

Floor Covering Media

Your Gateway to the Floor Covering Industry

BR-111



BR-111™ Exotic Hardwood Flooring recently made its debut appearance in the August 2007 issue of Consumer Reports, garnering the 2nd spot among a field of 12 different engineered flooring products that were reviewed by the magazine and receiving a prestigious “Quick Pick” rating for its popular Brazilian Cherry floor from the BR-111™ 5/16” Engineered line.



Consumer Reports, renowned for its no-nonsense approach to product reviews, rated and compared the virtues of a full range of hard surface flooring products from solid and engineered hardwoods to laminates and ceramic tile in the article entitled “Flooring. Latest Isn’t Greatest.”

Products were subjected to a battery of rigorous tests, including simulated foot traffic, dragged-in debris, dropped plates, and exposure to sunlight. Testing continued over several months and was designed to simulate “real world” usage by the average American homeowner.

“Consumer Reports magazine is the benchmark for product reports and is an extremely resourceful tool for consumers making large or small purchases,” said Jason Strong, executive vice president of sales and marketing at BR-111™. “We stacked up very well against a variety of major players in the hardwood industry, including Anderson, Bruce and Mohawk, further reinforcing BR-111’s commitment and reputation for producing the leading brand of exotic hardwood flooring.”

BR-111™ Engineered is available in 10 exotic and domestic species and is rated as among the best values in real hardwood flooring. Prefinished with crystal clear aluminum oxide, BR-111™ Engineered is featured in the Fashion Under Foot™ merchandising unit and exotic hardwood flooring program.

BR-111™ continues to be a leader in the exotic hardwood flooring arena, providing products that are recognized for their beauty, performance and overall value.

Exciting new hardwood species and innovative products, ranging from prefinished solids to engineered flooring, are researched and developed annually in an on-going effort to achieve the ultimate level of quality and excellence.