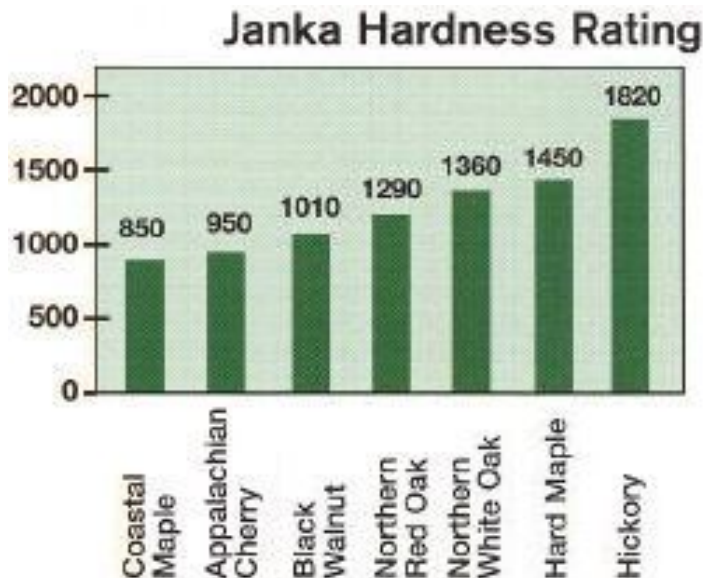


For Immediate Release

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How Hard is Hardwood?
Hardness Rating of Hardwood Floors

The hardness of wood in regard to the pressure it takes to dent a floor is measured using the JANKA hardness method. It is the measure of the amount of pressure in pounds that it takes to imbed a .444" steel ball 1/2 of its diameter into the wood. This graph provides a relative idea of the comparative density of hardness of the specie of choice.



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HomerWood® Hardwood Flooring's Character Grade® flooring contains natural wood characteristics, such as knots, cracks, color variations, and clear pieces. Nature will customize each floor. When a stain is applied to wood flooring, natural color variations in raw wood will dictate the final shade of the stain.

HomerWood® Wood Species

Black Walnut...The rich elegance of HomerWood's Black Walnut lends an air of distinction to any room where the beauty of the wood is of the utmost importance. Black Walnut's heartwood is light brown to dark chocolate brown. Creamy white sapwood can occur on the edges and ends. Black Walnut says it all with its lustrous patina as it ages.

Cherry...The beautiful markings in Cherry have long fascinated woodworkers. The heartwood varies from light brown to a reddish brown and will gradually darken over time with exposure to light. By contrast, the sapwood is a creamy white. HomerWood's Appalachian Cherry's rich, romantic elegance makes it a traditional American favorite.

Coastal Maple...HomerWood's Coastal Maple is the most unique of the maple line with its distinct star checked knot, clustered character and fine grain. The exceptional color uniformity of HomerWood's Coastal Maple makes it an excellent choice for custom staining.

Hard Maple...HomerWood's Hard Maple is a traditional favorite that shows a broader range of color. The heartwood is creamy white to light reddish brown; the sapwood is pale to creamy white. Hard Maple's remarkable resistance to wear makes it a popular choice for high-traffic areas.

Hickory...HomerWood's Hickory is another favorite, known for its distinctive look and sharp contrast in light and dark color. The heartwood varies from pale brown to reddish brown and contrasts with the white sapwood. Thanks to its extreme density, HomerWood's Hickory stands the test of time under the most rigorous of conditions.

Red Oak...HomerWood's wider plank Northern Red Oak flooring was created to bring out the rich look and unique characteristics of oak. The oaks remain the most popular hardwood for woodworkers and consumers alike. The pronounced grain catches the eye and distinguishes the wood from all others. HomerWood's Northern Red Oak displays fewer character marks than our Northern White Oak.

White Oak...A traditional European standard, HomerWood's Northern White Oak exhibits more character marks than our Northern Red Oak, has less variation in color, and is denser. As its name suggests, it is light colored and the heartwood is light brown to dark brown in color. HomerWood's White Oak is the perfect choice when the traditional, time-honored look is the desired effect.

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

About HomerWood®

Located in Titusville, Pennsylvania, HomerWood® Hardwood Flooring is a manufacturer of quality hardwood plank flooring, including unfinished, prefinished Character Grade® and Amish Hand-Scraped™ Character Grade® products.