

Surface™

There is no surface more important than the one we live on™

A publication of Carlisle Wide Plank Floors®

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Adding Value to Your Home

Wide Plank Wood Floors Pay Off

I'm often asked why I create wide plank floors. Like a true New Englander, I am inclined to answer a question with *another* question: "Do you mean, besides the fact that they are so beautiful?" All jokes aside, the answer is because I feel it's important to keep this American folk art alive and it makes economic sense.

There are three reasons that installing wide plank floors makes economic sense. First, beauty equals higher resale value in the housing market. According to Remodeling Magazine's 2006 Cost vs. Value Report, a major kitchen remodel costs \$54,241 with 80.4 percent recouped upon resale. Other remodeling projects see similar payback. A Carlisle Wide Plank Floor installation both improves a home's beauty and increases its value as explained in the article, "Remodeling Trend: Still Growing," on page four.

Second, a Carlisle floor – made from the heart of a 100-year-old (or older) tree – will last for generations. Its inherent durability has an element of timeless architecture and becomes a prized long-term investment that a family can enjoy for generations. Families can also feel good about their floor knowing that all Carlisle wood is selectively harvested from well-managed forests or, as in the case of our 100% post-consumer reclaimed antique wood, is recycled from an old barn

According to Remodeling Magazine's 2006 Cost vs. Value Report, a major kitchen remodel costs \$54,241 with 80.4% recouped upon resale.

or mill. You can read more on this topic on page eight in the article, "What It Means to Be Green."

Third, the initial investment in a Carlisle floor more than pays for itself over the years given its durability and dollars saved on maintenance. Unique methods of fine milling and periodic finishing with Tung Oil make these floors virtually maintenance free.

These economic benefits are important to homeowners planning a remodel. In fact, remodeling founded this business more than 40 years ago with people building additions to their historic homes and needing to find authentic flooring. Nowadays, wide plank floors are used throughout the home. When you use Carlisle, the applications of wood floors are limitless ... from kitchens and baths to radiant heat floors, to concrete sub-floors as shown in the Customer Profile on page seven.

Read on to learn more about Carlisle Wide Plank Floors, which are not only beautiful, but a smart investment for your next remodeling project.

Happy Reading!

DON CARLISLE



Installing a Carlisle Country Grade Walnut floor in this Breckenridge, Colorado, home provided a nice contrast with the stone fireplace and increased the overall value of the residence.



Don Carlisle walks with his mother, Carol, along a country road in an old growth forest in Walpole, New Hampshire.

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Old Growth Heart Pine



North Meets South

Southern Long Leaf Yellow Pine, commonly known as Old Growth Heart Pine, has long been prized for its rich color and durability, but its history is what makes it a truly remarkable wood.

Heart Pine was used nearly 250 years ago by America's colonists for building homes, meeting houses, mills and plantations – many of which still stand. Today, wide planks are used to re-create a “traditional” looking floor, representative of those crafted during colonial times when colonists used the widest widths and longest lengths to cover the largest area in the least amount of time.

During the 19th century's Industrial Revolution, much of the Heart Pine timber was depleted because of its popularity in larger construction projects. However, through the use of precise forest management – including controlled burns and selective harvesting – large stands of Old Growth Heart Pine still remain.



Illustration by Kate Beetle

What makes Old Growth Heart Pine unique is the rich amber-colored heartwood, which deepens as the wood ages.

We are extremely fortunate to have a unique relationship with the Crosby family of Alabama, who have grown Old Growth Heart Pine exclusively for Carlisle Wide Plank Floors for over 40 years.

The Crosby family works closely with the Carlisle family to grow and harvest trees of the highest caliber on their 30,000-acre plantation. They carefully select and harvest the trees which are then cut into planks by the sawyer at the mill. Once the wood arrives at Carlisle, we hand-select every board with each individual client in mind, and create floors similar

to those found 250 years ago.

What makes Heart Pine so special and prized by

our customers is the deep amber-colored patina, which is enhanced – and becomes more beautiful – as the wood ages.

If a floor rich in history, family tradition, and color is your idea of the perfect surface for your home, ask for a sample of Carlisle's Old Growth Heart Pine today. It will be a floor that will grow with your family for generations to come

Far left: Carlisle Premium Grade Heart Pine was chosen for this floor in Fairhope, Alabama for its intricate grain structure.

Top right: A stand of Old Growth Heart Pine.

The Carlisles and Crosbys have been collaborating for forty years to bring customers sustainable Old Growth Heart Pine.

Bottom right: Don Carlisle and John Crosby, on the Crosby Alabama plantation.



Differentiating Carlisle

IN THE WOOD FLOORING INDUSTRY

by Chris Sy

Carlisle is known in the industry as having the widest, longest flooring planks available on the market. In a market that traditionally offers only 2¼-inch-wide planks, this feature alone is enough to make Carlisle stand out in the crowd.

But it's not simply the wood dimensions that are at the heart of what makes Carlisle unique in the wood flooring industry.

What makes us unique is how and why we select the wood that ends up gracing our

clients' homes. Did you know that we work directly with the sawyers in the mill? Our sawyers survey hundreds of trees daily and hand-select only the very few trees that meet the Carlisle standard. The trees that “make the cut” have the densest grain and richest heartwood combined with a natural sound character – elements that are essential to creating a Carlisle floor.

Our sales and design consultants like to tell clients that if they choose the best wood in

the world, customization is like icing on the cake. Once you have top-quality wood you can be as creative as you wish with width, color and texture. But, if the wood quality doesn't pass muster it won't make a good floor no matter how wide or long the plank.

Carlisle is also unique in the flooring industry because we don't just take orders and ship them out to third party vendors for fulfillment ... Carlisle is both the maker of the floors and the retailer that sells direct to our customers.

All our orders are custom crafted by people in our New Hampshire facility – these are workers who truly treat each plank like a work of art.

So take the time to work with our sales and design consultants to learn about our wood when you're shopping around for a new floor.

You'll discover the best wood in the world is available only from the makers of the best floors in the world – Carlisle Wide Plank Floors.



Our craftspeople inspect and measure the thickness of a plank in the Stoddard, New Hampshire mill.



Sample Shop Manager James Hebert works on a custom sample for a customer.

Chris Sy: Only the best trees make the cut. Carlisle craftspeople treat each plank like a work of art.



Design Center

Remodeling Trend: Still Growing

The trend to stay in a current home – rather than move – has led to another popular trend: remodeling. According to Remodeling Magazine's 2006 Cost vs. Value Report, the remodeling boom is thriving and any money put into refurbishing a home is a good investment. (See chart on page 5.) Whether you do it yourself or hire a professional, sprucing up your home is a smart move. In a volatile housing market, remodeling not only adds value but gives its occupants the feel of a whole new house.

One upgrade that dramatically alters the look of a home is a change in the surface you walk on each day. Wood flooring is a remodeling project that provides beauty, style, and long-lasting durability. Carlisle handcrafted floors instill a feeling of timeless beauty, are environmentally sustainable, and are easy to install and maintain. The longer and wider boards produce fewer seams and butt joints, making a room feel less busy. The larger boards also

can create a variety of looks including contemporary, country cottage and mountain retreat. Carlisle uses old growth trees and cuts boards from the center to yield the widest and longest planks with the greatest grain density and stability. This process, which also includes air- and kiln-drying, produces the most stable wood in the industry. It can be used over concrete, radiant heat, and in waterfront homes and commercial buildings.

And if you think wood floors are too costly or difficult to maintain, learn about our Carlisle difference: When treated with Tung Oil our floors look radiant for years and can take the wear and tear of normal traffic. Sanding is not necessary and additional applications of Tung Oil can be used to touch up high-wear areas.

There is no better time to take another look at your current home and think about potential renovations. It will give new life to your interior rooms, and if you do decide to sell, will increase your home's value. Consider starting with the floor, the foundation to any home.



The rosy tones of this Carlisle Cherry floor in Fairfield, Connecticut bring color from the flowering tree outside the house indoors with a mixture of Select and Country Grade planks.

Looks You Want ... at Prices You Need

At Carlisle, we understand that you want your floors to match your dreams for your rooms – at a price that will meet your budget.

For this reason, our sales and design consultants are on hand to offer a variety of creative wood alternatives to meet your vision – and your budget.

For example, if you desire a walnut floor, but the price is out of reach, we can suggest a white oak floor with a dark stain to replicate the look of walnut at a price you can afford.

If you are looking for an antique barn wood floor and the budget is tight, we can make an Eastern White Pine look beautifully aged; we can also offer other suggestions such as blending clear boards with boards that have more knots and grain density for a more "antique" look.

Tell us your flooring dreams, tell us your budget, and we'll make it all come true for you with a high quality, durable, solid wood floor that you will be proud to have in your home.

Top left: This kitchen in Palm Island, Florida, features 3-to 5-inch random width Carlisle Country Grade White Oak with eased edges.

Left: FSC-Certified Antique Chestnut creates the perfect country warmth for this bathroom in Keene, New Hampshire.

Right: Many Carlisle customers choose to install their floors themselves. This couple welcomes their new floor and unloads the planks.



Remodeling Magazine's 2006 Cost vs. Value Report		
	Project Cost	% Recouped
Bathroom	\$12,918	84.9
Basement	\$54,724	78.8
Kitchen	\$54,241	80.4



Custom Shop

Choose Exposed Beam Work for an Authentic Look

Exposed beams provide a dramatic historic touch to any style room – from contemporary to rustic. Carlisle can roughsaw or hand-hew beams in a variety of wood species. We use the same hand-hewing techniques perfected by our forefathers hundreds of years ago.

You can select authentic antique beams recovered from old barns and mills – with those much-loved characteristic nail holes and all. For a less expensive alternative – and a



similar look – we can use a dark stain on the new wood to replicate the exact look of an old beam – and even add nail holes if you'd like. Whether old or new, these beams complement virtually any type of floor, particularly with our Forest Stewardship Council (FSC)-certified barnwood, Grandpa's Floor, antique oak or antique hickory.

Our Custom Shop not only makes floors



and beams to order, but makes installations easier and less costly for you. Recently, we have started providing precision end-squaring to each and every plank we craft. This technique speeds up the installation process and helps you save money by reducing the amount of waste on site.

If you want your restoration project to have historical authenticity, then look no further than the Carlisle Custom Shop. Whether you are restoring a historical structure or are trying

to make your new construction take on the look of an older one, the Custom Shop can provide authentic reminders of earlier days.

Top: Exposed beam work can provide a dramatic historic touch to any style room – including this rustic setting in Keene, New Hampshire.

Far left: Our precision-end squaring technique saves both time and money.

Customer Profile:

Sarah Abdallah



"I called the number for a rocking chair, but found a great floor instead."

When Sarah Abdallah landed a job working with Tony Chi and Associates, one of the most prestigious architectural and interior design firms in New York City, she never imagined that her job would include a challenge direct from Mr. Chi himself – to find the perfect rocking chair for a client. And she never imagined that in her search for the perfect rocking chair she would find the perfect wood floor.

Tasked with finding the perfect rocking chair for the Park Hyatt Washington DC project, Sarah perused many furniture makers from her stack of catalogs and picked one company that featured a picture of a rocking chair – the perfect one – on the cover. But, instead of calling a rocking chair manufacturer, she dialed Carlisle Wide Plank Floors and spoke with Sales and Design Consultant Gary Ryer. "I told Sarah I couldn't sell her the Windsor rocking chair,* but I could sell her the floor in the picture," reports Ryer.

Sarah worked on the Park Hyatt from conception to construction. "As a junior designer it was a dream come true to be working with such an amazing team on such a large project," says Abdallah. The team included Principal Tony Chi, Project Manager/Associate Johnny Marsh, Project Stylest/Associate William Paley, and Designer Yoshi Ueda. "We knew it was an upscale city hotel and plans called for a new look. We wanted to provide a modern feel while using elements that are associated with D.C. So we used the iconic cherry blossoms as an indoor art installation as well as other subtle influences from the country's capital." The teams' challenge was to create a balance between new and old. Sarah already knew that rocking chairs look great on Carlisle Wide Plank Floors so she turned to them for the flooring. She settled on a limed Carlisle

Country Grade White Oak with white wash stain. The result, she said, was a perfect balance between contemporary elegance and country charm.

Although not considered conventional by some in the flooring industry, the wide plank wood floor at the hotel was installed over a concrete sub-floor. Sarah knew that wood cut

her projects. She met up with Don and Kerry Carlisle on a recent trip back to D.C. and they shared some laughs about how a picture of an antique rocking chair brought them together. In fact, you can find five rocking chairs made by Timothy Clark of Vermont resembling the one found in Carlisle literature throughout the hotel.



We don't sell rocking chairs, but we do sell floors. Carlisle floors grace the Park Hyatt Hotel in Washington, D.C.

from the center of a tree contains a higher percentage of vertical grain which makes it less susceptible to movement and thus a higher quality material that can, in fact, be successfully installed over concrete. Since the Hyatt opened, the floor has become a showpiece for the hotel.

Today Sarah continues her career at Perkins and Eastman in their Hospitality Studio and still specs Carlisle floors for



*The picture of a rocking chair (circa 1920s) has been used in Carlisle literature to depict our signature Eastern White Pine 20" wide plank floor for many years and has become a hallmark of the company.



What It Means to Be Green

A Look at Harvesting Techniques and Manufacturing Methods

Carlisle is dedicated to not only creating the perfect surface for your home – but also to preserving the surface of our planet. We love to talk to our customers about environmental stewardship, responsible forestry, and eco-friendly products, but it's not all talk. The floors you purchase from us are truly sustainable and environmentally ethical.

All our handcrafted floors – not just our FSC-certified antique wood – are created with sustainability in mind. Our newly sawn products come from well-managed forests, in which responsible silvicultural systems are employed. Our selective harvesting techniques are used on old growth forests only – we never touch virgin growth trees.

Additionally, we craft each floor using random widths in order to get the maximum yield from the original materials that Mother Nature provided. All of our floors fit into the larger picture of GREEN building contributing to energy efficiency and improved indoor air quality.

To learn more about our harvesting and manufacturing practices, visit "Making a Carlisle Floor" at wideplankflooring.com.



FSC Antique Heart Pine - Solana Beach, California.

Masthead photo istockphoto.com. All other photography ©Blind Dog Photo, Inc.

Printed with soy ink on a 100% process chlorine free, post consumer recycled paper, certified by the Forest Stewardship Council.

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Grandpa's Floor and Carlisle Antique Heart Pine Beams - Keene, NH.