



Hallmark Floors

Hardwood Catalog

Created by Nature, Crafted by Hallmark

HALLMARK FLOORS

Created by nature, Crafted by Hallmark

Naturally enhancing
what nature created.



Each plank is individually
hand touched for...

F A S H I O N

HARDWOOD DESIGN

Our collections are small batch, hand-touched & not mass produced, and always designed with fashion in mind. The subtle nuances are all done by hand and inspired by the natural state of the wood, from staining and scraping to wire brushing. It takes time to create and design our floors due to the care that we put into each board, color and collection.

We are working with the canvas that nature gave us — every collection is designed to reflect its raw beauty and uniqueness. Like everything in nature, the boards are diverse and have individual markings, coloring and styles. Creating wood floors is more than just fashion, it's an art. Hallmark handcrafts beautiful, fashionable floors.

Hallmark Floors... simply better



color

texture

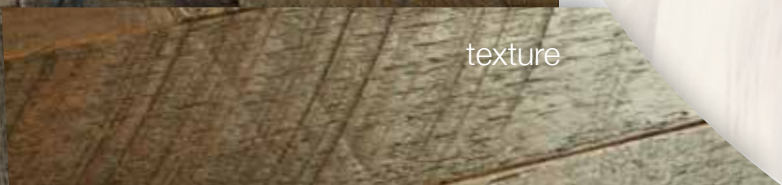
finish



color



grain



texture

ORGANIC SOLID - Retro Du Jour



Reclaimed Design

Authentic Solid Sawn Cut, multiple width, natural patina (aged), 100% handcrafted with genuine wood texture.
Exclusive 10 Step Process.

ORGANIC 567 - Simply Authentic



Reclaimed Design

Authentic Sawn Cut, multiple width, natural patina (aged), 100% handcrafted with genuine wood texture.
Exclusive 10 Step Process.

ALTA VISTA - Simply Innovative



Vintage European Design

Authentic 4mm Sawn Cut, wide width lightly sculpted 100% by hand & wire brushed, historically worn/natural patina.

MODERNO - Simply Contemporary



Modern Design

Authentic 4mm Sawn Cut, smooth, lightly wire brushed with hand detailed coloring.

HEIRLOOM - Simply Classic



Transitional Design

Authentic 4mm Sawn Cut, medium sculpted 100% by hand with detailed coloring.

DESIGN

with a purpose... color, texture & grain.

MONTEREY - Simply Savvy



Historical European Design

Slice Cut Style, multiple width, lightly sculpted 100% by hand & wire brushed.

VENTURA - Simply Natural



Modern-Contemporary Design

Slice Cut Style, wide width wire brushed with detailed coloring.

NOVELLA - Simply Captivating



Versatile Design

Slice Cut Style, lightly sculpted (maple & hickory), wire brushed (oak) with hand detailed coloring.

CHAPARRAL - Simply Original



Western Design

Traditional Rotary Cut, heavily sculpted 100% by hand with hand detailed coloring.

SILVERADO - Simply Traditional



Traditional Design

Traditional Rotary Cut, medium sculpted 100% by hand with detailed coloring.

design
quality
fashion
trend

HANDCRAFTED

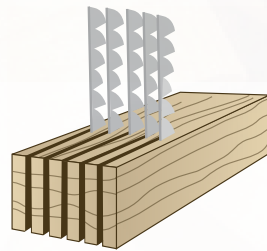
SAWN CUT FASHION

Experience individually handcrafted hardwood floors

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.

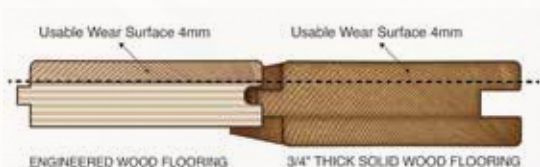
Sawn cut is made by cutting the log into thick blanks and then set on edge and sent through a multi blade saw, so that the slices are more perpendicular to the growth rings. This process creates a beautiful wood grain and higher quality product, which is unique to sawn-cut face floors.



SAWN CUT ENGINEERED FLOORS SUPERIOR WEAR LAYER

Hallmark Floors' hybrid sawn cut engineered wood floors feature the same wear layer as solid.

Learn more on page 32.



Collections featuring the Sawn Cut Face Technique:

- Organic Solid
- Organic Engineered 567
- Alta Vista
- Moderno
- Heirloom



Organic Solid

Alta Vista

Organic 567



Organic Solid Cardamom Maple

Length: Up to 6'2" RL

Width: 3.25", 4"

Thickness: 3/4"
Solid
Sawn Cut Face

Handcrafted texture: Natural patina (aged), 100% handcrafted with genuine wood texture. Exclusive 10 Step Process.

Finish: NuOil® Finish

Edge Detail: Handcrafted Bevel

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 3 Year Commercial Finish

Board Variation:



V4 - SUBSTANTIAL BOARD VARIATION



real reclaimed design

The Organic Solid Hardwood Collection is a more universal approach to wood flooring. Blending natural, vintage materials into contemporary living, complementing both nature and the latest design trends. Fusing modern production techniques with those of antiquity, Hallmark Floors replicates authentic, real reclaimed wood floors with random widths and lengths. This innovative flooring is unique to Hallmark Floors - you will not find this reclaimed design anywhere else.

These solid wood floors have a natural Patina due to our exclusive 10-Step Process and are 100% handcrafted with genuine wood texture. The Organic Solid Collection is paving the way for fashion and innovation.

benefits

- Finish NuOil® - No recoat at time of install
Best stain protection & color retention
Completely VOC free
100% Renewable w/ Warranty intact
Custom 10 step reclaimed proprietary process
- Structure MG4 - 3 Guaranteed sanding's
Highest possible stability w/ Solid Dry Sawn faces
Guaranteed Third Party Certification
Highest Green Certification
Lifetime Structural Guarantee
- Clean Air CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.
For complete specifications on this collection & latest updates, visit hallmarkfloors.com



Caraway Oak
SOR34CARO



Clove Hickory
SOR34CLOH



Masala Oak
SOR34MASO



Moroccan Hickory
SOR34MORH



Noni Oak
SOR34NONO



Tulsi Hickory
SOR34TULH



Tamarind Walnut
SOR34TAMW



Cassia Maple
SOR34CASM



Cardamom Maple
SOR34CARM



Saffron Red Oak
SOR34SARO



Organic 567 Matcha Oak

Length: Up to 6'2" RL

Width: 5, 6, 7½"

Thickness: 5/8"
Engineered
4mm Sawn Cut Face

Handcrafted texture: Natural patina (aged), 100% handcrafted with genuine wood texture. Exclusive 10 Step Process.

Finish: NuOil® Finish

Edge Detail: Handcrafted Bevel

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 3 Year Commercial Finish

Board Variation:



V4 - SUBSTANTIAL BOARD VARIATION



simply authentic

The Organic 567 Collection combines the hardwood fashion trends of today with the naturally weathered visuals of real vintage reclaimed wood. This engineered wood flooring fuses modern production techniques with those of antiquity. Hallmark replicates authentic, real reclaimed visuals in engineered wood floors with random widths and lengths, creating rustic, aged floors to compliment contemporary designs.

These solid wood floors have a natural Patina due to our exclusive 10-Step Process and are 100% handcrafted with genuine wood texture. The Organic Solid Collection is paving the way for fashion and innovation.

benefits

Finish	NuOil® - No recoat at time of install Best stain protection & color retention Completely VOC free 100% Renewable w/ Warranty intact Custom 10 step reclaimed proprietary process
Structure	MG4 - 3 Guaranteed sandings Highest possible stability w/ Dry Sawn faces Guaranteed Third Party Certification Truecore® - FSC certified Highest Green Certification Lifetime Structural Guarantee
Clean Air	CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.

For complete specifications on this collection & latest updates, visit hallmarkfloors.com



Chai Oak
EOR567CHA0



Chamomile Hickory
EOR567CHAH



Darjeeling Hickory
EOR567DARH



Dragon Pearl Oak
EOR567DRA0



Earl Grey Oak
EOR567EAR0



Gunpowder Oak
EOR567GUN0



Matcha Oak
EOR567MAT0



Oolong Hickory
EOR567OOLH



Alta Vista Balboa Oak

Length: Up to 6'2" RL

Width: 7½"

Thickness: 5/8"
Engineered
4mm Sawn Cut Face

Handcrafted texture: Lightly sculpted & wire brushed 100% by hand, historically worn/natural patina.

Finish: NuOil® Finish

Edge Detail: Handcrafted Bevel

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 3 Year Commercial Finish

Board Variation:



V4 - SUBSTANTIAL BOARD VARIATION



simply innovative

A return to vintage European Design, the Alta Vista Collection is crafted out of genuine French White Oak, a premium hardwood. For centuries this wood has been used for everything from flooring to shipbuilding because of its stability. Alta Vista boasts generous widths and lengths, and is topped with our exclusive NuOil® finish for a classic aesthetic.

The floors feature Hallmarks authentic sawn-cut style, that is lightly sculpted & wire brushed 100% by hand, proving the dynamics & innovation of the Alta Vista Collection. This collection's stunning color pallet and historically worn/natural patina reinforces a true European trend and makes it one-of-a-kind.

benefits

- | | |
|-----------|---|
| Finish | NuOil® – No recoat at time of install
Best stain protection & color retention
Completely VOC free
100% Renewable w/ Warranty intact |
| Structure | MG4 – 3 Guaranteed sanding's
Highest possible stability w/ Dry Sawn faces
Guaranteed Third Party Certification
Truecore® - FSC certified
Highest Green Certification
Lifetime Structural Guarantee |
| Clean Air | CARB II - Surpasses standard by over 50% |

Turn to page 32 for the key design elements of this collection.
For complete specifications on this collection & latest updates, visit hallmarkfloors.com



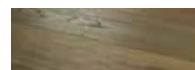
Balboa Oak
AV75OBAL



Carmel Oak
AV75OCAR



Coronado Oak
AV75OCOR



Catalina Oak
AV75OCAT



Del Mar Oak
AV75ODEL



Laguna Oak
AV75OLAG



Malibu Oak
AV75OMAL



Morro Bay Oak
AV75OMOR



Historic Oak
AV75OHIS



Historic Walnut
AV75WHIS



Moderno Stony Brook Maple

Length: Up to 7' RL

Width: 6"

Thickness: 9/16"
Engineered
4mm Sawn Cut Face

Handcrafted texture: Smooth, lightly wire brushed with hand detailed coloring.

Finish: TrueMark® Glaze Tek Poly Finish

Edge Detail: Microbevel

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 5 Year Commercial Finish

Board Variation:



V3 - MODERATE BOARD VARIATION



moderno

simply contemporary

Inspired by contemporary high-end furniture, the Moderno Hardwood Collection is simply fashionable. This modern designed floor features longer length planks, Hallmarks' authentic 4mm sawn cut style, and is smooth with lightly wire brushed texture applied 100% by hand. Our revolutionary GlazeTek Poly Finish employs hand-touched color glazing for depth, movement and natural visuals.

The Moderno Collection is the perfect blend of artistry and dependable craftsmanship.

benefits

Finish	TrueMark® GlazeTek - 10x more durable than UV Oil 3x more durable than UV Poly 12 coats of finish
Structure	100% Renewable w/ Warranty intact MG4 - 3 Guaranteed sandings Highest possible stability w/ Dry Sawn faces Guaranteed Third Party Certification Truecore - FSC certified Highest Green Certification Lifetime Structural Guarantee
Clean Air	CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.

For complete specifications on this collection & latest updates, visit hallmarkfloors.com



Acadia Hickory
MS6ACAH



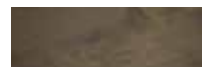
Camden Maple
MS6CAMM



Mohegan Oak
MS6M0HO



Montauk Maple
MS6MONM



Oyster Bay Maple
MS6OYSM



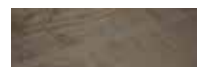
Sagamore Oak
MS6SAGO



Seal Cove Hickory
MS6SEAH



Silver Creek Oak
MS6SILO



Stony Brook Maple
MS6STOM



White Plains Maple
MS6WHIM



Heirloom Autumn Stone Walnut

Length: Up to 7' RL

Width: 5"

Thickness: 9/16"
Engineered
4mm Sawn Cut Face

Handcrafted texture: Medium sculpted 100% by hand with detailed coloring.

Finish: TrueMark® Poly Finish

Edge Detail: Handcrafted

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 5 Year Commercial Finish

Board Variation:



V3 - MODERATE BOARD VARIATION*

*Natural Hickory & Natural Walnut: V4 - SUBSTANTIAL BOARD VARIATION
See page 34 for variation details.



The *Heirloom* Collection
Handcrafted wood floors

simply classic

The Heirloom Hardwood Collection features true North American wood species from the Appalachian region. Heirloom is prized for its characteristics such as its quality and unique smooth graining. The planks are handcrafted and finished in a warm array of natural colors. They are reminiscent of the historic hardwoods of old European manors featuring the look of subtly aged timber.

Hallmark's authentic 4mm sawn-cut style, coupled with a medium sculpted texture that is 100% hand applied, provides a truly classic, traditional design.

benefits

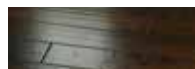
- | | |
|-----------|---|
| Finish | TrueMark® - 9 coats of hardwearing Aluminum Oxide
100% Renewable w/ Warranty intact
VOC Free Maintenance products
Lifetime Finish Warranty |
| Structure | MG4 - 3 Guaranteed sandings
Highest possible stability w/ Dry Sawn faces
Guaranteed Third Party Certification
Truecore - FSC certified
Highest Green Certification
Lifetime Structural Guarantee |
| Clean Air | CARB II - Surpasses standard by over 50% |

Turn to page 32 for the key design elements of this collection.

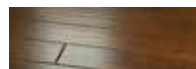
For complete specifications on this collection & latest updates, visit hallmarkfloors.com



Autumn Stone Walnut
HC5AUTW1



Bootstrap Maple
HC5BTSM1



Buckskin Hickory
HC5BUKH1



Jute Hickory
HC5JUTH1



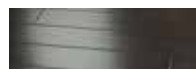
Morning Mist Maple
HC5MORM1



Natural Hickory
HC5HICH1



Natural Walnut
HC5NATW1



Shady Glen Maple
HC5SHAM1



Tea Leaf Hickory
HC5TEAH1



Syrup Maple
HC5MAPM1

design
quality
fashion
trend

HANDCRAFTED

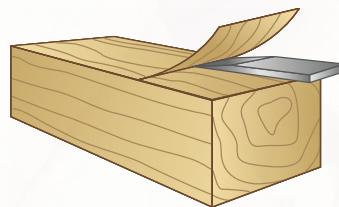
SLICE CUT FASHION

Experience individually handcrafted hardwood 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.

How the wood is cut makes a difference in sliced engineered floors. According to experts, in order to produce a better slice cut veneer, the log should be vertically cut from the top down. As a result, this creates less stress on the veneer during the slicing process and makes the veneer stronger and provides max stability for a variety of environments. For this reason, Hallmark Floors only vertically slice-cuts the wood used for our floors.



Collections featuring the Slice Cut Face Technique:

- Monterey
- Ventura
- Novella



Monterey

Novella

Ventura



Novella Frost Maple

Length:	Up to 6'2" RL	Finish:	TrueMark® Glaze Tek Finish (Maple & Hickory) NuOil® Finish (Oak)
Width:	6"	Edge Detail:	Handcrafted
Thickness:	7/16" nominal Engineered 1.5mm Slice Cut Face	Warranty:	Limited Lifetime Structural & Residential Finish 10 Year Commercial Structural & 5 Year (GlazeTek) 3 Year (NuOil) Commercial Finish
Handcrafted texture:	Lightly sculpted (maple & hickory), wire brushed (oak) with hand detailed coloring.	Board Variation:	V3 MODERATE: Dickinson, Harper & Fitzgerald V4 SUBSTANTIAL: Frost, Eliot, Faulkner, Melville, Thoreau, Hawthorne, Twain & Steinbeck. V4+ EXTREME: Hemingway



NOVELLA

COLLECTION

simply captivating

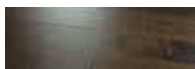
Novella Hardwood Collection is a tale of two Finishes, both with their own unique characteristics. Complete with an array of captivating colors, each one tells a different story and captures the imagination. The Maple and Hickory planks are coated with TrueMark® GlazeTek finish, providing a low-sheen luster. The Oak products are finished with NuOil®, Hallmarks' exclusive Oil finish. The Novella Collection inspires possibilities.

This floor features our slice-cut style, that is lightly sculpted 100% by hand (maple & hickory), wire brushed (oak), with detailed coloring. This versatile collection was designed to fit any theme and compliment any lifestyle. Create your own narrative with the Novella Collection.

benefits

Finish	TrueMark® GlazeTek (Maple & Hickory) - 10x more durable than UV Oil 3x more durable than UV Poly 12 coats of finish
	NuOil® (Oak) - No recoat at time of install Best stain protection & color retention Completely VOC free 100% Renewable w/ Warranty intact
Structure	Highest possible stability w/ Slice Cut faces Guaranteed Third Party Certification Truecore - FSC certified Highest Green Certification Lifetime Structural Guarantee
Clean Air	CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.
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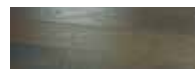
Dickinson Maple
N06DICM



Eliot Hickory
N06ELIH



Faulkner Hickory
N06FAUH



Fitzgerald Oak
N06FITO



Frost Maple
N06FROM



Harper Maple
N06HARM



Hawthorne Oak
N06HAWO



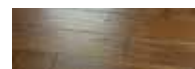
Hemingway Oak
N06HEMO



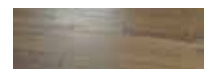
Melville Hickory
N06MELH



Steinbeck Oak
N06STEO



Thoreau Hickory
N06THOH



Twain Oak
N06TWAO



Ventura Seashell Oak

Length: Up to 6'2" RL

Width: 7½"

Thickness: 1½"
Engineered
2mm Slice Cut Face

Handcrafted texture: Wire brushed with detailed coloring.

Finish: TrueMark® Glaze Tek Finish (Maple, Hickory & Walnut)
NuOil® Finish (Oak)

Edge Detail: Handcrafted Microbevel

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 3 Year Commercial Finish

Board Variation:



V3 - MODERATE BOARD VARIATION*

*Seashell Oak: V4 - SUBSTANTIAL BOARD VARIATION
See page 34 for variation details.



VENTURA

COLLECTION

simply natural

The Ventura Collection is simply natural, crafted out of French White Oak and finished with Hallmarks' NuOil® finish, to enhance both durability and design. The wire-brushed planks feature smooth graining characteristics and come in an array of natural colors. This modern - contemporary collection was designed to look gently aged and weathered while still highly durable and stain resistant.

Hallmarks' 2mm slice cut style, combined with a wire brushed texture applied 100% by hand, offers a truly natural look for contemporary living.

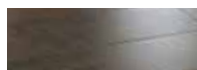
benefits

- Finish**
 - TrueMark® GlazeTek (Maple & Hickory) - 10x more durable than UV Oil 3x more durable than UV Poly 12 coats of finish
 - NuOil® (Oak) - No recoat at time of install
 - Best stain protection & color retention
 - Completely VOC free
 - 100% Renewable w/ Warranty intact
- Structure**
 - MG2 - 2 Guaranteed standings
 - Highest possible stability w/ slice cut faces
 - Guaranteed Third Party Certification
 - Truecore® - FSC certified
 - Highest Green Certification
 - Lifetime Structural Guarantee
- Clean Air**
 - CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.
For complete specifications on this collection & latest updates, visit hallmarkfloors.com



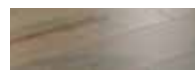
Maritime Walnut
VE75MARW



Tide Pool Maple
VE75TIDM



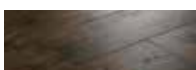
Mangrove Oak
VE75MANO



Sand Castle Maple
VE75SANM



Pearl Oak
VE75PEAO



Catamaran Hickory
VE75CATH



Sandal Oak
VE75SANO



Seashell Oak
VE75SEAO



Seaside Oak
VE75SIDO



Sandbar Hickory
VE75SANH



Monterey Terreno White Oak

Length: Up to 6' RL

Width: 4, 6 & 8"

Thickness: 1/2"
Engineered
2mm Slice Cut Face

Handcrafted texture: Lightly sculpted 100% by hand & wire brushed.

Finish: TrueMark® Glaze Tek Poly Finish

Edge Detail: Handcrafted Microbevel

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 5 Year Commercial Finish

Board Variation:



V4 - SUBSTANTIAL BOARD VARIATION



Monterey

COLLECTION

simply savvy

The Monterey Hardwood Collection was designed with an historical, European influence making it simply savvy & perfect for today's trends. This collection captures the beauty of nature, developed using tomorrow's technology to create a new demand for random width planks. The floors are crafted out of maple and hickory with random widths (4", 6", 8") and lengths (up to 6').

Each individual plank is lightly sculpted & wire brushed 100% by hand, with Hallmarks 2mm slice cut style. The low-luster Truemark® Glaze Tek finish adds durability to these fashionable floors.

benefits

Finish	TrueMark® GlazeTek - 10x more durable than UV Oil 3x more durable than UV Poly 12 coats of finish
Structure	100% Renewable w/ Warranty intact MG2 - 2 Guaranteed sandings Highest possible stability w/ slice cut faces Guaranteed Third Party Certification Truecore - FSC certified Highest Green Certification Lifetime Structural Guarantee
Clean Air	CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.

For complete specifications on this collection & latest updates, visit hallmarkfloors.com



Bacarra Maple
MY468BACM



Bungalow Maple
MY468BUNM



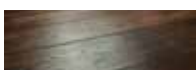
Caballero Maple
MY468CABM



Terreno White Oak
MY468TEWO



Chalet Red Oak
MY468CHRO



Casita Hickory
MY468CASH



Gaucho Hickory
MY468GAUH



Puebla Hickory
MY468PUEH



Rancho Hickory
MY468RANH



Terracotta Red Oak
MY468TCRO

design
quality
fashion
trend

HANDCRAFTED

ROTARY CUT FASHION

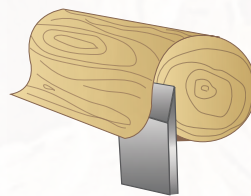
Experience individually handcrafted hardwood floors

ROTARY-CUT STYLE

The rotary style has a completely different look than sawn cut. Rotary cut top layers accentuate the natural grain pattern and have a more pronounced appearance. The random grain visuals are a reflection of how the wood is processed.

Traditional rotary peeled veneers are thinner (2.0mm or less). Spinning the log and peeling off a continuous sheet creates this veneer. Hallmark Floors' rotary cut veneers are thicker than industry standards (2.5mm), which gives rotary cut a more substantial wear surface.

Our sophisticated, state-of-the art cutting machinery, careful management of logs and slow drying process of the veneer takes Hallmark Floors' rotary cut style to a higher performance level than ever before, creating a superior product.



Collections featuring the Rotary Cut Style:

- Chaparral
- Silverado



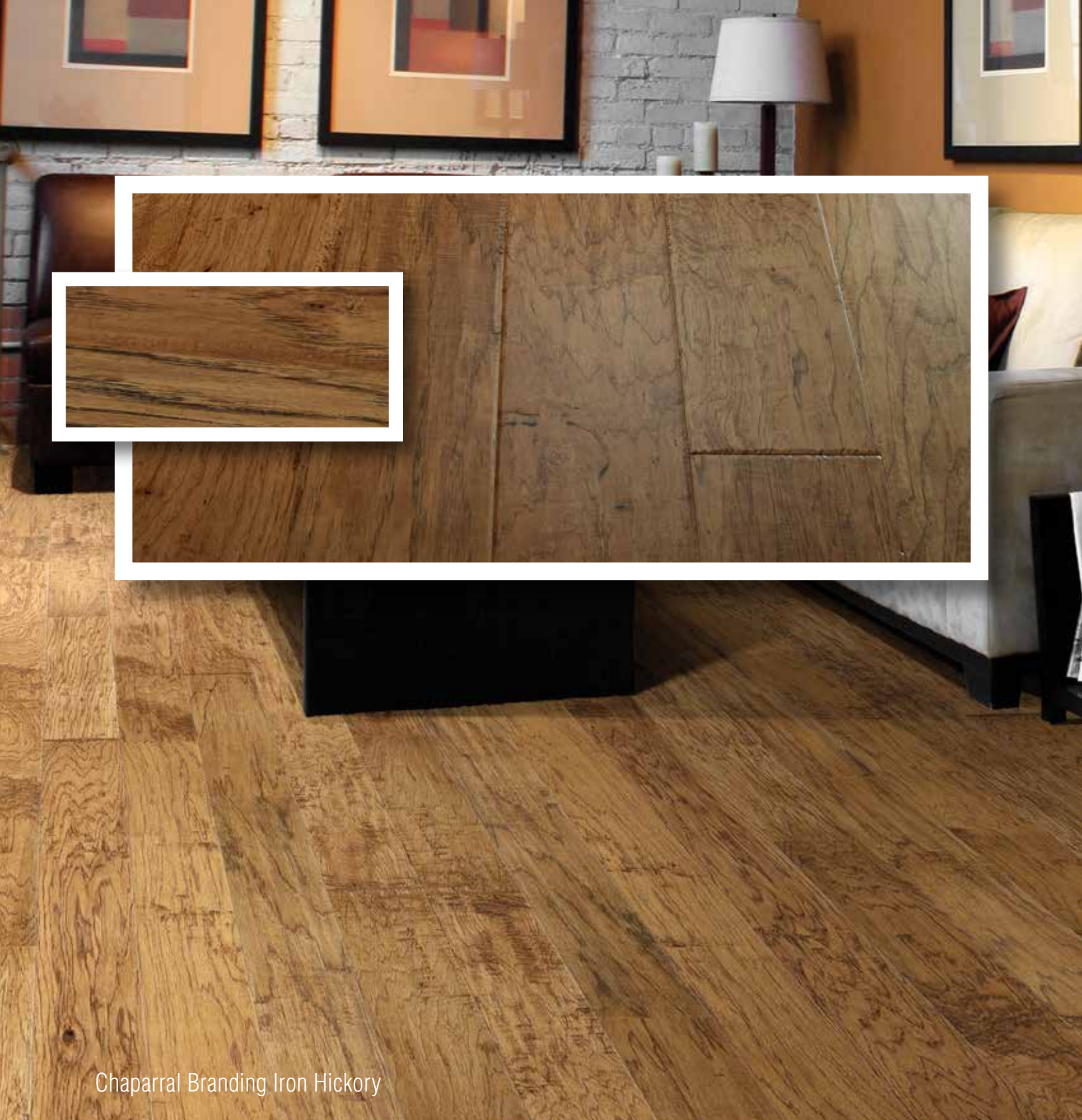
Silverado



Chaparral



Silverado



Chaparral Branding Iron Hickory

Length: Up to 6' RL

Width: 7"

Thickness: 1/2"
Engineered
2.5mm Rotary Cut Face

Handcrafted texture: Heavily sculpted 100% by hand with hand detailed coloring.

Finish: TrueMark® Poly Finish

Edge Detail: Pillowed

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 5 Year Commercial Finish

Board Variation:



V3 - MODERATE BOARD VARIATION



COLLECTION

Chaparral

Handcrafted Wood Floors

simply original

The Chaparral Collection is our most heavily hand sculpted product featuring American wood species from the northern regions. The worn looking plank faces are crafted and finished in various warm, rich colors to emphasize the tight graining characteristics. Features true North American species from the northern hardwood forest region, prized for its slow-growth hardwood timber and smooth, tight-graining characteristics. Hallmarks' 2.5mm rotary cut style, created with heavily sculpted texture that is 100% hand applied, was influenced by the Old West.

Seven inch-wide planks with longer random lengths up to 6 feet create expansive and timeless visuals.

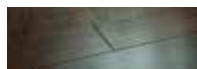
benefits

- Finish TrueMark® Poly - 9 coats of Aluminum Oxide
100% Renewable w/ Warranty intact
- Structure MG2 - 2 Guaranteed sandings
Highest possible stability
Guaranteed Third Party Certification
Truecore - FSC certified
Highest Green Certification
Lifetime Structural Guarantee
- Clean Air CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.
For complete specifications on this collection & latest updates, visit hallmarkfloors.com



Branding Iron Hickory
CH7HBRA1



Chaps Maple
CH7MCHP1



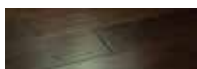
Cinch Walnut
CH7WCIN1



Lodge Pole Maple
CH7MLGP1



Nighthawk Hickory
CH7HNIT1



Rustler Maple
CH7MRUS1



Saddle Walnut
CH7WSDL1



Sagebrush Hickory
CH7HSGB1



Tackroom Hickory
CH7HTAC1



Timberwolf Maple
CH7MTIM1



Silverado Thyme Birch

Length: Up to 6' RL

Width: 6"

Thickness: 1/2"
Engineered
2.5mm Rotary Cut Face

Handcrafted texture: Medium sculpted 100% by hand with detailed coloring.

Finish: TrueMark® Poly Finish

Edge Detail: Pillowed

Warranty: Limited Lifetime Structural & Residential Finish
10 Year Commercial Structural & 5 Year Commercial Finish

Board Variation:



V2 - SLIGHT BOARD VARIATION*

*Driftwood Birch & Tobacco Birch: V3 - MODERATE BOARD VARIATION



Silverado Plank

Handcrafted Wood Floors

simply traditional

Birch can be transformed into a wide array of colors, which is why it was the perfect choice for the Silverado Hardwood Collection. Each wide (6") plank is medium sculpted 100% by hand, with Hallmarks' 2.5mm rotary cut style, crafted with a pillowed edge in order to provide a timeless, old-world look. The satin Truemark® finish provides durability to this traditional flooring collection.

The warm, rich stains & tight graining visuals add eye-catching distinction to the already unique planks.

benefits

Finish	TrueMark® Poly - 9 coats of Aluminum Oxide 100% Renewable w/ Warranty intact
Structure	MG2 - 2 Guaranteed sandings Highest possible stability Guaranteed Third Party Certification Truecore - FSC certified Highest Green Certification Lifetime Structural Guarantee
Clean Air	CARB II - Surpasses standard by over 50%

Turn to page 32 for the key design elements of this collection.

For complete specifications on this collection & latest updates, visit hallmarkfloors.com



Dark Chocolate Birch
SP6DRKB1



Driftwood Birch
SP6DRFB1



Mink Birch
SP6MNKB1



Rosemary Birch
SP6GROSB1



Canvas Birch
SP6CANB1



Stout Birch
SP6STTB1



Thyme Birch
SP6THYB1



Tobacco Birch
SP6TOBB1



Whiskey Barrel Birch
SP6WHKB1

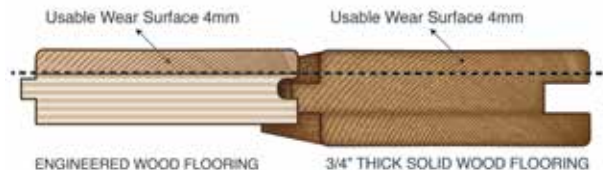


Rum Birch
SP6RUMB1

Details to Consider

Sawn Cut Engineered Floors have a Superior Wear Layer

Hallmark Floors' hybrid sawn cut engineered hardwood floors feature a 4mm sawn-face layer. This ultra-thick wear layer has the same usable surface as 3/4" solid hardwood flooring, allowing three guaranteed sandings. You can now enjoy the superior dimensional stability of an engineered hardwood floor without compromising on the thickness of the surface wear layer.



Light Exposure

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.

Reaction to Environmental Conditions

Wood is a product of nature. As a natural material, it will expand and contract as it gains and loses moisture. Some gaps between the boards during low-humidity seasons are normal and not considered a defect. Maintaining optimum humidity levels of 30 to 55% will minimize these occurrences. Allowing relative humidity levels to fall below 30% can result in structural damage to the floor such as large gaps, splits in the surface, distortion of the boards and structural failure. Humidity levels above 55% can result in surface warping and structural failure of the boards.

Fumed Hardwood

Fuming simply enhances the beautiful colors and contrast of hardwood floors without staining the planks. This is a natural process which means that the dark to light shades within every color will vary. The color variation is due to fuming, the environment and tannins - all of which add to the natural beauty of the wood. We craft these beautiful hardwood floors out of real wood that is grown and not an artificial product, which means that no two planks are identical. Collections that are fumed include:

- Organic Solid (Oak Only)
- Organic Engineered 567 (Oak Only)
- Alta Vista
- Ventura
- Novella (Oak Only)

Key Design Characteristics & Elements

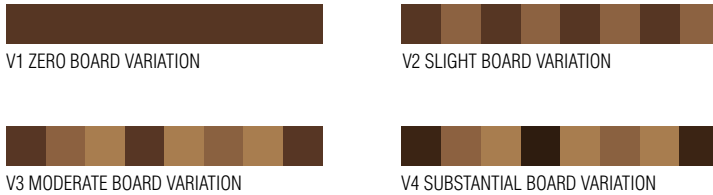
These are key characteristics for the following collections, in regards to graining & natural wood variations.

- **Organic Solid/567 Engineered:** Fumed aging on oak products, over wood between boards, open & filled knots, splits & checks, ranging from large to small. Sticker marks & tannin-stains, heartwood and sapwood (light to dark) and varied texture due to custom 10 step proprietary process.
- **Alta Vista/Ventura & Novella:** Fumed aging on oak products, multiple species with details ranging from large to small filled knots, splits & checks. Tannin-stains, heartwood and sapwood (light to dark).
- **Moderno:** Filled small to medium knots, splits & checks.
- **Heirloom/Monterey/Chaparral:** Multiple species with details ranging from large to small filled knots, splits & checks. Heartwood & sapwood included.
- **Silverado:** Small to medium filled knots & splits.

Board Variation

Wood is a natural product and will vary in color and grain appearance from board to board. TWood is a natural products and texture, including graining, knots, natural imperfections and character will vary significantly from board to board. V1, V2, V3 & V4 are levels of this variation. V1 shade variation is uniform in appearance from plank to plank, whereas a V4 classification will have a large variety of color and texture changes.

Prior to any installation, a range of planks should be approved by the customer. No claims for shade or texture variation will be honored after installation.



Please note that shades of color are seen differently on computer screens. Customers should request a sample before making a final decision on their floors.

Graining & Natural Changes

Hallmark wood 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.

Natural Color Variation



Boards include an array of light and dark portions depending on whether the wood comes from the inner (heartwood) or outer (sapwood) section of the tree.

Note: Samples featured may not be representative of your entire installed floor, for your reference and the latest updated information, please refer to www.hallmarkfloors.com to see our online room scenes and project galleries.

Heartwood & Sapwood

It is important to take heartwood and sapwood into consideration before choosing your floors.

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. See page 32 to learn more about fuming.



Heartwood (inside/lighter) and sapwood (outside/darker)

Finishes



NuOil® Hybrid Multi-layer Oil Finish

NuOil® employs a revolutionary new technology. The finish has unique performance characteristics and durability that make it a great choice for someone who wants the visual character that only oil can provide. Oil finishes have been used for centuries on floors and furniture. NuOil® uses proprietary technology in the application of numerous coats of oil finish in the factory that make it the industry leader in wearability and stain resistance in oil finish.

Due to the unique hybrid multi-coat technology of NuOil®, it is not necessary to apply an additional coat of oil at the time of installation. That can be reserved for a later date when it becomes desirable to refresh and renovate the floor. Clean with Hallmark Floors NuOil® Cleaner.

Hallmark Floors Collections with NuOil® Finish:

- Organic Solid
- Organic Engineered 567
- Alta Vista
- Ventura (Oak Only)
- Novella (Oak Only)



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 that is so durable, it carries a limited lifetime warranty against wear-through. Years of research and development have resulted in the first true, high-fashion, glazed furniture-finish to be applied to a hardwood floor. Clean with Hallmark Floors TrueClean® Cleaner.

Hallmark Floors Collections with TrueMark® Glaze Tek Finish:

- Ventura (Maple, Hickory & Walnut Only)
- Moderno
- Monterey
- Novella (Maple & Hickory Only)



TrueMark® Poly Finish

Nine coats of ultra-clear aluminum oxide fortified finish is so durable it carries a limited lifetime warranty against wear through. Aluminum oxide is added to provide maximum strength to your floor. Clean with Hallmark Floors TrueClean® Cleaner.

Hallmark Floors Collections with TrueMark® Poly Finish:

- Heirloom
- Chaparral
- Silverado

Please visit HallmarkFloors.com for complete Maintenance Guide.



Hallmark Healthy Homes

Stay calm and breathe easy with Hallmark Floors

FACT:

Normal indoor air ratings for formaldehyde are 0.03 to 0.06ppm.

FACT:

Independent third party testing established that Hallmark Floors is 0.00 – 0.013 PPM, which surpasses Carb II Requirements.

Breathe easier when you choose Hallmark Floors. Our hardwood products meet and exceed OSHA, the European E-1, and California Air Resources Board 2012 standards for air quality and formaldehyde emissions. We use third party, U.S. independent testing to verify compliance. Our factories are ISO 9001 certified and use sustainable environmental practices. Hallmark embraces and supports USGBC principles.

Hallmark's domestic supply comes from a select group of lumber mills located in the U.S. and Europe. Being environmentally friendly is not a recent transition. Our saw mill partners have a strong history of being environmentally responsible. We use the most advanced machinery and harvesting methods, and the entire supply chain is managed to best protect and utilize our natural resources in the most responsible manner possible.

Our core materials are made from the strongest and most stable species available. All timber resources are sourced from non-endangered species and are procured from plantation sources. High-end German finishes and equipment protect the air both in the factory and after installation. We feel it is important to sustain nature, so nature can sustain all living creatures, large and small.



Warranty

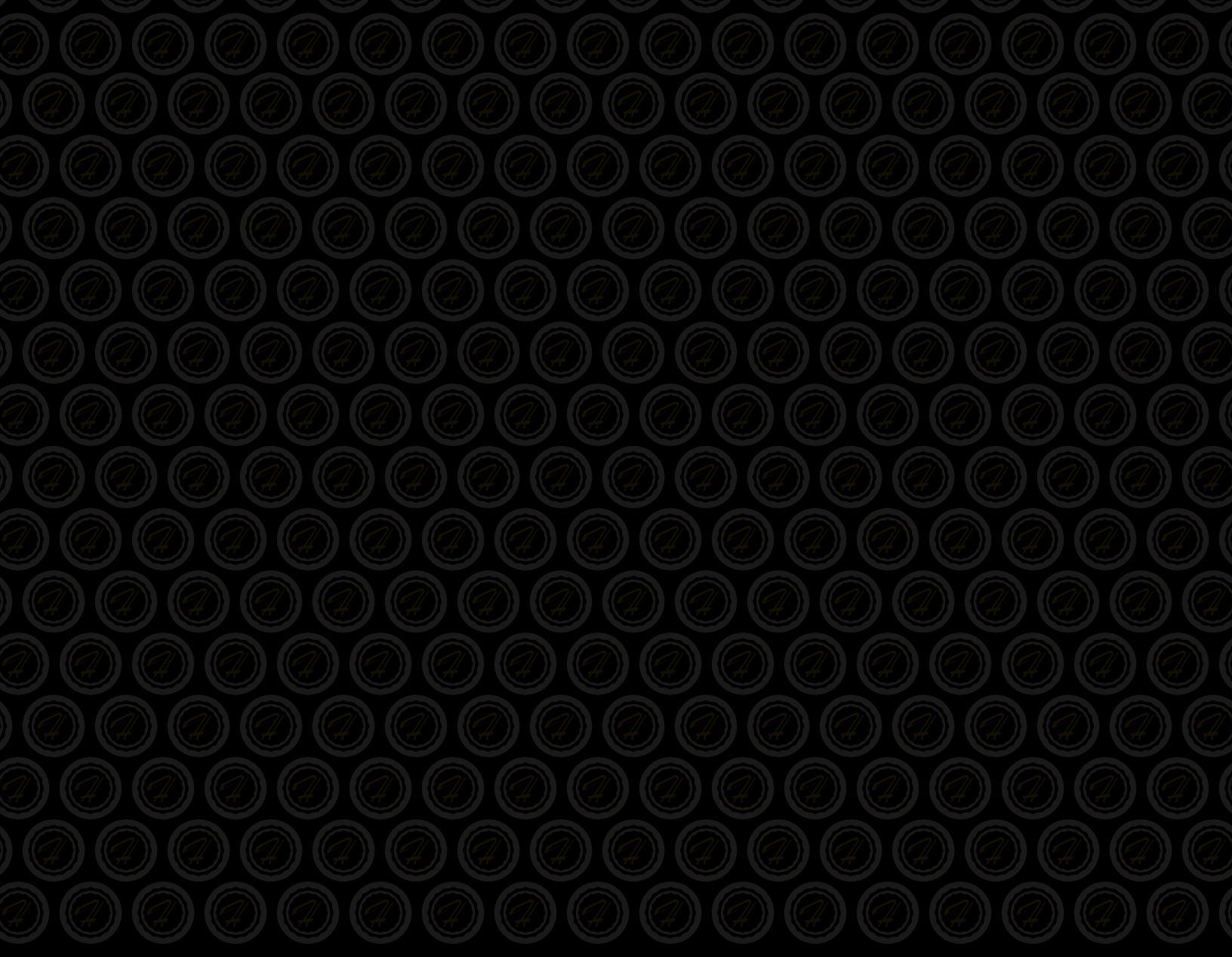
Lifetime Limited Residential Warranty on Product Structure*

Hallmark Floors' products are cross engineered for better dimensional stability, thus the reason why our products have a lifetime structural warranty. If, under normal household conditions (30-55% RH, 60-80°F), the product should experience structural failure, Hallmark will repair, replace or refund at our sole discretion. See Maintenance and Warranty Guide for full details.

Lifetime Limited Residential Finish Warranty*

Under normal residential conditions, along with proper maintenance, Hallmark Floors' Finish will not wear through, peel, or separate from the planks, when properly maintained with authorized Hallmark maintenance products. See Maintenance and Warranty Guide for full details.

*warranty valid for original purchaser only, warranty non-transferable. See Maintenance and Warranty Guide for full details. Visit hallmarkfloors.com.



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