



**For Immediate Release**

Press Contact:  
Teresa Peterson  
(760) 846 – 4823  
teresa@illuminaarepr.com

## **Hardwoods Offers Inspiring Natural Interior Décor Finishes at NeoCon 2016**

**Phoenix, Az., May 2016** – Hardwoods Specialty Products, once again brings exciting new natural interior surfacing solutions for the A&D community to the 2016 NeoCon Expo. Hardwoods offers an inspiring product range that provides design flexibility and customization for rustic and contemporary decorative surfaces, reconstituted wood veneers, hardwood lumber, fancy hardwood plywood, all available in a wide range of colors and textures. And for improved safety and product durability, Class “A” fire-rated or moisture resistant composite boards.

Visitors to Hardwoods Booth #7-1009 on the 7<sup>th</sup> Floor exhibit hall will discover the following exciting product introductions throughout the brand new space:

### **ECHO WOOD**

Echo Wood is a rustic and refined veneer that takes the “risk or surprise factor” out of specifying natural wood veneers. Precisely engineered, these exotic wood veneers provide projects with consistent grain patterns and colors — and they can be FSC approved too! Echo Wood provides the highest quality, defect free architectural wood veneers, and laminated panels with perfectly matching edge tape.



With 19 colors and an unlimited number of custom variations through its Architectural Design Creative Control Program, design possibilities are endless. Echo Wood’s latest California-inspired collection includes 4 natural-looking wood grain patterns: Monterey, Napa, Malibu and Santa Monica.

### **SHINNOKI**

Shinnoki features prefinished, veneered wood panels that offer a set of unique advantages to designers and millworkers alike. The patented “Mixmatch” slicing technique give the panels a natural, non-sequenced flow, resembling the look found in solid hardwood lumber. This innovative splicing method combined with the factory-controlled finish ensures a consistent product.

Distributed by Hardwoods, Shinnoki is ideal for large or multi-unit projects. Shinnoki panels are made with NAUF MDF panels and 12 of the 17 designs are FSC certified. All designs come with matching ABS and veneer edge tape.

### **QUERKUS**

Querkus is a line of design-oriented, semi-finished, European white oak wood panels utilizing thick veneers. Distributed by Hardwoods – the collection consists of 9 looks across 3 lines: Natural, reclaimed “Vintage” and Smoked.

Querkus panels use the patented “Mixmatch” slicing technique that give them a natural and non-sequenced flow, resembling the look found in solid lumber. That characterful look is further accentuated by the (heavy) brushed or scratched surface structure. Querkus has matching edge tape available for each design.

### **REFLEKT**

Discover the very best high-gloss acrylic surface. Distributed by Hardwoods, Reflekt is a breakthrough product in high-gloss acrylic panels that offers three innovations in mirror gloss surfaces: the most scratch-resistant, high-gloss surface available, impeccable surface consistency, and color richness that enhances depth and clarity.

Reflekt is suitable for interior vertical surfaces such as kitchen cabinets, vanities, closets, furniture, as well as store fixtures and displays. Reflekt panels are available in 16 colors — 4-foot-by-8-foot panels, 1/4-inch to 3 inches in thickness. The scratch-resistant acrylic layer is UV stabilized for lifetime color depth that retains its original luster, with no polishing required.

For more information, call 888-826-5528 or visit [www.hardwoods-inc.com](http://www.hardwoods-inc.com) or stop by Booth #7-1009.

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