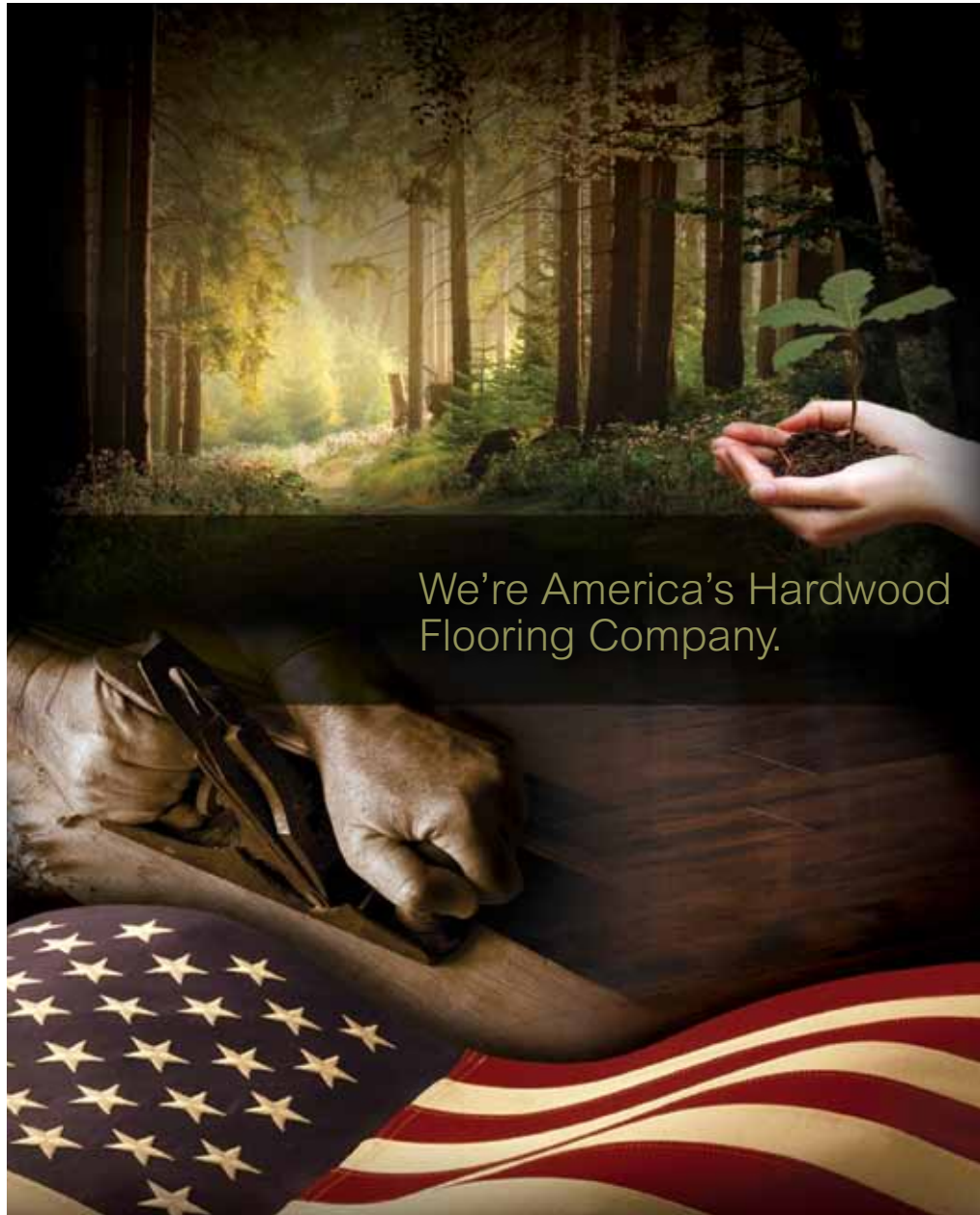


Why
A N D E R S O N ?
HARDWOOD FLOORS



We're America's Hardwood
Flooring Company.



A N D E R S O N[™]
andersonfloors.com

Why Anderson?

WHY ANDERSON HARDWOOD?

Rich, strong, and welcoming ... a hardwood floor is the time-honored choice for the American home. Its enduring warmth reflects the essence of family life – and at Anderson, we revere family. In fact, Anderson Hardwood began as a small, family-owned business in 1946, and today we're one of the nation's leading hardwood manufacturers.

We think it's because we unite superb craftsmanship, impeccable quality, and innovative design to offer virtually all American-made hardwood flooring that's simply unmatched in beauty and durability. The heart of your home deserves no less.

By the way ... would you like to know what we hear most when customers are introduced to our floors? A gasp, followed by, "Wow, this is beautiful!"

We love that, because we're absolutely dedicated to what we do. Hand-crafted from our home to yours, this is Anderson Hardwood.

"Wow, this is beautiful!"



GNARLY PLANK™
color: Cocoa Beach

Seven Reasons SEVEN REASONS

The true essence of the American home is captured in the time-honored choice of high-quality hardwood flooring. Anderson Hardwood started as a small, family-owned business in 1946 and today is one of the nation's leading hardwood manufacturers. Quality, style, innovation and design unite to offer American-made hardwood flooring with unmatched beauty and durability. Learn more about the seven reasons of "Why Anderson?"

1. History of Innovation
2. Made in America History
3. Style and Design Leadership
4. Installation and Warranties
5. Legacy of Sustainability
6. Hand Craftsmanship
7. Service and Support



Reason One HISTORY OF INNOVATION

Historically, Anderson has emphasized engineered flooring for its durability, efficiency and versatility. Perhaps that's because Anderson invented it. Cross-Locked Engineered® was first developed by Anderson's founder, L.W. Anderson, and is still used today as the industry standard. The construction method alternates the grain direction of five separate wood plies to create a product that rivals the strength of steel and uses half as much raw wood as solid floors. This innovation allowed wood floors to be glued down directly to a concrete slab for the first time.

Anderson is committed to continuous improvement and innovation.



Anderson continues to be an industry leader in hardwood innovation today. In 1997, Anderson introduced the first aluminum oxide high-wear wood floor finish. And in 2009, Anderson debuted the revolutionary Luster-Lock® Ultra finish. According to research, Luster-Lock is up to six times more resistant to scuffs and abrasions than competitive flooring products and gives today's busy consumer peace of mind regarding the durability and life of her Anderson floor.


Luster-Lock®
ULTRA

Reason Two MADE IN AMERICA HISTORY

In 1946, L.W. ("Andy") Anderson founded Standard Plywoods, Inc., and the foundation of what is Anderson Hardwood today was born. Based in the Carolinas, Anderson has been committed to consistently manufacturing high-quality hardwood flooring in the United States since the beginning. The family business grew over the years, with successive generations coming on board to run the company. Andy, and his son Bob, bought Modernwood and its manufacturing facilities and moved the company to Clinton, SC, in 1958.

Today, Anderson is owned by parent company, Shaw Industries, one of the world's

Made in America
since 1946.



leading floor covering manufacturers. Based in Georgia, Shaw Industries is a \$4 billion Berkshire Hathaway company with over 22,000 employees. Both companies share the core values of honesty, integrity, and passion and it's a perfect fit. They thrive as partners in innovation and craftsmanship.

Don Finkell, part of the Anderson family, remains CEO and an active participant in the business operations.



Reason Three STYLE AND DESIGN LEADERSHIP

Quality and durability are Anderson hallmarks—but they're hardly the only ones. There's the Anderson hardwood beauty. Breathtaking. Styles in popular deep espresso tones, coastal-inspired painted floors, fashionable grey accents—so many gorgeous Anderson products, and they all attest to the company's design leadership!

The end product is a floor today's discerning consumer can be proud to own – and show off.

A go-to manufacturer for interior designers worldwide and an American Society of Interior Designers (ASID) Industry Partner, Anderson travels the world in search of the latest interior design trends in paint, furniture, cabinetry and textiles. Anderson's Research and Development team regularly consults design influences for product feedback and even holds a Designer Visions summit for the exchange of inspiration and ideas among leading designers.



COASTAL ART™
color: Pickle Barrel

Reason Four INSTALLATION AND WARRANTIES

Anderson not only builds more durable floors, but we can also offer comprehensive warranties. Our no-wax, factory-applied finish makes hardwood floor installations fast and easy. Every plank is ready to install right out of the carton. There is no need for sanding or staining. With our UV-cured finish, you gain the assurance of superior durability and wearability. Additionally, Anderson products feature easy installation with the patented Eagle Tongue and Groove system on 1/2-inch products.

Every Anderson engineered hardwood floor is manufactured using our exclusive Cross-Locked Engineered® process. This process permanently locks the plies together to deliver more dimensional stability and split resistance than ordinary solid oak lumber. These products enjoy the Anderson Limited Lifetime Residential Structural Warranty. All mill-run engineered products have a limited 15-year warranty and feature the Anderson Limited Residential Finish Warranty. All 3/4-inch solid plank and strip products have a limited 20-year warranty.





Reason Five LEGACY OF SUSTAINABILITY



Anderson Hardwood was committed to sustainability long before it was the marketing buzz term of today. Anderson is founded on a history of sustainable practices, social responsibility and environmental leadership with a legacy rooted in the promise to sustain, respect and protect.

Anderson's commitment to sustainability is best celebrated in third-party certifications from the nation's leading environmental organizations.



TRANSITIONAL
to higher levels of environmental
and social performance
nwfa.org/nwfa.verified.htm

This is what it means
to be "green".

The certifications allow retailers and consumers to feel confident that Anderson Hardwood Floors are the healthiest and most sustainable in the industry.

All domestically-sourced Anderson products have earned the following certifications:

- Cradle to Cradle™ Silver Certification
- GreenGuard Children & Schools Certification
- National Wood Flooring Association Responsible Procurement Program "From U.S. Renewing Forests"

Anderson also believes in supporting the communities and people where we live and work. The company is involved in numerous charitable organizations on various levels, including Relay for Life, Habitat for Humanity, Walk for the Cure and more.

Reason Six HAND CRAFTSMANSHIP

Part of the beauty of Anderson hardwood is in the rustic hand-scraping, pebbling, wire-brushing, and other industry-leading textures we offer. Many products are crafted by skilled artisans—and no two boards are the same. Anderson hardwoods are truly custom floors.

Unique to the Anderson story is the fact that most of the company's hand craftsmanship is performed within the Anderson Prison Work Program. Located in state correctional institutions in South Carolina and Tennessee, the voluntary work program is centered on rehabilitating the lives of prisoners by teaching a trade and the value of hard work. Prisoners are paid a prevailing wage, which is divided among the state and victims, with the remainder going to the prisoners' families. The highly successful program has proven to reduce the rate of recidivism.



Many beautiful Anderson products are hand-crafted by skilled artisans.

Finely crafted
hardwood flooring.



VIRGINIA VINTAGE CLASSIC™
color: Sorghum

Reason Seven SERVICE AND SUPPORT

Part of the strength of Anderson Hardwood is the great people who stand behind our floors. From customer service, to the sales representatives, to the marketing team, Anderson Hardwood is comprised of caring individuals who are here to serve. At Anderson, we value and appreciate our customers. If you'd like to get in touch, please visit the Contact Us section on andersonfloors.com or by calling us directly Monday-Friday 8 a.m. to 5 p.m. EST (864) 833-6250.



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