

why
mafi

You decide, we customize it for you. Tailor-Made.

You get what you like - and a lot more.

This includes the knowledge of generations.

This is why our customers choose these floors, that they will love an entire life.

SENSE OF RESPONSIBILITY

to customers, the region and nature - born from our passion for wood

100 %
of the tree is used

several different:
types lengths widths

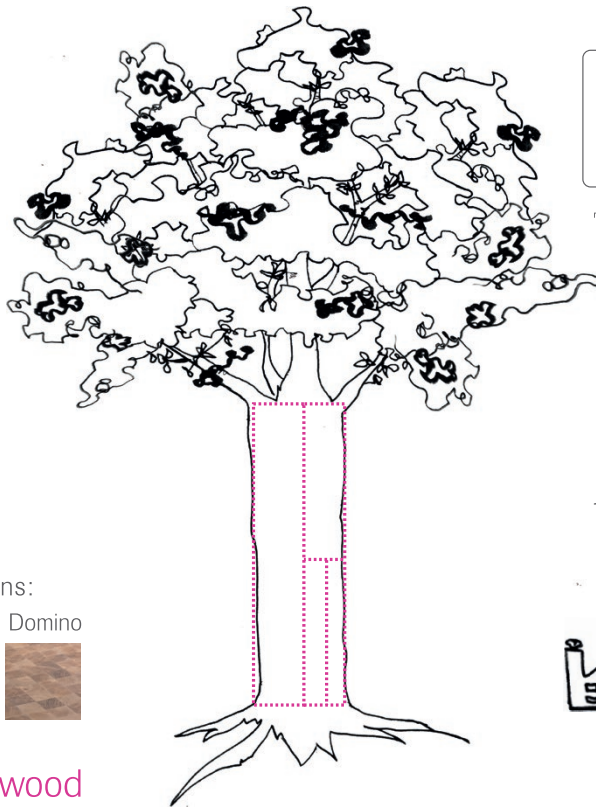


this efficiency leads to innovations:

Vulcano Tiger Riva Fresco Carving Domino



Vulcano instead of tropical wood
heat + wind + humidity = Vulcano



possible dimensions:
length: 1 - 5 m / 3 - 16 feet
width: 10 - 30 cm / 4 - 12 inches



"mafi is FSC certified. Products with FSC certification are available on request"

left-overs and off-cuts



100 % recycled
10000 tons of pellets per year

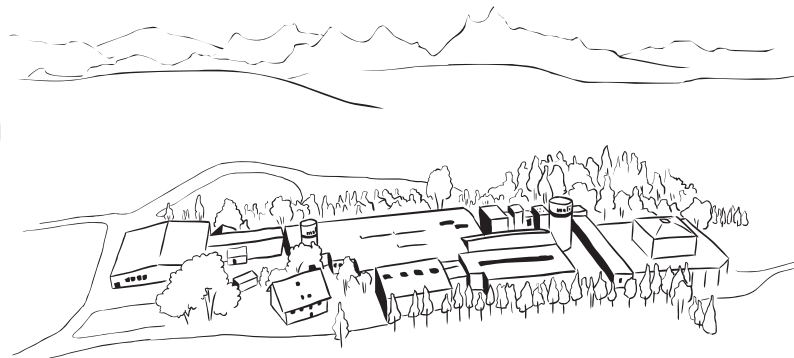


supplying the company and
the surrounding communities
with pellets

COMPANY

wood remains wood - with all its positive characteristics

first manufacturer with:
100 % naturally oiled surfaces
100 % natural materials
100 % free of toxins - formaldehyde-free



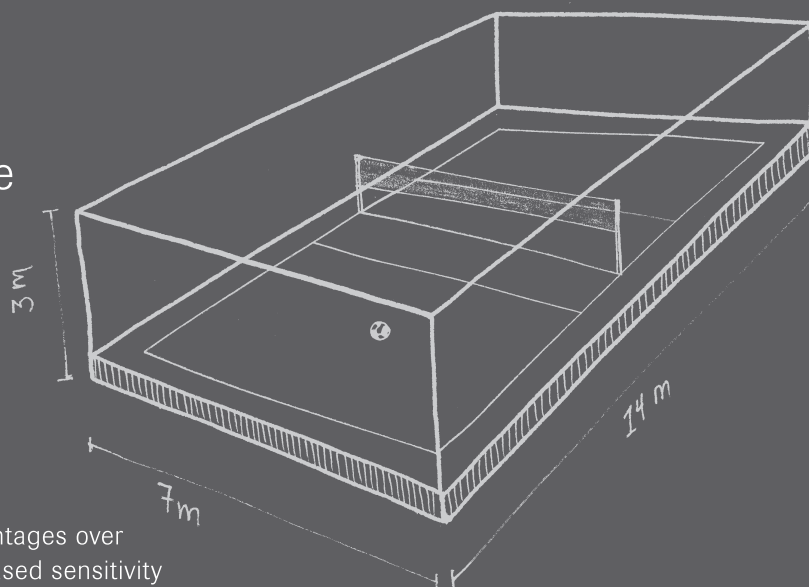
The world award for sustainability
**Energy
Globe Award**

Family run business with a living, regional responsibility
Surrounded by the largest forest area in central Europe - the Kobernausser Forest



FACT CHECK

Because we oil,
every year we save a 3 meter high
beach volleyball court filled with
lacquer = hazardous waste
which pollutes the environment
for the next generations!



Responsibility towards Nature

The natural oil finish brings a number of advantages over the classical lacquering. Apart from the increased sensitivity to heat, which is due to the wood itself or the pattern, naturally oiled floors are far more ecological in production and waste management.

For comparison: up to a maximum of 2 units of oil, depending on the customer, are applied to a mafi natural wood floor, which then soaks into the wood and leave the pores open.

With lacquered floors, there is a layer of primer, filler, sanding base and then two layers of 100 % UV coating on the floor. The wood underneath dies and needs to be sanded again over time and then re-lacquered.

Lacquered floors are considered a petroleum product and therefore as hazardous waste.

Responsibility towards the region

mafi is an indispensable business and employer in the region.

About 80 permanent staff work at mafi Naturholzboden GmbH. If required, the number of staff, especially in the production, can be temporarily increased to 100. No less than 12 companies in the timber industry, with around 270 employees total, work closely with mafi. In addition, there are hotels, restaurants and logistics companies. Thanks to the exclusively Austrian production, emissions, which arise from the transport of the product from low-wage countries, can be prevented.

mafi Natural Wood Floors therefore has an exceptionally good ecological balance.

Responsibility beyond the product

Even the Waste Management is dedicated to resource efficiency. The sawdust and off-cuts serve both the heating of the whole company and on the other hand, for the production of pellets. Unavoidable waste, such as packaging materials are recycled and thus resulted in mafi being awarded the CO₂-Savers certificate in 2009.

PERSONALITY

is defined through individuality, for humans and mafi floors as well

88 hands

produce your natural wood floor, from the root to the plank, in Austria only



for you we search

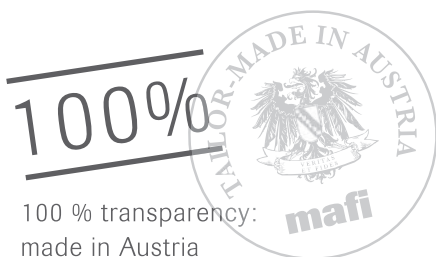
for the most appropriate raw material and dry it peacefully - order by order

for you we glue

3 layers of solid wood for the most stable floor in the world - without formaldehyde

for you we oil

the planks without chemicals, so you can feel nature at home - nature instead of plastic



100 % transparency:
made in Austria
we're happy to prove this
also in our HQs



8 teams

develop - produce - check
from tree to finished floor



FACT CHECK



“It is the fate of every generation to have to live in a world under conditions that they did not create.”
(John Fitzgerald Kennedy)

Understanding this as luck characterises the history of mafi. The Fillafer family began this, in the first generation after the end of World War I, as a sawmill.

The knowledge gained was used to produce artfully crafted wooden ceilings in the second generation. Since the 80s, mafi has made oiled, natural wood floors in the third generation of the business.

TRUSTING

the product, the brand and the people behind it - even after the sale

our product:

100 % wood

glued formaldehyde-free

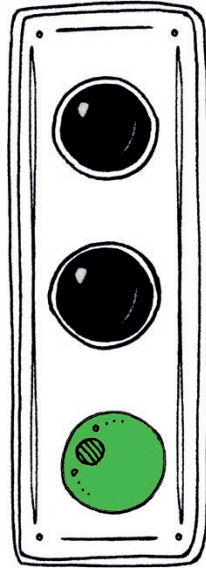
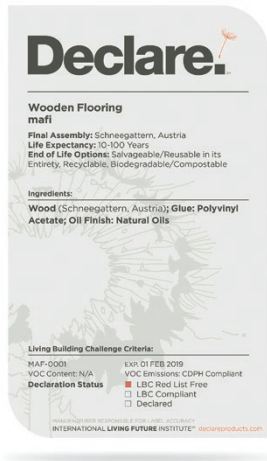
finished with natural oil

and nothing else

Tested, proofed and certified:

Declare is an ingredients initiative for building products that is designed to shape a greener, healthier.

The Declare program labels goods with a full list of ingredients and expands the transparency of the building market.



personal support in the mafi members club register your natural wood floor now at: www.mafi.com

guaranteed
on-time delivery on order
1 year in advance

what we do

mafi produces natural wood floors exclusively in Austria, completely ecologically, tailor-made for each customer, based on nature, with more people than machines, and within 4 days. we call this "green dot"



of experience



of healthy growth



of expertise in natural oil

Red dots which we are proud of:



mafi
walk on art

FACT CHECK



Austria is a country of SMEs and we as mafi are proud to belong to it. Small and medium sized companies already have a great responsibility for a significant number of employees and their families, but are often in competition with very big players. The magic word which helps to distinguish companies such as us is **innovation**. Creative and flexible ways of thinking alongside a relationship with the product are the ingredients responsible for a real market opportunity for a SME.

“My family has been in the timber business for around 100 years. However, the raw material wood has accompanied man since the dawn of time. Thus, a symbiosis has developed which gives people fresh air, no allergenic substances and a healthy home to live in. We only need to ensure that we process the wood responsibly and naturally. That's why you will find creative designs of knots and cracks in the mafi portfolio, to not only just use fillet of the tree. This is also why we have created, with the Vulcano planks made from local woods, an alternative to tropical timber furthermore all of our floors are oiled so that wood does not become plasticised but rather vitalised and we therefore focus on symmetry with the 3-layer board construction.”

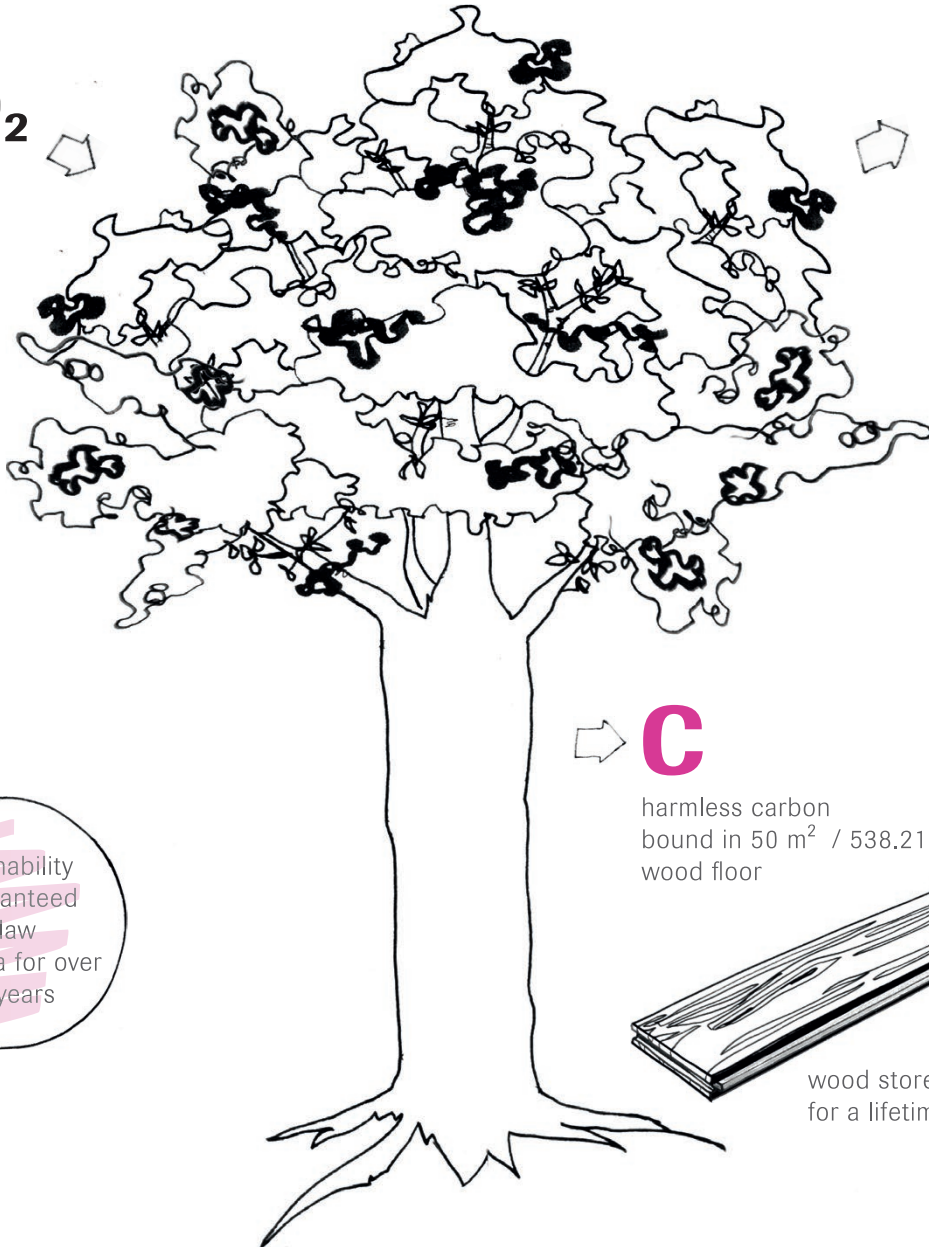
Fritz Fillafer
CEO, mafi Naturholzboden GmbH

CLIMATE PROTECTION

a wood floor as an active contribution to climate protection

1 ton of
CO₂
climate poison

O₂
clean air



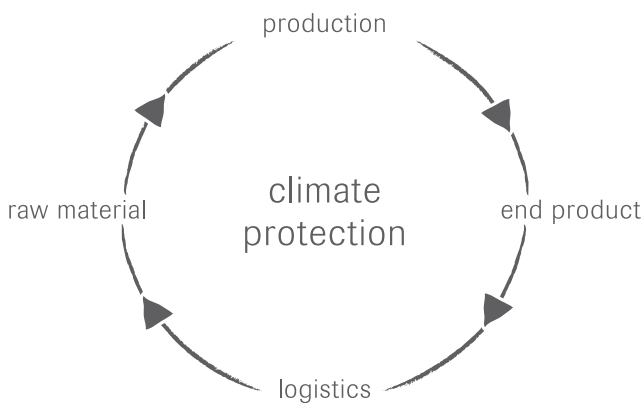
sustainability
is guaranteed
by law
in Austria for over
150 years

➔ **C**
harmless carbon
bound in 50 m² / 538.21 ft²
wood floor



wood stores carbon
for a lifetime

we use the whole tree



tree and floor with a common CO₂ balance



USGBC

The U.S. Green Building Council is committed to a sustainable, prosperous future through LEED, the leading program for green buildings and communities worldwide

Sustainable thinking and climate protection are not always the easiest - but surely always the right way!

FACT CHECK

The mafi philosophy was awarded the Energy Globe Award 2011, in the Earth category.

mafi was the first company in the industry to opt for the uncompromising, lacquer-free and purely natural oiled wood floor surface.

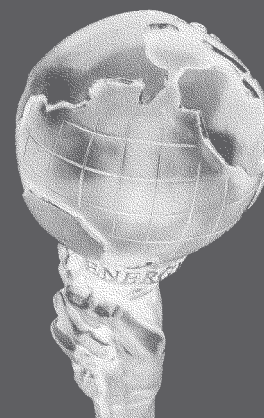
The oils used are based entirely on natural raw materials.

Thus, mafi products are far more ecological than, for example, lacquered wooden floors.

mafi always uses the entire tree which is reflected in their own product lines and an in-house pellet production.

In the search for sustainable alternatives to tropical hardwoods, mafi developed the Vulcano thermal process, which makes the domestic wood durable but above all darker as well.

The vertical and horizontal integration of the mafi philosophy in all areas of the company ultimately convinced the international jury of the Energy Globe Awards.



The world award for sustainability

Energy Globe Award
Oberösterreich 2011

A PLEASURE TO WALK ON **BAREFOOT**

wood in bathrooms
it's possible

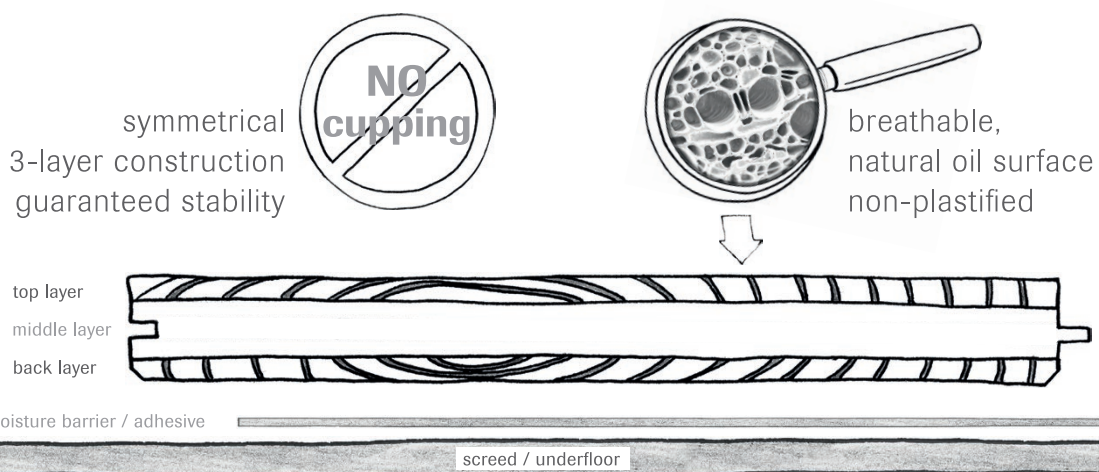


- saves 30 % energy
- no slipping
- no cold feet
- pleasant feeling
- massages the soles of the feet
- fightes bacteria
- cleans the air

wouldn't it be nice, after a hot shower, to feel
a warm, non-slip floor?

40
years

experience with wooden flooring
on underfloor heating



Wood directs your body temperature much slower than smooth materials.
Thus you always feel a pleasant, warm feeling on wood.

FACT CHECK



mafi Natural Wood Floors can be safely used in wet areas thanks to their natural surface treatment with oil. Oiled floors “breathe” better, so the floor can absorb water and release it back into the room. The oil penetrates into the floors and hardens there.

Thanks to this oiled surface, mafi floors have the ability to absorb the resulting moisture in the bathroom and release it again during the drying process. This has a positive effect on the indoor climate.

Water that drips from the body after leaving the shower or the tub is no problem for a mafi floor.

Thermally treated mafi floors (Vulcano) have an extremely low shrinkage and swelling behaviour and are therefore more resistant to water.

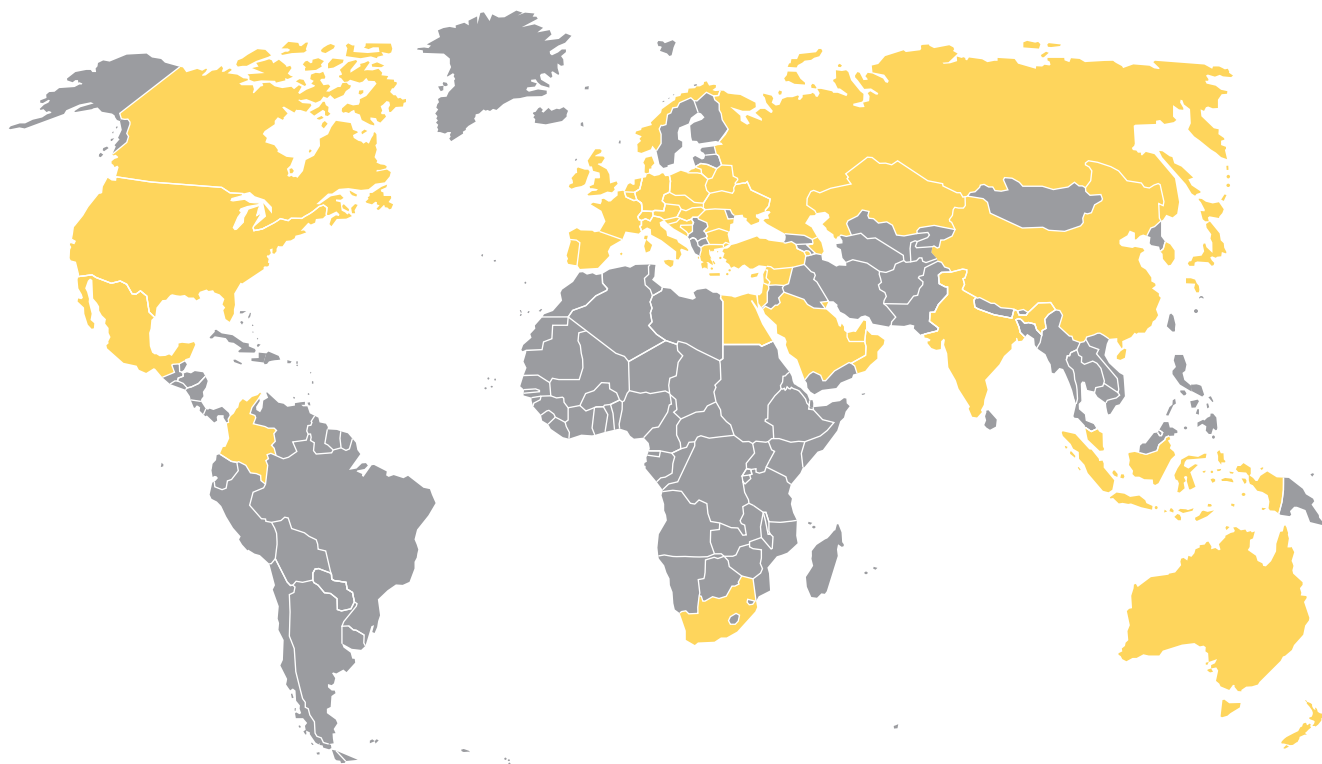
A light, organic and eco-friendly cleaning is ensured by the use of specially developed mafi Wood Floor Soap.

Through the soap care, the floor receives the fat it needs.

Your mafi Natural Wood Floor therefore becomes more beautiful and resilient from year to year.

STABILITY

we need in life, we can also feel underfoot



TECHNOLOGY

worldwide experience - in every climate



NO warping
NO cupping
NO gaps

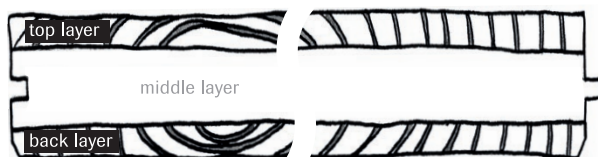
up to 5 m / 16 feet length
up to 30 cm / 12 inches width



symmetrical design

top layer + back layer →

≡ same wood type →



middle layer → elastic, crosswise glued balance

FACT CHECK



June 2013



January 2014

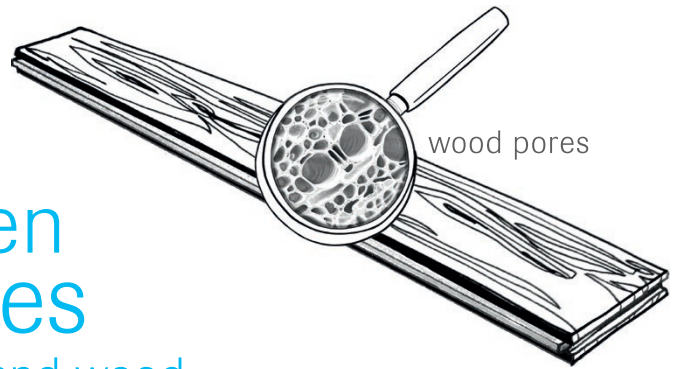
Flood water on a wood floor - a factual report

In June 2013, Austria was, like many other countries, ravaged by a flood of the century. Many basements and also living rooms were flooded with water. Usually, this would mean the end of every wooden floor in such a disaster.

Not so with a mafi natural wood floor.

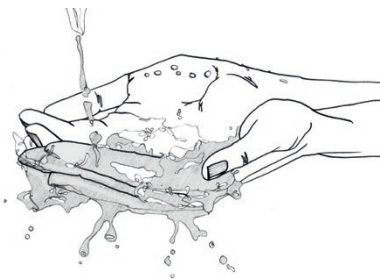
This is due to the symmetrical 3-layer construction of the planks and the oiled, open-pored surface of the planks. The symmetry delivers stability, the oil surface delivers durability.

EASY CARE as simple as washing hands



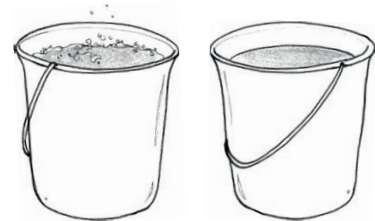
open pores in humans and wood

human skin and naturally oiled wood breathes and needs the right care



pleasant and clean

100 % chemical free,
antibacterial, disinfecting,
regenerative, moisturising



pleasant and clean
refreshing, strong, fresh scent,
increased resistance, lifelong elegance

cleaning
+ care
in one

a new floor after every wash

Wood gives us warmth and well-being
In return, it requires only soap and water from us humans

FACT CHECK



1 day in the restaurant DEPOT in Frankfurt

120 chairs + 480 guests + 10 waiters = 0 problems

Whether a bedroom or a restaurant - the care remains simple and fast.

Naturally oiled and open-pored surfaces retain their regenerative abilities of the wood. In combination with water, the wood can expand and renew its own fibres again. Small signs of wear dents disappear by themselves.

mafi Wood Floor Soap removes dirt particles from the pores of the wood and is always highly moisturising. The floor is thus increasingly robust over time and does not necessarily have to be re-oiled during maintenance.

INDOOR CLIMATE

feel as good at home - as you would in nature

symptoms of poor air

lack of concentration
breathing difficulties
circulatory problems
body aches
dizziness
insomnia
fatigue



did you know that

indoor air is 2 to 5 times more polluted than fresh air
reinforced with lacquer and chemicals in rooms

we spend

90 %

of our lives indoors

we oil your floor so that the pores of the wood remain open
we never plastify wood



wood remains wood

with all its positive characteristics

wood breathes

and thus ensures a balanced humidity in your home

wood is antistatic

and thus has a relaxing, stress and tension reducing effect on body and soul

wood filters

the air, smoke, electromagnetic smog, neutralises smells and reduces dust formation

FACT CHECK

Based on Nature.
Well considered and handpicked - only the best is good enough for your own home.

Bird families use only the best materials for the construction of their own nest. In this context, man has already learned a lot in building his own house.

Biological themes, such as indoor pollutants caused by the use of solvents and plasticisers, are playing an ever greater role. Some pollutants can already be recognised through the smell.

mafi Natural Wood Floors is the first company in the industry that does not use any chemical additives.



The Environment Institute Munich proves the following important factors:

Hazards / Problems	What can I do about it? How can I act preventatively?
Moulds	Due to the antiseptic action of the mafi Soap such germs are killed. Especially mafi Vulcano floors have an even greater resistance to mildew.
Formaldehyde	Often included in pre-fabricated parquet flooring. mafi Natural Wood Floors are proven completely formaldehyde-free.
Solvents	Usually mainly in lacquered floors. So-called "solvent-free water-based lacquers" usually contain Glycols which eventually lead to headaches. mafi produces only oiled floors. The used oil consists of linseed oil and is air dried completely free of any chemical accelerators.
Softeners	Contained in Lacquers or Laminate and are additives for PVC. Even the glue between the three layers of solid wood flooring of mafi planks consists of white glue, which in turn is based on vinegar and is thus completely natural.
Magnetic fields, Electrical Fields, "electro-smog"	Natural wood is blocking and non-conducting. Especially in offices, with a mafi Natural Wood Floor, a large area is created against electro-smog.

Source: <http://umweltinstitut.org/schadstoffbelastung/schadstoffliste/schadstoffliste-150.html>

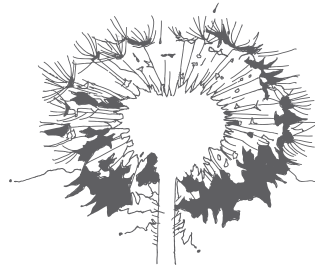
HEALTHY LIVING at least at home

300.000.000

people have allergies in the industrialised world



Approved by the National Asthma Council
Australia's Sensitive Choice® program



INTERNATIONAL LIVING FUTURE INSTITUTESM

ILFI - International - Global Network dedicated to create a healthy future for all.

SURFACE

a healthy floor for a healthy home

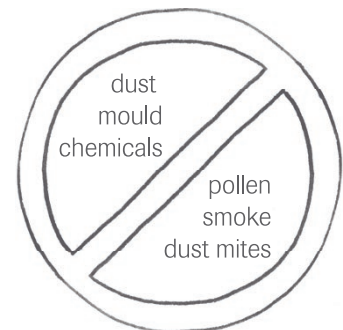
natural wood
is antibacterial and
cleans itself

natural wood prevents
new diseases such as the
"Sick Building Syndrome"

natural wood
breathes and thus
cleans the air

natural wood floors act as an important preventive health factor due to the large areas in rooms

every wash with
the mafi soap ensures
healthy indoor air



100 % chemical free,
antibacterial, disinfectant, regenerative,
cleansing, moisturising (oils)

A soap-cleaned, open-pored wood floor regulates the room climate
Healthy Humidity: 40 - 60 % · Healthy Room Temperature: 19 - 22° C / 66 - 71° F

mafi
· walk on art

FACT CHECK



Allergies, Asthma and the so-called “Sick Building Syndrome” are worrying phenomena of our times and can be traced back to the incredible amounts of pollutants in our everyday lives.

Natural wood is a material that has for thousands of years positively interacted with humans and is conducive to their health. With a natural wood floor the entire building biology is sustainably improved.

A striking example of the positive impact of wood on humans is a study conducted by the Joanneum Research Institute. With a focus on scientific research, Swiss-Stone-Pine has been used in bedrooms and quiet rooms. The longitudinal study confirmed the significant influence of the room’s materials on physical and psychological well-being.

During sleep, a significantly better quality of sleep was recorded in the Swiss-Stone-Pine bed when compared to a wooden decor bed. The better night’s relaxation is associated with a reduced heart rate and increased organic rhythms during the day.

The average “saving” with the Swiss-Stone-Pine was 3.500 beats per day, which is about an hour of cardiac work.

RELIABILITY

a floor as a witness, who tells your individual story



my mafi floor is brushed & oiled - a lifetime long

a patina should not be available for purchase, but rather developed

- scratch resistant
- non-slip
- warm
- soft
- stiletto proof

NO sanding required



looks like new, without sanding

Have you asked too much of your floor or do you want to do something good for your floor? We won't let you down! Our experts offer a comprehensive, on-site service package for you.

- cheaper
- ecological
- dust free
- 100 % natural

Sealed floors reduce the usable layer of the floor to a thin plastic film
Lacquered surfaces must be sanded when damaged

FACT CHECK

Naturally oiled wood floors are more durable than sealed floors and increase the quality of life. Energy costs are also in relation to the selection of the floor.

Report from Switzerland: 20 % higher heating bills (July 2006)

On the ground floor of a house (luxury apartments) are two adjacent, large 6-room apartments, each with underfloor heating. In one apartment, mafi oak floors are laid in all the rooms. In the adjacent apartment, every room has ceramic floors.

mafi Natural Wood Floors: the room temperature was maintained at about 22° C / 71° F during the entire winter period (bedrooms below 20° C / 68° F). The neighbours with the stone floor felt that the room temperature was very pleasant upon their regular visits. They assumed that the room temperature was higher than in their own home.

When they tested this however, it turned out that just the opposite was the case. The room temperature was 2 - 4° C higher, yet they felt it was colder on the ceramic floor.

The real surprise for the residents of the ceramic floored house came upon receipt of the heating bill. This was almost 20 % higher than the bill of inhabitants of the mafi apartment.

Not only did the higher temperature cause this, but also certainly the frequent airing of the rooms due to the poor indoor climate.



Clear



Character



Country



Sand



Wild

OAK COLLECTIONS

COLOUR IN A NATURAL APPEARANCE
COLOUR IS WHAT WE SEE BUT CHARACTER
IS WHAT MATTERS

COLOURS ARE NOT EVERYTHING
COLOURS ARE A BIPRODUCT OF THE HIGH
EXPECTATIONS WE HAVE FOR A NATURAL
PRODUCT

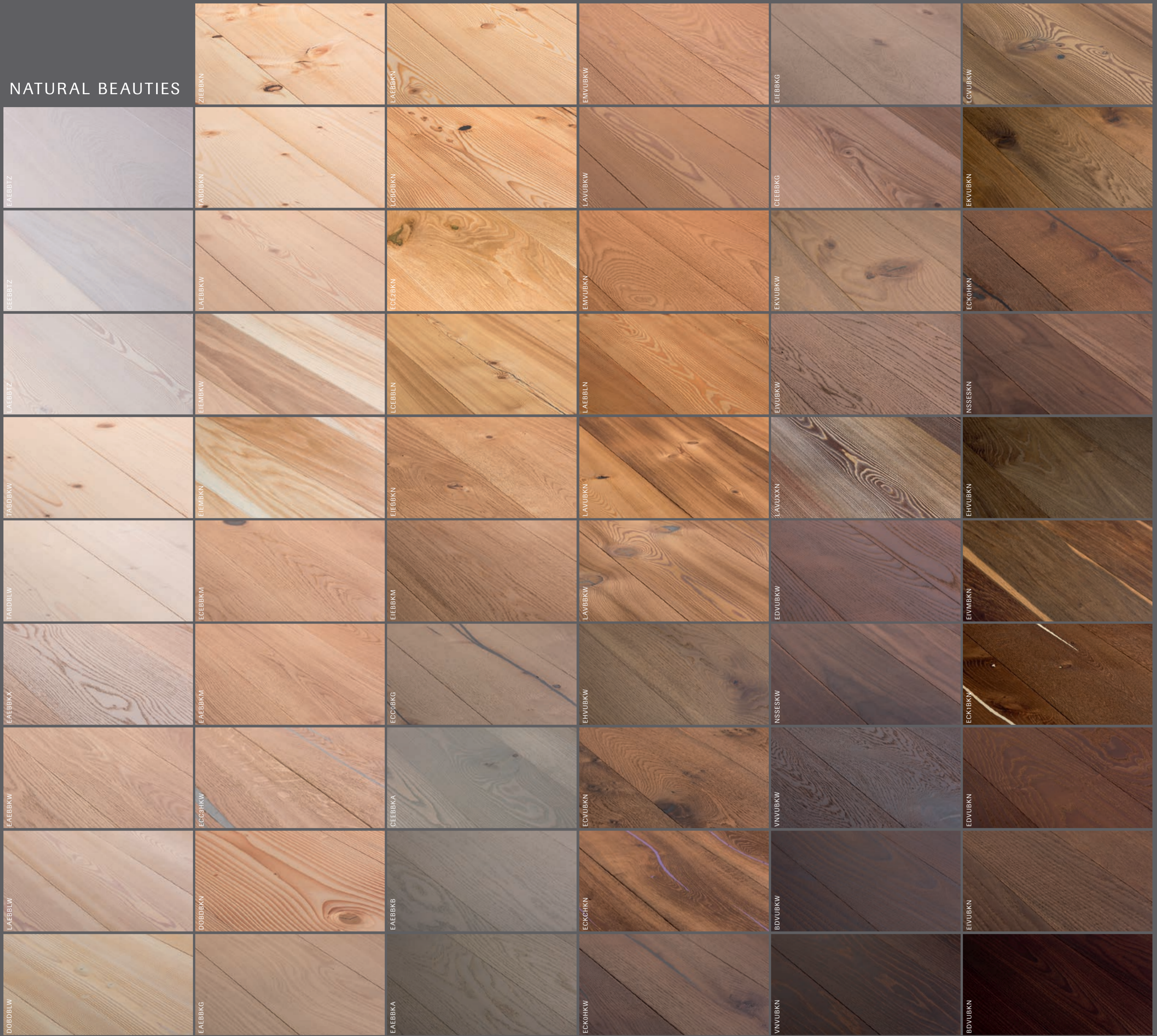
mafi offers a variety of different colour variations.
Different Factors play a role.

- NATURAL COLOUR APPEARANCE OF THE WOOD WITH ALL ITS NUANCES**
- + A POSSIBLE THERMAL TREATMENT**
- + SURFACE TREATMENT WITH APPROPRIATE WOOD FLOOR OIL**

Specifically, the mafi thermal treatment "Vulcano" allows a variety of natural colours. The domestic woods are dried purely by wind, water and heat and change from light to dark.

NATURAL BEAUTIES
AS UNIQUE AS US HUMANS

NATURAL BEAUTIES



INNOVATIONS

