

# Element Of Design

## Americans Have A Soft Spot For Hardwood Floors



If rugged and authentic is what floors you, this **Blackwater Classics Collection** is offered in cherry and walnut.

by *Eric Cohler*

(NAPSA)—If you've taken a shine to hardwood floors, here's some good news. Whether your taste is rustic,



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traditional or contemporary, today's wood flooring offers a wide variety of styles and surface textures to meet your needs. Coupled with a spectrum of stains, gloss levels, widths, surface textures and edge details, there's a myriad of options to complement any interior.

**1. Species:** Species influences appearance. Traditional oak has variations in grain and shade, while maple's grain is cleaner and more understated. There are many exotic species available that have a distinctive combination of origin, color and surface characteristics.

**2. Color:** Many factors can alter the species' natural color,

such as the stain applied or exposure to direct sunlight. If rugged and authentic is what floors you, you might like the Blackwater Classics Collection from Armstrong Hardwood that's offered in cherry and walnut. Lighting also affects the color you see, so be sure to ask your retailer for samples to view in your home before making your final selection.

**3. Width:** The width of individual boards has a dramatic influence on the installed look of the floor. Wide widths can complement a large room, but overwhelm a small area. Select the look you like best and that harmonizes with the style and architecture of your home.

To learn more, visit [www.armstrong.com](http://www.armstrong.com).

*Mr. Cohler is a featured designer on HGTV and was described by House Beautiful magazine as one of the "best of the best" in the next wave of interior designers.*

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**Note to Editors:** This is one of a series of articles on flooring. For the complete series, visit [napsnet.com](http://napsnet.com).