

Aacer Flooring Launches New 2013 Color Line Up For XL Pre-Finish

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PESHTIGO, WI. – FEBRUARY 8th Aacer Flooring Vice President of Sales and Marketing Kevin Barker announced the successful launch of the new 2013 product line at the Surfaces show in Las Vegas, Nevada. Aacer is continuously innovating to deliver the highest quality product and the new line features enriched textures and superior visuals. Combining the strength of its dedicated craftsmanship and outstanding styling, Aacer continues its superior performance in the wood flooring industry.

“What you see today is a direct result of Aacer Flooring responding to the market demand of high quality Northern Hardwoods vs. our counterparts who are selling flooring products that are inferior to the particular species we produce. Our new color line was a culmination of ideas from designers around the country. The influences in both texture and color bring together a simple yet complex range that can satisfy the most demanding buyer.” said Kevin Barker, Vice President of Sales and Marketing. “The new line up also highlights Aacer’s unique capability to produce a custom wide plank product for buyers that have spaces that demand a truly custom approach.”

One of the most talked about colors in the lineup is Laguna Maple. This product utilizes a common technique of wire brushing. The look is linear with the grays, whites and chocolates blending together to produce a product unlike anything most have ever seen. This warm yet modern look is a great fit for any application. Designers and industry business owners from around the world had positive reactions. Jerry Freeman Founder and CEO of Pallettapp.com said “It’s one of the freshest color palettes that I’ve seen from a wood manufacturer in a long time”.

Aacer Flooring is continually setting up new distribution channels around the world. As the brand expands Aacer Flooring is finding ways to improve beyond the industry standards on all levels. This type of innovation and creativity is what keeps consumers returning to Aacer.

About Aacer Flooring:

Aacer Flooring is the world leader in maple performance sports flooring systems. With more than 100 years experience in every part of the wood flooring industry, Aacer manufactures sports performance floor systems designed to accommodate athletes at all levels of play. Aacer also produces ten species of northern hardwood in a variety of face widths and grades in a LEED certified environmentally controlled facility. Aacer protects the environment by involving themselves as members of the FSC, MFMA, NWFA, and USGBC. Aacer’s floor systems are showcased around the world and in the Basketball Hall of Fame where the history and future of sports floors are prominently displayed. Aacer is owned by the GreenStone FCS Company a \$6 billion dollar company. www.aacerflooring.com Media Contact: Kevin Barker