



FOR IMMEDIATE RELEASE

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**APEX WOOD FLOORS INTRODUCES “ARTISAN EUROPEAN OAK” —
NEW EUROPEAN WHITE OAK WIDE-PLANK HARDWOOD FLOORING**

*Apex is the first and only custom hardwood flooring company in the Midwest
to bring “affordable luxury” to the market*

CHICAGO (February 2010) – Apex Wood Floors, one of the Midwest’s premier custom hardwood flooring companies, announces the debut of the “**Artisan European Oak**” collection, featuring handcrafted European white oak hardwood flooring. The pre-finished wide-plank flooring in this collection is uniquely constructed to be more stable in wider widths. Apex is the first and only company in the Midwest to bring approachable luxury to homeowners who crave the stunning look of European white oak wide-plank flooring.

“Quite honestly, our ‘**Artisan European Oak**’ collection encompasses an entirely new high-end wood flooring product that isn’t available anywhere else in the Chicago area,” said John Lessick, president of Apex Wood Floors. “Whether clients want to recreate a ‘Chateau de Versailles’ look in their homes or simply want to add elegance and warmth in their interior with genuine European hardwood, they can now achieve a luxurious look that’s flexible with their design style.”

Boasting 26 colors, this new European white oak hardwood flooring from Apex is completely new to the industry. Every plank is distressed and wire-brushed, tailored to the desired level of each client. In addition, the innovative water-based dye stains and water-based finishes make them easy to care for and are typical of far more expensive floors; they do not have the expense or maintenance of other European white oak hardwood flooring products on the market.

According to Lessick, this is one of the most sought-after products for luxury homeowners, except – until now – it was out of reach for many. Apex Wood Floors is offering this line at a competitive price, starting at \$26 per square foot installed. This new collection is appealing to savvy consumers and the design / build trade because each plank is cut in the European live-sawn method, providing the full spectrum of the log, showing off nature’s beauty in every step.

“Trees grow differently in Europe and the chemical compositions of the trees are different; naturally, they take stains in their own way. The grains are unique, too, and many Americans are attracted to the exotic look they present,” added Lessick.

The pre-finished, ¾” balanced construction of the “**Artisan European Oak**” provides outstanding stability. Each plank has the same species of wood on the top, center and bottom, which allows the product to be offered in a wider-width plank. The planks are available in standard 8”, 10” and 12” wide planks, ranging from 2’ - 10’ long boards. Because of this thick, balanced construction method, the floor can be glued down to concrete or it can be placed over radiant heat.

To see samples from the “**Artisan European Oak**” collection, consumers, interior designers and building professionals are welcome to stop by Apex Wood Floors’ convenient west-suburban showroom in Downers Grove, Ill., located at 1326 Ogden Avenue, or call 630-963-9322 to have a sample shipped. For more information about Apex Wood Floors, please visit www.apexwoodfloors.com or call 630-963-9322.

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NOTE TO EDITORS: For photos of “**Artisan European Oak**”, please contact Joanna Mineau (joanna@page1pr.com or 630-468-2653).

About Apex Wood Floors

Based in Downers Grove, IL, the award-winning team at Apex Wood Floors has been providing customized hardwood floors to clients in the Midwest and across America since 1982. Apex uses its own highly trained craftsmen to provide unparalleled excellence to flooring projects that include wide plank, handcrafted floors, exotic species, patterns and design work. The company custom fabricates its own handcrafted and distressed plank flooring in several finishes and styles spanning the interior design spectrum.

Apex works with designers, architects and their clients to provide a floor that will satisfy even the most discriminating clients. Every project provides longevity of beauty and character to any setting as they continually mature. In addition to an extensive selection of premium domestic and exotic wood species, Apex offers three destination flooring styles: **Renaissance** wide plank, **Designer** patterns and inlays and **Select** premium and exotic hardwoods.

Apex provides complete design and installation services, including the removal of existing flooring, disposal of waste, and layout and finishing of new wood floors. Apex can be found online at www.apexwoodfloors.com.

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