

HOMERWOOD 100% RECLAIMED AMERICAN HARDWOOD: *STUNNING, AUTHENTIC AND SUSTAINABLE*

Titusville, Pa. – HomerWood® Premium Hardwood Flooring, best known for its Character® hardwood flooring, offers 100% Reclaimed American Oak as part of its current collection of distinctive floors.

Vintage, reclaimed hardwood floors are becoming more popular today, certainly because of their environmentally-friendly attributes, but also because of a growing awareness of their historical significance and inherent beauty.

The reclaimed floors, beautifully preserved, reveal special imprints, including nail holes, open knots, cracks, mineral streaks and saw kerfs. The markings add to the floor's distinction and authenticity, mingling the wood's unique past with contemporary design aesthetics.

"Whether driven by eco-concerns or a desire to recreate outdoor elements within, people are intrigued by the natural beauty of reclaimed hardwood flooring," said Wendy Wescoat, marketing manager, HomerWood. "These earthy styles are chic, and yet retain a raw, natural and genuine character."

HomerWood solid antique Reclaimed Hardwood begins circa 1800 with oak from the slow growth timber forests of the Appalachian Mountain Region. This lumber was used to construct barns across areas of Ohio, Virginia and Pennsylvania. Once a barn is identified as no longer in use, it is carefully taken down and the wood is hand-inspected. All nails and other metal objects are removed. The wood is kiln-dried to remove moisture, and then is precision milled in HomerWood's Titusville, PA custom shop.

Aged surfaces, stress cracks and saw marks combined with nail holes and knots give these floors an irreplaceable character that is hard to match in new flooring. "New wood can't impart the one-of-a-kind character and warmth of an antique barn board," said Wescoat. "This design can add a rustic, natural element to any décor, but also contrasts elegantly with a modern setting. More often, we are seeing homes combine the modern appeal of stainless steel, concrete or granite with a natural, rustic floor. The visual is stunning," she said.

HomerWood is offering this collection of solid hardwoods prefinished with its Oil Naturals finish. Color choices include natural, mist, butter rum, graphite, smoked butter rum and smoked graphite. The natural, oil based finish is applied to create a smooth, subtle patina. The oil finish is an extremely low-luster, natural and brings out the graining and texture of the wood.

Another benefit of the Oil Naturals finish is that it provides the look of an on-site oiled floor, but without the odors and residue associated with on-site finishing. Typical on-site finishing can take two-to-three coats and as many days to apply. It also can save time and costs compared to site finishing.

HomerWood® is the originator of true Character® premium hardwood flooring made in the U.S.A. The floors are a subtle blend of carefully selected, high quality lumber grades including clear, select and common planks. Crafted from the entire tree, no two floors are alike; nature makes sure that every plank is unique and appealing to the customer who seeks individuality. Products include upscale, distinctive looks and textural details, including *Character with Color* and *Smoked Specialties™* visuals as well as the trademarked Traditional Character™ and Amish Hand-Scraped® collections. Together, the collections embody an array of unique floors, in both solid and engineered hardwood, in a wide variety of colors.

All HomerWood floors are compliant with CARB Phase II requirements for indoor air quality and meet the guidelines specified for the Lacey Act. Its Titusville, Pennsylvania manufacturing plant also has received Forest Stewardship Council (FSC) Chain of Custody certification.

For product information, call HomerWood Premium Hardwood Flooring at 1-814-827-3855 or log onto www.homerwood.com. Visit its Facebook page at <http://www.facebook.com/pages/HomerWood-Premium-Hardwood-Flooring/225506779983>

About HomerWood®

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

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***Photo Cutline:** HomerWood® 100% Reclaimed American Oak floors reveal special imprints, including nail holes, open knots, cracks, mineral streaks and saw cuts. These markings add to the floor's authenticity, mingling the wood's unique past with contemporary design aesthetics.*

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