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Ref. #2172

Dundee – new colors, proven performance

Originally launched in 1998, the Dundee collection of Oak hardwood remains a popular choice for the builder market due to its reputation for quality and performance. Available in traditional 3/4" thick boards in both strip (2-1/4") and plank (3-1/4") widths, it is a solid wood product that can be installed on or above grade, with nails.

In an effort to ensure the color pallet represents the latest in design trends, the collection has expanded to include two new colors, Mocha and Espresso. Already the number one selling solid hardwood floor used by builders, the Dundee collection promises to remain the industry standard to which all competitors are judged.

• **QUICK HIT Selling Points**

- o **Industry Favorite** – Dundee was rated as the #1 Solid Hardwood Floor by Consumer Reports magazine! (August 2006)
- o **Design** – *most comprehensive color palette* of solid strip hardwood totaling ten SKUs; featuring both proven performers such as Gunstock and Natural, and new favorites Mocha and Espresso.
- o **Quality** – Industry leader in quality and consistent performance, first choice for Builders.
- o **Proven Performance** – Dundee is the solid hardwood for Builders! We are consistently chosen as the brand most often used by builders. We sell more than 50,000,000 sq. ft. of Dundee each year - no other manufacturer has a single collection that matches our Dundee volume.

• **Competitive Analysis**

Brand	Collection	Colors	2-1/4" strip	3-1/4" plank
Bruce	Dundee	10	X	X
Somerset	Color Strip	7	X	X
Mullican	St.Andrew's	6	X	
Mohawk	Ashton Oak	5	X	
Zickgraf	Franklin	6	X	X

o **Dundee offers the most extensive color assortment available!**

- o Although other manufacturers have created similar product collections, none can match the quality, service, selection and brand recognition associated with Bruce Dundee.

• **The Armstrong Difference**

- o **Brand** – Bruce is America's best selling hardwood brand, since 1884, and leads the industry for brand familiarity, usage and quality among builders.
- o **Design** – most extensive color palette, including ten colors and featuring new Mocha and Espresso
- o **Service** – whether you need cartons, pallets, or truckloads of product, Bruce boasts the best service logistics available.
- o **Quality & Performance** – **Dundee was rated as the #1 Solid Hardwood Floor by Consumer Reports in 2006.**
- o **Selection** – Consumers shop for flooring by color and design first. With the broadest range of colors in solid strip and plank hardwood, the Bruce Dundee collection of hardwoods is the most extensive in its class.

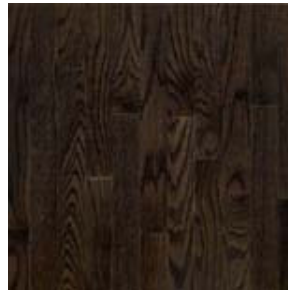




- **Design Tip** – our two new Dundee color additions, Mocha and Espresso, combine the industry’s demand for oak products with the growing popularity of dark toned hardwood floors. The colors have been selected to compliment any interior décor style, and coordinate nicely with many of the cabinets and home furnishings found on the market today. They also offer the Dundee collection a competitive advantage, as comparable collections offered by other manufacturers do not offer similar colors.



Mocha



Espresso

• **Product Spec Information**

- o Available in 3/4" x 2-1/4" solid strip and 3/4" x 3-1/4" solid plank
- o Requires nail-down installation
- o Installs on- or above-grade
- o Micro-beveled edges and square ends emphasize the linear visual and individual definition of each plank
- o Dura-Luster® Plus Finish – urethane finish with aluminum oxide for protection and durability
- o 15-year residential finish warranty

Solid Strip:

Product/Color	Wood Species	Item Number	Carton UPC	Pallet UPC
Espresso	Red Oak	CB275	0 42369 39527 4	1 00 42369 39527 1
Mocha	White Oak	CB277	0 42369 39528 1	1 00 42369 39528 8

3/4" x 2-1/4" – Micro-beveled Edges and Square Ends – Dura-Luster Plus® Finish – Nail-Down – Residential Use; 20 Square Feet Per Carton (1.86m²) • 640 Square Feet Per Pallet (59.46m²) • Cartons Per Pallet: 32 • Weight Per Carton: 56 lbs. (25.4 kg) • Weight Per Pallet: 1,792 lbs. (812.83kg) • Varying Lengths: Approx. 9" - 84"

Solid Plank:

Product/Color	Wood Species	Item Number	Carton UPC	Pallet UPC
Espresso	Red Oak	CB1275	0 42369 39523 6	1 00 42369 39523 3
Mocha	White Oak	CB1277	0 42369 39524 3	1 00 42369 39524 0

3/4" x 3-1/4" – Micro-beveled Edges and Square Ends – Dura-Luster Plus® Finish – Nail-Down – Residential Use; 22 Square Feet Per Carton (2.04m²) • 704 Square Feet Per Pallet (65.4m²) • Cartons Per Pallet: 32 • Weight Per Carton: 60 lbs. (27.2 kg) • Weight Per Pallet: 1,920 lbs. (870.89kg) • Varying Lengths: Approx. 9" - 84"



ALL TOGETHER BETTER.