

# A SUPPLEMENT TO floor coveringnews

**Bruce®**

**Armstrong**  
Flooring™

 CROSSVILLE®

**Hartco®**

 **AUTO  
GRAPH™**  
UNIQUE FLOORS

**LM**  
Flooring®

**ROBBINS®**

 **tmbr.™**



EMILY MORROW HOME™

 **HEARTHWOOD™**

 **RAINTREE™**

**H|W**  
HOMERWOOD®

  
**essential living™**

**AHF**  
CONTRACT

  
**PARTERRE®**

# AHF PRODUCTS

## BRANDS FOR EVERY SEASON

# Vast brand assortment offers greater flexibility

**W**hen AHF Products was formed in 2019—the result of the old Armstrong Flooring, Inc. spinning off its hardwood division to American Industrial Partners—the initial offering entailed a targeted but still impressive solid and engineered hardwood program anchored around Bruce and (later) Hartco-branded products. Four years of growth and several acquisitions later, AHF Products has significantly expanded its portfolio to include several hard surface categories spanning more than a dozen brands. These include: the venerable Armstrong Flooring brand—the select assets of which were acquired by AHF Products courtesy of its new owner, Paceline Equity Partners, in 2022—and Crossville,® which it bought recently.

“Our investment in new brands, products and capabilities—both organically and through acquisitions—has fueled our growth,” said Brian Carson, president, and CEO, AHF Products. “Our strategic acquisitions have been a key driver in expanding both our reach and product offerings to provide our customers with industry-leading commercial and residential products, including hardwood, resilient and laminate [as well as porcelain, ceramic, stone and accessories.] Our ongoing commitment is to create products that bring more value to our customers across different categories. That is, and will continue to be, our strategy moving forward.”

Indeed, the acquisitions of recognized brands such as Armstrong Flooring, Capella, Crossville, HomerWood, LM, Hearthwood, Raintree and Parterre (commercial)—as well as the resuscitation of legacy brands like Hartco and Robbins—bolster mainstays such as Bruce alongside the creation of new brands like tmbr.™ and Autograph. This aggressive expansion strategy has resulted in programs and new product offerings that provide greater marketing flexibility for AHF Products’ customers while affording the company equal flexibility in its go-to-market strategies across

competing channels and end-use segments.

In short, that means AHF Products has just the right product for its partners regardless of the market segments they serve. For instance, the Armstrong Flooring, Bruce, Crossville, Hartco and LM Flooring brands are sold primarily through distribution, while Robbins is a direct-to-retail product. Some brands, including Bruce, AHF’s flagship line, is available across multiple channels, including specialty retail, home centers and larger box stores.

“With our stable of brands and our product differentiation and merchandising, we’re able to keep these channels segmented,” Carson explained. “This portfolio

of top brands allows us to bring our channel partners the right style, value, innovation and marketing to enable them to differentiate themselves and grow market share.”

In addition to that proven brand-segmentation strategy, AHF Products supplies distributors, national buying groups as well as other manufacturers on a private-label basis.

“The reality is some of the big retailers have their own private labels now, and half of the distributors’ business is a private label—it just makes the most sense for them,” Carson explained. “We choose to participate across all those channels, but we package it in a way that doesn’t unduly complicate our business. At the end of the day our retailers, distributors and flooring contractors have to be able to make money with our products. Ultimately, they have to be able to co-exist, because if it doesn’t work for them, then it doesn’t work for us.”

That’s why AHF Products makes it a point to embrace customer-friendly policies when it comes to developing programs tailored for each market segment and channel. As Carson explained: “We want to make sure that when customers talk about any of our brands, it’s an ‘and also’ conversation: ‘AHF makes nice products and we can also make money and protect our margins.’”



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# Domestic production has its advantages

MOUNTVILLE, PA.—In an era where a steady supply of flooring products and building materials is tantamount, stateside production is at the top of the list for retailers, distributors, contractors and builders looking to source quality product on a consistent basis. This is an area where AHF Products believes it has a clear advantage.



All totaled, AHF Products operates 13 manufacturing facilities—12 in the U.S. and one in Cambodia. This includes three facilities dedicated to solid hardwood flooring production (Beverly, W. Va.; West Plains, Mo.; and Warren, Ark.), a pair of engineered hardwood flooring plants (Somerset, Ky., and Only, Tenn.), two resilient factories (Lancaster, Pa., and Kankakee, Ill.); a plant in Beech Creek, Pa., that specializes in film production for resilient products; and three ceramic tile plants in the Southeast U.S.

With respect to wood, AHF Products has been proudly making flooring in the U.S. for more than 130 years via powerful consumer brands—such as Bruce, Hartco and Robbins—that typify American innovation, quality and value. Moreover, the company produces more than 80% of its products on U.S. soil to feed its growing portfolio, which includes ceramic, hardwood and resilient flooring for the residential and commercial

markets. Meanwhile, 100% of its solid hardwood flooring products are made right here in the U.S.

Leveraging these formidable domestic production capabilities, AHF Products is the volume leader in hardwood production but is still nimble enough to make timely adjustments in manufacturing and sourcing to address shifting demand.

“The fact that AHF Products operates a variety of plants across the country affords both us and our distributors the luxury of not only offering some pricing stability relative to tariffs, but also benefits in terms of a more reliable supply chain,” said Brian Carson, president and CEO.

At AHF Products, “Made in the USA” is more than a slogan or rallying cry. The company is fully aware that the attraction of U.S.-made products is stronger than ever.

“We are committed to delivering the best products to our customers, which means continual investment in the U.S.,” Carson stated. “And although patriotism and customer service are certainly key drivers, it’s also just good business. Through domestic manufacturing, we’re able to provide improved service and inventory flexibility while supporting the U.S. economy and American jobs.”



## Crossville acquisition expands market opportunities

MOUNTVILLE, PA.—On Oct. 13 AHF Products formally announced its purchase of select assets of Crossville,® a Tennessee-based manufacturer of porcelain, ceramic tile and accessories. The move paves the way for AHF Products to expand into a new category, while providing Crossville with further investment and growth opportunities.

“Crossville is one of the most highly regarded brands in commercial and residential tile products, with widespread

distribution, premium products and a blue-chip customer base,” said Brian Carson, president and CEO, AHF Products. “Adding a well-known and trusted brand like Crossville is a terrific complement to our legacy brands, which include Bruce and Armstrong Flooring. Today, we are a more valuable supplier because we can package the high-touch service that our customers know us for with an even more diverse product offering.”

Greg Mather, president, Crossville, said AHF Products was the perfect fit, and the best path forward for its employees and customers. “We looked for characteristics that aligned with our culture and core values,” Mather noted. “AHF and Crossville share a dedication to upholding the high standards and valued services that have shaped both of our businesses throughout the years. This is truly a win-win outcome for everyone involved.”

# Armstrong Flooring™

The Armstrong Flooring brand has been serving the needs of the residential and commercial markets for nearly 150 years—a legacy that speaks to its well-known brand recognition. And in a sea of sameness, where it's often hard to tell the difference between this SPC and that LVT, the Armstrong Flooring brand stands out in a crowded field.

Armstrong Flooring is known throughout the world as a leader in flooring products. America was built on these floors with many industries—including healthcare, hospitality, retail and office spaces—depending on the quality products, many of which are produced right here in the United States.

Other core attributes that define the Armstrong Flooring brand are trust, service and manufacturing expertise. That's evident in the longstanding history of the plants and the dedication of the workers who make quality products.

Armstrong Flooring has always been associated with value. It has never been positioned as a high-end, hard-to-reach brand. It's available to the average consumer, but it's also not typically associated with the low end.

The industry is well aware of some of the challenges that the former company, Armstrong Flooring, Inc., went through in recent years. However, those issues—which had very little to do with the company's ability to produce a high-quality product—have been resolved. The burden of financial struggles are gone. Armstrong Flooring, as a brand under AHF, is part of an organization that is growing and thriving, and is in a very sound financial position.



**"AHF's acquisition of the Armstrong Flooring brand has been a breath of fresh air. Capital investments are being made with regards to this brand, which is needed. These investments have led to a better product lineup, fresher colors and additional options not offered before. We love the fact that Armstrong Flooring is still going through local distribution as we rely heavily on our local distribution partners and have developed long-lasting relationships."**

**—Brian McGee**  
Ambassador Floor



- The Armstrong Flooring brand continues to score high points in brand recognition.
- AHF Products invested more than \$35 million in the Lancaster, Pa., facility, where Armstrong Flooring sheet and select LVT products are produced.
- StrataMax® Pro, an innovative sheet vinyl option and a step-up to the original StrataMax, features Diamond 10 Technology® and a “bounce-back” core mounted to a solid polymer base.
- Armstrong Flooring enters the SPC arena with Lutea™—a mid-range rigid core offering that was recognized in Good Housekeeping's 2023 Home Renovation Awards.
- American Charm 6 and American Charm 12—new glue-down LVT products featuring Diamond 10 Technology—recently made their debuts.



“To have the legacy of Armstrong Flooring continue with the leadership and strength of AHF Products has positioned them to be a force in the industry. Armstrong Flooring is already innovating with new technologies and products to make an immediate impact on the market. Their new SPC offering, with strong pricing and visuals, is going to complement their expanding lineup of residential products to help drive business.”

—Aaron Rhoderick  
Tri-West



“We are excited that AHF has made the investment to support and grow the Armstrong Flooring brand. It's amazing that in just a few years AHF went from a ‘wood-only’ manufacturer to a full-line hard surface provider that sells LVT/SPC, laminate and sheet goods as well. Brian Carson and his team have done a fantastic job growing and transforming AHF.”

—Paul Castagliuolo  
Belknap-Haines



The Bruce brand has been serving consumers' flooring needs since 1865. Bruce is synonymous with quality and craftsmanship. From solid and engineered hardwood to laminate and luxury vinyl tile, Bruce has been the trusted name in flooring for decades. If a retailer wants to go toe to toe with the big box, Bruce is a brand they want in their store. Many retailers want the presence of Bruce because of its ability to draw consumers in.

AHF Products tries very hard to differentiate products that are in the big boxes versus those available through specialty retail. To that end, channel products are often segmented by color, platform or SKU name. In that same vein, Bruce—which built its name and reputation on legacy wood products—differs from its sister brands. The difference between Bruce and Hartco and LM, for example, is the array of visuals offered, how the brands are positioned and the overall styling. This provides differentiation across channels while still allowing all parties to leverage the well-known brands.

But Bruce—AHF Products' workhorse wood brand—is not just about hardwood. AHF Products also offers laminate and vinyl under the same brand banner.



- **Bruce solid hardwood products are manufactured in the USA.**
- **Bruce is the most recognized flooring brand in the industry next to Armstrong Flooring.**
- **Bruce is a brand preferred by the pros but also favored by DIYers.**
- **The Bruce portfolio has been expanded to cover the entire resilient portfolio of products—residential sheet, glue-down LVT and SPC.**



**"We have a long tradition with Bruce—more than 100 years—so reinvigorating the Bruce brand is extremely important to us. With the new and exciting move to AHF Products and a laser focus on hardwood, we are more confident than ever that the hardwood category will grow and offer increased value to the retailer and consumer."**

**—Ray Donachie  
Derr Flooring**



# Hartco®

Billed as the brand that has "something for everyone," Hartco offers scores of options across a variety of looks and finishes. Regardless of taste, buyers can get real hardwood flooring to match their style, whether they're into traditional flooring or appreciate a more rustic look. Options range from traditional solid hardwood flooring products to high-performance engineered offerings. Species run the gamut from hickory and maple to oak, walnut and other wood species.

"It has everything from entry level to thicker veneers; new technology with Dogwood Pro® densified wood; waterproof performance with Hydroguard® and both traditional and cutting-edge visuals produced domestically and abroad in Cambodia," said Milton Goodwin, vice president, AHF Products. "If a retailer wants to go big with engineered wood, solid wood, laminate and SPC, Hartco brings all of it to bear. If a retailer doesn't want what the big box has, then Hartco is their brand."

- **More than 350 options offered**
- **A 100-year-old brand well known by the tradespeople**
- **Available through traditional distribution**

**"We are primarily a solids market here in our area, and Hartco is a big seller in our store. AHF Products has always been rock solid in terms of consistency and availability. They are an excellent solution for us in the local market for those customers that play in the solids world. Hartco is our go-to brand."**

**—Cheryl Davidson**

**Long Island Paneling, Ceilings & Floors**



**"We sell the Hartco hardwood product that comes out of AHF Products' Cambodia factory. The quality of the product and service are great, the looks are nice and their pricing is competitive. We're very happy with Hartco."**

**—Dave White**  
**Tri-West Ltd.**

# ROBBINS®

The Robbins brand was established in America in 1886, offering end users an array of solid and engineered, high-performance, designer-friendly hardwood flooring. After a brief absence from the market prior to the creation of AHF Products, the brand was resuscitated, updated and refreshed to suit the needs of today's buyers.

In 2021, AHF Products announced the new, revitalized Robbins brand would be sold direct to retail and also be made available to National Floorcovering Alliance members. "The beauty of bringing this well-established brand direct to retail is that we are not starting from scratch," said Brian Carson, AHF Products president and CEO, citing Robbins' well-established brand equity, a dedicated sales team and a mission to deliver design-right product. "In today's competitive flooring market, retailers are looking for ways to increase sales while maintaining a focus on stylish, high-quality product offerings. We have a terrific opportunity with Robbins to provide retailers with a unique selling proposition."

The designer-driven Robbins hardwood flooring line features wire-brushed textures, handscraped visuals and wide planks. Plus, Robbins backs its products with up to a 50-year residential finish warranty.

- **Wide range of styles, colors, surface textures**
- **Direct to retail, including NFA members**
- **Waterproof HydroGuard® technology**



"We utilize the Robbins brand from AHF Products to show an exclusive collection of engineered wood in a bronze, silver, platinum collection. The program clearly delineates an upgrade story that RSAs can demonstrate and consumers can understand. It sells well for us."

—Michael Longwill  
Airbase Carpet & Tile Mart

"By working with our vendor partners, like Robbins, on hand-selecting styles exclusive to NFA, members can provide even more of a customized shopping experience for our clients...with styles we know will sell."

—Jason O'Krent  
O'Krent Floors



AHF Products' acquisition of the boutique LM Flooring brand not only expanded the company's array of specialty engineered flooring products, but it also immediately expanded its sawn-face offerings. Billed as a brand that is on the cutting edge of style and design, LM Flooring offers something for everyone—from entry level to high end. Formats range from  $\frac{3}{8}$ -inch all the way up to  $\frac{3}{4}$ -inch and comes in a variety of veneers up to 4mm.



- Exclusive, direct-to-specialty-retail brand
- Product manufactured at AHF's wholly owned Cambodia plant
- Predominant species is European white oak with some hickory and maple
- Top-of-the-line product is a 7 1/2- or 9-inch wide, 4 mm plank



"This is not Ford, Chevy or Dodge we're talking here—LM offers some really different looks with multiple widths. It's a great-looking product with unique colors. I've had good success with it. I've been very happy with them."

—Hank Pitts  
Hank's Carpet

"LM's newest color tones are the best we've seen this year and what our customers are expecting from us. They really listen and understand our business, which benefits both us and our customers. Their new Trutone™ and Cleantivity® technologies really take their products to the next level."

—David Whitehurst  
Adleta Corp.



The tmbr.™ brand is a condensed hardwood flooring line primarily focused on the Millennial generation. Research shows this cohort prefers a very sleek, clean, lighter color palette in their interior design choices. Furthermore, tmbr hits the wheelhouse of the most popular spec—1/2-inch thick, 2mm face, 7 1/2-inch-wide European white oak with a light muted, very natural-looking wood product. The tmbr.™ brand also offers laminate and rigid core options, which enables the retailer to have a portfolio of products across multiple categories that can be sold under one brand umbrella.



- tmbr.™ is a new brand targeted toward the Millennial buyer
- Select offering of two collections comprising 12 contemporary products in each line
- Exclusive to specialty retail



**"We are extremely excited to partner with tmbr.™ All of the visuals across the three lines are on point with today's trends, capturing the warm browns, neutrals and unique colors for the Northeast market. Both the SPC and wood lines capture current styles along with updated looks that fit well into our portfolio. The laminate offering is simply stunning, and we believe it will be a home run within an emerging market segment."**

**—Josh Cucinotta**  
Michael Halebian & Co.



**"tmbr.™ was completely ready to roll from the start. The features and specs of the product really shine; the natural look, while fairly clean, and the wider width for the West Coast is a big key in hitting what is trending in the market now."**

**—Scott Bertram**  
Tom Duffy Company



Autograph is similar to tmbr in its targeting of the Millennial cohort. However, while tmbr targets the Millennial who owns a mountain bike, Autograph is looking to reach the Millennial who owns a Peloton. It is an urban, very sophisticated look, cleaner than tmbr with less character but with that very light, muted color palette that allows the natural character of the wood to come through.



- Exclusive to specialty retail
- Solid and engineered white oak planks

**“What I love about the Autograph laminate line is its realism. When our retail customers see it for the first time, they assume it’s an engineered hardwood product. When you place the Autograph engineered wood next to the laminate, people can’t tell the difference. Also, the fact that it’s water resistant is a huge selling point. We’re seeing more customers move back toward laminate—builders included—because of the failure rates of some of the SPC/LVT products out in the market today. AHF has done a very nice job with this product.”**

**—Paul Braestrup**  
Modern Surfaces



HEARTHWOOD™

Hearthwood is in the midst of a transformation to become a more mid-upper end, sawn-face product line offering between 10 and 12 SKUs—all competitively priced and made in America. The visuals will resemble solid wood because of its sawn face. Thus, Hearthwood is a more affordable alternative to solid. Colors run the gamut from light to dark tones in natural white and red oak, hickory and maple species.

- **Exclusive to specialty retail**
- **Four species: Hickory, maple, red oak, white oak**
- **6 1/2 inches wide x 6- and 7-foot-long planks**



**“We started taking on their products when the Chinese tariffs took effect. We like their Made in USA story. We also like the non-glossy, muted finish. But what I mostly like is it’s not plastic. It’s real wood; in fact, it’s cost-competitive real wood. It looks and behaves like real wood. It’s a good story for our designers.”**

**—Brad Shepard**  
Interior Surfaces



## RAINTREE™

The Achilles heel for hardwood has always been its sensitivity to moisture. Raintree solves that problem. Raintree combines the best of both worlds—a real wood face with the waterproof performance of an SPC rigid core product. This innovative hybrid product offers consumers and end users a real wood floor with the proven waterproof performance of an enhanced SPC core.



- Exclusive to specialty retail
- European white oak, American hickory veneers
- On-trend color palette
- 14 refreshed SKUs



**“Those retailers who once said no to waterproof hardwood are choosing the Raintree product because of the looks. The visuals in Raintree are winning. They really hit it out of the park with the [hickory] product because of the veneers they’re choosing. It has a great calico look with its light and dark tones, and it’s exactly what people want when they’re looking for a natural hickory. It really draws people in.”**

**—Michael Gorla**  
T&A Supply

# H|W HOMERWOOD®

Durable, stylish, fashionable floors at an affordable price. That description sums up the specialty HomerWood brand. Products in this custom, boutique line comprise American hickory and white oak meticulously crafted into quality engineered hardwood floors. End users can choose between character-grade hickory for a more rustic appearance versus its prime-grade white oak, which sports a cleaner overall visual appearance.

- 10 trendy colors and styles
- Six oak and four hickory products available
- Products finished using seven layers of UV-cured urethane with aluminum oxide



**"There's a good story, lots of history with the HomerWood brand. It offers a unique, distinct look that you won't see in other hardwood flooring lines. The products have a lot of character and definition from the hand distressing. It's like having a custom-made floor. It's a way for retailers to offer differentiated product that stands out from other brands."**

**—Ian Newton  
Flooring 101**

## Built to stand the test of time

Did you know that all AHF solid hardwood and 3mm–4mm engineered flooring products meet the National Wood Flooring Association's (NWFA) certified refinishable standard? End users can refinish any of its genuine wood floors—including AHF's revolutionary waterproof and densified hardwood products—up to two or more times! As everyone knows, one of the many

benefits of real wood flooring is it can be refinished numerous times throughout the life of the product. The NWFA program is a voluntary certification program designed to identify engineered wood flooring products with wear layers thick enough to be refinished, and to produce a list of certified refinishable wood flooring products to aid customers in the decision-making process.



**AHF**™ PARTERRE   
CONTRACT

# Armstrong Flooring™

AHF Products has proven it's not a one-trick pony. Not only does it provide an array of residential hard surface products across a variety of platforms and categories, but it also boasts a strong commercial product offering. From the addition of the well-known Parterre commercial LVT brand (purchased in 2021) to the acquisition of Armstrong Flooring in 2022, the expanding AHF commercial portfolio offers end users a floor for virtually any scenario. "We have been active in the commercial segment for several years now, but the Armstrong Flooring acquisition really brought us into the commercial space as a bigger player," said Jennifer Zimmerman, CCO, AHF Products.



**"We are proud to partner with such a well-known and respected flooring manufacturer like AHF Contract, an industry leader in quality, innovation and design. We give high marks to AHF Contract for continuing its practice of asking the marketplace what it wants and delivering products that meet this need. Our team is ready to bring AHF Contract's quality flooring solutions to our customers for their commercial, Main Street and property management projects. We are fully committed to supporting the line with deep inventory, product knowledge and marketing support."**

**—Gene Corvino**  
William M. Bird

- Segmented product offerings geared specifically for specified commercial and Main Street applications
- Parterre, known for its visual appeal, is ideal for end-use segments such as corporate and hospitality.
- The Armstrong Flooring portfolio includes an array of both homogeneous and heterogeneous sheet vinyl flooring, high-performance LVT and specialty VCT products.
- Armstrong Flooring's forte in commercial is healthcare (Medintone®), education and retail.
- Domestically produced in Lancaster, Pa., the Armstrong Flooring brand offers a wide variety of glue-down products that include both 12- and 20-mil options in varying widths and designs.
- Select Armstrong Flooring commercial products qualify for AHF's quick-ship program.

# America Was Built On Our Floors™

AHF Products has a growing family of leading flooring brands serving the residential and commercial markets. Some are over a century old including Bruce® since 1884 and Armstrong Flooring™ since 1860.

Our craftsmanship remains steadfast in tradition with a commitment to bringing new and innovative products to market. We're proud of our award winning flooring designs, product development, manufacturing and services.



Armstrong Flooring™ American Charm™ 6  
Luxury Flooring



Bruce® Barnwood Living™  
Solid Hardwood Flooring



**Bruce®**

Armstrong Flooring™

CROSSVILLE®

**Hartco®**

ROBBINS™



H|W  
HOMERWOOD™



Capella

