

HOMERWOOD®

PREMIUM HARDWOOD FLOORING

For Immediate Release

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HOMERWOOD PRESTIGE & NEW TOWER DISPLAYS MAKE SELLING SIMPLE

HomerWood® Hardwood Flooring makes its unique line of hardwood flooring part of an overall design story, using sample size, color and easy-to-use information to capture a shopper's attention at retail and help the dealer make the sale.

“Research shows that many purchase decisions are made when the customer is looking at the product in person, examining its color, texture and feel,” says HomerWood Product Manager Dawn McElfresh. “While consumers today do a lot of research on the Internet, a flooring purchase is a significant investment that usually involves the knowledge from an informed sales person and viewing the floor using the visual samples in the display to determine the final purchase selection.”

The HomerWood Prestige Display is a commanding presence at retail, featuring 48 Visuals – 20” x 27” – in a wing format to represent the sophistication of true handcrafted hardwood. It is 64” wide x 26” deep x 80” tall, and offers optional company logo engraving.

New Merchandising

In 2010, a new split panel Tower Display replaces the previous seven-and-nine arm units. The open design showcases 23 visuals – more than double-the-number of skus of the previous model – and at a similar price to the dealer. The precise, compact design has a small footprint so it easily slips into any size showroom (2.2’ wide, 1.8’ deep, 7.5’ tall). The powder coated steel gives the unit a premium look, and, like many of its floors, the displays are handcrafted by the Amish in Pennsylvania. A cost effective option to the Prestige, retailers have the opportunity to show the entire HomerWood line for a minor investment.

New selling tools also include tote boards for HomerWood lines, including Traditional Character™ Naturals, Traditional Character™ Color, Amish Hand Scraped®, Smoked Specialties™, and new Oil Natural Finishes and Herringbone Cut Planks.

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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 featured in both display options take advantage of consumers' continuing desire for upscale, distinctive looks and textural details, including the addition of *Character with Color* and *Smoked Specialties*™ visuals to the trademarked 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.

For product information and pricing on display options, call HomerWood Premium Hardwood Flooring at 1-814-827-3855 or log onto to www.homerwood.com.