

T. MORTON & Co.[®]

PREMIUM HARDWOOD FLOORS

For Immediate Release

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T. Morton Luxurious Hardwoods, Made Exclusively in the U.S., Available at Select Retailers – & Expanding

[T. Morton & Company[®]](#), which features a luxurious blend of premium hardwoods in distinctive colors and unique textures, will showcase its unique product assortment at Surfaces 2010, and introduce new Herringbone and UV Oil Naturals custom selections.

T. Morton is a rare collection, available at select locations nationwide. It is visually opulent and distinct, capturing looks and treatments not ordinarily found in hardwood. What the consumer will find in T. Morton is a ‘custom floor’ without the bother of on-site finishing.

“The typical T. Morton customer is very design-oriented. They’ve been to every home center and wood-floor dealer for miles around, and still can’t find exactly the right combination of species, color, size and finish. That’s when they need T. Morton,” said Sean O’Rourke, Vice President-Hard Surfaces, Avalon Carpet Tile with locations in Philadelphia, Wilmington, Delaware and New Jersey.

T. Morton offers a broad, eclectic offering of the finest hardwoods, in 79 unique styles in seven collections. A range of wide and long boards average one foot to seven feet in length, and in 3”, 4” and 6” widths. What sets it apart is the highly-developed, luxurious visuals, from true hand sculpted textures to rich wire brushing—all made in the U.S.

The new Herringbone design and UV-Oiled Finish (only on naturals; no color stains) are available on all seven T. Morton collections. Try adding one – or both – to the mix and create a work of art destined to remain a classic.

Herringbone adds sophistication and interest to a room, At the same time both trendy and classic, Herringbone is at home in any décor. Used in textiles, jewelry, basketry as well as floors, the distinctive zigzag pattern consists of short, slanted parallel lines, the direction of which alternates row-by-row. It requires the greatest accuracy in wood flooring installation.

Once reserved for high-end homes, Herringbone was often used in formal living and dining rooms, libraries and foyers. “Herringbone has re-emerged as a designer flooring option,” said Erik Christensen, General Manager, T. Morton.

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Fashion meets function in the new UV-cured natural Oiled Finish. The oil enhances the natural graining and texture of the floor. Understated and subtle, this low-luster coating is repairable.

T. Morton uses only domestic hardwoods and is made exclusively in the U.S. Rift and quartered White Oak, American Cherry, Black Walnut, Hickory and Maple are harvested with respect to the environment. The floors are from wood harvested in accordance with the Appalachian Hardwood Manufacturers Guidelines, whereby 2.29 trees are planted for every single tree harvested.

“We are guided by the principle that a well-managed forest is healthier and more productive,” said Christensen. “We recognize the importance of protecting the environment, using resources intelligently and reducing waste and recycling.” The responsibly harvested hardwoods are crafted in small mills with skill and precision and manufactured in Titusville, PA.

The entire collection is offered in solid and engineered hardwoods. Solid hardwood is precision-milled to ¾” thickness and engineered flooring offers a full 5/8” thickness. The company accepts custom orders as well. T. Morton applies multiple topcoats to each floor for added protection, with finishes that can take day-to-day wear. It offers strong warranties, including an industry-leading 50 years on Traditions™ floors and 15 years on specialty and charred floors.

The collections include:

- Shadows™ Collection: *A charred, smoky appearance that evokes a sense of depth and mystery.* It creates visual interest using a technique achieved by gently flaming the wood prior to staining and finishing.
- Pathways™ Collection: *Open grain. Subtle hand sculpting. Look of a century-old estate.* This time-worn surface with a smooth silky feel create a floor reminiscent of a bygone era.
- Traditions™ Collection: *Clean. Elegant.* A vast color pallet in smooth, filled, proprietary high-performance finish assorted among five domestic species- white oak, maple, walnut, hickory and American cherry.
- Heritage™ Collection: *Visually opulent.* Rift & Quartered Oak, pre-finished with a proprietary high-performance finish in an array of today’s most sought after colors.
- Fables™ Collection: *Sculpted boards. Time-worn surfaces. Color washed.* These hand-scraped surfaces with various color washes create a floor collection that was inspired by today’s demand for a time worn look with a matte finish.
- Capstone™ Collection: *Weathered lines. Wire-etched. Texture Rich.* These floors are wire brushed to enhance the natural wood texture in oak, walnut and hickory.
- Ethereal™ Collection: *Sun-bleached look. Earthen colored. Hushed, yet harmonious palette.* First bleached, white oak and walnut wood tone variations are muted creating a fresh pallet from which to create sheer elegance in matte glossed pre-finished hardwood.

For more information, visit www.tmorton.com.

About T. Morton & Company

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UV OIL FINISH NON WARRANTED, SOLD AS IS

About Armstrong World Industries, Inc.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2008, Armstrong's consolidated net sales totaled approximately \$3.4 billion. Based in Lancaster, Pa., Armstrong operates 37 plants in nine countries and has approximately 11,000 employees worldwide. For more information, visit www.armstrong.com.

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