



NOVELLA

COLLECTION





Frost Maple

simply better



Dickinson Maple



Twain Oak



Fitzgerald Oak

Hallmark Floors

The Hallmark Floors' hardwood Novella Collection is a treasury of our most popular colors and species. Novella provides a beautiful array of impressive wood floors. The Maple and Hickory products are topped with our exclusive, incredibly durable TrueMark GlazeTek® Poly finish for a classy low sheen luster. Additionally, the various Oak products of this line are finished with our one-of-a-kind, and already wildly popular NuOil® hybrid multi-layer oil finish with an understated wire-brushed texture.

Harvesting materials in harmony with nature, in a sustainable and responsible way, great care is exercised in manufacturing to ensure a product that is green and environmentally friendly. Hallmark only utilizes third party PEFC and USFS certified materials in effort to best live up to this creed. Furthermore, by surpassing CARB II compliance standards, Hallmark has always fervently sought to provide a healthful living environment for its valued customers.

Beautiful, Durable, Sustainable...Hallmark



Hawthorne Oak



Hemingway Oak



Steinbeck Oak

Benefits

Finish	GlazeTek® (Maple & Hickory) - 10x more durable than UV Oil 3x more durable than UV Poly 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%

Premium Fashion
Classic to Contemporary

Lifetime Warranty
Limited Lifetime Warranty finish and structure

Ultimate Lengths
Random Lengths up to 6' 2"

Superior Wear
1.5mm Slice Cut Face
TrueMark® GlazeTek Finish (Hickory & Maple)
NuOil® Hybrid Multi-layer Oil Finish (Oak)





Melville Hickory

Features

Length:	Up to 6'2" RL
Width:	6"
Thickness:	7/16" thick 1.5 mm slice-cut face Truecore Centerply
Surface Texture:	Light/Medium Handsculpted (Maple & Hickory) Wirebrushed (Oak)
Finish:	Truemark Glaze Tek® (Maple & Hickory) NuOil® (Oak)
Usage:	Residential, EN22, EN31
Edge Detail:	Handcrafted Microbevel
Installation:	Glue Down Nail Down/Staple Float Radiant Heat (excludes Hickory products)
Warranty:	Lifetime Residential finish Lifetime Residential structural 3 year commercial finish (Oak) 5 year commercial finish (Maple & Hickory) 10 year commercial structural

Refer to www.hallmarkfloors.com for latest, updated information

Why Hallmark

Hallmark Floors' Novella Collection incorporates all of our most sought after colors into one remarkable selection at an incredible value. Classic Maple, Hickory, and Oak are hand touched with our most popular colors for an eye-catching assortment of hues that are sure to please. Our exclusive Trueslice face veneer also offers an unprecedented level of dimensional stability amongst other sliced-face product offerings.

The Novella collection also features a 6" wide plank with longer random lengths than the competition. Topped with our TrueMark GlazeTek® (Maple and Hickory only) or NuOil® (Oak) finishes, adds another dimension of high end aesthetics and durability to a floor built for all lifestyles and design tastes.

Why Hallmark? Come see for yourself all that we have to offer!

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 the natural characteristics of wood. Each board can vary from a clean to rustic visual and contain large to small filled knots, sap wood, small to large filled splits and a high contrast within the natural and lighter stained visuals. 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 affects of the sun.

Note: This sample 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.



TrueMark®
Glaze Tek Poly Finish

The Novella Collection Maple and Hickory hardwood floors are finished with TrueMark® Glaze Tek Poly 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. Glaze Tek, years of research and development have resulted in the first true, high-fashion, glazed furniture-finish to be applied to a hardwood floor.

TrueMark® Glaze Tek Poly Finish: fashion, function, and beauty designed to protect your wood flooring investment for today and all of your tomorrows.



The Novella Collection Oak hardwood floors are 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.



Thoreau Hickory



Dickinson Maple N06DICM



TrueMark
Glaze Tek Poly Finish



Fitzgerald Oak N06FITO



Eliot Hickory N06ELIH



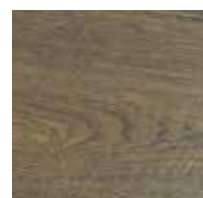
TrueMark
Glaze Tek Poly Finish



Frost Maple N06FROM



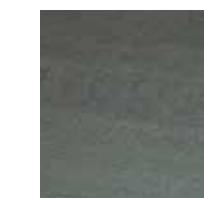
TrueMark
Glaze Tek Poly Finish



Faulkner Hickory N06FAUH



TrueMark
Glaze Tek Poly Finish



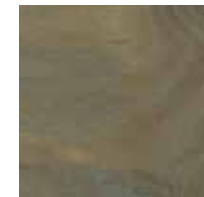
Harper Maple N06HARM



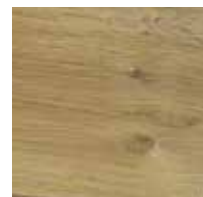
TrueMark
Glaze Tek Poly Finish



Hawthorne Oak N06HAWO



Steinbeck Oak N06STEO



Hemingway Oak N06HEMO



Thoreau Hickory N06THOH



Melville Hickory N06MELH



Twain Oak N06TWA0



Manufacturing Quality You Can See



Truecore® Centerply

A great engineered hardwood floor starts with a strong foundation. Hallmark Floors uses only true FSC Certified 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.



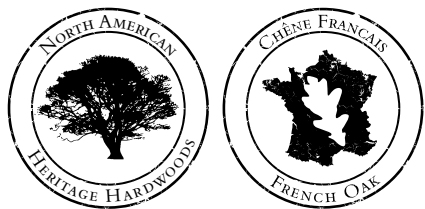
TrueMark® GlazeTek Finish (Maple & Hickory)

Twelve coats of UV-cured, TrueMark® GlazeTek Finish are applied to the surface. Fortified with aluminum oxide, the finish is designed to last a lifetime. Beautiful, durable, easy to-maintain, fashionable hardwood flooring for your home.



NuOil® Hybrid Multi-layer Oil Finish (Oak)

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.



North American and European Timber Sourcing

Hallmark Floors' Novella engineered hardwood flooring uses premium French and North American species. American Maple and Hickory and French White Oak 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.

Slice-Cut Face

Slice-face allows for a thicker face cut and solid hardwood flooring visuals. Slice-face engineered hardwood floors use slow growth materials more efficiently. Trueslice is a new progressive process developed for the sole purpose of greatly increasing one thing... "Stability". With a highly stable & thicker face cut, Trueslice greatly reduces the opportunity for checking in dry environments when compared to traditional processing methods. Trueslice ensures a lifetime of memories on your investment.



Hallmark Helps Build Green 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 .01 – .04 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 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 sustainable forests and 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. 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' TrueMark® GlazeTek 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 TrueMark® Maintenance and Warranty Guide for full details. Visit hallmarkfloors.com.

Maintenance

Install felt protector pads on bottom of all furniture.

Place mats or rugs at all entrances.

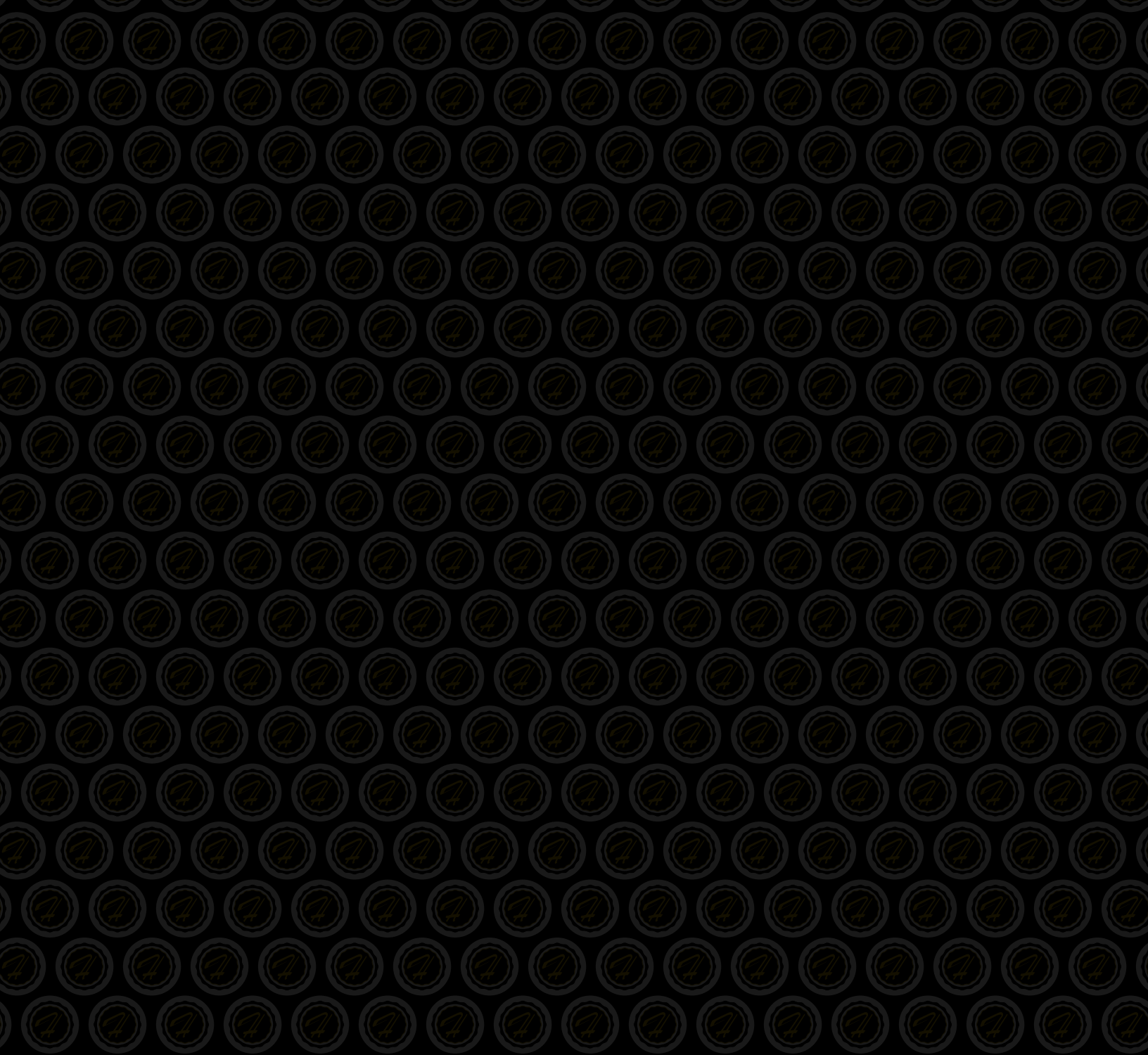
Sweep, vacuum, and/or dust mop regularly.

Wipe up spills immediately with a dampened cloth and follow up with Hallmark Trueclean® Hardwood and LVT Cleaner (TrueMark GlazeTek®) or NuOil® Natural Oil Cleaner (NuOil)®. 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.

Trim Options:

- | | |
|---------------|------------|
| Quarter Round | Stair Nose |
| T-Molding | Reducer |
| Threshold | |



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