

# HOMERWOOD®

PREMIUM HARDWOOD FLOORING

**For Immediate Release**

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

**Contact:**

**Michele Zelman**  
**Cherry Leaf Communications**  
**(718) 859-6766**  
[mjzelman@cherryleaf.net](mailto:mjzelman@cherryleaf.net)

## **HomerWood Takes Hardwood Design to a New Dimension with “*Character with Color*” and “*Smoked Specialty*” Visuals**

Wood is one of the most important design elements in any home. While nature may provide the inspiration, it’s HomerWood® Premium Hardwood Flooring that brings individuality and authenticity to hardwood floor design. The company’s distinctive Character Grade® and Amish Hand-Scraped® products redefine nature, containing natural wood characteristics such as knots and color variations. Suited to both casual and formal environments, these floors are at home in modern or traditional interiors and will complement the decor of both minimalist and eclectic designs.

“HomerWood is the original manufacturer of the trademarked, Character Grade high quality specialty plank flooring,” says Erik Christensen, general manager, HomerWood. “No two floors are ever the same. This is part of their uniqueness and is one of the features that appeal to the consumer who seeks individuality.”

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. 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 – one plank at a time – by actual Amish craftsmen in the tradition of Renaissance-era woodworking.

HomerWood’s lines have now been expanded to include *Character with Color* and *Smoked Specialty* visuals, taking the natural beauty, elegance and distinction of HomerWood’s classic floors to a new level.

## Designing With Hardwood

Unique and only manufactured by HomerWood<sup>®</sup>, beautifully crafted Character Grade<sup>®</sup> flooring warms up any room in an explosion of color and texture. *Character with Color* brings a myriad of hues and finishes to both the Traditional Character Grade<sup>®</sup> and Amish Hand-Scraped<sup>®</sup> collections, including Hickory Graphite, White Oak Butter Rum, Black Walnut Butter Rum, White Oak Espresso, Black Walnut Saddle, Hard Maple Blush, Cherry Cinnamon, Hard Maple Sugar, Cherry Red Saddle and Hard Maple Tea.

The new *Smoked Specialty* visuals, available in both collections, impart the look of an antique floor with an extra touch of unique elegance. HomerWood actually uses a hand smoking technique to create a stunning visual that appears dark and dramatic on the wood. For extra character, dimension and texture, the company also is introducing a wire brushing process to its Amish Hand-Scraped collection. The floors attain the look of old, reclaimed wood that has been walked on for centuries. The new smoked and wire-brushed offerings are Stonehenge, Sandgate and Bristol. Amish Hand-Scraped smoked designs include Schenna, Carbonera, Sandstone and Blackmar; Traditional Character Grade smoked colors are Hickory Smoked Natural, Hickory Smoked Red Saddle, Hickory Smoked Graphite, Black Walnut Smoked Bramble, White Oak Smoked Cinnamon and White Oak Smoked Natural.

The collections are available in 3", 4", 5" & 6" widths and in solid and engineered construction in domestic species. 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<sup>®</sup>

Located in Titusville, Pennsylvania, HomerWood<sup>®</sup> Premium Hardwood Flooring is a manufacturer of premium hardwood plank flooring, including unfinished and prefinished Traditional Character Grade<sup>®</sup> and Amish Hand-Scraped<sup>®</sup> products. For more information, visit [www.homerwood.com](http://www.homerwood.com).