



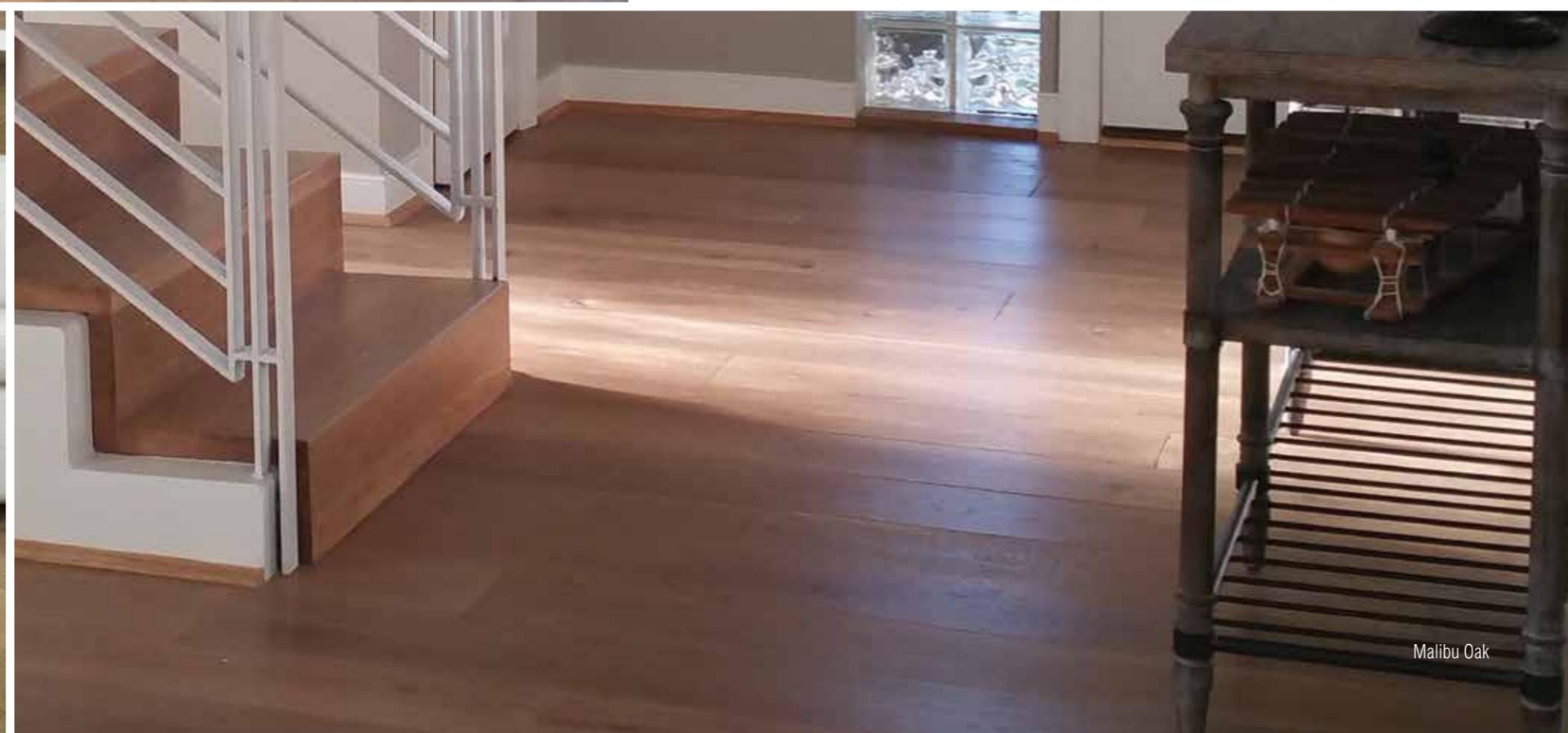


Del Mar Oak
**image courtesy of Karen Cole Designs*

simply better



Catalina Oak (Floor)
Morro Bay Oak (Wall)



Malibu Oak

Hallmark Floors

The Hallmark Floors' Alta Vista Collection combines the ageless beauty and craft of hardwood flooring with state-of-the-art manufacturing. In this spirit, the Alta Vista collection features subtly wirebrushed French White Oak, our exclusive NuOil® finish, along with generous dimensions for an unrivaled quality floor.

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



Laguna Oak



Coronado Oak



Catalina Oak



Balboa Oak

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/ Solid 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%

Premium Fashion
Classic to Contemporary

Lifetime Warranty
Limited Lifetime Warranty finish and structure

Ultimate Lengths
Random Lengths up to 6'2"

Superior Wear
4mm Sawn Cut Face / NuOil® Finish





Carmel Oak

Features

Dimensions:	7½" x 6'2" RL
Wear Layer:	5/8" 4mm Sawn Cut
Finish:	NuOil®
Texture:	Wirebrushed
Core:	Truecore®
Edge Detail:	Handcrafted Bevel
Installation:	Glue Down Nail Down/Staple Float Radiant Heat

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

Why Hallmark

Hallmark's Alta Vista Collection features genuine French White Oak, which has been a premier hardwood, prized over the centuries for everything from flooring to shipbuilding. Its distinct graining, fluid visuals, and high stability make it an excellent choice for a variety of applications. With this versatile hardwood, Hallmark has forged a remarkable product that you will be proud to call your own.

Alta Vista boasts generous 7½" x 6'2" RL dimensions topped with our exclusive NuOil® finish for a classic French White Oak wide plank aesthetic that never fails to impress. Lastly, this collection's stunning color pallet, ranging from subtle, warm greys to rich, inviting earth tones, is dynamic and fluid, lending itself to significant design style diversity.

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



Color, Graining & Natural Changes

The Alta Vista Collection from Hallmark Floors 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.

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 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.

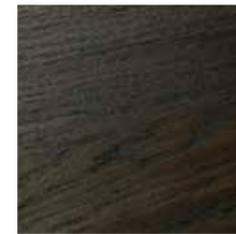
Note: This sample may not be representative of your entire installed floor, for your reference and the latest updated information, please refer to www.hallmarkfloors.com to see our online room scenes and project galleries.



Morro Bay Oak



Balboa Oak AV750BAL



Coronado Oak AV750COR



Carmel Oak AV750CAR



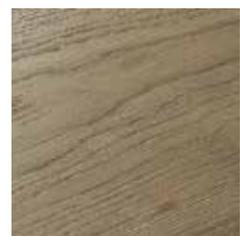
Catalina Oak AV750CAT



Del Mar Oak AV750DEL



Malibu Oak AV750MAL



Laguna Oak AV750LAG



Morro Bay Oak AV750MOR

Manufacturing Quality You Can See



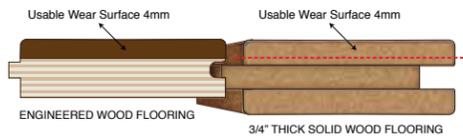
Truecore® Centerply

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.



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 (4mm)

Hallmark Floors' Alta Vista 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.



European & American Timber Sourcing

Hallmark Floors' Alta Vista engineered hardwood flooring uses premium French and North American species. American Walnut 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.

Premium Sawn – Cut Face

Sawn-face allows for a thicker face cut and solid hardwood flooring visuals. Sawn-face engineered hardwood floors use slow growth materials more efficiently. Hallmark Floors' Alta Vista engineered hardwood floors feature a long-lasting 4mm USFS certified sawn-face layer that is guaranteed for a lifetime.



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 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' 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.

Maintenance

Install felt protector pads on bottom of all furniture.

Place mats or rugs at all entrances.

Sweep, vacuum, and/or dust mop regularly.

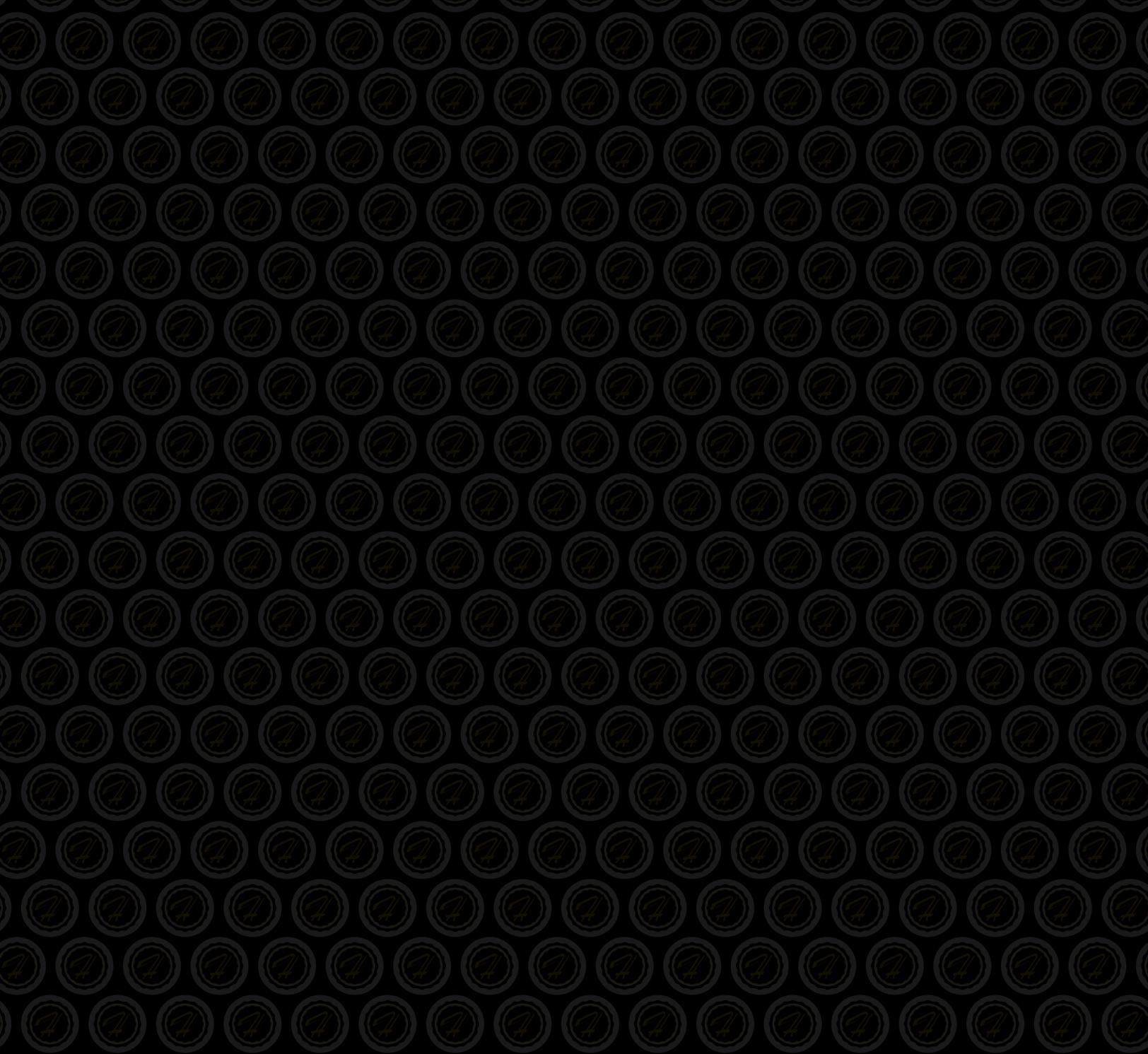
Wipe up spills immediately with a dampened cloth and follow up with an approved cleaner (such as NuOil Natural Cleaner).

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.

Trim Options:

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



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