



# SPEC CERAMICS HARD SURFACES











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# FAITHFUL

## THE FAITHFUL DIFFERENCE

Spec Ceramics is the first to master this revolutionary technology of replicating “the bog-wood process” that occurs when logs lie buried in lakes, river, and waterways, deprived of oxygen and sunlight. This process in nature can take centuries for the wood to turn from its natural color to deep golden brown or even completely black.

Spec Ceramics has emulated nature’s methods to create saturated colors throughout the wear layer, creating stunning, weathered patinas.

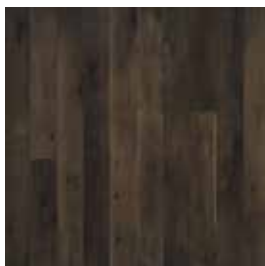
PLANK DIMENSIONS: 7½" x 6'2" RL



DEPENDABLE OAK



RELIABLE OAK



STEAKY OAK



DEVOUT OAK



INTENT OAK



LOYAL HICKORY



CONSTANT HICKORY



AVID HICKORY



TRUSTY OAK



CHERRISH MAPLE



JUSTICE MAPLE



FOREVER MAPLE

MINERAL ENHANCED FLOOR  
FOR MORE INFORMATION ABOUT LIGHT EXPOSURE & NATURAL CHANGES, SEE  
PAGE 47.

FOR MORE INSPIRATION AND INFORMATION: SPEC CERAMICS





Unlike other wood floors, the color and beauty of this unique collection goes throughout the wear layer without using stains or dyes.

Faithful bog-wood, driftwood, and weathered barn wood are all very rare. Spec Ceramics has replicated this process and made these prized finishes available through the Faithful Collection.



#### BENEFITS

- Nu Oil® - Super-Matte Finish- No recoat at time of install
- Color goes all the way through to the core
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG3 - 2 Guaranteed sandings
- Highest possible stability w/ sawn cut face
- Guaranteed Third Party Certification
- Green Certification
- Lifetime Structural Guarantee









## ENGINEERED HARDWOOD FLOORING

SIMPLY  
AUTHENTIC

The Gramercy Collection combines modern hardwood fashion trends with the naturally weathered visuals of reclaimed wood. This collection of engineered wood flooring features planks of random widths and lengths, creating a charming and rustic look that perfectly compliments contemporary designs.

These floors are carefully handcrafted using various techniques to accentuate the striking characteristics of the raw wood material, resulting in a beautiful and lively floor with a genuine wood texture.

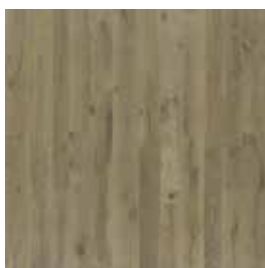
PLANK DIMENSIONS: 5", 6", 7½" x 6'2" RL



EXPLOSIVE OAK



MASALA OAK



SRI LANKA OAK



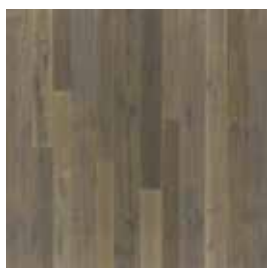
CHINA ROSE OAK



PANAX OAK



MYRTLE OAK



TEGETES OAK



CHASMAE HICKORY



DEHLI HICKORY



BLACK DRAGON HICKORY

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE  
47.







MYRTLE OAK



PANAX OAK



CHINA ROSE OAK

#### BENEFITS

- Nu Oil® Finish - No recoat at time of install
- High stain protection & color retention
- Completely VOC free
- Renewable w/ Warranty intact
- MG4 - 3 Guaranteed sandings
- Highest possible stability w/ sawn cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee





BLACK DRAGON  
HICKORY



# **SEA LEVEL**

## ENGINEERED HARDWOOD FLOORING

**SIMPLY  
INNOVATIVE**

The Sea Level collection is a return to vintage European design. These beautiful, classic and refined floors are crafted out of European White Oak, a premier hardwood species that has been used for everything from flooring to shipbuilding over the centuries due to its stability.

These floors feature Spec Ceramics authentic sawn-cut style and are lightly sculpted and wire brushed by hand. The boards are generous widths and lengths, and the surface is treated with our exclusive Nu Oil® finish for a classic style and elegance.

PLANK DIMENSIONS: 7½" x 6'2" RL



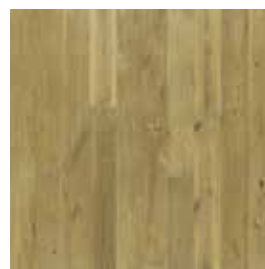
MOONLIGHT OAK\*



CATALINA OAK



CORONADO OAK



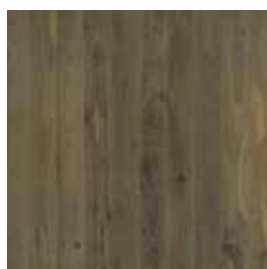
SUNSET OAK



SUNSET BEACH OAK



OCEANSIDE OAK



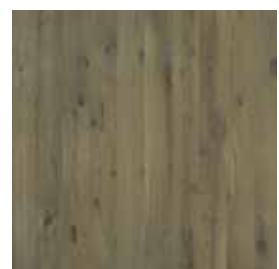
ISLAND OAK



KEY OAK



SUMMERLAND OAK



VENTURA OAK

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED  
PRODUCTS, SEE PAGE 47.

FOR MORE INSPIRATION AND INFORMATION: [SPEC CERAMICS.COM](http://SPEC CERAMICS.COM)







KEY OAK



#### BENEFITS

- Nu Oil® Finish- No recoat at time of install
- High stain protection & color retention
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG4 - 3 Guaranteed sandings
- Highest possible stability w/ sawn cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee



# **MONTECITO**

## ENGINEERED HARDWOOD FLOORING

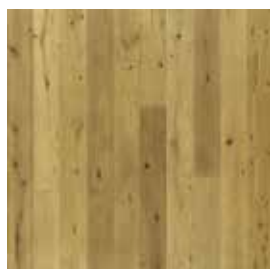
### SIMPLY NATURAL

The understated elegance and durability of the Montecito collection's oak, maple and hickory planks feature two unique finishes that are further enhanced by wide planks and natural variation.

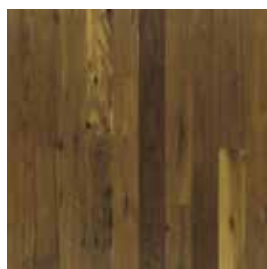
This contemporary collection was designed to look gently aged and weathered, while remaining durable and stain resistant.

Spec Ceramics 2mm thick slice-cut style, combined with a wire brushed texture applied by hand, offers a truly natural look for modern living.

PLANK DIMENSIONS: 7½" x 6'2" RL



HERRERO OAK



LOTUSLAND OAK



BUTTERFLY BEACH



BIRNAM WOOD OAK



MANNING PARK OAK



BILTMORE HICKORY



MIRAMAR BEACH  
HICKORY



MILO MAPLE



LUCKY MAPLE



PCH WALNUT

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE  
PAGE 46







BILTMORE HICKORY



BUTTERFLY BEACH OAK

#### BENEFITS

- Nu Oil® Finish - No recoat at time of install (Oak)
- TrueMark® Glaze Tek Finish (Hickory, Maple, Walnut)
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG2 - 2 Guaranteed sandings
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee











# OJAI

## ENGINEERED HARDWOOD FLOORING

### SIMPLY SAVVY

Industry-leading technology enhances the beauty of nature in the Ojai Collection, which adds a modern twist to a historical, European design influence. The floors are meticulously crafted out of maple, hickory and oak, combining planks of random widths (4", 6", 8") and lengths (up to 6'2").

Each individual plank is carefully sculpted and wire brushed by hand, using our 2mm slice-cut style. The low-luster Truemark® Glaze Tek finish enhances durability of these fashionable floors.

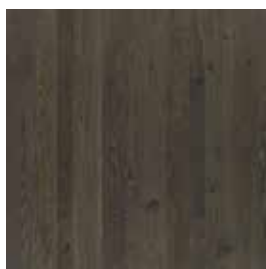
PLANK DIMENSIONS: 4", 6", 8" x 6' RL



BLANCO OAK



FARMHOUSE OAK



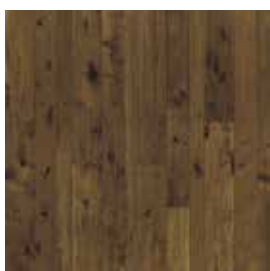
RED CLAY OAK



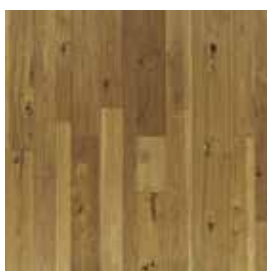
BUNGALOW HICKORY



NACHO HICKORY



STATE HICKORY



RANCH HICKORY



BRANDY MAPLE



COTTAGE MAPLE



SPANISH MAPLE











RANCH  
HICKORY

#### BENEFITS

- TrueMark® Glaze Tek Finish
- 10x more durable than UV Poly
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG2 - 2 Guaranteed sandings
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee



# COLISEUM COLLECTION

## ENGINEERED HARDWOOD FLOORING

SMART,  
MODERN,  
CAPTIVATING

The innovative and versatile Coliseum Collection creates a multitude of options through offering two finishes, three wood species and an array of captivating colors. The planks made from maple and hickory are treated with the TrueMark® Glaze Tek finish, providing a low-sheen luster, while the oak products are finished with Nu Oil®, Hallmark's exclusive oil finish.

The Coliseum Collection floors feature our slice-cut style, with boards that have been lightly sculpted by hand (maple & hickory) or wire brushed (oak), with detailed coloring. This versatile collection was designed to fit any design scheme and compliment any lifestyle.

PLANK DIMENSIONS: 6" x 6 1/2" RL



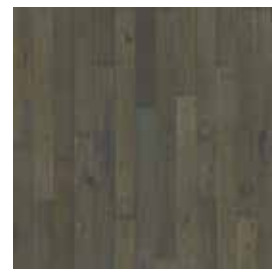
MEMORIAL OAK



UTHINA OAK



ROMAN OAK



POMPEII OAK



VERONA HICKORY



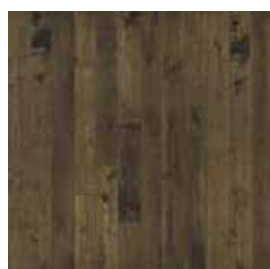
MERIDA  
HICKORY



THOREAU  
HICKORY



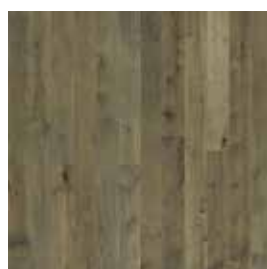
PULA OAK



ALEXANDRIA HICKORY



CHESTER MAPLE



RIMINI HICKORY



CAMPANIA HICKORY

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE  
46.







THOREAU HICKORY



VERONA HICKORY



ROMAN OAK

#### BENEFITS

- Nu Oil® Finish - No recoat at time of install (Oak)
- TrueMark® Glaze Tek Finish (Hickory, Maple, Walnut)
- Completely VOC neutral
- Renewable w/ Warranty intact
- Highest possible stability w/ slice cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee





# FOREST

## ENGINEERED HARDWOOD FLOORING

### AN AMERICAN ORIGINAL

The Forest Collection is our most hand-crafted, rustic and sculpted floor. This collection features wood species from the Northern forest region in America, characterized by its slow-growth, highest quality hardwood timber with fine graining.

The planks are finished in beautifully warm and rich colors to emphasize the tight graining characteristics. Our 2.5mm rotary-cut style combined with wide, 7 inch planks and longer random lengths up to 6'2" creates an expansive, exclusive and timeless design that will enhance any interior space.

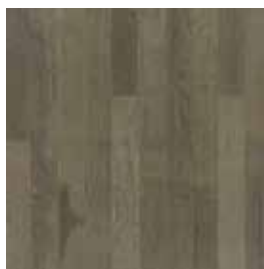
PLANK DIMENSIONS: 7" x 6'2" RL



SHREWD HICKORY



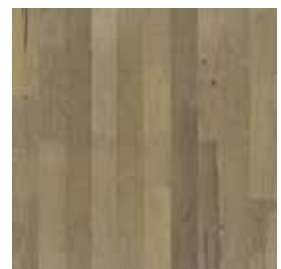
WELD ROOM HICKORY



FLANNEL HICKORY



BUCKET HICKORY



GATED HICKORY



WIRE BRUSH HICKORY



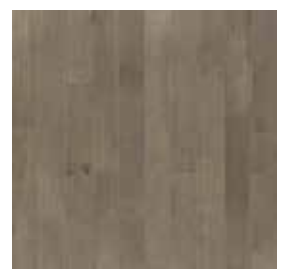
LEATHER MAPLE



BANDIT MAPLE



RIO MAPLE



VICTORIA MAPLE





FLANNEL HICKORY



VICTORIA MAPLE



WIRE BRUSH  
HICKORY



#### **BENEFITS**

- TrueMark® Poly- 9 Coats of Ultra Clear Finish
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG2 - 2 Guaranteed sandings
- Highest possible stability w/ Rotary cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee



GATED  
HICKORY





# HAPPY TRAILS

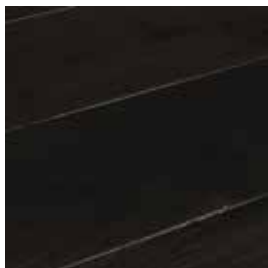
## ENGINEERED HARDWOOD FLOORING

### SIMPLY TRADITIONAL

Warm, rich stains combined with the tight graining of birch add a refined distinction to our Happy Trails Collection. The wide (6") planks are softly sculpted by hand with our 2.5mm rotary-cut style, and crafted with a pillowed edge in order to provide a timeless, old-world and polished look.

The satin Truemark® finish provides durability to these attractive and traditional floors.

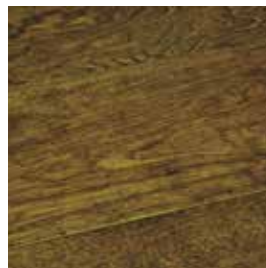
PLANK DIMENSIONS: 6" x 6'2" RL



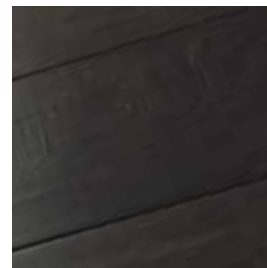
DARK CLOUD BIRCH



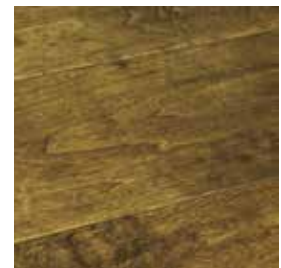
BRANCH BIRCH



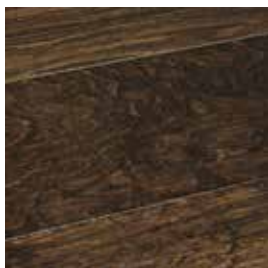
MINX BIRCH



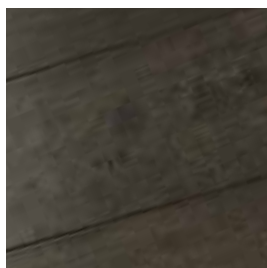
SAGE BIRCH



PAPYRUS BIRCH



BUBBLY BIRCH



BASIL BIRCH



LEAF BIRCH



WARM TODDY BIRCH



COGNAC BIRCH









#### **BENEFITS**

- TrueMark® Poly- 9 Coats of Ultra Clear Finish
- Completely VOC neutral
- Renewable w/ Warranty intact
- MG2 - 2 Guaranteed sandings
- Highest possible stability w/ Rotary cut face
- Guaranteed Third Party Certification
- Truecore® - Renewable Resources
- Green Certification
- Lifetime Structural Guarantee





# SEASONS

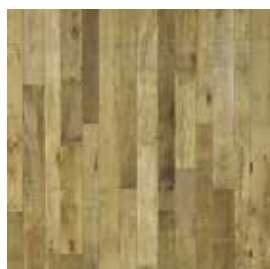
## SOLID HARDWOOD FLOORING

### REAL RECLAIMED DESIGN

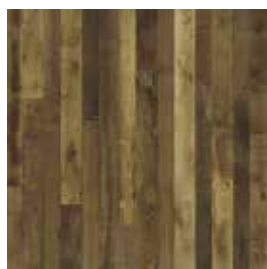
Handcrafted with a texture that thrills both your feet and eyes, the reclaimed design of the Seasons Organic Solid wood floor carries a sense of history and charm. Creating a perfect complement to contemporary interiors while also accentuating a vintage look, these floors feature a reclaimed design with planks of random widths and lengths, infusing any interior space with an inviting sense of warmth.

This innovative type of solid wood flooring, with its genuine wood texture and natural patina, is unique to Spec Ceramics.

PLANK DIMENSIONS: 3/4", 4" x 6'2" RL



BUTTERNUT OAK \*



WILLOW OAK



SHADBUSH OAK



SCARLETT OAK



BUTTERNUT  
HICKORY



LEATHER HICKORY



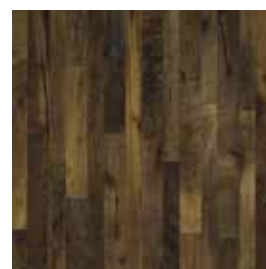
AMERICAN  
HICKORY



SYCAMORE MAPLE



SUGAR MAPLE



EASTERN WALNUT

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE  
46.



RUE  
DU SQUARE

COLLE  
PAULO PRATIS

LABASTIE



LEATHER HICKORY



**BENEFITS**

- Nu Oil® Finish - No recoat at time of install
- High stain protection & color retention
- Completely VOC neutral
- Renewable w/ Warranty intact
- Highest possible stability w/ solid sawn faces
- MG4 - 3 Guaranteed sandings
- Guaranteed Third Party Certification
- Green Certification
- Lifetime Structural Guarantee

AMERICAN HICKORY









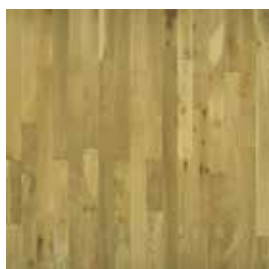
# **TWINPEAKS**

## **SOLID HARDWOOD FLOORING**

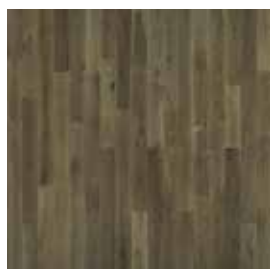
### **SIMPLY SAVVY**

The new Twin Peaks collection has a traditional hardwood look with wire brushed texture, handcrafted edges, and sculpted profile creating more visual interest on the wide 5" surface. The range of warm, rich historic-European inspired colors and timeless tones provides a perfect color pallet. The hickories bring a wildly beautiful grain pattern, where the oak floors have the classic tighter wood grain with subtle color variation from plank to plank.

PLANK DIMENSIONS: 5" x RL



ATLANTIC OAK \*



HALLOWS OAK\*



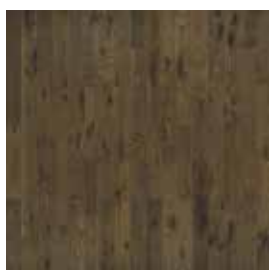
LOCUST OAK



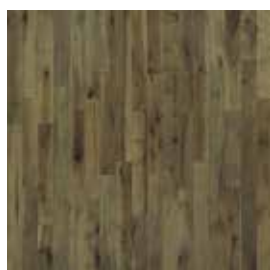
QUAKING OAK



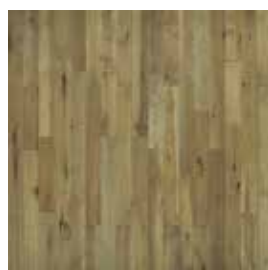
HAWTHORNE OAK \*



RED SPRUCE OAK



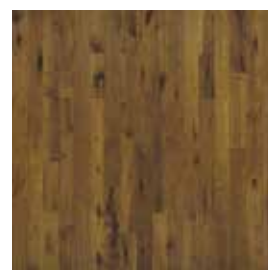
SWALLOWS HICKORY



SASSAFRASS HICKORY



FERN HICKORY



AVON HICKORY

\*FUMED FLOOR  
FOR MORE INFORMATION ABOUT FUMED PRODUCTS, SEE PAGE  
46





#### BENEFITS

- Nu Oil® - No recoat at time of install
- Best stain protection & color retention
- Completely VOC neutral
- 100% Renewable w/ Warranty intact
- MG4 - 3 Guaranteed sandings
- Highest possible stability w/ solid sawn faces
- Guaranteed Third Party Certification
- Highest Green Certification
- Lifetime Structural Guarantee







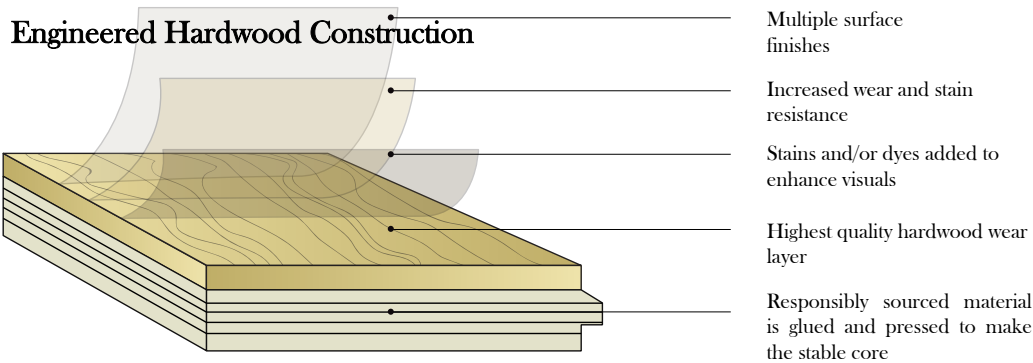




# QUALITY IN EVERY GRAIN

Our collections are small batch, hand-touched & not mass produced, and are always designed with fashion in mind. The subtle nuances that make Spec Ceramics unique are all done by hand and inspired by the natural graining of the wood. The 100% hand scraping that imitates turn-of-the-century flooring and the multi-step weathering techniques beautifully highlights the inherent characteristics found in nature. By layering all of the processes together, it enhances the style and cut of the plank.

## Engineered Hardwood Construction



Spec Ceramics engineered hardwood floors is constructed with an ultra thick wear layer has the same usable surface as 3/4" solid hardwood flooring, which allows 3 guaranteed sandings. Sliced and rotary veneer layers allow up to 2 guaranteed sandings.

## TrueCore® Construction

Spec Ceramics uses only true hardwood veneers and TSCA Title VI glues for the center-ply in our engineered floors' hardwood construction. The center veneers are cold pressed, then hot pressed using tremendous pressure. This process makes the eco-friendly center core harder and more proportionally stable.

- Higher Stability
- Higher Density
- Higher Strength
- Higher Indoor Air Quality

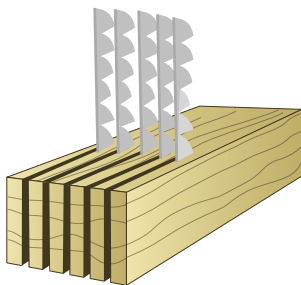
Truecore® is third party verified and surpasses the TSCA Title VI emission requirements.

## TrueCore® 2 Construction

Made from quarter sawn pine lamellas attached to the surface wear layer. Providing 2 key performance enhancing features:

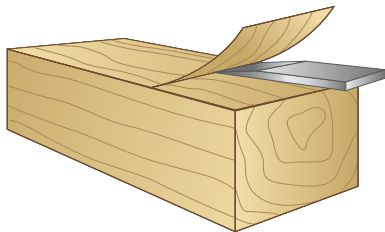
1. Quarter sawn pine lamellas create 25% more dimensional stability with the same indentation resistance as hardwood for optimal structural strength.
2. A 1:5 core to wear surface ratio with an additional applied sealant to the underneath of the plank creating the highest optimum dimensional stability in our plank.

Rapidly renewable core comprises 80% of the volume of the plank, for best management of forest resources. 90 degree side rail design, for precision tongue & groove, providing smooth, clean, simple installation.



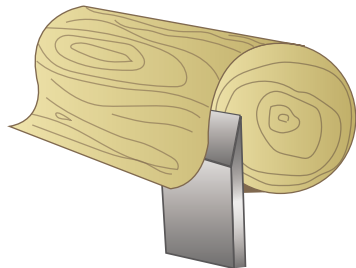
### Sawn-Cut Style

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.



### 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.



### 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.



## Nu Oil® Hybrid Oil Finish

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



## 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 so durable it carries a limited lifetime warranty against wear through.



## TrueMark® Poly Finish

By using the latest technology in finish systems our TrueMark® Poly Finish is unsurpassed in ensuring the most protective, clear & easily maintainable coatings available for even the toughest of families. Hallmark Floors uses revolutionary nano technology in the surface coats to maintain the beautiful appearance and durability of the surface finish.



## Fumed Floors

Fuming is a natural, accelerated aging process used to enhance the dark and light shades within every wood plank and batch. Fuming simply deepens the natural colors and highlights the contrast of the wood planks without the use of stain. This process creates a naturally richer, darker and clearer floor with a higher contrast of color. It's created by adding a natural oxidizing agent in a controlled environment to react with the naturally present tannins in the wood.

No two planks will be identical after the process, and the intensity and tone of the color will depend on the length of time the wood is treated and the amount of tannins in the wood.

Floors made from fumed hardwood are beautiful, lively and one of a kind, featuring great color variation with a unique high contrast, just like the floor in the beautiful bedroom in the picture.



## Light Exposure & Natural Changes

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.

Spec Ceramics hardwood 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.



## Heartwood & Sapwood

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.



## Order Samples

Samples are provided as a courtesy to architects, interior designers, other building industry professionals and homeowners.

Because wood is a natural material, every plank of Spec Ceramics flooring will have a unique appearance, often with naturally-occurring variations in color, texture and grain patterns. Samples and online photos show only a small example of the product's appearance and they may not fully be representative of the range of color, texture and grain variations which can occur throughout the product. It is recommended that a box of flooring be purchased and seen on-site prior to ordering floors for your home or renovation.



