



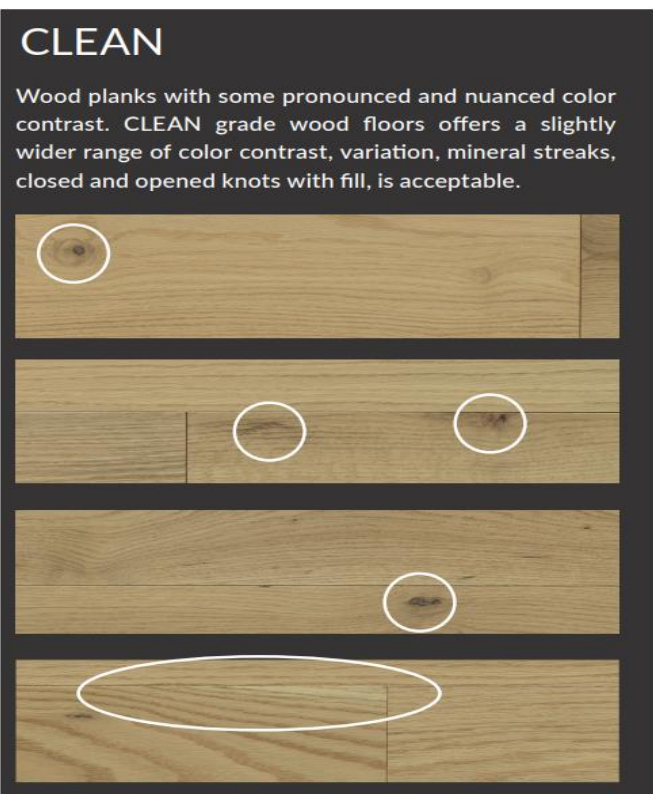
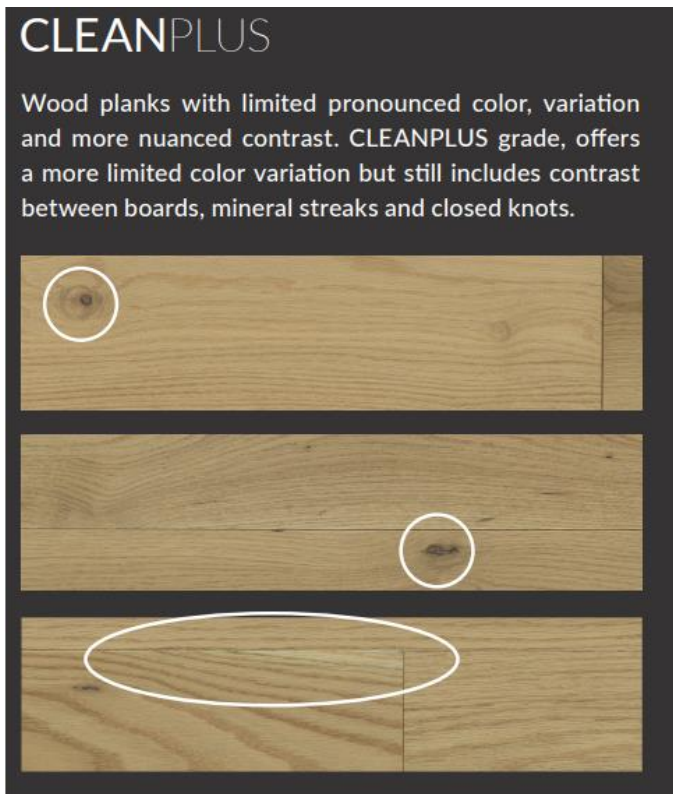
Subject: Hallmark Hardwoods – New Collections

Date: 7/27/23

In addition to the new, revamped colors in some existing Hallmark Floors collections, 2023 has also brought us a few new collections. Below you will find a short description and a few bullet points for each of these new collections.

Serenity - Immerse yourself in the serene embrace of nature with our meticulously crafted Serenity Collection, sourced from the breathtaking landscapes of North America's New England region. Here, amidst the hallowed beauty of slow-grown forests, we discover the essence of calmness, grace, and sublime simplicity. The unique climate of this area blesses us with longer, cooler summers, fostering the growth of hardwoods with unparalleled integrity and a resplendent appearance. Along with a longer length, Serenity has a cleaner overall appearance than any other Hallmark collection. Below are the grade definitions.

- 7 1/2" wide
- 5/8" overall thickness
- 4mm Sawn cut wear layer
- AB Grade on most colors
- 7'2" Random length
- TrueMark GlazeTek Urethane Finish



Serenity Colors



Cozy Oak
SE75OCOZ



Pure Oak
SE75OPUR



Fair Oak
SE75OFAI



Aglow Oak
SE75OAGL



Bliss Oak
SE75OBLI



Serene Oak
SE75OSER



Clear Oak
SE75OCLE



Dream Oak
SE75ODRE



Peace Oak
SE75OPEA



Tranquil Oak
SE75OTRA



Calm Oak
SE75OCAL



Honest Oak
SE75OHON



Avenue - As big as your own imagination, the Ultra-Wide Avenue Collection removes the constraints of conventional flooring allowing your space to breathe. Each plank exudes more history and beauty of nature's strongest and most dramatic hardwood species only available in wider widths. With supreme styling and trend setting colors the Avenue Collection offers 10 beautiful visuals in a variety of species, including European Oak, American Hard Maple, and American Hickory. These true sawn cut floors boast the longevity of a solid floor with the security of Hallmark's proprietary engineering prowess to give your home the floor of a lifetime.

- 9 1/2" wide
- 5/8" overall thickness
- 4mm Sawn cut wear layer
- Oak, Hickory and Maple Species
- 7'2" Random length
- TrueMark GlazeTek Urethane Finish



Sunset Oak AVE95SUNO



Rodeo Oak AVE95RODO



Ocean Drive Oak AVE95OCEO



Mulholland Oak AVE95MULO



Wilshire Oak AVE95WILO



Michigan Hickory AVE95MICH



Belle Meade Hickory AVE95BELH



Newbury Hickory AVE95NEWH



Pennsylvania Maple AVE95PENM

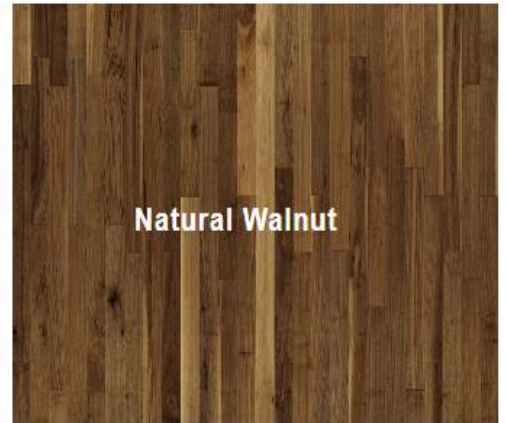


Lombard Maple AVE95LOMM



American Traditional Classics - The Classic look of engineered hardwoods in classic narrow planks. Created to visualize a cleaner and more modern look for contemporary classics. Varying species will be available in mill run, character grade, or select grade. This Prairie style flooring takes note to a look that is uniquely American.

- 5" or 3 1/4" wide (select colors)
- 1/2" overall thickness
- 3mm Sawn cut wear layer
- Oak, Hickory, Maple and Walnut Species
 - Select and Character Grades
- 7'2" Random length
- TrueMark GlazeTek Urethane Finish



Grain and Saw - Grain & Saw is a subtle reclaimed look inspired by 14th-century handcrafted guilds, paired with the latest materials this collection will complement every interior. At a time when Guild associations worked with merchants and artisans to protect one of kind handcrafted products the touch & feel of the work is unmistakably rich. Every board is unique, every pattern is distinct and full of personality... designed with juxtaposing striking characteristics of hand tooled saw marks and enhanced natural grain allowing the ebbs and flows of the wood species to be at the forefront.

- 6” wide
- 7/16” overall thickness
- 1.5mm Slice cut wear layer
- Oak, Hickory and Maple Species
- 6’2” Random length
- TrueMark GlazeTek Urethane Finish



Morris Oak GAS6MORO



Ruskin Oak GAS6RUSO



Ballentine Oak GAS6BALO



Larsson Hickory GAS6LARH



Hoffman Hickory GAS6HOFH



Stickley Hickory GAS6STIH



Tiffany Maple GAS6TIFM



Greene Maple GAS6GREM



Regatta Spillproof Hardwood - Regatta Hardwood offers a dozen beautiful visuals in a variety of species including European Oak, American Hard Maple and American Hickory. Our fashionable looks are created with hand-applied glazes, skip sawn textures, hand-scraped surfaces and nature's graining accented by our unique brushing techniques. Our Regatta Hardwood features our Spill Proof guarantee, our best commercial finish and an edge sealant that provides 360 degree protection making for an easy clean up to life's little mishaps. Regatta also features the "push lock" fastening system for extra seam protection and a perfect installation every time. As a finishing touch we've added our Quiet Comfort padding to each board for added underfoot comfort and sound reduction.

- 6" wide Waterproof Purcore Rigid+ Core
- 7.5mm overall thickness with IXPE pad
- 1.2mm Slice wood veneer
- Oak, Hickory and Maple Species
- 6'2" Random length
- TrueMark GlazeTek Urethane Finish



BALLAST MAPLE
RE6BALM



ANCHOR OAK
RE6ANCO



KETCH HICKORY
RE6KETH



COMPASS MAPLE
RE6COMM



HALYARD OAK
RE6HALO



HARBOR OAK
RE6HARO



LEEWARD OAK
RE6LEEO



PORT HICKORY
RE6PORH



SPINNAKER OAK
RE6SPIO



SAILMAKER MAPLE
RE6SAIM



STARBOARD HICKORY
RE6STAH



WINDWARD HICKORY
RE6WINH

If you are interested in additional information on these new collections, feel free to reach out to your sales representative, contact our customer service department or visit the [Hallmark Floors Website](#).