



FOR IMMEDIATE RELEASE

PRESS CONTACT:

Joanna Mineau, Page 1 PR

Phone: 630-468-2653

E-mail: joanna@page1pr.com

HOMEOWNERS TAP INTO THEIR LOVE OF HARDWOOD FLOORING WITH "RENAISSANCE" BY APEX WOOD FLOORS

Customization is unlimited with Apex Wood Floors' domestic hardwood flooring, ensuring one-of-a-kind handcrafted and hand-finished uniqueness in every home

CHICAGO (February 2010) – Apex Wood Floors, one of the Midwest's premier custom hardwood flooring companies, reports an increase in the number of clients in the Chicago area who have been reawakened by its **"Renaissance"** floors. With unlimited stains, finishes and styles, **"Renaissance"** wide-plank floors by Apex are ideal for clients who want to create their own customized look based on their architectural influences no matter if it's classic, contemporary or anything in-between.

"Over the last year, more of our clients than ever before have chosen the route of customizing their hardwood floors to make a statement within their homes," said John Lessick, president of Apex Wood Floors. "The floor is the foundation for the style of any home; it sets the tone. With **'Renaissance'**, that tone and look can be anything – it's completely versatile and always luxurious."

Lessick adds that the resurgence of high-end, beautiful custom wood flooring is not a surprise to him. "People today want high-end sophistication in any size home, and they know that selecting something unique will reflect their fine taste. Interior designers and architects have also encouraged a greater number of their clients to focus on flooring because it is the basis for the entire color palette and design of the interior space."

One-of-a-Kind, Incomparable Flooring

All wood species by Apex are from sustainable timber-managed hardwood forests. **"Renaissance"** by Apex has unlimited capabilities through its domestic, live-sawn white oak that provides the full spectrum of the log, in addition to rift-and-quartered white oak, walnut and hickory wood.

From elegant traditional to rustic charm, the team at Apex can create any level of distressing the client wants. Each floor is unique and features various degrees of handcrafting, including wire-brushing, distressing and hand-scraping. In addition, varying levels of "antiquing" can be created, such as: handcrafted scars, scuff marks, blemishes, dents, wear grooves, worm holes, nail holes, peg holes and pillowed ends. The client selects their type of bevel as well (broken-edge, hand-crafted, micro-bevel, light, medium or heavy).

"Renaissance" Sizes and Finishes

Apex utilizes wider-width and longer planks in **"Renaissance"** floor installations to design a custom appearance. The planks start from 4" wide boards and are available up to 10" wide boards. Lengths range from 1' - 8' long (average length is 3.5'); or 6' - 12' long (average length is 9 - 10').

Each plank is handcrafted and finished with a combination of dyes, oils and waxes. Multiple finishes are available to create a distinguished look: oil-rubbed, wax, hard oil, tongue oil, water-based urethane, oil-modified urethane, penetrating sealers, paste wax and many more.

- More -

To see samples from the “**Renaissance**” collection, consumers, interior designers, architects and contractors 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.

NOTE TO EDITORS: For photos of a “**Renaissance**” floor installation by Apex, 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.

#