



by *Stoehr Flooring*
Since 1894

2016 Hardwood
Flooring Collections



No one knows more about the manufacture, installation and care of high quality solid hardwood flooring...

Stoehr Flooring provides peace of mind to home owners by manufacturing quality hardwood products that bring both beauty and warmth to the home. The Stoehr Flooring tradition consists of:

- *Four Generations Family Owned*
- *More Than 120 Years Experience*
- *American Made from Northern Hardwood*

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In some of the most demanding applications on earth for some of the most discriminating customers, no one makes a floor quite like the Stoehr family. From prestigious installations of yesteryear like the Henry Ford Museum in Dearborn, Michigan and the National Gallery of Art in Washington, DC, to 80% of today's NBA teams and homes of distinction like yours, you can rest easy knowing that their experience has been put to work for you.

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Old world craftsmanship infused with today's latest manufacturing technology and know-how, allows Stoehr Flooring to deliver some of the world's highest quality floors at an affordable price.

In addition to Stoehr Flooring, the Stoehr family also owns another hardwood flooring related business, an industry-leading sports surfaces company in Cincinnati, OH that provides floors for the top NBA and NCAA teams in the U.S. We invite you to compare and see the difference.

Residential Warranty

When purchasing a quality solid hardwood flooring product by Stoehr Flooring, consumers can be assured they will receive a floor that not only exceeds expectations, but is backed by a 120 year old manufacturer guarantee. Our quality control manufacturing processes ensure that you receive consistent, high quality unfinished and pre-finished flooring for your home. Our warranty is backed by the Stoehr Guarantee that ensures customer satisfaction with our products and contains the following warranty commitments:

- *Lifetime Guarantee on Structural Integrity*
- *Pre-installation Guarantee*
- *25 Year Finish Guarantee*

Corporate Social Responsibility

Stoehr Flooring is committed to the health of our customers, as well as the environment. We consistently strive to conserve resources, responsibly use lumber and other raw materials, and incorporate recycled materials to reduce our impact on the environment. To learn more about our manufacturing practices and commitment to a healthy environment, read our Corporate Social Responsibility Statement which can be found here: <http://www.stoehrflooring.com/corporate-social-responsibility/>



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Monogram XL Hickory, Sorrel, Country Casual Collection

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THE MONOGRAM XL® DIFFERENCE

Monogram XL is a truly exceptional solid hardwood flooring product that provides enhanced strength and timeless beauty. This one-of-a-kind design is manufactured to produce a floor with improved stability and greater structural integrity. With these advanced technical features, Monogram XL is the premier choice when longevity and quality are among the highest considerations.

So what makes Monogram XL so unique?

Longer & Stronger Boards

Continuous Strip® Monogram XL is a uniquely enhanced continuous end jointing process that results in boards that average 6 ½ feet in length. Continuous Strip consists of multiple, solid hardwood, pieces that are engineered together to form one long, consistent board. This means that the typical floor will have 70% fewer end joints than random length flooring, resulting in a stronger flooring system that is straighter, with a more appealing linear look.



Close-up view of Monogram XL engineered end jointing process with fully sandable wear surface

Easier & Faster to Install

With pre-assembled, pre-finished pieces and fewer end joints, Monogram XL is installer friendly and homeowner friendly reducing installation time and reducing dust and disruption in your home.

Straighter & Flatter

Monogram XL is produced using our proprietary **Lay Flat, Stay Straight™** process which minimizes bowed boards that create induced stresses. Our tight tolerance manufacturing process minimizes uneven tongue & groove movement between boards. This makes the floor more stable both vertically and horizontally, which also creates a **QUIETER** floor.

Edge Options

Monogram XL is available in two edge options that caters to a variety of style preferences.

True Squar-Edge® emulates an on site sand-to-finish look.

Micro Bevel effect produces a more informal or traditional look.

Pre-Sanded Unfinished or Pre-Finished

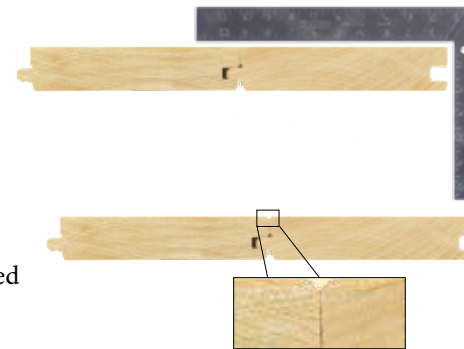
Monogram XL® is available in a variety of species, colors, and grades, and can be ordered pre-sanded unfinished, or factory pre-finished.

The Stoehr Guarantee

Monogram XL comes with a **25 YEAR** residential finish guarantee, **LIFETIME** guarantee on structural integrity, and a **PRE-INSTALLATION** guarantee, to ensure homeowner peace of mind (*does not apply to commercial applications*).

Made in America

Monogram XL is proud to be 100% made in the U.S.A. From the lumber we purchase in the U.S., to our manufacturing facilities in Wisconsin and Michigan, consumers can be assured Stoehr Flooring produces the highest quality **American made flooring, with American Value.**



5½ - 8 ft. Length Range

The Natural Beauty & Appearance of Northern Hardwood



Hardwood floors are an excellent addition to any home and add tremendous value. Choosing the right hardwood floor for your lifestyle will ensure you are completely satisfied with your choice and get the most out of your purchase. The appearance of your new hardwood floor can vary depending on specie, grade, and cut. To fully understand how your new floor will look after it is installed, it is best to learn as much about the differences in specie and grade before

Specie Selection

NORTHERN RED OAK



True Northern Red Oak is one of the most desirable and sought-after species when grain consistency and color uniformity are desired. This specie has a very tight grain pattern with less variation in color than southern or Appalachian oak species. The light honey wheat color of the heartwood provides a warm, uniform appearance that adds richness and elegance to any room.

NORTHERN WHITE OAK



White Oak is one of the most popular choices in U.S. solid hardwoods. This classic wood exhibits nearly-white sapwood and deepens to a grey-brown hue in its heartwood. The grain is distinguished by rays which reflect light and add to its elegance. With exceptional wear resistance due to its very strong & durable characteristics, White Oak is an excellent flooring choice that will withstand the daily wear & tear in most homes today.

NORTHERN MAPLE



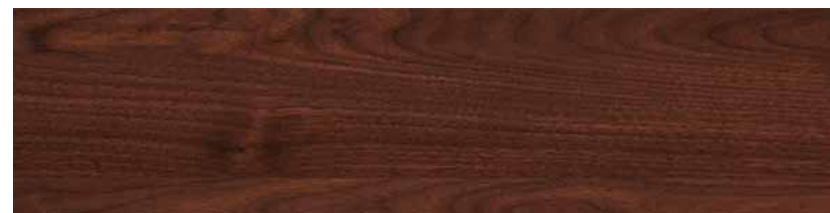
Northern hard maple has a tight, closed grain structure provides a very durable surface that uniformly accepts a variety of different finishes. Northern hard maple is naturally lighter in appearance than other maple species, and will vary in color from very white sapwood to light amber and dark brown heartwood which often occur in combination with numerous dark colored mineral streaks and sound, tight knots.

NORTHERN HICKORY



An elegant choice for modern & classic designs alike, Northern Hickory offers a graceful variety of flooring options. Hickory is an indigenous American tree and is renowned for its "butternut" appearance, as well as its hard, heavy, & strong qualities. Its unique grain pattern of brown lines, combined with its range of colors from white to tan to reddish brown, make Hickory a highly desirable floor for home owners.

AMERICAN BLACK WALNUT



American Black Walnut is a high quality solid and durable hardwood that is strongly desired for its dark colored, true heartwood appearance. Every piece is steamed and dried to enhance the natural beauty, dark color, and distinguishing grain that has been preferred by fine wood workers for generations. Our walnut is harvested primarily in southwest Wisconsin where it is known for its tight grain and minimal sapwood.

Grade Selection

Premium Grade



Maple in Natural



Red Oak in Natural

Classic Grade



Maple in Natural



Red Oak in Natural

Country Casual Grade



Red Oak in Natural



Hickory in Natural



Walnut in Khaki



White Oak in Aspen

DID YOU KNOW?

The *Country Casual* grade has the most prominent color variations of all the Stoehr Flooring products. This grade highlights the pronounced difference between the heartwood and sapwood, along with a combination of knots, mineral streaks, natural color variation, and character marks. This grade will have more natural features, highlighting the unique variation of the characteristics of all wood species.

The Urban Home Collection



The Urban Home Collection is a $\frac{3}{4}$ " solid hardwood flooring product crafted from Northern Hardwoods in our proprietary **Premium Grade** flooring. The cleanest face grade available, Urban Home creates a floor with fewer character marks, providing a clean, uniform appearance. The Urban Home Collection is well suited when the desired look captures the natural, authentic beauty of wood resulting in a consistent contemporary appearance.



The Urban Home Collection

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Stoehr Flooring



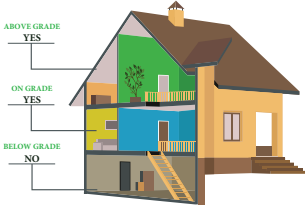
Monogram XL Red Oak, Natural, Urban Home Collection

Species & Colors



FSC Certified Products Available Upon Request

Specifications

Construction	¾" Solid Hardwood
Species	True Northern Red Oak, Northern Maple
Grade	Stoehr Flooring proprietary Premium grade
Available Widths	*2 ¼", 3 ¼", 4", 5"
Edge Options	Micro Bevel or True Squar-Edge® which is manufactured at a higher tolerance for minimal overwood & an onsite sand & finish look
Board Lengths	Long board lengths that vary from 5 ½' to 8'
Finish	Satin no VOC, multi-step, multi-coat UV cured polyurethane finish with Aluminum Oxide <i>Also available in unfinished</i>
Janka Hardness	Maple  1450 Red Oak  1290
Recommended Installation	 <p>Above Grade: YES On Grade: YES Below Grade: NO</p>

*All colors, grades, widths, and edge options not available in all species. For more information or to confirm product availability, consult your distributor or local retailer, or visit our website at stoehrflooring.com.
Note: As a product of nature with wonderful variations in grain and color, your floor may look different than the photos seen here. For color accuracy, please consult your retailer or local distributor for samples.



The Classic Chic Collection

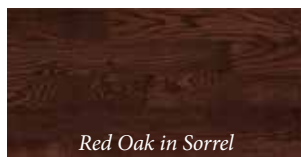
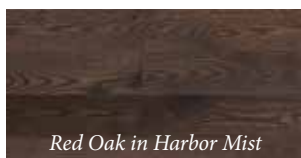
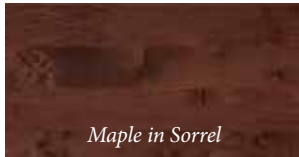
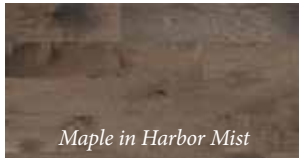


The Classic Chic Collection is a ¾" solid hardwood flooring product crafted from Northern Red Oak & Maple Hardwood in our proprietary **Classic Grade** flooring. This collection's face grade has a cleaner look yet showcases the wood's natural variations between the heartwood and sapwood, with minor mineral streaks, and includes small, solid knots. The Classic Chic Collection highlights the natural characteristics of the wood creating a traditional appearance found in many homes today.



Monogram XL Maple, Sorrel, Classic Chic Collection

Species & Colors



*FSC® Certified Products Available Upon Request

Specifications

Construction	¾" Solid Hardwood
Species	Red Oak, Maple
Grade	Stoehr Flooring proprietary Classic grade
Available Widths	*2 ¼", 3 ¼", 4", 5"
Edge Options	Micro Bevel or True Squar-Edge® which is manufactured at a higher tolerance for minimal overwood & an onsite sand & finish look
Board Lengths	Long board lengths that vary from 5 ½' to 8'
Finish	Satin no VOC, multi-step, multi-coat UV cured polyurethane finish with Aluminum Oxide <i>Also available in unfinished</i>
Janka Hardness	Maple ██████████ 1450 Red Oak ██████████ 1290
Recommended Installation	<p>Above Grade: YES On Grade: YES Below Grade: NO</p>

*All colors, grades, widths, and edge options not available in all species. For more information or to confirm product availability, consult your distributor or local retailer, or visit our website at stoehrflooring.com.
Note: As a product of nature with wonderful variations in grain and color, your floor may look different than the photos seen here. For color accuracy, please consult your retailer or local distributor for samples.



The Country Casual Collection



The Country Casual Collection is a ¾" solid hardwood flooring product crafted from Northern Hardwoods in our proprietary **Country Casual** grade. This collection's face grade has the most unique color variations of all the Stoehr Flooring products. The custom blended grade highlights the pronounced difference between the heartwood and sapwood colors. The combination of knots, color variation, and character marks found in the natural grade of this floor, will help define the distinct personality of any room.



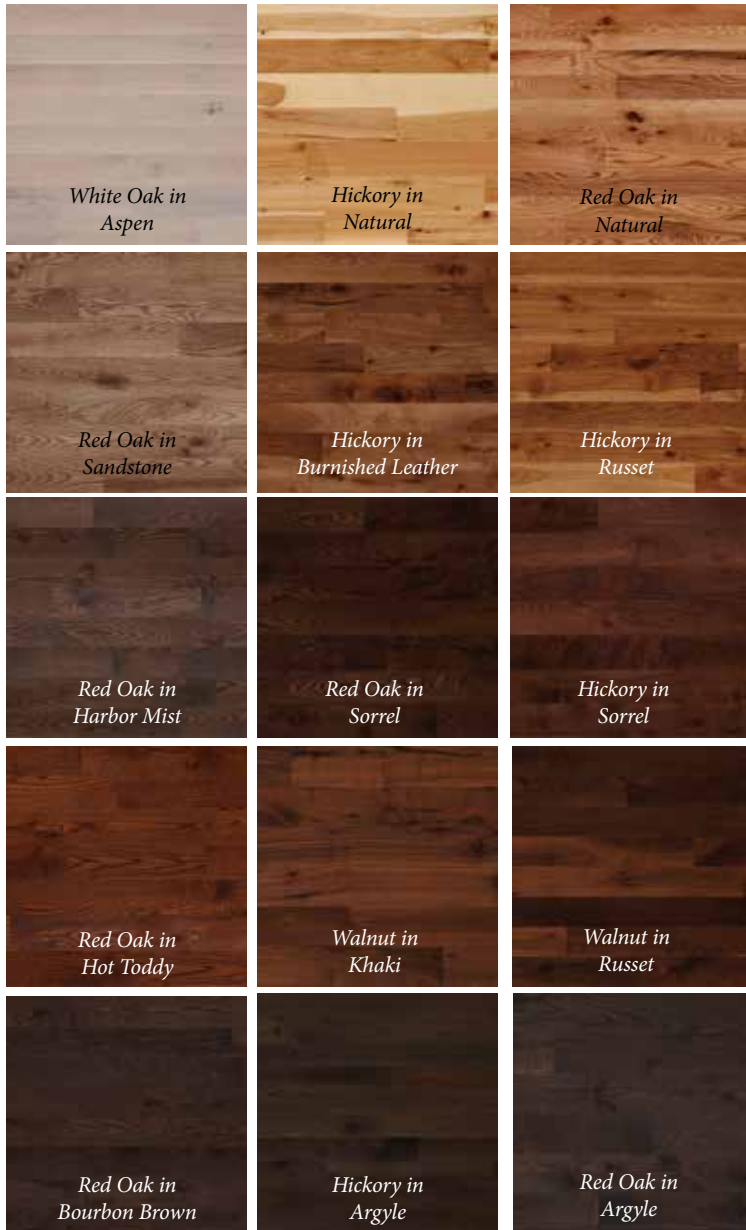
The Country Casual Collection

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Monogram XL Walnut, Khaki, Country Casual Collection

Species & Colors



FSC Certified Products Available Upon Request

Specifications

Construction	¾" Solid Hardwood												
Species	Red Oak, White Oak, Hickory, Walnut												
Grade	Stoehr Flooring proprietary custom blended Country Casual grade												
Available Widths	*2 ¼", 3 ¼", 4", 5"												
Edge Options	Micro Bevel or True Squar-Edge® which is manufactured at a higher tolerance for minimal overwood & an onsite sand & finish look												
Board Lengths	Long board lengths that vary from 5 ½' to 8'												
Finish	Satin no VOC, multi-step, multi-coat UV cured polyurethane finish with Aluminum Oxide <i>Also available unfinished</i>												
Janka Hardness	<table border="0"> <tr> <td>Hickory</td> <td></td> <td>1820</td> </tr> <tr> <td>White Oak</td> <td></td> <td>1360</td> </tr> <tr> <td>Red Oak</td> <td></td> <td>1290</td> </tr> <tr> <td>Walnut</td> <td></td> <td>1010</td> </tr> </table>	Hickory		1820	White Oak		1360	Red Oak		1290	Walnut		1010
Hickory		1820											
White Oak		1360											
Red Oak		1290											
Walnut		1010											

Recommended Installation



Above Grade: YES
On Grade: YES
Below Grade: NO

*All colors, grades, widths, and edge options not available in all species. For more information or to confirm product availability, consult your distributor or local retailer, or visit our website at stoehrflooring.com.
Note: As a product of nature with wonderful variations in grain and color, your floor may look different than the photos seen here. For color accuracy, please consult your retailer or local distributor for samples.



The Welcome Home Collection



Introducing **The Welcome Home Collection**, a ¾" solid hardwood flooring product crafted from True Northern Red Oak & Northern White Oak with a subtle wire brushed textured surface. The wire brushed surface features an Ultra Low Gloss finish built to withstand the daily wear and tear in a home, while also featuring a Square Edge that produces a uniquely uniform look not found in most pre-finished flooring. This collection features the proprietary Country Casual grade, which has the most unique color variations of all the Stoehr Flooring products, highlighting the pronounced difference between the heartwood & sapwood colors. The combination of knots, color variation, & character marks found in the natural grade of this floor, will help define the distinct personality of any room.



The Welcome Home Collection

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Monogram XL Red Oak, Honey Blossom, Welcome Home Collection



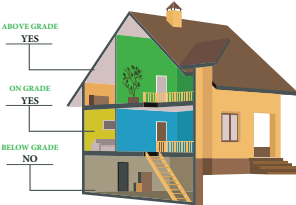
Species & Colors



FSC Certified Products Available Upon Request

- Unique **Square Edge** not found in most wire brushed hardwood flooring products
- Also available in Unfinished boards that are compatible with both Oil & Water Based Finishes to create a **CUSTOM** look
- All the benefits of Monogram XL including longer, **Pre-assembled Boards** for less disruption in the home
- Manufactured with **SUPERIOR** industry tolerances
- Available in multiple widths that can be assembled together to create a customized **VINTAGE** style

Specifications

Construction	¾" Solid Hardwood
Species	Red Oak, White Oak
Grade	Stoehr Flooring proprietary custom blended Country Casual grade
Available Widths	3 ¼", 4", 5"
Edge Options	Square Edge which is manufactured at a higher tolerance for minimal overwood & an onsite sand & finish look
Board Lengths	Long board lengths that vary from 5 ½' to 8'
Finish	Ultra Low Gloss, no VOC, multi-step, multi-coat uV cured polyurethane finish with Aluminum Oxide <i>*Also available unfinished</i>
Janka Hardness	Northern White Oak  1360 Northern Red Oak  1290
Recommended Installation	 <p>Above Grade: YES On Grade: YES Below Grade: NO</p>

*All colors, grades, widths, and edge options not available in all species. For more information or to confirm product availability, consult your distributor or local retailer, or visit our website at stoehrflooring.com.
Note: As a product of nature with wonderful variations in grain and color, your floor may look different than the photos seen here. For color accuracy, please consult your retailer or local distributor for samples.



Create a Customized Look & Style with Coat 'N Go

With Stoehr Flooring's revolutionary **Coat 'N Go UNFINISHED** hardwood flooring, home owners can create a CUSTOM look to match any style preference in the home, with less interruption and down time. This revolutionary unfinished hardwood floor features a subtle wirebrushed texture that requires **NO SANDING**. Simply install the floor, coat with the preferred stain & finish, and within a few days the floor is finished and available for use!



In addition to the simplicity of customizing and finishing the floor, **Coat 'N Go UNFINISHED** hardwood flooring is crafted from **True Northern Red Oak & White Oak**. The subtle texture of the wirebrushed surface is built to help hide the daily wear and tear in a home that naturally occurs from animals, kids, or daily routines. This unique unfinished product features a *square edge look* that is milled with a tight tolerance for minimal overwood, producing an outstanding monolithic look resulting in a tight floor that does not require sanding after installation.

Along with the outstanding quality of Stoehr Flooring hardwood, this collection also features the proprietary custom blended **Country Casual** grade, which has a combination of knots, color variation, and character marks found in the natural grade of this floor, as well as highlighting the pronounced difference between the heartwood & sapwood colors.

Coat 'N Go Unfinished Hardwood

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Stoehr Flooring






Monogram XL Northern Red Oak:
Unfinished Wirebrushed



Monogram XL Red Oak
Unfinished Wirebrushed w/ Custom Stain Color

Specifications

Construction	¾" Solid Hardwood
Species	True Northern Red Oak True Northern White Oak
Surface	Wire Brushed
Available Colors	Unfinished
Grade	Stoehr Flooring proprietary Country Casual grade
Available Widths	3 ¼", 4", 5" (can be assembled together in random widths)
Edge Options	Square Edge that is manufactured at a higher tolerance for minimal overwood & an onsite sand & finish look
Board Lengths	Long board lengths that vary from 5 ½' to 8'
Janka Hardness	Northern White Oak  1360 Northern Red Oak  1290
Recommended Installation	

*Note: there are many types of finishing systems on the market, each with different characteristics. It is strongly recommended that the home owner work closely with the contractor and/or retailer to test various finishes with the Coat 'N Go product to ensure the look and durability desired is attained. Stoehr Flooring does not endorse a specific stain or finish.

Features

- **Unique Square Edge** not found in most wire brushed hardwood flooring products
- **NO Sanding** for an easy "Coat 'N Go" Process
- Create a **CUSTOM** look with Unfinished boards that are compatible with both Oil & Water Based Finishes
- All the benefits of Monogram XL including longer, **Pre-assembled Boards** for less disruption in the home
- Manufactured with **SUPERIOR** industry tolerances
- Available in multiple widths that can be assembled together to create a customized **VINTAGE** style

Your Color, Your Style

Create a custom look that is unique for you, or color match your pre-existing Red Oak or White Oak hardwood floors. Choose from many different types of available stains and finishes on the market. The possibilities are endless!



*FSC® Certified Products Available Upon Request



Whites



White Oak, Aspen
Country Casual Collection



White Oak, Cozy Cottage
Welcome Home Collection

Grays



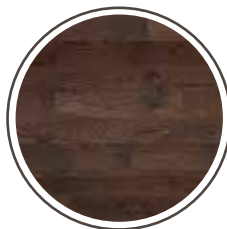
Maple, Harbor Mist
Classic Chic Collection



Red Oak, Harbor Mist
Classic Chic Collection



Red Oak, Pepper Mill
Welcome Home Collection



Red Oak, Harbor Mist
Country Casual Collection



Red Oak, Argyle
Country Casual Collection



Red Oak, Argyle
Classic Chic Collection



Maple, Argyle
Classic Chic Collection



Hickory, Argyle
Country Casual Collection

Reds



Red Oak, Sweet Tea
Welcome Home Collection



Maple, Hot Toddy
Classic Chic Collection



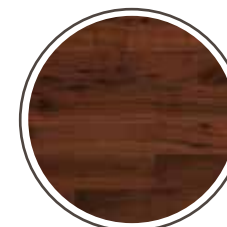
Red Oak, Sorrel
Classic Chic Collection



Red Oak, Hot Toddy
Classic Chic Collection



Red Oak, Hot Toddy
Country Casual Collection



Walnut, Khaki
Country Casual Collection



Walnut, Russet
Country Casual Collection

Unfinished



Red Oak, Unfinished
Coat 'N Go Collection



Neutrals



*Maple, Natural
Urban Home Collection*



*Red Oak, Sandstone
Urban Home Collection*



*Red Oak, Natural
Classic Chic Collection*



*Red Oak, Honey Blossom
Welcome Home Collection*



*Maple, Sandstone
Urban Home Collection*



*Maple, Natural
Classic Chic Collection*



*Red Oak, Sandstone
Country Casual Collection*



*Maple, Khaki
Urban Home Collection*



*Maple, Sandstone
Classic Chic Collection*



*Hickory, Natural
Country Casual Collection*



*Red Oak, Natural
Urban Home Collection*



*Maple, Khaki
Classic Chic Collection*



*Hickory, Burnished Leather
Country Casual Collection*

Browns



*Red Oak, Sorrel
Classic Chic Collection*



*Red Oak, Sorrel
Country Casual Collection*



*Red Oak, Brownstone
Welcome Home Collection*



*Red Oak, Bourbon Brown
Classic Chic Collection*



*Red Oak, Bourbon Brown
Country Casual Collection*



*Maple, Bourbon Brown
Classic Chic Collection*



*Hickory, Sorrel
Country Casual Collection*



*Maple, Sorrel
Classic Chic Collection*



*Red Oak, Rocking Chair
Welcome Home Collection*

Stoehr Flooring

Since 1894

Watch the Monogram
XL Video!



i.stoehrflooring.com/monogram-xl/



The mark of
responsible forestry



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