HOMERWOOD®
PREMIUM HARDWOOD FLOORING

For Immediate Release

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HOMERWOOD LAUNCHES NEW WEBSITE

Inspirational hardwood flooring ideas and beautiful room scenes set the tone for the new **HomerWood® Premium Hardwood** web site. The redesigned site is informative and user friendly, and provides an even greater resource to customers and the industry at large, with comprehensive product information and educational tools.

Intuitive navigation allows visitors to search products by color, surface treatment or collection, to help consumers get to what they want faster.

A consumer-centric marketing approach was the driving force behind the new website. "The internet is often the first place a consumer will research products before a purchase. The idea behind this design was to capture what we've learned about what our consumers want and what our retailers need – and guide consumers so they can confidently narrow their selection," said Dawn McElfresh, product manager, HomerWood. "Our new site provides in-depth information about our company, including products unique to HomerWood such as our Amish Hand-Scraped® and Smoked Specialties™ floors, or customization capabilities; for example, engraving your family name on an entryway plank, or selecting a natural UV Oil finish to truly highlight the beautiful graining of our hardwood."

The product swatches allow the user to zoom in and see precise details of a truly one-of-a-kind HomerWood floor and then easily navigate to room scenes linked to the swatch. The new room scene gallery provides inspiration and ideas for visitors who are actively looking for, or want to learn more about HomerWood's distinctive hardwood floors. The website also presents practical decorating tips and ideas that anyone can use.

"Choosing the right floor can be a hard decision. We've planned our web site to serve as a constant resource during the decision making process" said McElfresh.

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Consumers can learn about the history of the company as well as the sustainability practices enforced by HomerWood. HomerWood's Environmental and Sustainability Commitment is clearly outlined, from the stewardship of the forests where the company harvests its raw materials, to its Titusville, Pa, manufacturing facility which recently received Forest Stewardship Council (FSC) Chain of Custody certification.

HomerWood® is a manufacturer of custom- milled, handmade quality ¾" Solid Flooring and also offers 5/8" Engineered Plank Flooring, servicing the high-end building and remodeling markets. Products include trademarked Traditional Character™ smooth finished flooring Amish Hand-Scraped®, where local Amish craftsman hand-scrape the flooring using special hand tools to sculpt the flooring surface and Smoked Specialties™ hardwood that is hand charred to create a dramatic visual effect.

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.

Consumers can find a local HomerWood dealer by zip code at http://www.homerwood.com/locator.asp. 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 Traditional Character™, Amish Hand-Scraped® and Smoked Specialties™ collections.

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