

# HOMERWOOD®

PREMIUM HARDWOOD FLOORING

**For Immediate Release**

*Please note: Hi-Res photos available upon request*

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## **Floors with Personality, Handcrafted & Distinct**

HomerWood® Premium Hardwood Floors are for those looking for a truly unique look. HomerWood offers the natural beauty, elegance and distinction of custom-designed hardwood floors, created especially for each individual consumer.

In fact, no two HomerWood floors are ever the same.

HomerWood offers unfinished and prefinished Character Grade® and Amish Hand-Scraped® flooring in a distinct look that can't be imitated. Its unique Character Grade flooring redefines nature, containing natural wood characteristics such as knots and color variations. The unparalleled beauty and quality of solid domestic species, such as Oak, Cherry, Hickory, Maple and Black Walnut, is offered in different sizes, colors and wide-width plank products. Created from the finest and most carefully selected hardwood planks, HomerWood floors preserve each board's natural characteristics, the very fingerprints of nature.

These custom floors have become a popular choice in today's upscale homes. Their authenticity and sophistication appeal to consumers who want to bring individuality and elegance to every room. These floors are going into houses of all styles, from vacation homes to luxurious custom designed homes, including contemporary spaces and urban loft dwellings.

"Your home reveals so much about you, what's important to you and how you live. Your choice of hardwood flooring is a decision that can dramatically impact your home's character," says Dawn McElfresh, Product Manager.

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HomerWood® uses the word "Character" to describe its flooring because the wood's inherent characteristics have been beautifully and reassuringly preserved. Any defects that could weaken the floor are removed. The end result is an elegant floor that includes both clear and character planks to reflect the best attributes of the natural wood, in either a smooth, satin finish or a handcrafted, hand-scraped surface.

HomerWood's Character Grade® is unique, so insist on the real thing, advises McElfresh. "Don't confuse Character Grade with lower quality rustics or so-called cabin grades, which contain large edge defects, stained wood, machining defects and unsound pieces. These inferior flooring grades are what are left over after they pull out the better grade. Our Character Grade is crafted from the entire tree revealing all of the tree's natural perfections including original markings, distinctive graining and inherent characteristics."

Amish Hand-Scraped® Flooring is a special collection of Character Grade flooring that offers a truly authentic distressed look because it is literally hand-scraped by actual Amish craftsmen in the tradition of Renaissance-era woodworking. New planks are hand-sculpted, one at a time, to create unique custom flooring of timeless originality and distinction. Unlike most of today's machine-distressed flooring, no two planks are alike and each bears the signature of the proud craftsman who created it. HomerWood's Amish Hand-Scraped Collection is available in prefinished and unfinished wood that includes Cherry, Hickory, Oak and Black Walnut. Some species are specially-stained to further enhance and deepen the effect of the hand-scraping.

Today's hand scraping is done to add texture, richness and uniqueness. When properly done, this method creates a truly special floor. Some manufacturers just dent or rough the floor. Others sand the floor unevenly to create a worn look. "HomerWood scrapes the entire face of the plank to create the most unique handmade look," says McElfresh.

HomerWood prefinished floors are clear coated, with a low sheen, and a durable aluminum oxide finish backed by a wear-through warranty.

For information, call HomerWood Premium Hardwood Flooring at 1-814-827-3855 or log onto [www.homerwood.com](http://www.homerwood.com).

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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](http://www.homerwood.com).