



Press Release – For Immediate Release

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Anderson Introduces New Affordable Luxury Collections

Clinton, SC. – According to Don Finkell, Anderson President and Shaw Hardwood C.E.O., “The playing field has changed and Anderson’s emphasis in 2010 is on value. Consumers still want the same things they have in the past but they expect to get a better deal.” He continues, “It is a buyers market. So Anderson is addressing it by giving consumers more for their money.

“We are introducing six new collections at Surfaces and two new color additions to existing collections. All will have our new finish Luster Lock[®] Ultra, which gives up to six times (6X) more scratch resistance than our previous product and up to ten times (10X) more than competitive imports. We are upping the warranty to 50 years on our premium residential products, and we are not charging any more for this. In fact many of the new introductions are priced below similar products in our existing lines.”

Under the Anderson brand banner for 2010 are new color introductions, Sand Dollar in **Coastal Art** and Black Walnut in **Exotic Impressions Classic** as well as

Tropical Reflections; a seven color Collection joins Exotic Impressions Classic and Hand Scraped Collections featuring Anderson's exclusive PermaColor™ through color process. PermaColor allows Anderson to create the splendor of exotic grains without stains, pigments, solvents or chemicals that can mask the natural beauty. In addition, **Tropical Reflections** introduces Anderson's unique enCORE™ center that is twice as hard as traditional hardwood cores and made from post-industrial wood waste. Like all Anderson, Appalachian and Virginia Vintage products, **Tropical Reflections** has GREENGUARD®, Cradle to Cradle™ and NWFA PRR Sustainability Certification. Featuring longer plank lengths, a new Luster Lock® Ultra, higher gloss and scuff resistant finish and the lowest price of any of Anderson's PermaColor products; **Tropical Reflections** is just one example of Anderson's new "Affordable Luxury" positioning.

There are two new introductions in Anderson's Appalachian brand, **Natural Brilliance** and **Haversham**.

Natural Brilliance is a collection of four highly polished and lightly brushed, hickory choices that would be impossible to offer without the protection of the new Luster Lock® Ultra scuff and abrasion resistant finish. This combining of a "piano finish" with a 50-Year finish warranty is unheard of on a high gloss product.

Traditional in its design, yet contemporary in its feel, **Natural Brilliance** adds style to settings as diverse as a penthouse in New York or a farmhouse in Nebraska.

In **Haversham**, Anderson took the look of our Luxury, Vintage Old Paint collection, toned it down a little, and colored it to coordinate with the best selling carpet

colors of Shaw, America's largest flooring company. To that they added their new Luster Lock® Ultra finish, gave it a 50-year finish warranty and priced it substantially below Vintage Old Paint as well as below their best selling Pickle Barrel in the Anderson Coastal Art Collection.

Virginia Vintage has, from its inception, been known for its unique, groundbreaking design and innovative luxurious looks. The new introductions in 2010 continue this legacy.

Crossfire, made of rich Northern maple hardwood, employs a hand-sculpted texture applied, in a non-traditional fashion, across the grain. Once achieved, the look is softened by a multi-step process that produces subtle chatter and fire in the grain of the species. Introduced in four colors, **Crossfire** achieves a whole new look in a handcrafted, high-end floor. Like all of Anderson's products, **Crossfire** has Anderson's new Luster Lock® Ultra finish and carries a 50-Year finish warranty.

Anderson's final introduction is **Sanctuary It is** offered in traditional 5" width and a random pack of 2-1/4", 3-1/4" and 4" boards, each in three colors: French Champagne, Flickering Flames and Chocolate Truffles. What makes this different from most other wide-width and random-width solids is that the planks are milled from Certified Sustainable North American Maple, one of America's most beautiful and expensive hardwood species.

About Anderson

Anderson Hardwood, headquartered in Clinton South Carolina, is an independent

operating company owned by Shaw Industries, the world's largest carpet manufacturer and a leading floor covering provider with more than \$5 billion in annual sales and approximately 26,000 associates. Recognized leaders in environmental stewardship, both Anderson and Shaw have implemented hundreds of sustainability initiatives and cradle-to-cradle design solutions. For more information, visit www.andersonfloors.com

