



# faithful

ENGINEERED  
HARDWOOD  
FLOORING

## UNIQUE WOOD DESIGNED BY NATURE AND TIME

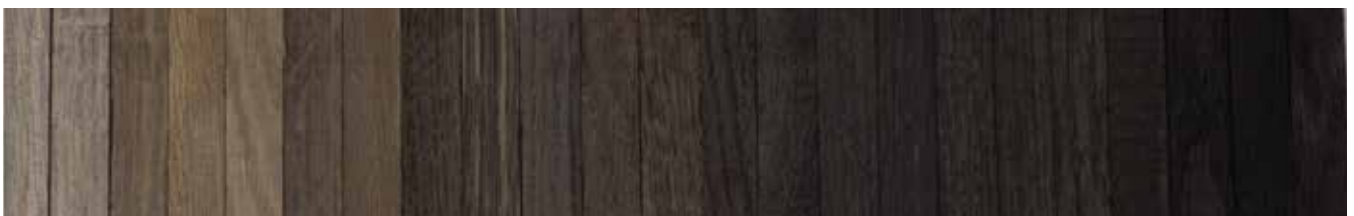
Some of the most spectacular-looking woods were created by healthy trees falling into adjacent swamps, wetlands, lakes, and rivers, lying buried for hundreds to thousands of years. Deprived of any oxygen and sunlight, they were preserved from decay by absorbing salt, tannins and minerals' resulting in the most beautiful, partially fossilized timber in a wide range of colors.



## EVERY LOG TELLS ITS OWN STORY

Each log, in each wood species, carries its own unique history. Age and exposure to the specific conditions in which it has been preserved determine the tone and intensity of color. These range from pale grey and brown to dark golden brown and dark grey through to charcoal with a platinum sheen. It will take some 4,000 to 5,000 years for nature to create the most prized black.

## FAITHFUL CREATION TIMELINE



500 yrs

1,000 yrs

2,000 yrs

3,000 yrs

3,500 yrs

5,000 yrs



## OUR INSPIRATION AND CHALLENGE

These ancient woods, named bog-wood\*, are in high demand because of their unique patina and beauty.

A similar look was applied to driftwood and weathered wood, created by nature's natural elements and climate over a long period.

Inspired by nature, we developed specific techniques to replicate the patina and authentic look of these weathered and ancient woods. With this natural process, we produced hardwood flooring featuring the same kind of unique beauty and color that penetrates throughout each distinct species.



## A UNIQUE COLLECTION OF WOOD FLOORS

We are now extremely proud and happy to be able to present and offer an exclusive collection of hardwood floors, by replicating this natural process. The raw hardwood material is treated with salt and minerals under high pressure which speeds up the process that would have taken nature thousands of years. The result is a remarkable, authentic looking range in oak, hickory, maple and pine - each with its own beautiful look, color and patina.

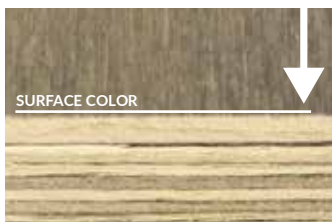
## NO STAINS OR DYES

Not only are these floors one-of-a-kind in their richness of color and patina, unlike all other existing wood floors, the beauty and color of each floor also goes all-through the surface layer without the use of any stains or dyes.

## SURFACE LAYER CARRIES COLOR THROUGH TO THE CORE



TRUE COLOR GOES ALL THE WAY THROUGH TO THE CORE



TRADITIONAL COLOR IS APPLIED ONLY TO THE SURFACE



\*Bog-wood - (Originally from Ireland and Scotland) Bog-wood is created from the trunks of trees that have lain in bogs, and bog-like conditions such as lakes, river bottoms and swamps, for centuries and even millennia. Deprived of oxygen, the wood undergoes the process of fossilization and morta formation.

## DENT AND SCRATCH RESISTANT

The additional benefit of this wood treatment process - whether by nature or by our unique production technique – is a harder hardwood that is even more stable and more resistant to dents, wear and scratching. Our floors become high-performing hardwood floors especially suitable for commercial environments, as well as residential installation.

The FAITHFUL Collection is the very first of its kind and is in a hardwood category all its own.



DEPENDABLE OAK  
V3



RELIABLE OAK  
V4



LOYAL HICKORY  
V4+



STEADY OAK  
V3



DEVOUT OAK  
V4



JUSTICE MAPLE  
V4



TRUSTY OAK  
V4



CONSTANT HICKORY  
V3



INTENT OAK  
V3



AVID HICKORY  
V4



CHERISH MAPLE  
V3



FOREVER PINE  
V3



DIMENSIONS: 7.5" X 6'2" RL  
THICKNESS: 5/8" 3MM  
FINISH: NU OIL® SUPER-MATTE

## Features

Length:	Up to 6'2" RL
Width:	7½"
Thickness:	5/8" Engineered Sawn Cut
Finish:	Nu Oil® Super-Matte
Edge Detail:	Handcrafted Bevel
Board Variation:	V3 - V4+ Ratings vary depending on color [see swatches] Moderate - Extreme Board Variation & Color Change
Certified:	EPA - TSCA Title VI Compliant
TrueCore 2 :	Core material made with quarter sawn pine lamella's
Warranty:	Limited Lifetime residential finish Limited Lifetime residential structural 3 year commercial finish 10 year commercial structural
Maintenance:	Clean with Nu Oil® Floor Cleaner.

## Benefits

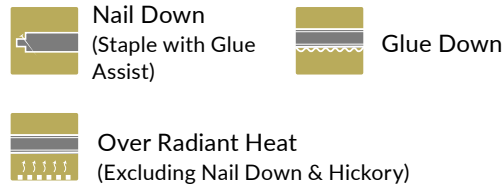
Finish:	Protective low sheen - provides a truly natural wood finish Guaranteed quality and durability - long lasting finish 100% Renewable with Hallmark's Restoration Oil
Wear Layer:	Ultra thick wear layer provides lasting durability Color goes all the way through the wear layer Easier to repair or touch-up if an accident occurs
Structure:	Greater dimensional stability than 3/4" solid Healthy indoor air quality



## Trim Options

Stair Nose  
T-molding  
Threshold  
Reducer

## Installation



Installs over: concrete, wood, vinyl floors and radiant heat systems. Above, on or below grade. See complete installation instructions. Hallmark Hickory, Solid products and Nail Down installation is not approved for installation over Radiant Heat.

### FAITHFUL Wood Characteristics:

Using multiple species, natural salts, tannins & minerals are used to create light to heavy color contrast between boards, open & filled knots, splits & checks ranging from large to small. Heartwood and sapwood (light to dark) can be present and varied textures from light to heavy saw marks, wire brushing and hand sculpting. Refer to sample for a visual representation.