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An Artisan's Touch: Amish Craftsmen Shape HomerWood Hand-Scraped Floors into 'Floor Art'

May, 2009 -- Amish Hand-Scraped® Flooring is a special collection of Character Grade® flooring from HomerWood® Premium Hardwood Flooring that offers a truly authentic handcrafted look because it is actually hand-scraped by Pennsylvania Dutch artisans. Wood planks are hand-sculpted, one by one, to create unique custom flooring of timeless originality and distinction. The floors have the look of old, reclaimed wood that has been walked on for centuries.

Amish craftsmen, known for their fine workmanship, have transferred these artisan skills to create true hand-scraped flooring, adding history and heritage to any home, one plank at a time. Each craftsman has his own style, although they work as a team. While many hands touch the product, each plank is treated as a distinct work of art, custom-made for the individual home owner.

"These veritable artisans create a truly custom floor," says Erik Christensen, General Manager, HomerWood. "Unlike most of today's machine-scraped flooring, no two planks are alike." This process sets HomerWood apart from contrasting types of lower-cost alternatives used by some other flooring manufacturers.

The back of the plank can bear the name of the proud craftsman who created it. "They also will sign the front with a Dremel tool, if the customer requests, or, by special request, customize a plank with the family's name," adds Christensen. "It's like commissioning your own personal piece of 'Floor Art'."

For religious and cultural reasons, the Amish tend to be very private people. Amish choose to live without modern conveniences such as electricity and cars. Their main form of transportation is the horse and buggy. They live a modest lifestyle that encourages simplicity and humility. As unique as their lifestyle, HomerWood's Amish craftsmen scrape each individual flooring plank, one at a time, specifically for each customer.

Unique and only manufactured by HomerWood®, these Character Grade® floors offer a subtle blend of carefully selected, high quality lumber grades which includes the wood's inherent natural characteristics. HomerWood's Amish Hand-Scraped® solid Collection is available in prefinished and unfinished wood that includes Cherry, Hickory, Oak and Black Walnut. Cherry and Black Walnut are favorites for the Amish craftsmen to scrape because they are softer hardwoods to work with. Offered in both unfinished and prefinished styles – and in an engineered hardwood floor construction in select species – plank widths range from three-inches to seven-inches. Some species are stained to further enhance and deepen the effect of the hand scraping.

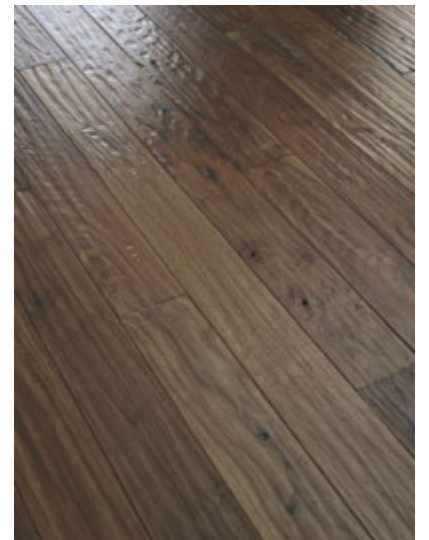
For information, call HomerWood Premium Hardwood Flooring at 1-814-827-3855 or log onto to www.homerwood.com.

About HomerWood®

Located in Titusville, Pennsylvania, HomerWood® Premium Hardwood Flooring is a manufacturer of premium hardwood plank flooring, including unfinished and prefinished Traditional Character Grade® and Amish Hand-Scraped® products. For more information, visit www.homerwood.com.

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HomerWood's Amish Hand-Scraped Hardwood Flooring

- Knauf Insulation
- IQm Trim Boards by Mid-America
- Youngdale Mfg. Corp.
- Royal Outdoor Products, a division of Georgia Gulf
- Lennox Hearth Products
- Intl. Assn. of Plumbing and Mechanical Officials (IAPMO)



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