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Customization, character blossom into 2010

By Emily Hooper

Spring brings new things, from flora to fauna to floors. In this industry, new products and innovations have become essential to survival as companies vie for the current limited purchasing activity. The following have secured a position to that end, appealing to the value-minded consumer and her needs.



Homerwood

Homerwood followed Armstrong's lead with its Herringbone Cut Planks in hickory, black walnut, cherry, hard maple, white oak and red oak. "With this customization, you can add character to a room," said Dawn McElfresh, product manager. Handscraped by Amish craftsmen, it has a UV-cured oil finish conducive to refinishing and repairs. It will be available in March.