

New Life Hardwoods

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FOR IMMEDIATE RELEASE

In a Surprise Development, Economic Downturn Boosts “Living Green”

Home Owners Reduce Waste by Saving, Reusing and Recycling Historic Hardwood

New Trends: More Budget Conscious Spending, More Time Doing Activities at Home, More “Going Green”

With an uncertain future for the economy, people are staying in their current homes more often rather than moving to new homes. Because of this trend, changes are being made to their homes

to make them more comfortable and livable by creating more personalized spaces that make it more appealing to spend time in, all while demonstrating environmental stewardship.

Phillipe Erramuzpe, COO of US Floors, noted the awareness of green products and projects will only increase, until it becomes a de facto part of all flooring. “Ultimately, we feel that green products will become the standard as a result of government-imposed restrictions and the preferences of a [more] aware and discriminating customer”.

To that end, on a recent day in Dallas, Texas a man watched a work crew de-construct a building

and load the building materials onto a trailer. “This is an incredible story”, says Pat Hicks as he reaches for his cell phone. He excitedly points to a picture he wants you to see, “Look at this!

My customer was so proud of this, he just had to send me these pictures!”. It’s a newly installed hardwood floor made out of wood, taken from a ninety year old building similar to this one.

“Now, think about this for just second.”, he says, “This new floor came from trees that were a century old when William Shakespeare was born! And, the wood was going to be thrown away!”

His excitement is contagious because he has seen how this wood can be saved, recycled and used

to create something of beauty. Even, great beauty, as the picture on his phone shows.

Hicks’ company, New Life Hardwood Floors routinely takes old, antique wood from houses and buildings, often using wood that comes from trees which once towered high above Old Growth North American virgin forests. The old lumber is then recycled rather than sent to overburdened landfills, and from it new tongue & groove hardwood flooring is created.

According to Hicks, “The timing of the economic contraction, which brought a lot of uncertainty to people’s lives, coincided with the ‘Green’ movement. Uncertain times naturally draw people to

reminders of permanence and continuity. Recycling sixty to a hundred year old wood from trees that lived for 400 years in virgin forests, fits very well with both trends. So, what we see with consumer's, is that conserving and reusing is cool, especially if the price is competitive. And when you throw in centuries of history, uniqueness, rarity and irreplaceable quality to the equation, it becomes *very cool*".

New Life Hardwood Floors was started five years ago by Hicks after a friend provided reclaimed flooring for his own home. They joined forces and produce antique wood flooring from Pine, Oak, Walnut, Chestnut and other species. He is a guest on home improvement shows in Dallas and Houston, and the website is <http://www.newlifehardwoods.com>.

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