

1/02/07  
Ref. # 2191

### **Bruce Turlington Lock&Fold™ Hardwood**

Bruce continues to lead the wood flooring industry with new innovations that drive sales. Our newest product introduction supports our strategy of providing innovative solutions that save time and money. We believe demand for this product will revolutionize the way our customers sell and install hardwood flooring.

Introducing Bruce Turlington Lock&Fold, the industry's best selling hardwood species and top selling colors now paired with the industry's fastest and easiest installation technology. A product that is so easy to install, carpet installers will be able to complete the job; a potential labor rate savings of over 80%\*! An example from a Colorado Contractor illustrates the opportunity;

Engineered hardwood – \$1.90/ sq ft labor and \$.50/ sq ft for adhesive = Total cost of \$2.40/ sq ft  
Locking hardwood – \$1.30/ sq ft labor and \$.20 sq ft for foam underlayment = Total cost of \$1.50/ sq ft  
Bruce Lock&Fold Hardwood offers a 38% cost savings vs. engineered hardwood installation



Simply lock...



... fold,

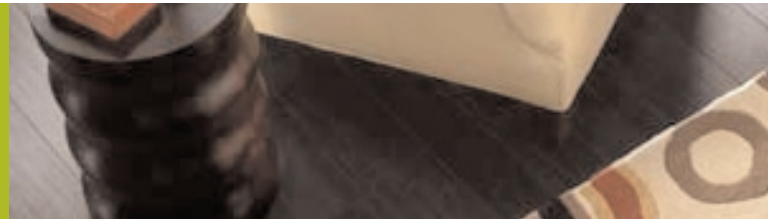


and you're done.

\*Based on hardwood installer labor rate of \$18 per sq ft and carpet installer labor rate of \$3 per sq ft

#### **QUICK HIT Selling Points**

- Lock&Fold technology available only from Bruce – **reduces installation time and expense by an average of 30%**
  - o Eliminates the need for glue, nails or staples – *saves money*
  - o No adhesive residue to clean up – *saves time*
  - o Easiest hardwood flooring installation in the industry – no nails, glue, or staples Perfect for professional installers, remodeling contractors and DIY consumers. *Less skill required to achieve a perfect installation*
  - o Installation complete in 10-50% less time reduces labor cost
- Planks can be removed and replaced easily if damage occurs after installation
- Patented **NextGen** Engineered Technology – **(2x) the lock strength** of existing locking laminate and hardwood floors
- 100% genuine engineered hardwood – **install on any level** of the home, even the basement



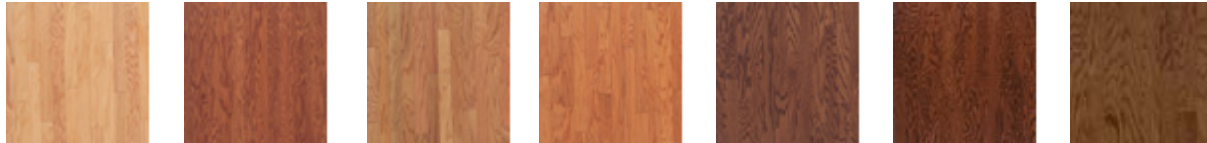
## Key Speaking Points by Customer Type

- **Retailers** – The Turlington Lock&Fold collection offers a wide variety of species, colors and widths. The product is so simple to sell that little wood flooring knowledge is needed to make a sale. Since it is easy to install, retailers can potentially use lesser skilled installers and still get a perfect floor. 30% faster installation; requires no nails or glue which provides improved margin opportunities, **they can make more money.**
- **Installers** – Installing Turlington Lock&Fold hardwood is easier than any other floor; no nails, no glue, just Lock&Fold. **Installs 30% faster** than other floors, allowing more flooring to be installed per day, thus the installer can make more money.
- **Builders** – Turlington Lock&Fold offers a wide variety of products to meet homeowners design needs. From entry level (Oak) to upgrade (Cherry and Walnut in 5” plank), the collection offers a product for each customer. Enhanced finish warranty, 25 years, vs. existing 15-year Turlington glue down engineered.  
  
Turlington Lock&Fold offers the Builder the opportunity to work with their contractors to negotiate lower installation costs, based on 30% faster installation, no glue or nails, no time spent waiting for the adhesive to dry and no time spent removing adhesive residue. **Lower skilled installers** can also be used and still achieve superior installation.
- **Homeowners** – Turlington Lock&Fold offers a wide variety of colors and species to choose from in 3” and 5” plank widths. It is beautiful, easy to care for, and carries a 25-year finish warranty. The floor can be installed faster than other wood floors, so they can be living on their floor sooner with **less interruption to their household.**



ALL TOGETHER BETTER.

**Bruce Turlington Lock&Fold Product Collection**  
**Oak – 3” and 5” plank**



EAK00LG EAK20LG Natural	EAK11LG EAK21LG Gunstock	EAK04LG EAK24LG Harvest	EAK06LG EAK26LG Butterscotch	EAK07LG EAK27LG Woodstock	EAK08LG EAK28LG Cherry	EAK17LG EAK37LG Saddle
-------------------------------	--------------------------------	-------------------------------	------------------------------------	---------------------------------	------------------------------	------------------------------

**Maple – 3” and 5” plank**



EMA00LG EMA20LG Natural	EMA86LG EMA96LG Cinnamon	EMA87LG EMA97LG Amaretto
-------------------------------	--------------------------------	--------------------------------

**Cherry – 5” plank only**



ECH20LG Natural	ECH26LG Bronze
--------------------	-------------------

**Hickory – 3” and 5” plank**



EHK58LG EHK69LG Brandywine	EHK68LG EHK78LG Smoky Topaz	EHK84LG EHK94LG Falcon Brown
----------------------------------	-----------------------------------	------------------------------------

**Walnut – 5” plank only**



EWT22LG Cocoa Brown	EWT30LG Autumn Brown
------------------------	-------------------------

**Competitive Comparison**

- American species in top selling single plank visuals – Competitors feature less appealing multi-strip European “butcher block” visuals
- Industries best selling visuals – Proven top selling species and colors from Bruce



## Product Spec Features and Benefits

FEATURE	BENEFIT
Lock&Fold installation technology	Reduces installation time and expense by 30%, no glue, no nails, no staples
Patented NextGen engineered technology	Dimensionally stable floor that won't shift or buckle and can be installed on any level of the home
100% genuine engineered hardwood	Adds value to your home
3/8" Low-profile	Eases transition to other flooring surfaces; excellent choice for remodeling projects
Filled face finish	Provides a silky smooth surface and clean visual
Dura-Luster Plus Urethane finish with Aluminum Oxide	For a finish that repels spots, spills & stains, and 25-year warranty
Four-sided micro bevel edge and end	Enhances definition of individual planks for added contrast and visual impact
Available in 3" and 5" plank widths	Wide planks are a popular decorating choice to enhance larger rooms and create a casual look, also offer the home owner the opportunity to create accent boarders
Available in Oak, Maple, Hickory, Cherry and Walnut	Wide assortment of domestic exotic hardwood species for options in design

### The Bruce Difference

- **Brand** – Bruce is America's best selling hardwood brand, since 1884, and leads the industry for brand familiarity, usage and quality among Builders.
- **Design** – available in 3" and 5" wide plank widths and our best selling American species popular with consumers today
- **Service** - whether you need cartons, pallets, or truckloads of product, Bruce boasts the best service logistics available.
- **Quality & Performance** - Industry leader in quality and consistent performance, first choice for Builders.

### Launch Tools & Tactics\*

- Launch Document
- Contractor Product Brochure
- Builder Tote-Boards
- Contractor Portfolios
- Lock&Fold Demonstrator
- Turlington Product Sample Decals (to update existing displays)

\*Bruce Lock&Fold is not a part of the 2007 Auto Sample Plan, or 2007 Tower Program.