



## HGTV HOME HARDWOOD BY SHAW

Design forecasts predict that natural-looking hardwood floors will be the style for 2011. True brown and blond wood tones are replacing the red- and orange-based stains of past years, while today's gloss preferences skew toward a more subdued sheen. Given this return to authenticity, the HGTV HOME Hardwood by Shaw collection includes 16 natural hardwood styles for consumers to consider.

### SOLID HARDWOODS

Solid hardwoods remain an important category for traditionalists seeking a warm, timeless look for their home. Sourced from responsibly managed forests, the HGTV HOME solid wood products reflect neutral, classic colors and styles.

Key solid hardwood introductions:

- **Cadense:** Featuring deeper-than-usual colors, this maple style exudes quality and offers a flawless, sophisticated finish.
- **Gibson:** This vintage-inspired style pairs narrow-width oak planks with wire-brushed antiquing, creating an elegantly scraped finish.

### EPIC® ENGINEERED HARDWOOD

The superior strength and stability of Shaw's Epic engineered hardwood makes it the perfect choice for modern families. In addition, Epic is eco-friendly—it contains 50 percent recycled content, is Cradle to Cradle Certified™ and meets GREENGUARD® Children & Schools indoor air quality requirements.

New Epic offerings include:

- **Alto Pass:** Skillfully and luxuriously hand-colored, this hand-scraped maple evokes a grand, opulent feeling.
- **Hill Crest:** This rich maple has been vigorously hand-scraped, creating a comfortable, lived-in quality.
- **Rock Bridge:** Comprised of hand-scraped hickory planks in a variety of colors, this flexible style works with a wide array of furniture and cabinet finishes.

The HGTV HOME Hardwood by Shaw collection features Shaw's ScufResist™ PLATINUM finish for added durability. Testing shows that floors with ScufResist withstand household scuffs up to six times better than the competition.

