

# Branded Products

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# METROFLOR®

## **HISTORY**

Metroflor goes back to its pioneering days in 1912 when its founders set up a building materials distribution company in upstate New York. As the company grew, its attention sharpened around flooring and they were the **first** to introduce genuine, homogeneous vinyl floor tile. Since that time, the company has dedicated itself to being the leader in the LVT category with new commodities, patterns, and production methods.

Metroflor is an American company and a global manufacturer of luxury vinyl flooring that leads in design, quality, performance and value. Continuously building on the foundation of a century's worth of industry revolutionizing innovations, Metroflor is relentless in the pursuit of being better every single day. Their slogan is '*WHAT YOU STAND ON IS WHAT WE STAND FOR*' conveying a higher standard in historical, ethical, emotional, and practical terms.

## **BUSINESS WITH BIRD**

Metroflor has been in business with William M. Bird since 2011, totaling 13 years of partnership.



# **METROFLOR<sup>®</sup>**

**COLLECTIONS INCLUDE:**

**LVP & MAGNETIC LVP:**



**DEJA NEW**



**ATTRAXION**

**WATERPROOF LVP:**



**RESERVE**



**INCEPTION 120**



## ***HISTORY***

Manufactured in the USA, Somerset manufactures flooring from the finest natural hardwood resource in America—Appalachian hardwood. With over 30 years in the industry and as demand for their prefinished flooring had significant growth, Somerset expanded to multiple manufacturing facilities throughout Kentucky and Tennessee.

Bark to box, nothing goes to waste. Everything is used, from sawdust to heat the dry kilns to wood pellet fuel, nothing is wasted. As demand for prefinished flooring has seen significant growth, manufacturing facilities have been expanded throughout Kentucky and Tennessee.

## ***BUSINESS WITH BIRD***

Somerset has been in business with William M. Bird since 2014, totaling 10 years of partnership.



**Made in USA**



# SOMERSET

HARDWOOD FLOORING

## COLLECTIONS INCLUDE:



**CHARACTER (SOLID & ENGINEERED)**



**CLASSIC (SOLID & ENGINEERED)**



**CLASSIC CHARACTER (SOLID & ENGINEERED)**



**COLOR PLANK (SOLID & ENGINEERED)**



**COLOR STRIP SOLID**



**EURO WIDE PLANK**



**HAND CRAFTED**



**HIGH GLOSS**



**HOMESTYLE OAK**



**WIDE PLANK**



# BEAU FLOR®

## ***HISTORY***

Beauflor, founded in 1959 in Belgium, is a family owned company that has expanded into a global presence. There are 4,325 employees spread across 29 plants, 11 sales offices and 8 distribution centers in 16 countries.

As part of Beaulieu International Group, they combine design, function, and durability to offer vinyl solutions for every preferred décor and lifestyle, Beauflor LVT products represent some of the most innovative and user-friendly flooring solutions on the market today. Whether waterproof protection, visual interest, or sound absorption is your top priority, Beauflor has a versatile, affordable alternative to traditional wood or tile that will suit your household needs. With the CSTB stamp of approval, Beauflor vinyl floors promise longevity, excellent sound absorption, and effortless maintenance, making your life simpler and your home more beautiful.

## ***BUSINESS WITH BIRD***

Beauflor has been in business with William M. Bird since 2019, totaling 5 years of partnership.



# BEAU FLOR<sup>®</sup>

Beauty for Living.

## COLLECTIONS INCLUDE:

### WATERPROOF LVP:



PARKWAY PRO CLICK



INNOVIOUS PERCEPTIONS



INNOVIOUS HUES



INNOVIOUS CURIO

### VINYL SHEET:



BLACKTEX HD



CRAFTECH



METRO PLUS



OMEGA PLUS



REFLECT PLUS

### LVP & TILE:



PARKWAY PRO CLICK



PARKWAY PRO GLUEDOWN

### LAMINATE:



OTERRA



ENCOMPASS





**HEARTHWOOD**  
FLOORS WITH DEEP ROOTS

## ***HISTORY***

Hearthwood is rooted in a four generation legacy started by Andy Anderson, the inventor of the American engineered wood floor in the 1940s, continued by Bob Anderson, the founder of Anderson Hardwood and furthered by Don Finkell, who began Cumberland Products Group. Fourth generation, Allie Finkell, developed the Hearthwood brand as a way to honor her legacy in a fresh approach for future generations.

Made in the USA, the Living Tree waterproof laminate flooring collection from Hearthwood captures all the warmth and beauty of real hardwood in a durable construction. An exquisite fusion of elegant hardwood designs and exceptional resistance to moisture, scratches, and wear. This American-made laminate flooring is Greenguard Gold certified and wet-mopped approved with the Swiffer WetJet.

## ***BUSINESS WITH BIRD***

Hearthwood has been in business with William M. Bird since 2018, totaling 6 years of partnership.



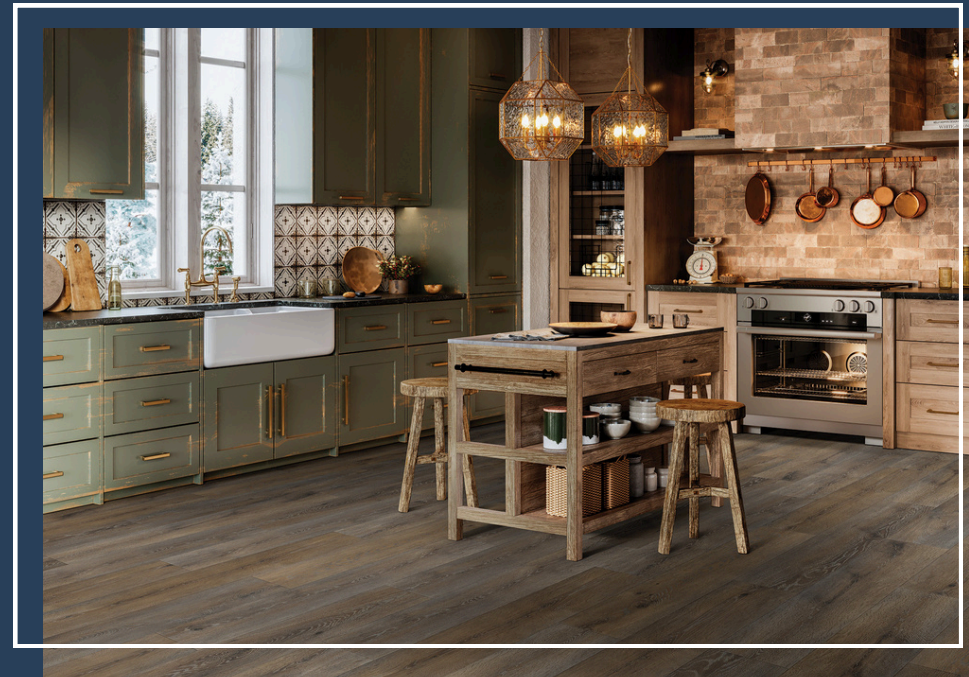


# HEARTHWOOD

FLOORS WITH DEEP ROOTS

***COLLECTION INCLUDES:***

***WATERPROOF LAMINATE:***



**LIVING TREE**



**RAINTREE™**  
beautifully waterproofed wood

## ***HISTORY***

Raintree is the next generation of wood flooring brought to you by the hardwood experts American OEM and Hearthwood in Nashville, TN. The Raintree team has a four generation legacy of providing the highest quality floors in stunning designs that showcases the natural characteristics of authentic hardwood.

Engineered for life's most demanding tenants, Raintree Hardwood Floors are protected with our waterproof PET Guard coating and reinforced by the waterproof and high-density H2O Core. Installation is fast and adhesive free due to the tongue and groove and attached acoustical backing layer. Hardwood improved – Raintree truly is the wood flooring of the future.

## ***BUSINESS WITH BIRD***

Raintree has been in business with William M. Bird since 2018, totaling 6 years of partnership.



# RAINTREE™

beautifully waterproofed wood

## COLLECTIONS INCLUDE:

### WATERPROOF HARDWOOD:



**ASPEN ESTATES**



**LAGUNA VIBES**



**NASHVILLE SCENE**