

From Herringbone Hallways to Hotel Lobbies: How a Thirty-Year Flooring Manufacturer Keeps Pace with Interior Demand



Shenyang, Liaoning Mar 24, 2026 ([Issuewire.com](https://www.issuewire.com)) - Interior flooring sits at the intersection of functional engineering and aesthetic decision-making. Whether a project calls for a family home renovation, a high-traffic retail fit-out, or a full-scale hotel refurbishment, the flooring specification shapes how a space feels underfoot, holds up over years of use, and reads visually alongside walls, furniture, and lighting. Within that context, [laminated wood flooring](#) occupies a particularly active segment

of the global flooring market — offering the visual character of natural wood at a more accessible price point, with measurable improvements in wear resistance and moisture tolerance compared with earlier generations of the product. Shenyang Hounda Floor Processing Co., Limited, established in 1994 and headquartered in Xinmin City, Shenyang, Liaoning Province, China, has spent over three decades building its manufacturing capability around precisely this category.

The company's origin story carries a notable technical milestone. In 1996, Hounda developed China's first automated UV coating line for laminate flooring — a process innovation that established meaningfully higher benchmarks for surface hardness and finish uniformity at a time when domestic production methods were still largely manual. That early investment in automation set the tone for how the business has developed since. Today, the production facility runs German-engineered machinery from Weinig, Leuco, and Leitz — equipment brands recognized across the international woodworking and flooring manufacturing industry for dimensional precision and process consistency. Every plank that leaves the facility passes through this production chain, from raw material intake to final packaging.

The broader context for Chinese laminate flooring manufacturers has shifted considerably in recent years. International buyers sourcing at volume face growing pressure to demonstrate that wholesale supply chains meet rising standards for abrasion class ratings, formaldehyde emission compliance, and dimensional stability under varying humidity conditions. An industry examination of wholesale sourcing dynamics for herringbone and waterproof laminate products from Chinese manufacturers illustrates how [buyers evaluating China-origin laminate wood flooring](#) increasingly prioritize certified quality management and consistent production tolerances over price alone. This shift advantages manufacturers with established quality infrastructure over those competing purely on unit cost.

[Hounda's flagship laminate product](#), the Herringbone Waterproof Laminate Flooring, reflects how the company has responded to that evolving demand. Available in 8mm, 10mm, and 12mm thickness options with abrasion class ratings spanning AC3, AC4, and AC5, the product targets the full range of residential and commercial traffic conditions within a single specification family. AC3 suits moderate residential use, while AC4 and AC5 ratings cover the heavier foot traffic found in offices, retail environments, and public spaces. The herringbone pattern — a chevron-style diagonal lay that has seen sustained growth in interior design popularity across European and Asian markets — adds visual complexity without requiring specialized installation methods that would raise project labor costs. The waterproof treatment addresses one of the most consistent performance concerns that buyers raise when specifying laminate over solid wood: vulnerability to moisture ingress at joints and subfloor interfaces.

Beyond the laminate line, Hounda's product portfolio encompasses solid wood flooring and SPC (Stone Plastic Composite) flooring. The solid wood range draws from oak, walnut, and hickory timber sources, supplied in 18mm and 20mm thickness. Each of these species carries distinct hardness and grain characteristics: hickory ranks among the harder domestic hardwoods with pronounced figure variation, walnut offers deeper tonal richness and finer grain, and oak occupies a broad middle ground as one of the most widely specified flooring timbers globally. The SPC range — a rigid core construction combining limestone powder, polyvinyl chloride, and stabilizers — targets applications where dimensional stability and complete waterproofing are non-negotiable, including ground-floor installations over concrete subfloors and commercial environments subject to cleaning fluid exposure.

Application breadth distinguishes Hounda's market positioning from suppliers focused on a single channel. The residential segment covers comfort-driven interior spaces where warmth, aesthetics, and underfoot feel shape specification choices. The hospitality segment, serving modern hotels, demands performance characteristics that residential flooring rarely needs to demonstrate: resistance to luggage

abrasion, recovery from point loading at bed and furniture legs, and consistent appearance across large, open installation areas where any pattern or color deviation becomes immediately visible. Commercial and office environments add their own requirements around acoustic performance, anti-static properties, and ease of replacement for individual damaged planks without disrupting adjacent areas. Hounda's three-category product structure — laminate, solid wood, and SPC — maps directly onto these distinct performance profiles rather than applying a single solution across different contexts.

Quality control runs as a consistent thread through the manufacturing process. Raw material selection applies incoming verification for moisture content, density, and surface quality before any board enters production. During machining, dimensional tolerances are maintained across the planks that make up each order, since variance in width or thickness translates directly into installation difficulty and visible joint gaps. Surface wear layers receive testing for scratch resistance, stain resistance, and UV stability to verify that the product maintains its appearance over time under standard use conditions. The finished products carry CE certification, which satisfies the documentation requirements for export to European markets and provides a recognized quality reference point for buyers in other regions.

The company's customer base reflects consistent engagement with buyers operating at significant volume. Partnerships extend across top-tier home improvement chains, national property developers, international flooring distributors, and hospitality procurement teams. For these buyers, supply reliability carries at least as much weight as product specification. A flooring order for a large-scale development project can run to thousands of square meters, delivered in matched batches that must arrive on schedule to fit within a broader construction program. Hounda's supply chain capability — developed over thirty years of manufacturing and export activity — supports this kind of demand pattern rather than treating it as exceptional.

Customization services extend the standard catalog for buyers with project-specific requirements. Specification adjustments covering plank dimensions, surface texture, edge profile, and color tone allow products to be tailored for projects where standard offerings do not precisely match the design intent or the requirements of a particular installation environment. Pre-sales consultation supports buyers through the specification process, while after-sales service provides the follow-through that matters on large orders where site conditions sometimes produce questions that arise after delivery.

Taken together, Hounda's manufacturing history, product range, and technical orientation position the company as a substantive option for distributors, contractors, and developers sourcing flooring at meaningful scale. Additional product information, technical specifications, and sourcing enquiries are available at www.houndafloor.com.

Media Contact

Shenyang Hounda Floor Processing Co., Limited

*****@houndafloor.com

No. 2/2-1, 2-2, 2-4, 2-5, Zhenxing 10th Street, Hutai New Town, Xinmin City, Shenyang, Liaoning Province, China

Source : Shenyang Hounda Floor Processing Co., Limited

[See on IssueWire](#)