

Bruce.
hardwood floors
from Armstrong

P.O. Box 308
Mt. Olive, NJ 07828

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A **COMMITMENT** TO THE ENVIRONMENT

Like you, we want to preserve the beauty and wonder of nature's abundant resources. Every year, Bruce actively participates in the planting of trees and seedlings to help ensure the world's vast forestlands are preserved for future generations.



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AMERICA'S FAVORITE HARDWOOD FLOORS

For today's modern American family, life can be a fast-paced, action-packed affair where time is precious and value is priceless. Where making the most of every moment and getting the most out of every dollar are high priorities. And at Bruce, we understand.

That's why we offer an entire line of premium hardwood floors designed to keep up with your family's busy lifestyle and stay well within your budget. Floors that are incredibly beautiful, highly durable and extremely affordable.

We have combined more than a century of experience with some of the most technologically advanced manufacturing innovations in order to produce a line of floors that make affordable luxury an undeniable reality. At Bruce, we offer the All-American family all they need in a floor – the largest selection of colors and styles, virtually care-free finishes and our assurance of quality.

So no matter how active your family may be, America's best-selling brand has a floor that fits your lifestyle and your budget.



Featured on our front cover is Natural Reflections® in Walnut.



e NORTHSHORE® 3", 5", and 7" PLANK – Vintage Brown



e NORTHSHORE® 2-1/4" STRIP – Natural



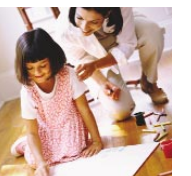
OAK

TRADITIONAL ELEGANCE

Strong. Resilient. Versatile. Abundant. The qualities of oak are virtually synonymous with the country with which it is most closely associated. A native of the North American continent, the oak tree has played a significant role in helping shape the history of a nation and the homes of those who settle it. Beautiful, yet practical. That is the essence of this remarkable hardwood. Its distinctive grain and sturdy character have made it a natural choice for everything from furniture to flooring. And it remains one of the more popular wood species for hardwood flooring today. Available in strip, plank and parquet styles, the incomparable beauty of Bruce oak hardwood floors is the natural choice for any décor.



e GREENWICH® PLANK – Smokey Topaz





S NATURAL REFLECTIONS® – Prairie

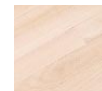
THE BEAUTY OF **INNOVATION**

The revolutionary design of Natural Reflections® makes it the first solid hardwood floor that can be glued down directly to concrete, at or above ground level. Enrich any room with our extraordinary selection of colors, including the stunning beauty of Brazilian Cherry.

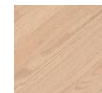


S NATURAL REFLECTIONS® – Walnut

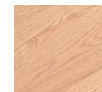
Natural Reflections Oak Line



Ivory White



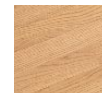
Mink Grey



Quartz



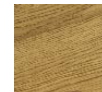
Natural



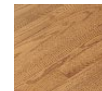
Prairie



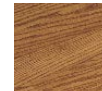
Butterscotch



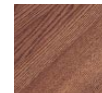
Spice



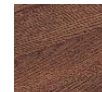
Mellow



Gunstock

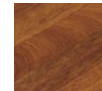


Walnut



Cherry

Exotics Line



Brazilian
Cherry



S TRUMBULL™ STRIP – Honey

RUSTIC CHARM

THE AMERICAN ORIGINALS™ COLLECTION

Everything old is new again with the American Originals Collection. Six beautiful patterns of genuine oak floors offer the unique charms of aged, handcrafted hardwoods. Authentic re-creations of yesterday that could only come from Bruce.



e BALTIC™ PLANK – Antique

THE REAL BEAUTY OF WOOD...**VALUE**

Imagine a flooring surface you don't have to keep replacing and paying for over and over again, like that fuzzy stuff that keeps wearing out. Or a floor that is appreciated so much; it increases the value of your home and makes it easier to sell. Or a floor that never goes out of style, even when you change the décor from colonial to metropolitan chic. Bruce hardwood floors are all of the above and more, which in the long run, makes them one of your most economical flooring purchases!



S VOLTAIRE™ PARQUET – Natural and Saddle





S LIBERTY PLAINS™ 4" PLANK – Ash Gunstock



S LIBERTY PLAINS™ 3" PLANK – Oak Natural

MAKE A BIG **IMPRESSION** THE LIBERTY PLAINS™ COLLECTION

When it comes to overall visual impact, bigger is bolder.

Wide plank flooring accentuates the striking grain patterns and textured beauty of natural wood. The Liberty Plains Collection delivers the popular wide plank look in bold 3", 4", and 5" wide planks crafted from classic hardwoods...Oak, Maple, and Ash. And, you can mix and match the collections many colors, species, and widths to create a custom...bigger, bolder look!



S LIBERTY PLAINS™ 5" PLANK – Maple Natural



OAK

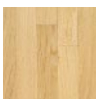


MAPLE



ASH

Three Wide Widths
To Choose From



3" Wide Plank



4" Wide Plank



5" Wide Plank



MAPLE



LIBERTY PLAINS™ 4" PLANK – Maple Cinnamon

UNDERSTATED ELEGANCE QUIET **BEAUTY**

Presenting a classic American beauty for those who prefer a more understated woodgrain. With a smooth, clear-grain appearance, our American Maple hardwoods make a sophisticated decorating impression. Bruce presents the refined, tailored look of maple in a variety of patterns to complement any décor.





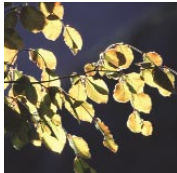
S BIRCHALL™ 4-1/4" PLANK – Sunset



ONE FOR THE AGES

Create a warm and inviting atmosphere with the ageless beauty of natural birch hardwood. Birchall is crafted in 2-1/4" wide strips and 3-1/4" and 4-1/4" wide plank flooring that captures the fine detailed wood grain patterns and abundant color variations of genuine birch.

S BIRCHALL™ 3-1/4" PLANK – Adobe



BIRCH

Birchall Plank
Color Line



Adobe



Country Natural



Natural



Sunset



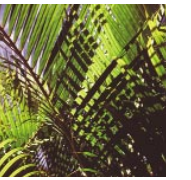
THE **NATURAL** CHOICE®

It conveys a warm, inviting feeling the moment you see it. A rich, luxurious elegance the moment you touch it. Real wood. It's captivating colors and rich, natural grain excite the senses and soothes the spirit.

While other floor coverings try in vain to recreate the magic of real wood, Bruce pioneered its development. No one offers you more colors, more styles, more unique decorating expressions. Enjoy the beauty of nature's majesty in your home with Bruce.



e COASTAL WOODLANDS™ – Red Oak Natural



EXOTICS

AROUND THE WORLD AND INTO YOUR **HOME**

India. Africa. Europe. Asia. South America. Bruce has traveled the world to find the most captivating species to complement and complete its more traditional line of hardwood floors. From across the globe, these unique floor fashions will transform your home into a showcase of exotic elegance. You'll find them breathtakingly beautiful and surprisingly affordable. Broaden your horizons...with Bruce!



e MERBAU PLANK – Natural



e COASTAL WOODLANDS™ – Textured Pine Nutmeg

Studio B
Color Palette

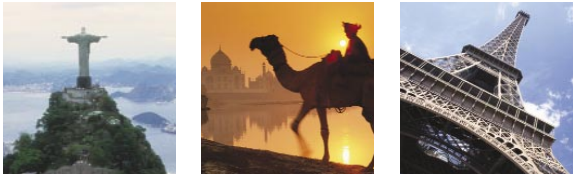
- Afzelia
- Brazilian Cherry
- Curupixa
- Kambala
- Santos Mahogany
- Teak
- French White Oak Antique
- French White Oak Rouge
- French Red Oak Cashmere
- French Red Oak Bordeaux
- French Red Oak Bouton
- French Red Oak Glaise



e STUDIO B™ – Teak

JOURNEY TO A WORLD OF **ELEGANCE** THE STUDIO B™ COLLECTION

From the wilds of Africa to the mountains of Europe, the exotic styles of Studio B are as diverse as their countries of origin. Teak, Brazilian Cherry, Afzelia, Santos Mahogany, European Oak, Kambala and Curupixa hardwoods are transformed into some of the most intriguing and intrinsically beautiful hardwoods ever crafted.



e STUDIO B™ – Brazilian Cherry



e COASTAL WOODLANDS™ – White Oak Essence



e COASTAL WOODLANDS™ – Maple Essence

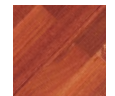
A **INTERNATIONAL** CELEBRATION OF STYLE THE COASTAL WOODLANDS COLLECTION

Exotic hardwoods from the four corners of the globe await you in Bruce's Coastal Woodlands™ Collection. Unique wood species like Kempas, Mindi, Merbau, and Bangkirai enable you to make a distinctive fashion statement in any room. Each style is quality crafted in long, wide, easy to install preassembled panels for practical, cost efficient application.

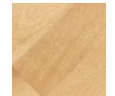


e COASTAL WOODLANDS™ – Larch Nutmeg

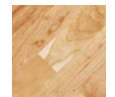
Exotic Wood Offerings



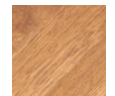
Bangkirai



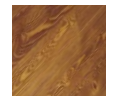
Beech



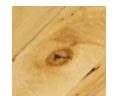
Cherry



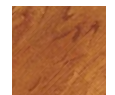
Kempas



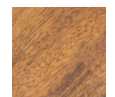
Larch



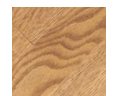
Maple



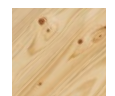
Mindi



Merbau



Oak



Pine



S BRISTOL™ STRIP – Natural

PRACTICAL BEAUTY

Let the kids play. Even in the busiest households, our exclusive Dura-Luster® Plus finish will keep your floors looking beautiful, year after year. Bruce hardwood floors, protected by our easy care Dura-Luster Plus high-performance finish, provide a lifetime of durability, and are guaranteed for up to 25 years. Don't settle for anything less than real hardwood floors from Bruce.



SELECTING THE **RIGHT FLOOR** CONSTRUCTION

There are two basic hardwood floor constructions, solid and engineered. The location of your room will determine which construction is best suited for your application.



Solid Wood Floors

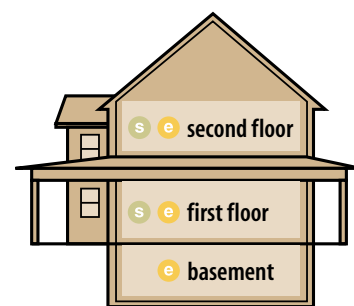
The flagship of floors, 100% genuine solid wood. Available in a host of beautiful styles and colors, including 2 1/4" wide strip floors and wider, bolder planks. Solid wood floors can only be installed at or above ground level and are designed for easy installation over plywood or wood subfloors.



Engineered Wood Floors

Assembled from multiple layers of wood that are bonded together, engineered floors provide exceptional strength and dimensional stability. The bonded, cross-ply construction helps control the floor's natural tendency to expand and contract. This makes engineered wood floors suitable for installation in any room, even the basement. You can glue them direct to concrete or staple them to wood subfloors.

Some engineered wood floors can also be installed as a "floating" floor. Floating floors are glued to each other, with no direct attachment to the subfloor. The Coastal Woodlands Collection (pg. 24-25) offers this added flexibility. Floating floors can be installed at any grade level. They can also be glued direct to the subfloor, if desired.



PRACTICAL, **EASY-CARE** BEAUTY

Spend your time enjoying your floors, not caring for them.

Bruce hardwood floors are designed to forgive most mishaps without a trace. Simple vacuuming and an occasional cleaning as needed with

Bruce floor care products will keep them looking like new.



For routine care and those occasional touch-ups, Bruce offers quality care and repair products for no-wax and wax finish floors. Ask your retailer for a copy of the Bruce Floor Care and Product Warranty Guide, or visit us at bruce.com.

PRODUCT GUIDE

Pattern Name	Finish Warranty	Board Width	Thickness	Species	Finish	Edge/End Treatment	Installation Method
Solid Strip S							
Asian Beech Strip	15	2-1/4"	3/4"	Asian Bch.	DLP	ME/SE	N
Bayport Strip	15	2-1/4"	3/4"	Oak	DLP	SE/SE	N
Birchall Strip	25	2-1/4"	3/4"	Birch	DLP	ME/SE	N
Bristol Low Gloss Strip	15	2-1/4"	3/4"	Oak	DLP	EE/SE	N
Bristol Strip	15	2-1/4"	3/4"	Oak	DLP	EE/SE	N
Classic Strip	25	2-1/4"	3/4"	Oak	Permion	SE/SE	N
Dundee Strip	15	2-1/4"	3/4"	Oak	DLP	ME/SE	N
Ecostrip	25	2-1/4"	5/16"	Oak	Permion	SE/SE	G or S
Fulton Low Gloss Strip	15	2-1/4"	3/4"	Oak	DLP	SE/SE	N
Fulton Strip	15	2-1/4"	3/4"	Oak	DLP	SE/SE	N
Kennedale Strip	25	2-1/4"	3/4"	Maple	DLP	EE/SE	N
Natural Reflections	25	2-1/4"	5/16"	Oak	DLP	SE/SE	G or S
Natural Reflections	25	2-1/4"	5/16"	Bz. Cherry	DLP	SE/SE	G or S
Pre-Finished Strip	5	2-1/4"	3/4"	Oak	DS	BE/BE	N
Ridgeside Strip	10	2-1/4"	3/4"	Oak	DLP	SE/SE	N
Sterling Strip	25	2-1/4"	3/4"	Oak	DLP	SE/SE	N
Trumbull Strip	25	2-1/4"	3/4"	Oak	DLP	EE/SE	N
Westchester Strip	15	2-1/4"	3/4"	Oak	DL	ME/ME	N
Solid Plank S							
Asian Beech Plank	15	3-1/4"	3/4"	Asian Bch.	DLP	ME/SE	N
Birchall 3 1/4" Plank	25	3-1/4"	3/4"	Birch	DLP	ME/ME	N
Birchall 4 1/4" Plank	25	4-1/4"	3/4"	Birch	DLP	ME/ME	N
Bristol Plank	15	3-1/4"	3/4"	Oak	DLP	EE/SE	N
Cambridge Plank	5	3", 4", 6"	3/4"	Oak	DS	BE/BE	N
Dundee Plank	15	3-1/4"	3/4"	Oak	DLP	ME/SE	N
Ellington Plank	25	3-1/4"	3/4"	Oak	DLP	EE/EE	N
Fireside Plank	5	2-1/4", 3-1/4"	3/4"	Oak	DS	BE/BE	N
Fulton Plank	15	3-1/4"	3/4"	Oak	DLP	SE/SE	N
Homestead Plank	5	2-1/4", 3-1/4"	3/4"	Oak	DS	BE/BE	N
Kennedale Prestige Plank	25	3-1/4"	3/4"	Maple	DLP	EE/SE	N
Liberty Plains	25	3"	3/4"	Oak	DLP	ME/ME	N
Liberty Plains	25	4"	3/4"	Oak	DLP	ME/ME	N
Liberty Plains	25	5"	3/4"	Oak	DLP	ME/ME	N
Liberty Plains	25	3"	3/4"	Maple	DLP	ME/ME	N
Liberty Plains	25	4"	3/4"	Maple	DLP	ME/ME	N
Liberty Plains	25	5"	3/4"	Maple	DLP	ME/ME	N
Liberty Plains	25	3"	3/4"	Ash	DLP	ME/ME	N
Liberty Plains	25	4"	3/4"	Ash	DLP	ME/ME	N
Liberty Plains	25	5"	3/4"	Ash	DLP	ME/ME	N
Mayflower Plank	5	3", 4", 6"	3/4"	Oak	DS	BE/BE	N
Sterling Prestige Plank	25	3-1/4"	3/4"	Oak	DLP	SE/SE	N
Valley View Plank	15	3-1/4"	3/4"	Oak	DLP	EE/SE	N
Solid Parquet S							
Voltaire Parquet	10	12" x 12"	1/4"	Oak	DL	SE/SE	G
Engineered Strip e							
Balance Strip	25	2-1/4"	3/8"	Maple	Permion	SE/SE	G or S
Northshore 2 1/4" Strip	25	2-1/4"	3/8"	Oak	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	Afzelia	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	Bz. Cherry	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	Curupixa	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	Kambala	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	Fr. Red Oak	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	Fr. White Oak	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	S. Mahogany	DLP	SE/SE	G
Studio B	25	2-3/4"	1/2"	Teak	DLP	SE/SE	G
Summerside Strip	15	2-1/4"	3/8"	Oak	DLP	SE/SE	G or S



Pattern Name	Finish Warranty	Board Width	Thickness	Species	Finish	Edge/End Treatment	Installation Method
Engineered Parquet e							
Herringstrip	25	3" x 15"	3/8"	Oak	DLP	EE/EE	G
Jeffersonian II Parquet	25	8" x 10"	3/8"	Oak	DLP	EE/EE	G
Meridian Stone	25	12" x 12"	3/8"	Maple	DLP	EE/EE	G
Diamond Accents	25	2-7/8" x 2-7/8"	3/8"	Maple	DLP	EE/EE	G
Engineered Plank e							
Adventure Plank	10	5"	1/4"	Oak	DLP	EE/SE	G or S
Balance Plank 3"	25	3"	3/8"	Oak	Permion	SE/SE	G
Balance Plank 3"	25	3"	3/8"	Pecan	Permion	SE/SE	G
Balance Plank 5"	25	5"	3/8"	Oak	Permion	SE/SE	G
Baltic Plank	25	5"	3/8"	Oak	DLP	EE/EE	G
Caruth Plank	25	3"	3/8"	Maple	DLP	SE/SE	G
Cavendar Plank	25	3"	3/8"	Oak	DLP	EE/EE	G or S
Charlemont Plank	25	3", 5", 7"	3/8"	Oak	DLP	EE/EE	G
Glen Cove Plank	15	3"	3/8"	Oak	DLP	EE/EE	G or S
Greenwich Plank	25	3"	3/8"	Pecan	DLP	SE/SE	G
Hancock Plank	25	3", 5", 7"	3/8"	Oak	DLP	EE/EE	G
Harborlight Plank	25	5"	3/8"	Maple	DLP	SE/SE	G
Kempas Plank	25	3-1/4"	3/8"	Kempas	DLP	ME/SE	G or S
LeClaire Plank	25	3"	3/8"	Oak	DLP	EE/EE	G or S
Merbau Plank	25	3-1/4"	3/8"	Merbau	DLP	ME/SE	G or S
Newcastle Plank	25	3"	3/8"	N. Birch	DLP	ME/SE	G
Northshore 3" Plank	25	3"	3/8"	Oak	DLP	SE/SE	G
Northshore 5" Plank	25	5"	3/8"	Oak	DLP	SE/SE	G
Northshore 7" Plank	25	7"	3/8"	Oak	DLP	SE/SE	G
Riverside Plank	15	3"	3/8"	Oak	DLP	SE/SE	G
Rockwell Plank	25	7"	3/8"	Oak	DLP	SE/SE	G
Salado Plank	15	3"	3/8"	Oak	DLP	EE/EE	G or S
Southbeach Plank	10	3"	3/8"	Oak	DLP	ME/SE	G or S
Springdale Plank	15	3"	3/8"	Oak	DLP	SE/SE	G or S
Summit Hill Plank	10	3"	1/4"	Oak	DLP	EE/SE	G or S
Turlington 3" Plank	15	3"	3/8"	Oak	DLP	ME/ME	G or S
Turlington 5" Plank	15	5"	3/8"	Oak	DLP	ME/ME	G
Coastal Woodlands e							
Coastal Woodlands	25	7-11/16"	1/2"	Oak	DLP	SE/SE	F or G
Coastal Woodlands	25	7-11/16"	1/2"	Kempas	DLP	SE/SE	F or G
Coastal Woodlands	25	7-11/16"	1/2"	Beech	DLP	SE/SE	F or G
Coastal Woodlands	25	7-11/16"	1/2"	Merbau	DLP	SE/SE	F or G
Coastal Woodlands	25	6-1/8"	1/2"	Merbau	DLP	SE/SE	F or G
Coastal Woodlands	25	7-11/16"	1/2"	Mindi	DLP	SE/SE	F or G
Coastal Woodlands	25	5"	1/2"	Pine	DLP	SE/SE	F or G
Coastal Woodlands	25	5"	1/2"	Larch	DLP	SE/SE	F or G
Coastal Woodlands	25	5"	1/2"	Oak	DLP	SE/SE	F or G
Coastal Woodlands	25	7-11/16"	1/2"	Maple	DLP	SE/SE	F or G
Coastal Woodlands	25	5"	1/2"	Maple	DLP	SE/SE	F or G
Coastal Woodlands	25	7-11/16"	1/2"	Cherry	DLP	SE/SE	F or G
Coastal Woodlands	15	7-11/16"	3/8"	Bangkirai	DLP	SE/SE	F or G
Coastal Woodlands	15	7-11/16"	3/8"	Oak	DLP	SE/SE	F or G
Coastal Woodlands	15	7-11/16"	3/8"	Beech	DLP	SE/SE	F or G
Coastal Woodlands	15	7-11/16"	3/8"	Merbau	DLP	SE/SE	F or G
Coastal Woodlands	15	7-11/16"	3/8"	Maple	DLP	SE/SE	F or G
Coastal Woodlands	15	7-11/16"	3/8"	Cherry	DLP	SE/SE	F or G



FLOOR TYPE

EDGE AND END TREATMENTS

FINISHES

INSTALLATION METHODS

S SOLID

SE: Square Edge

Permion

G: Glue-down

e ENGINEERED

BE: Beveled Edge

DLP: Dura-Luster Plus

N: Nail-down

ME: Micro Edge

DL: Dura-Luster

S: Staple-down

EE: Eased Edge

DS: Dura-Satin

F: Floating