

HOMERWOOD®

PREMIUM HARDWOOD FLOORING

For Immediate Release

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HOMERWOOD 100% RECLAIMED AMERICAN HARDWOOD *STUNNING, AUTHENTIC & SUSTAINABLE*

HomerWood® Premium Hardwood Flooring, best known for its original, Character® hardwood flooring, announces the addition of 100% Reclaimed American Oak to its collection of distinctive flooring.

HomerWood solid 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 and 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.

“By purchasing reclaimed lumber, you are making a sustainable choice and contributing to the preservation of precious natural resources. Antique flooring is becoming more popular today because of a growing awareness of its historical significance and its inherent beauty. It's a look that is incredibly beautiful and unique,” said Dawn McElfresh, product manager, HomerWood. “HomerWood has long been a leader in sustainable forestry practices and innovative manufacturing. We continue to reach out to homeowners to give them top-quality choices in their wood flooring selections,” she said.

These reclaimed floors, beautifully preserved, reveal the barn's special imprints, including nail holes, cracks, mineral streaks and saw kerfs. These markings add to the distinction and authenticity of these one-of-a-kind HomerWood Reclaimed floors, mingling the wood's unique past with contemporary design aesthetics.

“Designers are embracing rustic looks by finding ways to use elements of nature everywhere in the home. Whether driven by eco-concerns or a desire to recreate outdoor elements from within, the natural beauty of reclaimed hardwood flooring aligns with this movement,” said McElfresh. “Earthy styles are chic, while retaining their raw, natural and genuine character.”

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 never match up to the unique character and warmth of an antique barn board,” said McElfresh.

“This design can add a rustic, natural element to the décor, but also contrasts elegantly to 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 with its Oil Naturals finish in natural, brown, whitewash and slate colored options. 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, or 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, prefinished Character Grade® and Amish Hand-Scraped™ Character Grade® products.

About Armstrong World Industries, Inc.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2009, Armstrong's consolidated net sales totaled approximately \$2.8 billion. Based in Lancaster, Pa., Armstrong operates 36 plants in nine countries and has approximately 10,600 employees worldwide. For more information, visit www.armstrong.com.