

AMERICAN HARDWOODS: TREASURED FOR GENERATIONS

American Hardwoods have been ingrained in our culture for centuries. From early American colonists who installed hardwood floors in their homes, to today's homeowners choosing hardwoods to add warmth and style, they have remained treasured for generations because of their beauty, longevity, durability and ease of use.

KNOW THE FACTS

SELECTION

There are over 100 species of American Hardwoods. The most popular varieties include maple, oak and cherry. Each species has its own color, grain and pattern, and provides a plethora of options to match any interior décor.

STYLISH AND DIVERSE

More than 85% of consumers agreed, when surveyed, that hardwoods are both fun and traditional.* Because of this versatility, top designers use hardwood cabinetry, flooring, furniture and other products to customize and add personality to homes and buildings large and small. With such a wide variety of options, there is something to match every style, taste and application.

LONG LASTING

Solid hardwood floors can last for up to 125 years or longer. With the proper finish and installation techniques, only minimal maintenance is required – just the occasional dusting or buffing.



VALUABLE

Because American Hardwoods are durable and long-lasting, they are much more cost-effective over the lifecycle than competitive products. Plus, in a study conducted by the National Wood Flooring Association, 99% of U.S. real estate agents said that homes with hardwood flooring are easier to sell and can sell for more money, making them a valuable investment. With such a wide selection available, there are options to meet every budget!

RENEWABLE

American Hardwoods are an abundant, natural material that is self-regenerating and naturally prolific - nearly twice as much hardwood grows each year as is harvested and, according to the U.S. Forest Service, the volume of hardwoods today is 90% larger than it was 50 years ago.

ECO-FRIENDLY

American Hardwoods are locally grown, so less energy is required to transport them. Plus, it takes less energy to manufacture products from wood than other materials so the overall carbon footprint is less.

HEALTHY CHOICE

Doctors often recommend hardwood floors and furniture to patients suffering from allergy symptoms, as hardwoods do not harbor pollen, dust mites, dander or other allergens.

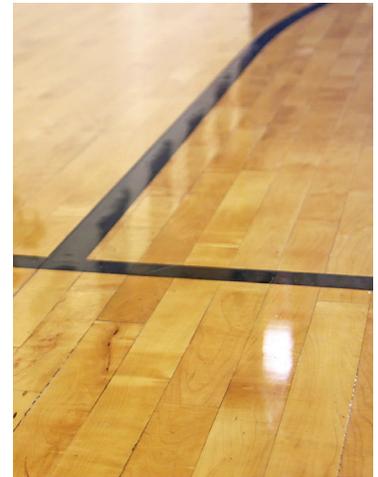
When surveyed, 95% of consumers said that they enjoy the natural look of hardwood and agree that the natural beauty of American Hardwoods makes a home feel warm and comfortable.* So whether you're considering installing hardwood flooring, replacing cabinets, remodeling an office, adding crown mouldings or just looking for ways to bring the beauty of nature into your home, choose American Hardwoods - there is no substitute.

For more information about American Hardwoods, including a species guide, visit www.HardwoodInfo.com

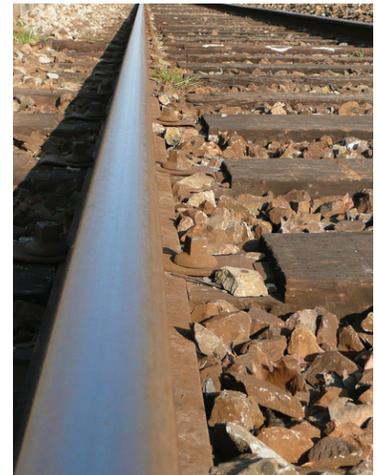


* Research conducted by Harris Interactive

DID YOU KNOW?



Professional basketball courts are made from maple hardwood



Freight trains run on oak hardwood rail ties



Most professional baseball bats are made from northern white ash

