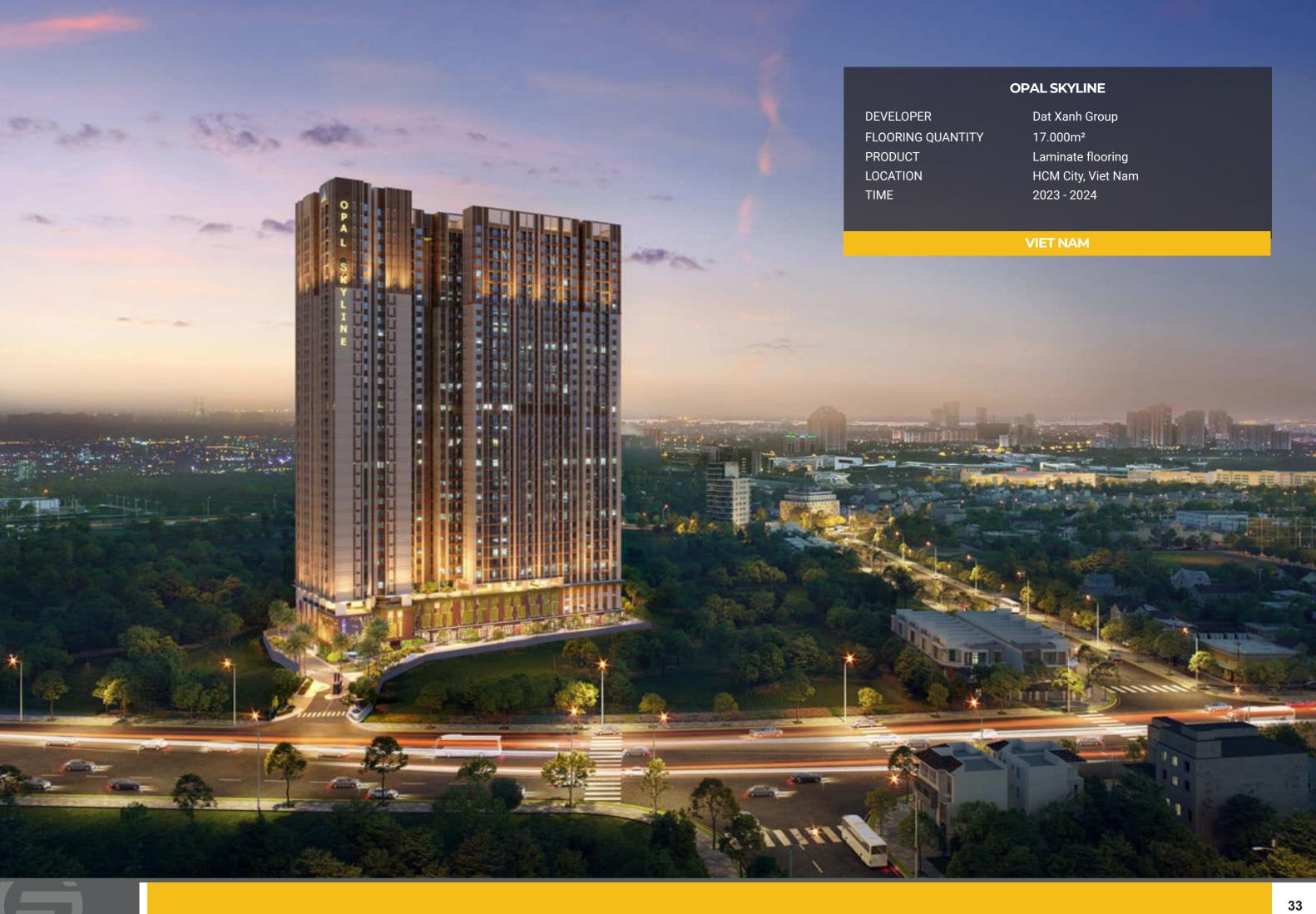
CANADA

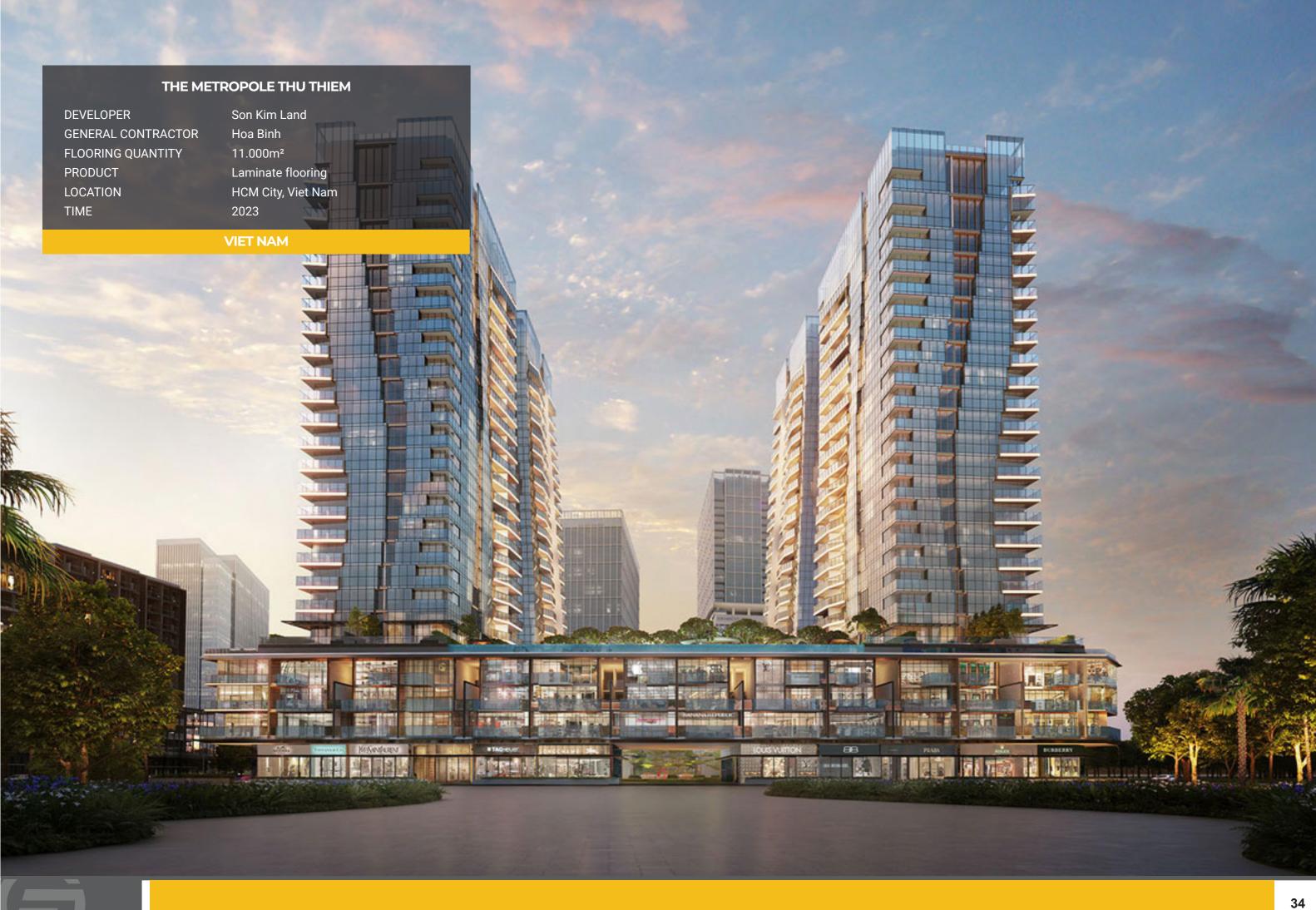












LOVERA VISTA PROJECT

DEVELOPER Khang Dien Group

GENERAL CONTRACTOR An Phong

FLOORING QUANTITY 1,310 apartments; 5 blocks; 35,000m²

Laminate flooring PRODUCT LOCATION HCM City, Viet Nam

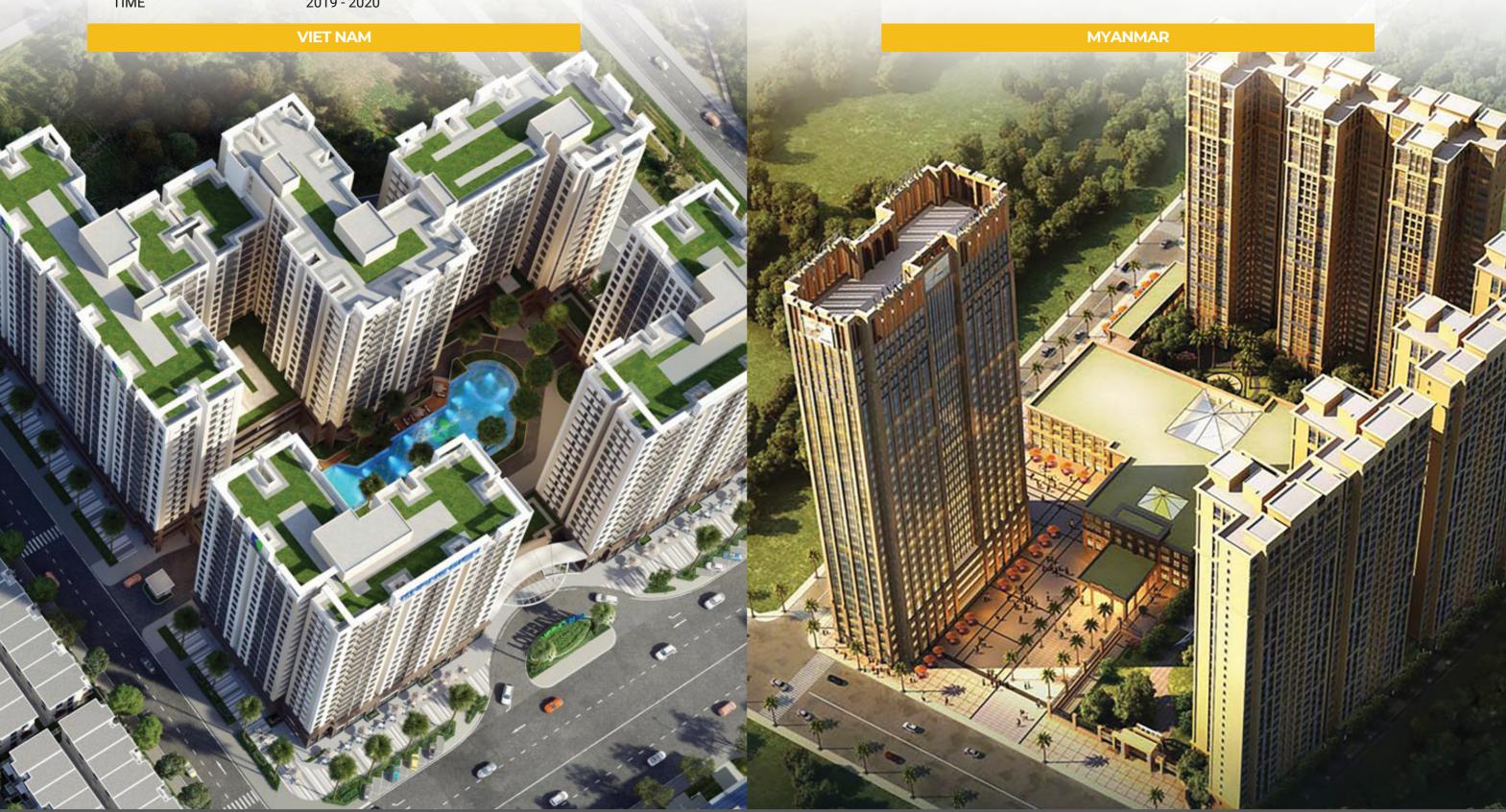
TIME 2019 - 2020

C/C BI YANGON CITY, MYANMAR

DEVELOPER Dai Quang Minh - Thaco Group

FLOORING QUANTITY 10.000m²

PRODUCT Laminate flooring LOCATION Yangon City TIME 2019 - 2020



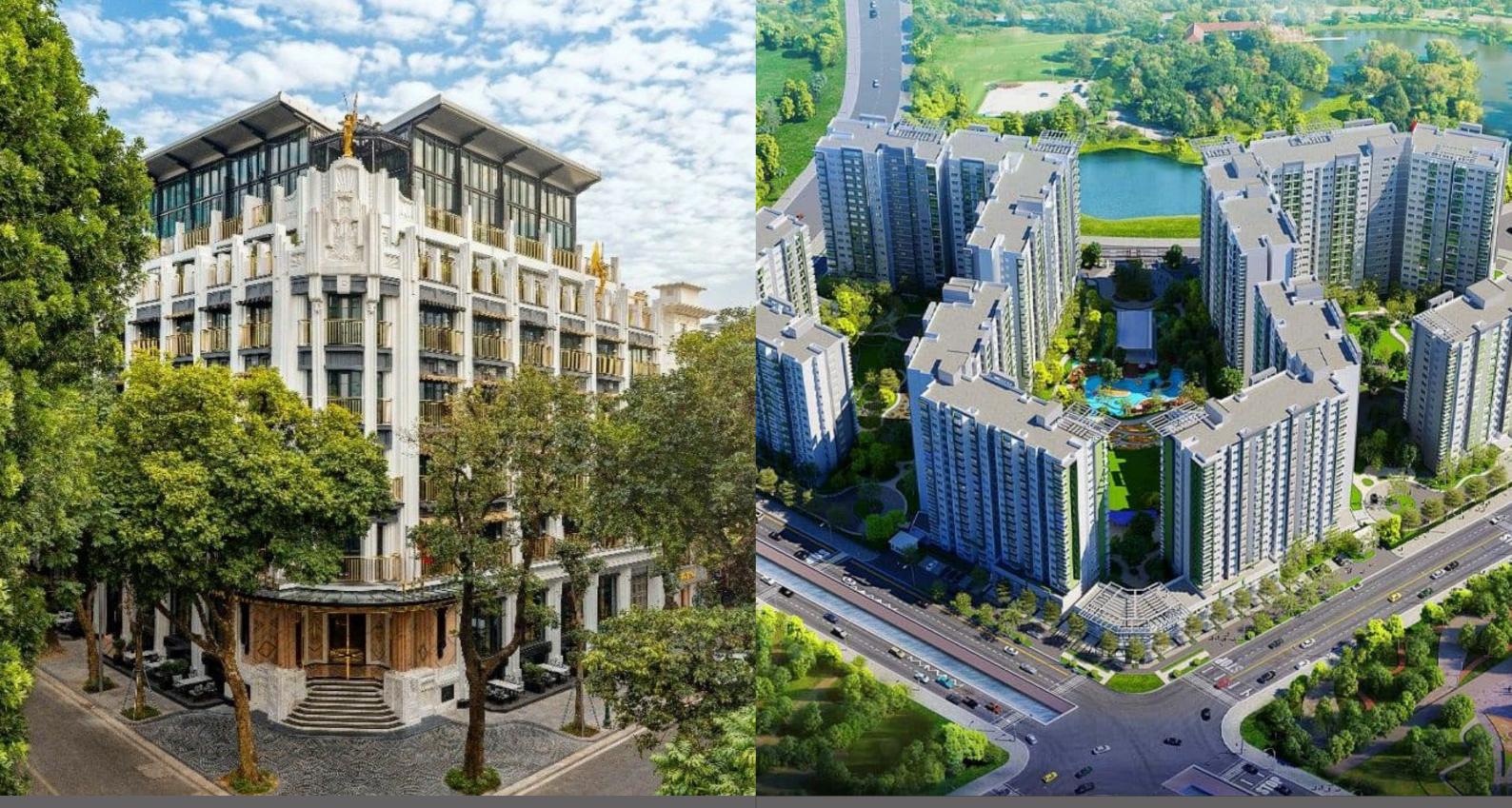












C/C B1 YANGON CITY, MYANMAR

DEVELOPER Sungroup Corporation

6.000m² FLOORING QUANTITY

PRODUCT Laminate flooring LOCATION Hanoi, Vietnam 2018

TIME

EMERALD PRECINCT - CELADON CITY

DEVELOPER Gamuda Land Group (Malaysia)

GENERAL CONTRACTOR Hoa Binh 50.000m² FLOORING QUANTITY

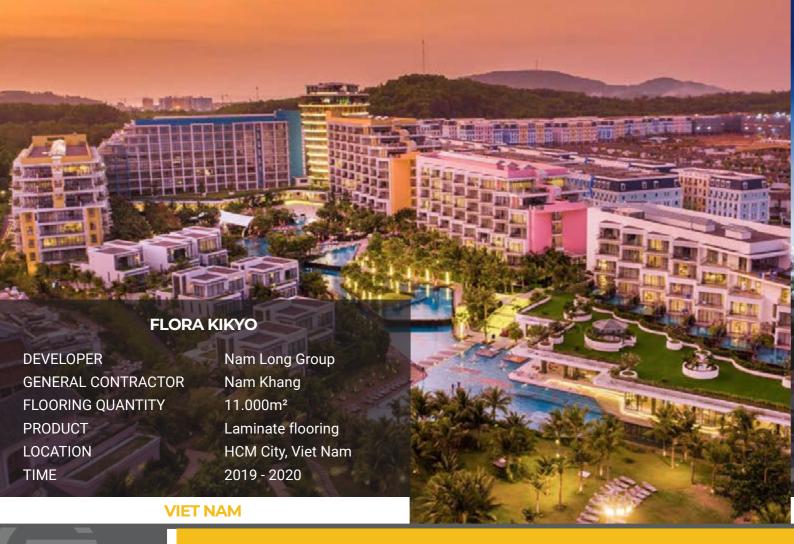
PRODUCT Laminate flooring LOCATION HCM City, Viet Nam

TIME 2018 - 2020

VIET NAM VIET NAM













Global Flooring & Decorative Materials Supplier



Address: 18 Linden St. Hamilton ON L8L 3H6 Canada

www.floordi.ca info@floordi.ca Hotline: +1 (782) 222 6868

