



**Organic**  
collection  
RETRO DU JOUR

*Hallmark*  *Hardwoods.*





## Hallmark Hardwoods

The Hallmark Hardwoods Organic Collection combines the ageless beauty and craft of hardwood flooring with state-of-the-art manufacturing. We harvest materials in harmony with nature, in a sustainable and responsible way. Great care is exercised in manufacturing to ensure a healthful living environment. We produce floors of unsurpassed quality you will be delighted to call your own.

Beautiful, Durable, Sustainable...Hallmark

"Art, like good design, balances color and texture to create a feel or mood. I have spent years experimenting and crafting that balance into my art. Hallmark has embraced that balance. The result is a magnificent mix of flooring options to accentuate and enhance your furnishings, use of color, textures, and materials used in your space or home".

*Terry Smith, Award winning artist and painter of the Hallmark original brochure covers.*

<http://tsmithstudio.com>



White Oak Noni

simply better



White Oak Masala



The Organic Collection from Hallmark Hardwoods is finished with NuOil® which 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.

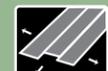


Hickory Moroccan

## Trim Options

-  Quarter Round
-  Stair Nosing
-  T-Molding
-  Square Nose Threshold
-  Reducer

## Installation Options

-  Glue Down (Engineered Only)
-  Float (Engineered Only)
-  Staple
-  Over Radiant Heat (White Oak & Walnut Engineered only)

## Features

- Length: Random Lengths
- Width: 3 1/4", 4" RW
- Thickness: 3/4" (Solid)

9/16" thick with 3mm sawn cut face (Engineered)

Edge detail: Hand Crafted Bevel

Refer to [www.hallmarkfloors.com](http://www.hallmarkfloors.com) for latest, updated information



## Why Hallmark

Features true French White Oak and North American species from the Appalachian region, prized for its superior quality and smooth, tight graining characteristics. The plank faces are naturally aged, and wire brushed. The edges are handcrafted and factory finished in a warm array of natural and rich colors.

3 1/4 and 4" inch-wide planks with longer random lengths create expansive and timeless visuals.

## Color, Graining & Natural Changes

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.

The floor represents a rustic visual. These subtleties may become more distinct over time due to exposure to direct sunlight. Occasional rearranging of furniture and rugs will help reduce the potential effects of the sun.

## Maintenance

Install felt protector pads on bottom of all furniture.

Place mats or rugs at all entrances.

Sweep, vacuum, and/or dust mop regularly.

Wipe up spills immediately with a dampened cloth and follow up with an approved cleaner (such as NuOil Natural Cleaner).

Apply NuOil ReNu as needed or every 6 months to refresh and feed the oil finish.

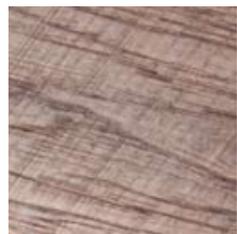
Do not use wet mops, household dust treatments, petroleum-based cleaners, or steam cleaners.



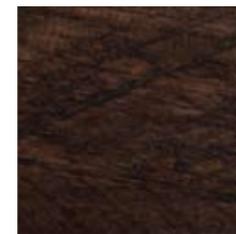
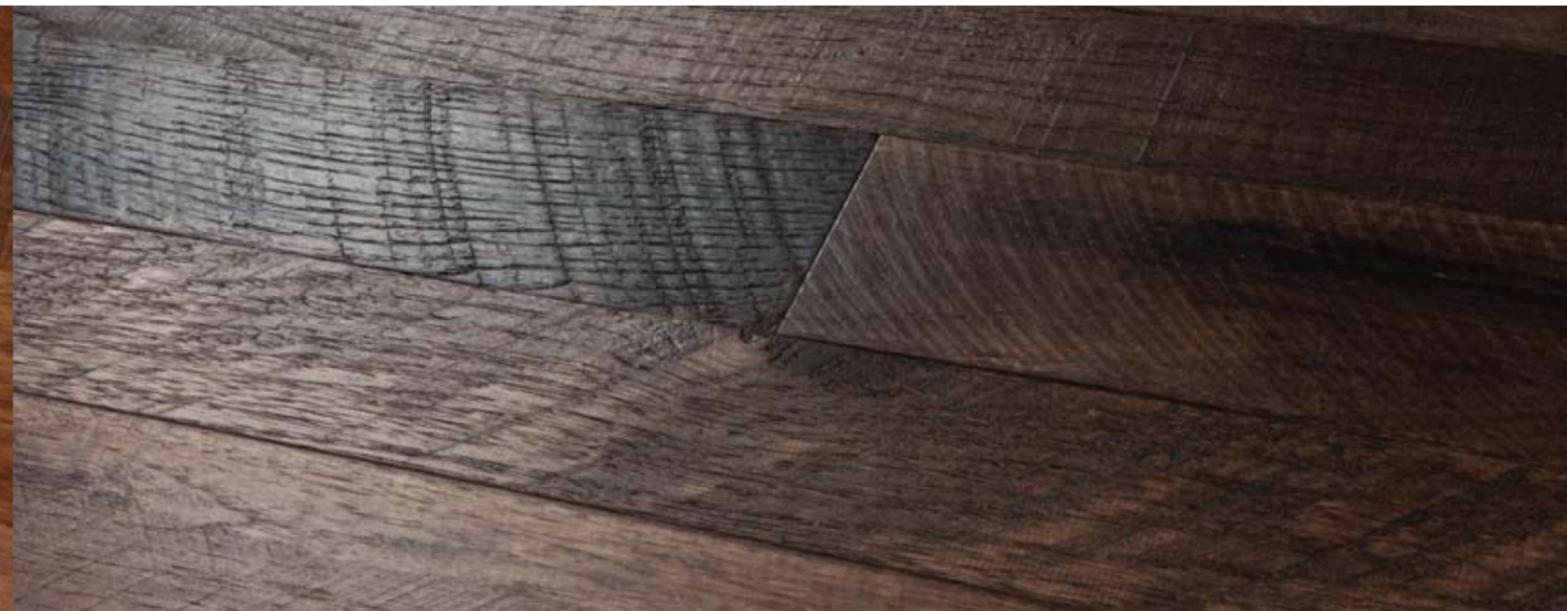
**Anise** Hickory



**Tulsi** Hickory



**Moroccan** Hickory



**Clove** Hickory



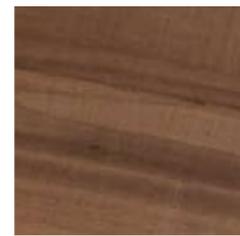
**Caraway** Oak



**Noni** Oak



**Masala** Oak



**Kava** Walnut

# Manufacturing Quality You Can See



## Truecore® Centerply (Engineered)

A great engineered hardwood floor starts with a strong foundation. Hallmark Hardwoods uses only true hardwood veneers for the centerply in our hardwood flooring. The plies are pressed at high pressure and heat. The process compresses the core veneers and makes the plank harder and more dimensionally stable.



## NuOil® Hybrid Multi-layer Oil Finish

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

## Thick Wear Layer (3mm Sawn or 3/4" Solid)

Hallmark Hardwoods Organic engineered hardwood floors feature a 3mm sawn-cut face layer. You can now enjoy the dimensional stability of an engineered hardwood floor without compromising on the unique visuals of the surface wear layer. Hallmark Hardwoods Organic 3/4" Solid hardwood floors feature the equivalent of a 4mm useable wear surface. The rustic and distressed nature of these floors should prevent any need for resanding in the future.



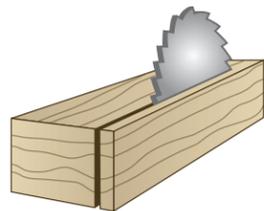
## North American & European Timber Sourcing

Hallmark Hardwoods Organic hardwood flooring uses premium North American species. French White Oak, Hickory and Walnut have been the premium woods used in fine furniture and cabinets for centuries. Harvested from sustainable sources, these historic woods make an ideal fit for your home

## Sawn Cut Face or Solid Sawn Throughout

Sawn-cut face allows for a solid hardwood flooring visual and uses slow growth materials more efficiently.

Solid hardwood floors have been treasured for many centuries. Organic Solids offers this timeless classic in the premium species of French White Oak, Hickory, and Walnut. From America's premier hardwood forests to your home.



# Hallmark Helps Build Green Homes

Breathe easier when you choose Hallmark Hardwoods. Our 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 as responsible a manner as 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 Hardwoods' products are cross engineered for better dimensional stability. If, under normal household conditions, the product should experience structural failure, Hallmark will repair, replace or refund at our sole discretion.

### Lifetime Limited Residential Finish Warranty\*

Under normal residential conditions, along with proper maintenance, Hallmark Hardwoods NuOil® 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 NuOil® Maintenance and Warranty Guide for full details. Visit [hallmarkfloors.com](http://hallmarkfloors.com).



**Premium Fashion**  
Classic/Contemporary Fusion

**Lifetime Warranty**  
Limited Lifetime Warranty finish and structure

**Ultimate Lengths**  
Random Lengths

**Superior Wear**  
3mm Sawn Cut Face or 3/4" Solid / NuOil® Finish

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The logo for the Organic collection features a stylized green leaf with a wood-grain texture on its left side, followed by the word "organic" in a lowercase, distressed, grey font. Below "organic" is the word "collection" in a smaller, clean, lowercase font.

Hallmark  Hardwoods®

[www.hallmarkfloors.com](http://www.hallmarkfloors.com)