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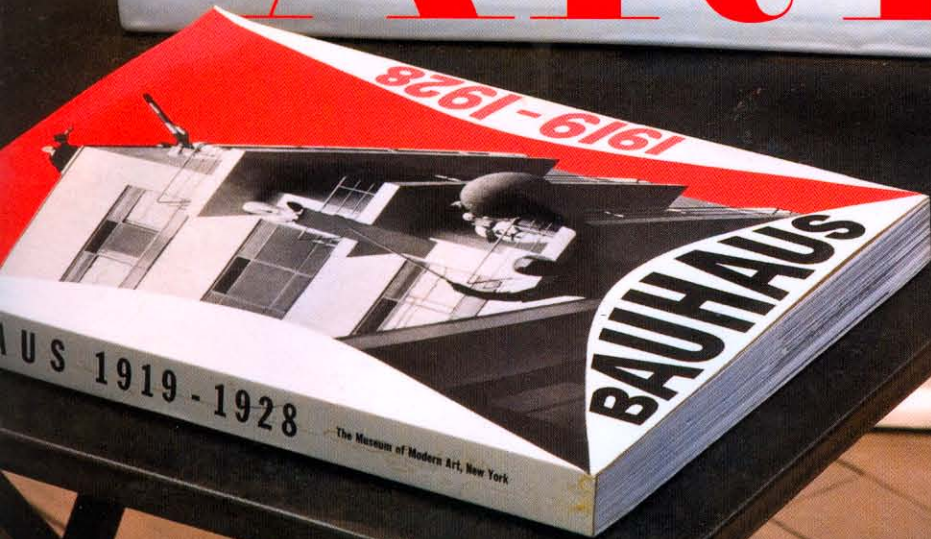
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BR-111 EXOTIC HARDWOOD FLOORING



EXOTIC PLANK FLOORS TURN AN ORDINARY RENOVATION INTO AN EYE-POPPING TRANSFORMATION.

A **REMODELING** project isn't complete without new flooring, preferably exotic wood planks that are even better investments thanks to new widths and thicknesses. "We've seen a definite trend towards clients from New York to California who are all clamoring for widths wider than eight inches and narrower than three inches," says Keith Barrette of BR-111, the renowned exotic flooring manufacturer with over twenty years of servicing the major markets of California, New York, and Florida. "We've even sold planks up to twelve-inches wide."

Wider planks are attractive and more to scale for larger homes. Barrette says he sees narrow planks frequently paired with contemporary furnishings. The finish of choice for most widths tends to be a clear, allowing the natural beauty of the wood to pop. "Exotic flooring comes in a wide range of colors so staining is

unnecessary," he adds.

BR-111's new Green Label Collection makes top-quality hardwood flooring affordable and with minimal environmental impact because its 5/8-inch thick planks are manufactured using up to 36 percent less raw lumber, but with the same wear layer, warranty, and durability as standard 3/4-inch solid product. By strategically lowering the tongue and groove and reducing the amount of waste product below the tongue while achieving a solid floor, the thinner profile is more affordable and flexible enough to be installed (glued down or stapled) over a wood sub-floor or concrete.

Among its many environmental missions, BR-111 exotic hardwood flooring is 100 percent certified by the Forest Stewardship Council (FSC) and they are members of the Green Building Council (USGBC).



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BR-111TM
exotic hardwood flooring

