

HOMERWOOD®

PREMIUM HARDWOOD FLOORING

For Immediate Release

Please note: Hi-Res photos available upon request

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HOMERWOOD FLOORS OFFER A BLEND OF THE HANDCRAFTED AND THE CONTEMPORARY IN NEW PATTERNS & FINISHES

[HomerWood Hardwood Flooring](#) extends its selection of unique visuals with new **Herringbone Cut Planks** and **UV-Oil Naturals** options that enhance the exquisite styling of its premium hardwood floors.

“There is an evolution underway in surface treatments for hardwood, and HomerWood is at the forefront with custom treatments that translate into a wider range of choices for our customers,” said Dawn McElfresh, product manager, HomerWood.

A hardwood floor pattern defines the look of any space, and the new Herringbone design gives a room a distinct and sophisticated look. While the most common installation pattern is straight, a Herringbone pattern adds interest and even a touch of individuality. In Herringbone, the hardwood floor strips are laid in a diagonal zigzag plan that looks like a twilled fabric. This pattern can be put down in a traditional manner or in square modules, like a parquet design.

Herringbone adds beautiful texture and depth to a floor. “You can customize your HomerWood floor with this elegant design,” said McElfresh. It is offered in Hickory, Black Walnut, Cherry, Hard Maple, White Oak and Red Oak.

The new UV-cured Oiled Finish enhances the wood’s inherent beauty and creates a smooth, subtle patina. “Oiled flooring is not a new concept; it has been used in Europe for centuries on floors,” said McElfresh.

“Lately, oil has been growing in popularity because people want more of a natural look rather than a glossy, prefinished floor,” she said. “The oil finish is an extremely low-luster, natural look and brings out the graining and texture of the wood; the beauty of the wood is enhanced rather than covered.”

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The natural, vegetable oil based finish is applied in HomerWood's Titusville, Pennsylvania plant. It looks like an on-site, naturally oiled floor, but without the mess; no residue and it is repairable.

The oiled finish is available in Hickory, Black Walnut, Cherry, Hard Maple, White Oak and Red Oak in Natural only; no color stains.

Real natural looking floors have been in demand for quite some time; HomerWood's signature Traditional Character® Flooring is an example. A natural combination of clear, select and character boards that truly preserve and reveal all of the trees' natural perfections, Traditional Character floors include original markings, distinctive graining, and inherent characteristics. While some planks may feature an array of knots, splits, or sap content, HomerWood takes special care to remove any defects that could weaken the floor. The result is an elegant floor that features both clear and character boards that reflect the greatest attributes of natural wood.

The Amish Hand-Scraped® collection is hand-scraped by local Pennsylvania Dutch craftsmen, so that no two planks are the same, and like a true piece of art, each plank proudly bears the signature of the craftsman who created it. Last year, the company introduced the Smoked Specialties™ collection using a hand smoking technique to create a dramatic, rich and alluring floor. This exclusive collection includes smooth, hand-scraped and wire brushed textures for stunning visuals to complement any décor.

“Designers are embracing rustic looks by finding ways to incorporate basic elements of nature everywhere in the home. Whether driven by eco-concerns or a desire to recreate a less-complicated, gentler world, the natural beauty of HomerWood hardwood flooring plays superbly into this movement,” said McElfresh. “Earthy styles are chic, while retaining their raw, natural and genuine character. Knots, mineral streaks and interesting graining always offered natural beauty – they now are celebrated.”

New 50 Year Residential Finish Warranty for Traditional Character™

Now available on Traditional Character floors, HomerWood® proprietary 50-year finish is one of the best top coats available today. It offers a rich look, and features seven layers of UV-cured urethane with aluminum oxide to be far more abrasion resistant than site-applied finishes.

FSC-certified hardwood flooring also is available for any current species within the HomerWood solid hardwood product line as of March 1, 2010 and should be specified at time of order.

For more information, visit www.homerwood.com.

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About HomerWood®

Located in Titusville, Pennsylvania, HomerWood® Hardwood Flooring is a manufacturer of premium hardwood plank flooring, including unfinished, prefinished Character Grade® and Amish Hand-Scraped™ Character Grade® products.

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