



HALLMARK  
FLOORS®

THE QUALITY MARK IN WOOD FLOORING

# WELCOME TO HALLMARK FLOORS

Welcome to Hallmark Floors World of Beautiful Flooring

Ever since our inception in 1998, Hallmark Floors continues to be driven by our love for wood and our passion for developing, producing and offering the most beautiful, smart and innovative flooring.

Handcrafted in small batches by professional hardwood craftsmen, our wood floor collections are developed and designed to enhance the beauty of all types of homes and interiors, from cozy and traditional to cool and contemporary living.

Our relentless work and the development of our flooring collections have made us one of the fastest growing wood flooring companies in the market, and we are pleased and proud to offer you over 100 uniquely designed hardwood floors.









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# SERENITY

## ENGINEERED HARDWOOD FLOORING

CLEAN  
MODERN  
MINIMAL

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.

PLANK DIMENSIONS: 7½" x 7'2" RL



COZY OAK



PURE OAK



FAIR OAK



AGLOW OAK



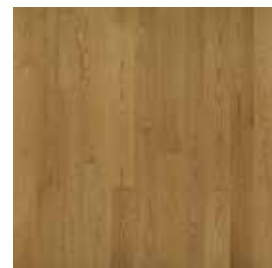
BLISS OAK



SERENE OAK



CLEAR OAK



DREAM OAK



PEACE OAK



TRANQUIL OAK



CALM OAK



HONEST OAK

CLEAN - CLEANPLUS GRADE  
FOR MORE INFORMATION ABOUT CLEAN & CLEANPLUS GRADES, SEE PAGE 50.

FOR MORE INSPIRATION AND INFORMATION: [HALLMARKFLOORS.COM](https://hallmarkfloors.com)





Wood planks with limited pronounced color, variation and more nuanced contrast. CLEAN - CLEANPLUS grade, offer a more limited color variation but still includes contrast between boards, mineral streaks and closed knots



#### BENEFITS

- TrueMark® Glaze Tek Finish
- 10x more durable than UV Poly
- Completely VOC neutral
- Highest possible stability w/ sawn cut face
- Truecore® – Renewable Resources
- Guaranteed Third Party Certification
- Green Certification
- Lifetime Structural Guarantee





# TRUE

## ENGINEERED HARDWOOD FLOORING

### THE TRUE DIFFERENCE

Hallmark Floors is the first to master this revolutionary technology of replicating “the bog-wood process” that occurs when logs lie buried in lakes, river, and waterways, deprived of oxygen and sunlight. This process in nature can take centuries for the wood to turn from its natural color to deep golden brown or even completely black.

Hallmark Floors has emulated nature’s methods to create saturated colors throughout the wear layer, creating stunning, weathered patinas.

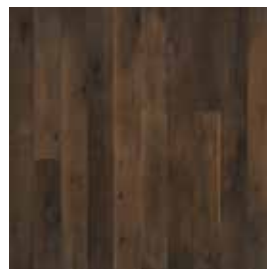
PLANK DIMENSIONS: 7½" x 6'2" RL



ONYX OAK



GARDENIA OAK



NEROLI OAK



LEMON GRASS OAK



SILVER NEEDLE OAK



ORANGE BLOSSOM HICKORY



MAGNOLIA HICKORY



JASMINE HICKORY



GINGER LILY OAK



JUNIPER MAPLE



ORRIS MAPLE



AMBER PINE

MINERAL ENHANCED FLOOR  
FOR MORE INFORMATION ABOUT LIGHT EXPOSURE & NATURAL CHANGES, SEE PAGE 54.

FOR MORE INSPIRATION AND INFORMATION: [HALLMARKFLOORS.COM](http://hallmarkfloors.com)







Unlike other wood floors, the color and beauty of this unique collection goes throughout the wear layer without using stains or dyes.

True bog-wood, driftwood, and weathered barn wood are all very rare. Hallmark has replicated this process and made these prized finishes available through the True Collection.



#### BENEFITS

- Nu Oil® – Super-Matte Finish– No recoat at time of install
- Color goes all the way through to the core
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG3 – 2 Guaranteed sandings
- Highest possible stability w/ sawn cut face
- Truecore® 2 – Core material made with quarter sawn pine lamella's
- Guaranteed Third Party Certification
- Green Certification
- Lifetime Structural Guarantee





# ORGANIC 567

## ENGINEERED HARDWOOD FLOORING

SIMPLY  
AUTHENTIC

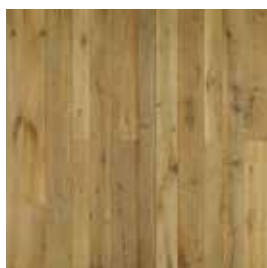
The Organic 567 Collection combines modern hardwood fashion trends with the naturally weathered visuals of reclaimed wood. This collection of engineered wood flooring features planks of random widths and lengths, creating a charming and rustic look that perfectly compliments contemporary designs.

These floors are carefully handcrafted using various techniques to accentuate the striking characteristics of the raw wood material, resulting in a beautiful and lively floor with a genuine wood texture.

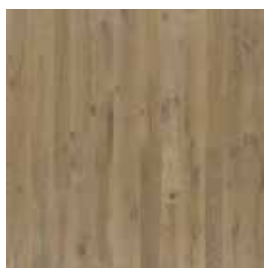
PLANK DIMENSIONS: 5", 6", 7½" x 6'2" RL



GUNPOWDER OAK\*



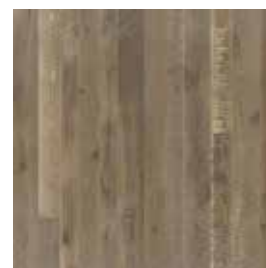
CHAI OAK\*



PEKOE OAK\*



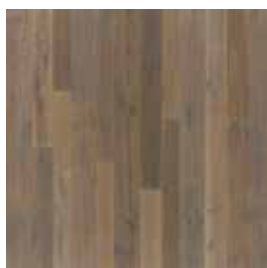
HIBISCUS OAK\*



GINSENG OAK\*



EUCALYPTUS LEAF OAK\*



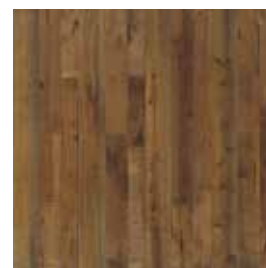
MARIGOLD OAK\*



CHAMOMILE HICKORY



DARJEELING HICKORY



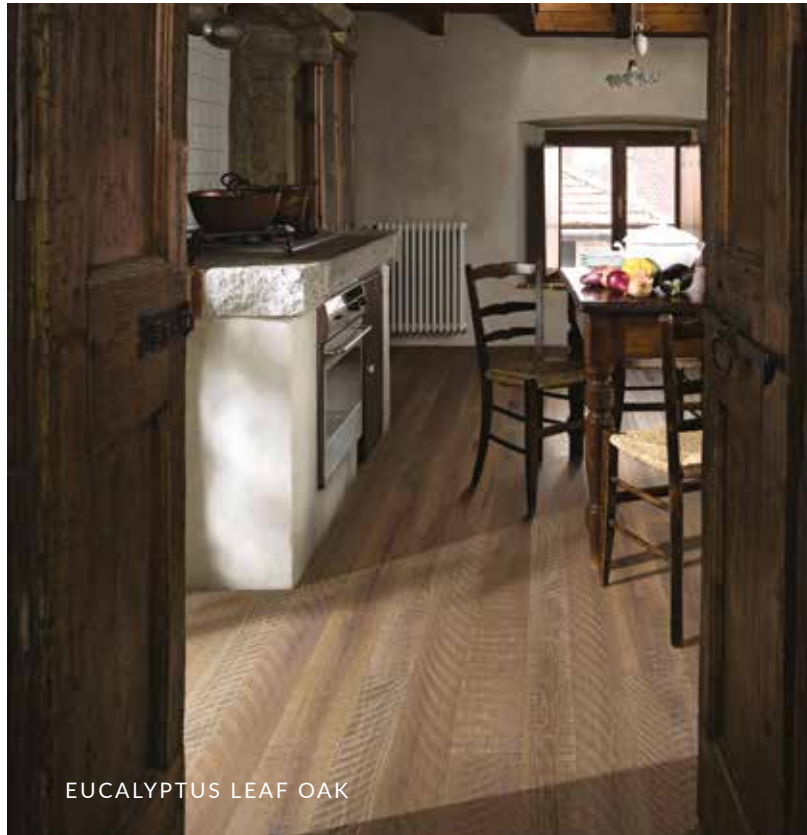
OOLONG HICKORY

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 54.









EUCALYPTUS LEAF OAK

“We absolutely love our floors. So durable as we have two large dogs and we have not seen a scratch yet! Even if you did get a scratch it would be easy to blend in with the rustic look of the floor. We could not be happier. Thank you!!”

- Robin H.  
Homeowner, Canadaiga NY



GINSENG OAK



HIBISCUS OAK

#### BENEFITS

- Nu Oil® Finish – No recoat at time of install
- High stain protection & color retention
- Completely VOC free
- Renewable w/ Warranty intact
- MG4 – 3 Guaranteed sandings
- Highest possible stability w/ sawn cut face
- Guaranteed Third Party Certification
- Truecore® – Renewable Resources
- Green Certification
- Lifetime Structural Guarantee





OOLONG HICKORY



# AVENUE

## ENGINEERED HARDWOOD FLOORING

### ULTRA WIDE PLANKS

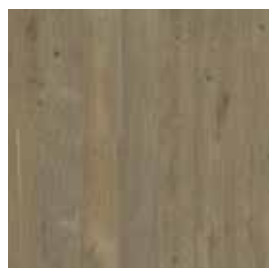
As big as your own imagination, the Ultra Wide Avenue Collection removes the constraints of conventional flooring allowing your space to breathe. Each plank exudes more history and beauty of nature's strongest and most dramatic hardwood species only available in wider widths.

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.

PLANK DIMENSIONS: 9½" x 7'2" RL



SUNSET OAK\*



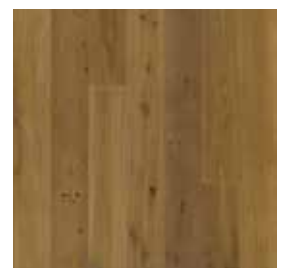
RODEO OAK\*



OCEAN DRIVE OAK\*



MULHOLLAND OAK\*



WILSHIRE OAK\*



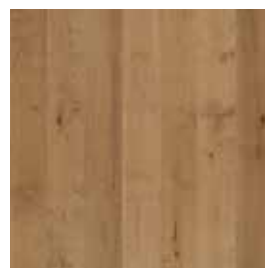
MICHIGAN HICKORY



BELLE MEADE HICKORY



NEWBURY HICKORY



PENNSYLVANIA MAPLE



LOMBARD MAPLE

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 54.







SUNSET OAK

The Avenue Collection shows the widest 4mm sawn cut Oak, Maple & Hickory options in the industry. 150+ year old trees are harvested to make this ultra wide plank collection. It is the only product comparable to a 4mm sawn cut face solid wood on the market.



MULHOLLAND OAK



RODEO OAK

#### BENEFITS

- TrueMark® Glaze Tek Finish
- 10x more durable than UV Poly
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG4 – 3 Guaranteed sandings
- Highest possible stability w/ sawn cut face
- Guaranteed Third Party Certification
- Truecore® – Renewable Resources
- Green Certification
- Lifetime Structural Guarantee





BELLE MEADE HICKORY

# ALTA VISTA

## ENGINEERED HARDWOOD FLOORING

SIMPLY  
INNOVATIVE

The Alta Vista collection is a return to vintage European design. These beautiful, classic and refined floors are crafted out of European White Oak, a premier hardwood species that has been used for everything from flooring to shipbuilding over the centuries due to its stability.

These floors feature Hallmark's authentic sawn-cut style and are lightly sculpted and wire brushed by hand. The boards are generous widths and lengths, and the surface is treated with our exclusive Nu Oil® finish for a classic style and elegance.

PLANK DIMENSIONS: 7½" x 6'2" RL



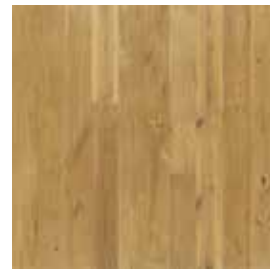
BALBOA OAK



DEL MAR OAK



LAGUNA OAK



MALIBU OAK



CARDIFF OAK



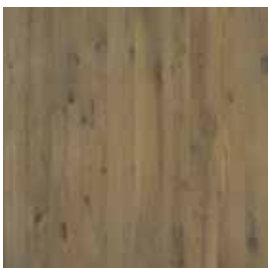
DOHENY OAK



HUNTINGTON OAK



BIG SUR OAK



PISMO OAK



CAMBRIA OAK



SANTA MONICA OAK



VENICE OAK

ALL ALTA VISTA COLORS ARE FUMED, WITH THE EXCEPTION OF LAGUNA.  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 54.

FOR MORE INSPIRATION AND INFORMATION: [HALLMARKFLOORS.COM](http://hallmarkfloors.com)







BIG SUR OAK





“I have been in the design and remodeling industry for over 20 years and no other product compares to the Hallmark Floors Alta Vista Collection. The quality is unparalleled, and from a designer’s perspective it is a dream product to incorporate into any design.”

- Jim D.  
Designer, Columbus OH



#### BENEFITS

- Nu Oil® Finish– No recoat at time of install
- High stain protection & color retention
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG4 – 3 Guaranteed sandings
- Highest possible stability w/ sawn cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee

# VENTURA

## ENGINEERED HARDWOOD FLOORING

### SIMPLY NATURAL

The understated elegance and durability of the Ventura collection's oak, maple and hickory planks feature two unique finishes that are further enhanced by wide planks and natural variation.

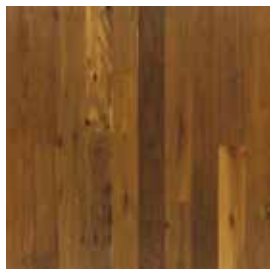
This contemporary collection was designed to look gently aged and weathered, while remaining durable and stain resistant.

Hallmark's 2mm thick slice-cut style, combined with a wire brushed texture applied by hand, offers a truly natural look for modern living.

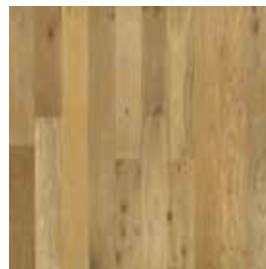
PLANK DIMENSIONS: 7½" x 6'2" RL



MARINA OAK\*



MANGROVE OAK\*



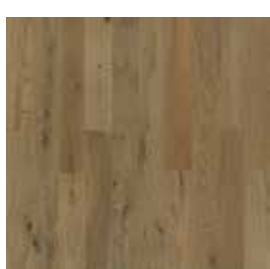
SANDAL OAK\*



SEASHELL OAK\*



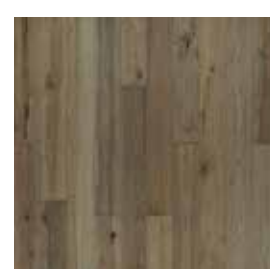
PEARL OAK\*



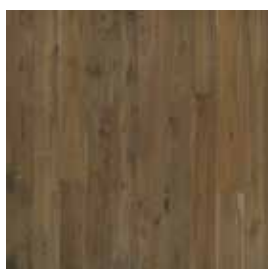
DUNE OAK



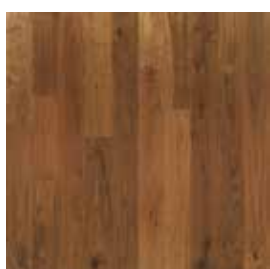
SANDBAR HICKORY



HAMPTON HICKORY



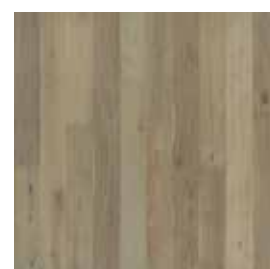
PIER OAK



MARITIME WALNUT



WHARF OAK



WHITE CAP OAK

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 54.







HAMPTON HICKORY



“We recently purchased a new construction home with Hallmark Floors on the first and second levels, specifically the Ventura collection. The floors are incredible and, even though the home has a ton of really cool features, the first thing people mention is the floors. I have already recommended them to family and friends.”

- Shawn D.  
Homeowner, Arlington VA

SANDAL OAK



#### BENEFITS

- Nu Oil® Finish – No recoat at time of install (Oak)
- TrueMark® Glaze Tek Finish (Hickory, Maple, Walnut)
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG2 – 2 Guaranteed sandings
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® – Renewable Resources
- Green Certification
- Lifetime Structural Guarantee







# AMERICAN TRADITIONAL CLASSICS

ENGINEERED HARDWOOD FLOORING

## A HERITAGE OF STYLE

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.

PLANK DIMENSIONS: 5" x 7'2" RL  
OR 3.25" x 7'2" RL (SELECT COLORS)



NATURAL RED OAK  
5" OR 3.25" WIDE PLANK



NATURAL WHITE OAK  
5" OR 3.25" WIDE PLANK



NATURAL WALNUT  
5" OR 3.25" WIDE PLANK



AUBURN RED OAK  
5" OR 3.25" WIDE PLANK



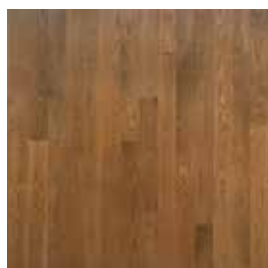
BUCKSKIN HICKORY  
5" WIDE PLANK



LINEN WHITE OAK  
5" WIDE PLANK



NATURAL HICKORY  
5" WIDE PLANK



SADDLE WHITE OAK  
5" WIDE PLANK

FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 50.













NATURAL RED OAK

#### BENEFITS

- TrueMark® Glaze Tek Finish
- 10x more durable than UV Poly
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG2 – 2 Guaranteed sandings
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® – Renewable Resources
- Green Certification
- Lifetime Structural Guarantee

# MONTEREY

## ENGINEERED HARDWOOD FLOORING

SIMPLY  
SAVVY

Industry-leading technology enhances the beauty of nature in the Monterey Collection, which adds a modern twist to a historical, European design influence. The floors are meticulously crafted out of maple, hickory and oak, combining planks of random widths (4", 6", 8") and lengths (up to 6'2").

Each individual plank is carefully sculpted and wire brushed by hand, using our 2mm slice-cut style. The low-luster Truemark® Glaze Tek finish enhances durability of these fashionable floors.

PLANK DIMENSIONS: 4", 6", 8" x 6' RL



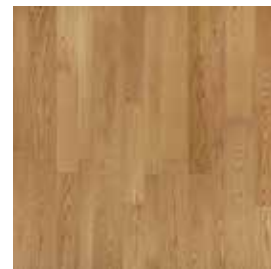
ADOBE RED OAK



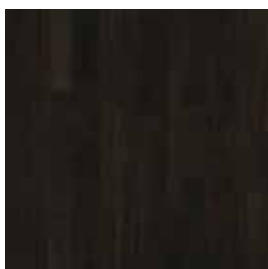
ALHAMBRA OAK



APPALOOSA RED OAK



CANTINA RED OAK



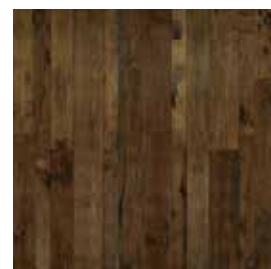
CALGARY RED OAK



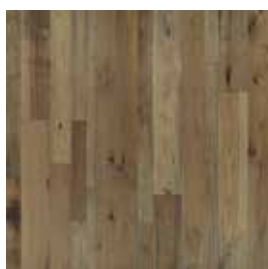
CASITA HICKORY



CHEYENNE OAK



GAUCHO HICKORY



PALOMINO HICKORY



PUEBLA HICKORY



RANCHERO HICKORY



VILLA OAK













RANCHERO HICKORY

#### BENEFITS

- TrueMark® Glaze Tek Finish
- 10x more durable than UV Poly
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG2 – 2 Guaranteed sandings
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® – Renewable Resources
- Green Certification
- Lifetime Structural Guarantee

# NOVELLA

## ENGINEERED HARDWOOD FLOORING

SMART,  
MODERN,  
CAPTIVATING

The innovative and versatile Novella Hardwood Collection creates a multitude of options through offering two finishes, three wood species and an array of captivating colors. The planks made from maple and hickory are treated with the TrueMark® Glaze Tek finish, providing a low-sheen luster, while the oak products are finished with Nu Oil®, Hallmark's exclusive oil finish.

The Novella floors feature our slice-cut style, with boards that have been lightly sculpted by hand (maple & hickory) or wire brushed (oak), with detailed coloring. This versatile collection was designed to fit any design scheme and compliment any lifestyle.

PLANK DIMENSIONS: 6" x 6'2" RL



EMERSON OAK\*



WHITMAN OAK\*



ALCOTT MAPLE



WILLIAMS MAPLE



RAND HICKORY



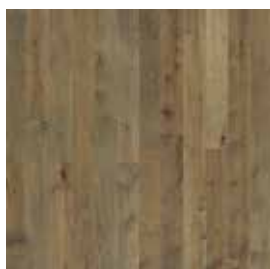
FAULKNER HICKORY



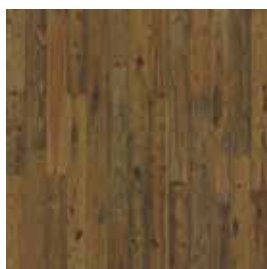
THOREAU HICKORY



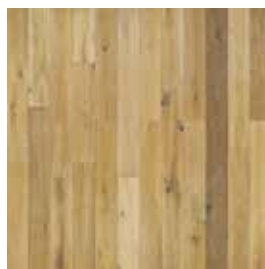
HAWTHORNE OAK\*



FROST MAPLE



ELIOT HICKORY



HEMINGWAY OAK\*



TWAIN OAK\*

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 54.



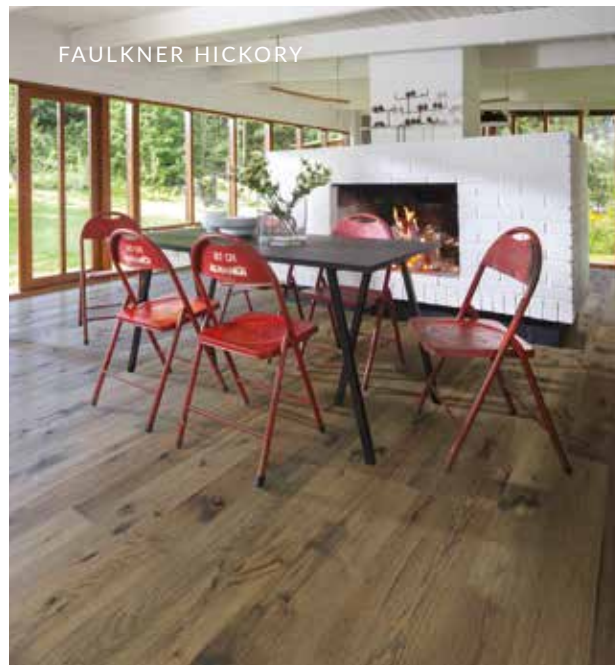






THOREAU HICKORY





“We are absolutely loving our new Hallmark Novella Twain floors. The color is so rich and warm and the finish is absolutely stunning. Working with Hallmark has been so easy and pleasant and we look forward to our new floors for a long time to come”

- Carol W.  
Homeowner,  
Canal Winchester OH



#### BENEFITS

- Nu Oil® Finish – No recoat at time of install (Oak)
- TrueMark® Glaze Tek Finish (Hickory, Maple, Walnut)
- Completely VOC neutral
- Renewable w/ Warranty intact
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® – Renewable Resources
- Green Certification
- Lifetime Structural Guarantee

# GRAIN & SAW

## ENGINEERED HARDWOOD FLOORING

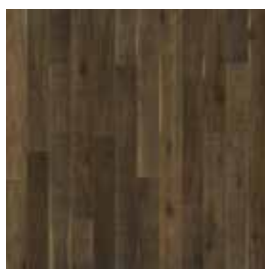
### RUSTIC & ELEGANT

Grain & Saw is a subtle reclaimed look inspired by 14th-century handcrafted guilds, paired with the latest materials this collection will compliment 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.

PLANK DIMENSIONS: 6" x 6'2" RL



MORRIS OAK\*



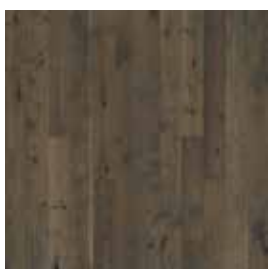
RUSKIN OAK\*



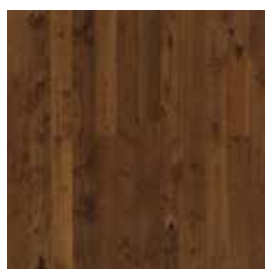
BALLENTINE OAK



LARSSON HICKORY



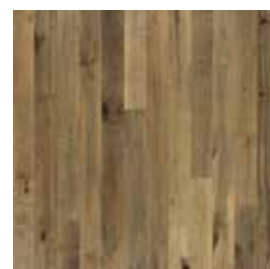
HOFFMAN HICKORY



STICKLEY HICKORY



TIFFANY MAPLE



GREENE MAPLE

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 54.













TIFFANY MAPLE

#### BENEFITS

- TrueMark® Glaze Tek Finish
- Completely VOC neutral
- Renewable w/ Warranty intact
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® – Renewable Resources
- Green Certification
- Lifetime Structural Guarantee

# REGATTA

## HARDWOOD FLOORING

### SPILL PROOF WOOD FLOOR

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 durable finish and an edge sealant that provides 360 degree protection making for an easy clean up to life's little mishaps.

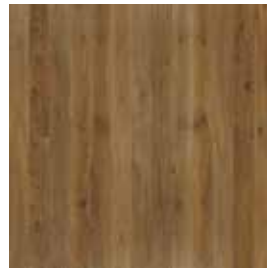
PLANK DIMENSIONS: 6" x 6'2" RL



ANCHOR OAK



HARBOR OAK



LEEWARD OAK



HALYARD OAK



SPINNAKER OAK



SAILMAKER MAPLE



BALLAST MAPLE



COMPASS MAPLE



STARBOARD HICKORY



WINDWARD HICKORY



PORT HICKORY



KETCH HICKORY









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.



#### BENEFITS

- TrueMark® Glaze Tek Finish
- Completely VOC neutral
- Renewable w/ Warranty intact
- Highest possible stability w/ slice cut face
- PureCore RIGID Technology
- Pure Virgin Vinyl & 60% Stone Aggregate
- Waterproof Core
- Lifetime Structural Guarantee







# ORGANIC

## SOLID HARDWOOD FLOORING

### REAL RECLAIMED DESIGN

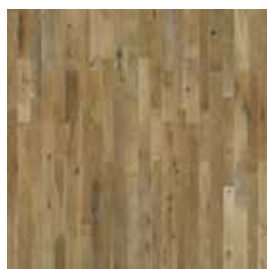
Handcrafted with a texture that thrills both your feet and eyes, the reclaimed design of the Hallmark Organic Solid wood floor carries a sense of history and charm. Creating a perfect complement to contemporary interiors while also accentuating a vintage look, these floors feature a reclaimed design with planks of random widths and lengths, infusing any interior space with an inviting sense of warmth.

This innovative type of solid wood flooring, with its genuine wood texture and natural patina, is unique to Hallmark Floors.

PLANK DIMENSIONS: 3¼", 4" x 6'2" RL



CARAWAY OAK\*



FENNEL OAK



NUTMEG HICKORY



POPPY SEED RED OAK



SORREL OAK



MOROCCAN HICKORY



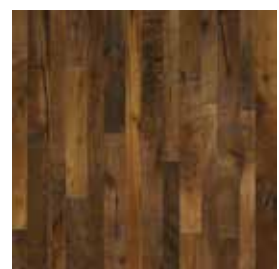
TULSI HICKORY



TARRAGON OAK



TURMERIC HICKORY



TAMARIND WALNUT

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE 54.





“We absolutely love our new Hallmark Organic Hardwood Flooring! Every piece is unique in color variation and texture! We have a mid century eclectic style and it blends perfectly! Easy to maintain which is essential with 4 boys! We would definitely recommend to anyone wanting hardwood floors that are different from all others!”

- Kim K.  
Homeowner, Le Mars IA

#### BENEFITS

- Nu Oil® Finish – No recoat at time of install
- High stain protection & color retention
- Completely VOC neutral
- Renewable w/ Warranty intact
- Highest possible stability w/ solid sawn faces
- MG4 – 3 Guaranteed sandings
- Guaranteed Third Party Certification
- Green Certification
- Lifetime Structural Guarantee

MOROCCAN HICKORY



TULSI HICKORY



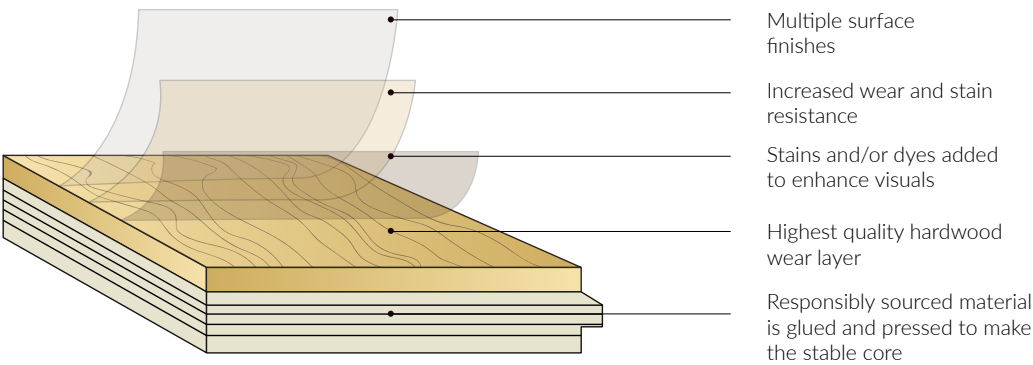




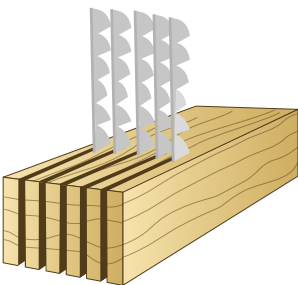
# QUALITY IN EVERY GRAIN

Our collections are small batch, hand-touched & not mass produced, and are always designed with fashion in mind. The subtle nuances that make Hallmark Floors unique are all done by hand and inspired by the natural graining of the wood. The 100% hand scraping that imitates turn-of-the-century flooring and the multi-step weathering techniques beautifully highlights the inherent characteristics found in nature. By layering all of the processes together, it enhances the style and cut of the plank.

## Engineered Hardwood Construction

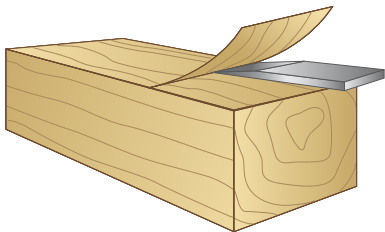


Hallmark Floors' engineered hardwood floors is constructed with an ultra thick wear layer has the same usable surface as 3/4" solid hardwood flooring, which allows 3 guaranteed sandings. Sliced and rotary veneer layers allow up to 2 guaranteed sandings.



## Sawn-Cut Style

Experts in the industry agree that sawn-cut provides the best quality, stability & visuals for solid & engineered floors. Sawn-cut engineered floors allow for the thickest veneer (4mm) with the highest degree of stability. Engineered sawn-cut wear layers are the ONLY engineered floors that are equal to solid wood floors.



## Slice-Cut Style

Slice-cut features the same beautiful look as sawn cut veneers and is the second most common way to create a wood veneer, it's just in thinner layers (2mm or less). This creates stunning visuals while still providing stability for engineered wood floors.

## TrueCore® Construction

Hallmark Floors uses only true hardwood veneers and TSCA Title VI glues for the center-ply in our engineered floors' hardwood construction. The center veneers are cold pressed, then hot pressed using tremendous pressure. This process makes the eco-friendly center core harder and more proportionally stable.

- Higher Stability
- Higher Density
- Higher Strength
- Higher Indoor Air Quality

Truecore® is third party verified and surpasses the TSCA Title VI emission requirements.

## TrueCore® 2 Construction

Made from quarter sawn pine lamellas attached to the surface wear layer. Providing 2 key performance enhancing features:

1. Quarter sawn pine lamellas create 25% more dimensional stability with the same indentation resistance as hardwood for optimal structural strength.
2. A 1:5 core to wear surface ratio with an additional applied sealant to the underneath of the plank creating the highest optimum dimensional stability in our plank.

Rapidly renewable core comprises 80% of the volume of the plank, for best management of forest resources. 90 degree side rail design, for precision tongue & groove, providing smooth, clean, simple installation.





### Nu Oil® Hybrid Oil Finish

Nu Oil® incorporates new hybrid technology, creating a highly durable, stain and fade resistant finish, all with a limited lifetime warranty. Nu Oil® is easier to maintain than traditional oils and does not require an immediate re-coat at time of install.



### TrueMark® Glaze Tek Finish

Four coats of hand applied base and accent colors, combined with twelve coats of finish achieve a depth and richness unparalleled anywhere in the hardwood flooring industry. Nano technology is incorporated into the surface and fortified with aluminum oxide for a finish so durable it carries a limited lifetime warranty against wear through.

## SERENITY

### Clean Grade



Wood planks with some pronounced and nuanced color contrast. CLEAN grade wood floors offers a slightly wider range of color contrast, variation, mineral streaks, closed and opened knots with fill, is acceptable.

CLEAN GRADE COLORS:  
Honest, Tranquil, Calm

### CleanPLUS Grade



Wood planks with limited pronounced color, variation and more nuanced contrast. CLEANPLUS grade, offers a more limited color variation but still includes contrast between boards, mineral streaks and closed knots.

CLEANPLUS GRADE COLORS:  
Dream, Cozy, Pure, Peace, Serene, Bliss, Fair, Clear, Aglow



## Fumed Floors

Fuming is a natural, accelerated aging process used to enhance the dark and light shades within every wood plank and batch. Fuming simply deepens the natural colors and highlights the contrast of the wood planks without the use of stain. This process creates a naturally richer, darker and clearer floor with a higher contrast of color. It's created by adding a natural oxidizing agent in a controlled environment to react with the naturally present tannins in the wood.

No two planks will be identical after the process, and the intensity and tone of the color will depend on the length of time the wood is treated and the amount of tannins in the wood.

Floors made from fumed hardwood are beautiful, lively and one of a kind, featuring great color variation with a unique high contrast, just like the floor in the beautiful bedroom in the picture.



### Light Exposure & Natural Changes

Varying changes (patina) can occur when wood is exposed to UV rays from sunlight, florescent, LED, and incandescent bulbs. Window coverings, UV resistant tint, solar screens can minimize but not eliminate this natural occurrence. Certain species are more susceptible to light & development of varying degrees/shades of patina, due to their high content of natural oils.

Hallmark hardwood floors are created to showcase the natural beauty of wood. As such, the planks will contain natural mineral deposits/streaking, and both closed and filled knots. Wood is a natural product that features distinct color and graining. Each board is unique in its characteristics and will vary from piece to piece. Each board can vary from a clean to rustic visual.



### Heartwood & Sapwood

The difference between the inner part of the tree (heartwood) and the outer part of the tree (sapwood) can be seen as variations of light and dark. The natural contrast between heartwood and sapwood plays a major role in the color of wood floors. Variations can occur from board to board, as well as in the same board. This occurs naturally, and is not an "unfinished" board.

Staining wood floors can diminish the appearance of heartwood and sapwood, but it doesn't entirely hide these natural characteristics. The stain helps to blend the natural contrasts together. It doesn't eliminate it. Fuming has the opposite affect on heartwood and sapwood. Fumed floors are designed on purpose to magnify the natural contrast.



## Order Samples & See Our Floors in Your Home With The Room Visualizer

Samples are provided as a courtesy to architects, interior designers, other building industry professionals and homeowners. [Samples@hallmarkfloors.com](mailto:Samples@hallmarkfloors.com)

Because wood is a natural material, every plank of Hallmark Hardwood flooring will have a unique appearance, often with naturally-occurring variations in color, texture and grain patterns. Samples and online photos show only a small example of the product's appearance and they may not fully be representative of the range of color, texture and grain variations which can occur. It is recommended that a box of flooring be purchased and seen on-site prior to ordering floors for your home or renovation.

See Hallmark Floors in your home with our new virtual design tool on our website - See endless possibilities.



SAMPLES@HALLMARKFLOORS.COM  
888-551-0888  
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