



**FOR IMMEDIATE RELEASE**

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**APEX WOOD FLOORS INTRODUCES “REVIVAL”: AN ANTIQUE COLLECTION OF PREMIUM RECLAIMED WIDE-PLANK HARDWOOD FLOORING**

*By its very nature, this LEED-certified collection is eco-friendly: durable, old wood that has been given new life and produces no VOCs*

CHICAGO (February 2010) – Apex Wood Floors, one of the Midwest’s premier custom hardwood flooring companies, announces the debut of **“Revival”**, a striking antique collection of reclaimed wide-plank hardwood flooring. **“Revival”** is comprised exclusively of enduring, old wood rescued from abandoned structures across the United States, truly making it a “green” flooring product.

“The discerning consumer who appreciates fine items from the past – such as antique furniture, jewelry and collectibles – is the same person who will desire the vintage appeal **‘Revival’** will bring to their home,” said John Lessick, president of Apex Wood Floors. “No other hardwood floor on earth will have the character, history and stability of a **‘Revival’** floor from Apex.”

The smart and sustainable **“Revival”** collection is pre-finished and available in three wood species – American chestnut, oak and long-leaf yellow pine – with each of the species featuring a rich pallet that includes more than a dozen colors. This is highly beneficial to homeowners as they have the security of seeing the color of their floor *before* it is installed instead of being stained on-site. Because **“Revival”** floors are pre-finished, they take far less time to install than floors that are finished on-site, and they can be walked on immediately after they are installed.

**SUSTAINABILITY**

As a responsible custom flooring company, Apex Wood Floors safely preserves the integrity and authenticity of these vintage hardwood planks, which comprise **“Revival”**, in several ways. The environmentally friendly **“Revival”** planks are painstakingly engineered by combining existing wood from recycled antique structures with advanced technology.

These incredibly strong wood pieces are cut into a ¼” thick plank that is then laminated to a ½” nine-ply core made from Russian and Brazilian hardwoods that were responsibly harvested from sustainable forests. These planks can be nailed to a sub-floor or glued directly to a slab, avoiding the expense of a sub-floor. This collection further qualifies for LEED points because its substantial wear-layer uses only water-based dyes and water-based finishes that produce no VOCs. In addition, they generate no sanding dust and produce none of the finished odors that are present when floors are finished on site.

**“Revival” by Apex Wood Flooring — Quick facts:**

- The dramatic planks in the **“Revival”** collection were rescued and repurposed – brought back to life only from the most enduring vintage hardwoods
- These planks were saved and re-used; otherwise they would have been candidates for teardowns headed for demolition and eventually landfills
- Most of the buildings from which the hardwood planks originated were abandoned structures – churches, houses, schools and barns to name a few
- No plank is the same; each has its distinctive properties

- More -

- Each age-hardened plank is extremely stable (the natural process of the wood expanding and contracting hundreds of times over the changing seasons yields wood with remarkable strength)
- Every original nail was removed by hand
- Each plank is kiln-dried before milling to ensure the antique floor in the new owners' home will remain stable, trouble-free and beautiful for generations
- Retail cost is affordable, starting at \$23 per square foot installed
- Each "Revival" floor includes an engraved plank that commemorates the origin and circa date of the floor, a perfect conversation-starter

"This spectacular, head-turning collection is ideal for remodels. Homeowners or business owners will have beautiful, storied antique flooring that will warm any area of their interior," said Lessick. "We're proud to offer these slices of American history to Chicago and beyond."

To see samples from the "**Revival**" 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](http://www.apexwoodfloors.com) or call 630-963-9322.

NOTE TO EDITORS: For photos of "**Revival**", please contact Joanna Mineau ([joanna@page1pr.com](mailto: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](http://www.apexwoodfloors.com).

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