

STANTON FINE HARDWOOD · 2026 COLLECTION



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The Hardwood Opportunity

Why this category is worth your floor space.

- **Growing category**

One of the few flooring segments actively expanding in 2026.

- **Real differentiation**

Wood stands apart in a showroom full of plastic floors.

- **Higher margins**

Less competition at this price point. These customers have money.

- **Nano Carbide finish**

Oil-hardwood look with low maintenance — beautiful and easy to sell.

HOW WE BUILD IT

Three Standards No One Else Combines

LIVE SAWN

Cut straight through the log — no rotation. Full grain range, full character: cathedral, rift, and quarter in one board. How the tree actually grew.

COLD PRESSED

No heat introduced during manufacturing. Heat speeds production but alters wood's properties. Cold pressing keeps the wood in its most natural state.

FUMED

Ammonia drives color through the entire board — not a surface stain. Sand the floor down someday and the color goes with it. That's real wood behavior.

**Plainsawn**

Wood that is cut parallel to the growth rings so that the growth rings are cut from 0° to 45° to the wide face of the board (a tangential cut) is called plainsawn in hardwoods, and flatsawn in softwoods. Plain sawn flooring is more dimensionally stable in thickness (radially) and less stable in width (tangentially).

**Quartersawn**

Wood that is cut perpendicular to the growth rings so that the growth rings are cut from 45° to 90° to the wide face of the board (a radial cut) is called quartersawn in hardwoods, and vertical-grain in softwoods. Quartersawn lumber is more dimensionally stable in width (radially) and less stable in thickness (tangentially).

**Riftsawn**

Wood that is cut neither parallel nor perpendicular to the growth rings so that the growth rings make angles of 30° to 60° to the face of the board is known as riftsawn in hardwoods or bastard-sawn in softwoods.

**Livesawn**

Wood that is cut from the outside diameter through the heartwood incorporating the full range of the above characteristics on the face of the board is known as live-sawn material. This cut of wood is typically wider and incorporates all of the above dimensional stability and aesthetic characteristics.

Live Sawn

Sliced straight through the log — no rotation, no repositioning. One pass yields cathedral, rift, and quartered grain on the same board.

WHAT YOU SEE

- Wide cathedral grain — large arching flame patterns across the full plank width
- Mixed grain — flat grain at center, near-quartered at edges, on a single board
- Ray fleck — silver/satin medullary ray streaks; most visible in white oak
- More knots and character — the cut passes through more of the log, including branch zones

THE CUT

- Log sliced in parallel cuts like a loaf of bread — blade never repositioned
- Center boards: large cathedrals. Mid-log: most complex mixed grain. Edge boards: near-quartered
- One log yields all three grain types in the same run — that variability is the signature of the cut

ALL STANTON FINE HARDWOOD COLLECTIONS USE LIVE SAWN FACES

Country Grade (SoHo, Seaport, Uptown, SoHo Peak) — live sawn drives the heavy character, mineral streaking, and grain variation. · Prime Grade (Hudson) — still live sawn, face-selected for tighter grain. · Wide planks (7.5"–9") amplify cathedral and ray fleck significantly.

Two More Reasons Our Wood Is Different



COLD PRESSED

No heat introduced during manufacturing.

Heat speeds production but alters wood's properties — density, moisture equilibrium, structural behavior. Cold pressing keeps the wood in its most natural state. Better stability, better long-term performance, closer to what a true solid would give you.



FUMED

Ammonia vapor drives color through the entire board.

Not a surface stain. Not a UV coat. The ammonia reacts with the tannins in the wood and changes the color all the way through. If you sand this floor down someday, the color goes with it. That's how real wood behaves — and it's how you justify the price.

A photograph of a forest path with sunlight filtering through the trees. The Stanton Fine Hardwood logo is overlaid in the center, consisting of the word 'STANTON' in large, white, spaced-out capital letters, with 'FINE HARDWOOD' in smaller, white, spaced-out capital letters below it. The logo is framed by a thin white rectangular border.

STANTON
FINE HARDWOOD

French White Oak

Why 4 of our 6 collections use it.

Designated forests

Protected French forests — slower growth, colder climate, denser fiber than American oak.

Highest tannin content

More tannins than any hardwood. Same reason French oak barrels are used for fine wine and bourbon.

Fuming reacts deeper

High tannins make ammonia fuming more vivid and consistent board to board.

Supply premium built in

Limited harvest areas mean controlled supply. Customers here already know the name.

The Grade System

Three grades. Different character levels. All live sawn, cold pressed, and fumed.

COUNTRY

SoHo · Seaport · Uptown · Lexington

- Dead knot fills up to 1.5"
- Up to 20% sapwood used
- Mineral streaks visible throughout
- Live character of the forest

Country grade is the character you're buying — it's how the tree grew.

CLASSIC

SoHo Peak only

- Dead knots up to 1" (tighter fill)
- Up to 20% sapwood used
- Mineral streaks visible
- One plank — eleven patterns

Designed for pattern work — slightly cleaner for design impact.

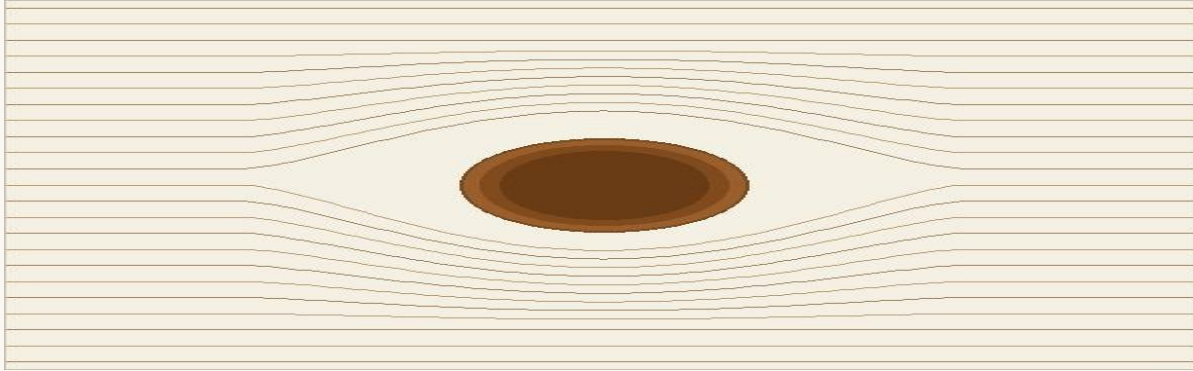
PRIME

Hudson only

- 100% heartwood — zero sapwood
- No dead knots, no mineral streaks
- Live knots up to ½" only
- Only up to 7% of harvested trees qualify as Prime Grade

The rarest hardwood in the line. Supply and scarcity are built into the pitch.

LIVE KNOT



- Branch was alive at harvest — wood fibers bond continuously to the surrounding board
- Tight, smooth edge — same warm color as surrounding wood, no visible gap or ring
- Grain flows INTO and AROUND the knot — lines are continuous, no visual break
- Structurally sound — will not loosen, shrink, or fall out over time

DEAD KNOT



- Branch died before harvest — tree grew around it but the fibers never bonded
- Darker (often near-black), with a visible bark ring or gap around the perimeter
- Grain lines STOP at the ring — there is a clear visual break, not a flow-through
- Can loosen and fall out over time — worth noting if the knot moves when pressed

AT POINT OF SALE —

Country Grade collections (SoHo, SoHo Peak, Seaport, Uptown) embrace both knot types as intentional character. When a customer flags a dark, ringed knot as a defect — use this distinction. Live knot: structurally fine, purely aesthetic. Dead knot: if it moves when pressed, that's worth noting. Either way, Stanton grades this as characteristic, not defective.

The Collection Lineup

Six collections. One full trim package. Available nationwide.

COLLECTION	SPECIES	WIDTH	GRADE	COLORS	WARRANTY
SoHo	French White Oak	6"	Country	4	25-Year Warranty
SoHo Peak	French White Oak	4.75"	Classic	4	25-Year Warranty
Seaport	Baltic Ash	9.5"	Country	4	50-Year Warranty
Uptown	French White Oak	7.5"	Country	12	50-Year Warranty
Lexington	European White Oak	11.25"	Country	6	50-Year Warranty
Hudson	French White Oak	7.5"	PRIME	6	50-Year Warranty

Full coordinating trim package on all collections · Stair treads on special order (4–6 week lead) · GREENGUARD GOLD Certified



SoHo + SoHo Peak

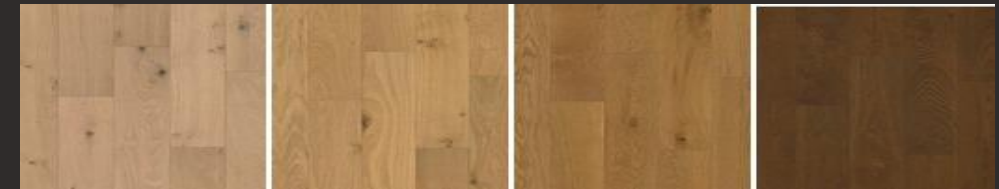
French White Oak · Country / Classic Grade

6" / 4.75" · Random up to 71"

- Entry collections. 4 colors each. Same palette — mix within a project.
- SoHo Peak: one fixed plank size — 11 installation patterns.
- Herringbone, double herringbone, basketweave, block, and more.
- Mix in one home: pattern in dining room, straight run everywhere else.

AVAILABLE COLORS

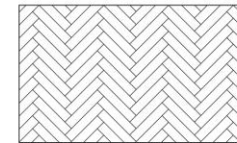
- No A/B plank complexity. Order by square footage only.



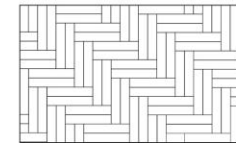


Pattern Inspiration

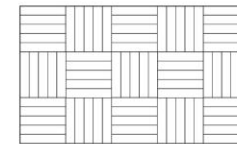
These designs can be achieved with SoHo Peak pattern plank.



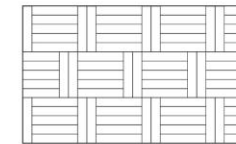
Herringbone



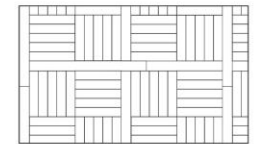
Double Herringbone



Block



Basketweave



Foursquare

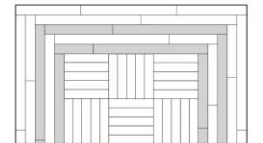
Combine SoHo and SoHo Peak for limitless pattern design options.



Marie



Foursquare



Double Border



Seaport

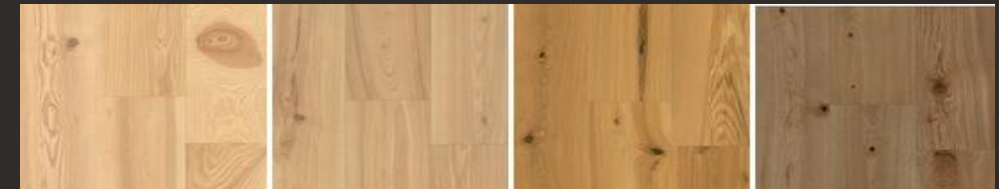
Baltic Ash · Country Grade

9.5" wide · Random up to 82"

- The only Baltic Ash in the lineup — a completely different grain story.
- Naturally fewer dead knots and mineral streaks than oak.
- 9.5" wide plank at near-entry pricing — rare in this category.
- Clean, open, coastal character. For customers tired of white oak.

AVAILABLE COLORS

- Coordinating trim stocked. Full installation package available.





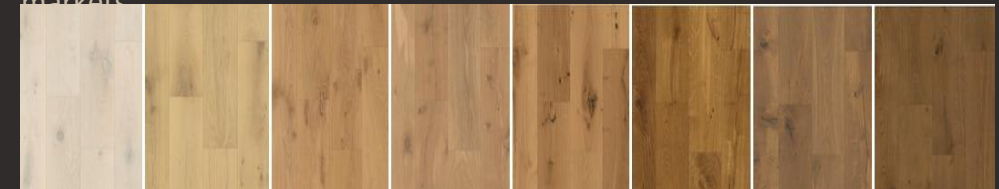
Uptown

French White Oak · Country Grade

7.5" wide · Random up to 82"

- The heart of the line. 12 colors — white to black.
- Live sawn grain most visible here. Show them how the tree grew.
- Country grade: knot fills, mineral streaks, sapwood movement.
- Best starter collection for new accounts — widest range.

AV Kodiak, Mystic, and Rustic Earth move consistently in Midwest markets





Hudson

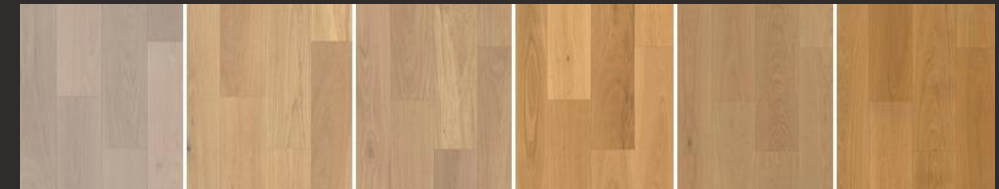
French White Oak · Prime Grade

7.5" wide · Random up to 74"

- Only prime grade product in the line. Rarest on the market.
- 100% heartwood — no sapwood, no dead knots, no mineral streaks.
- Live knots up to ½" only — the tightest spec in the collection.
- Only up to 7% of harvested trees qualify as Prime Grade. Scarcity is built into the pitch.

AVAILABLE COLORS

- Nano Carbide finish with 50-year residential warranty.





Lexington

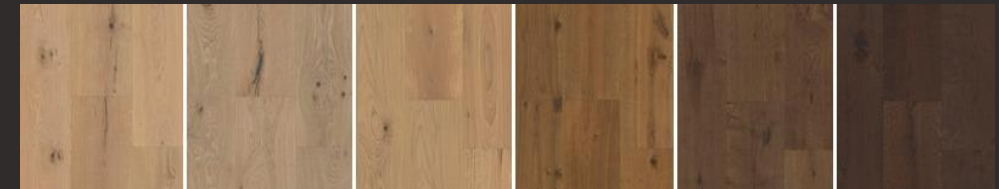
European White Oak · Country Grade

11.25" wide · Random up to 86"

- ¾" thick — solid plank profile in an engineered format.
- Widest, longest board in the lineup. Made for large homes.
- Open plans, high ceilings, customers who want real scale.
- Compare to 12×86 WPC — same footprint, this is actual oak.

AVAILABLE COLORS

- Stair treads on special order: 42", 48", 60" with return options.

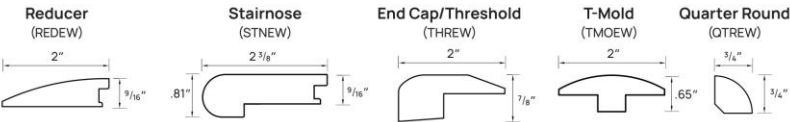




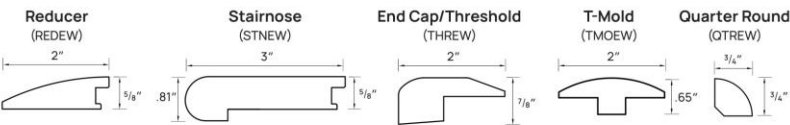
Coordinating Trim

All stocked trims are 78" long.

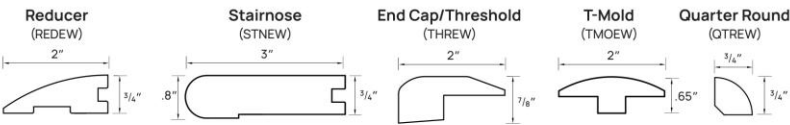
DIMENSIONS FOR SOHO, SOHO PEAK
Reducer and Stairnose thickness match plank thickness.



DIMENSIONS FOR UPTOWN, SEAPORT, HUDSON
Reducer and Stairnose thickness match plank thickness.

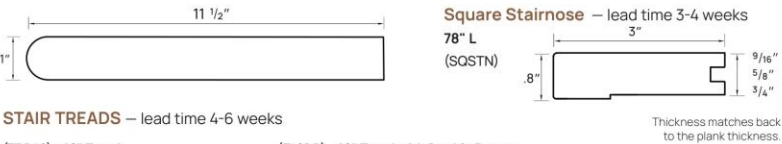


DIMENSIONS FOR LEXINGTON
Reducer and Stairnose thickness match plank thickness.



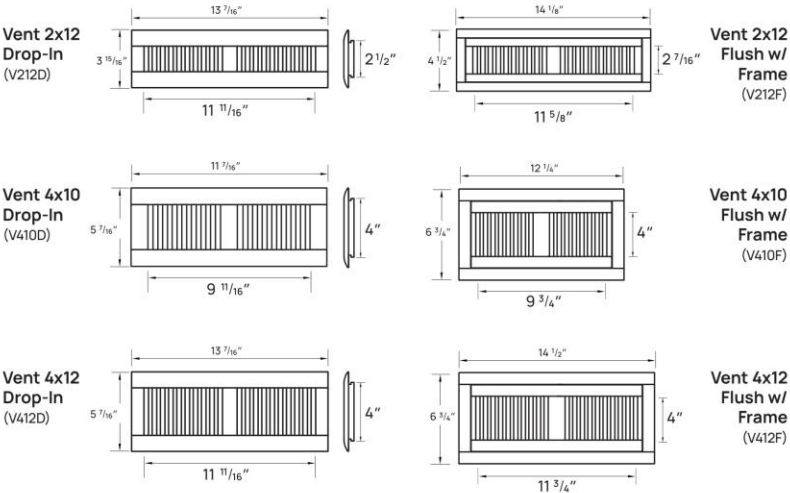
Special Order Trim

Contact customer service (cs@stantondesign.com) for order entry.
Special order items are non-refundable.



- STAIR TREADS** — lead time 4-6 weeks
- | | |
|--------------------------------------|--------------------------------------|
| (TRD42) 42" Tread | (T48DR) 48" Tread with Double Return |
| (T42RR) 42" Tread with Right Return | (TRD60) 60" Tread |
| (T42LR) 42" Tread with Left Return | (T60RR) 60" Tread with Right Return |
| (T42DR) 42" Tread with Double Return | (T60LR) 60" Tread with Left Return |
| (TRD48) 48" Tread | (T60DR) 60" Tread with Double Return |
| (T48RR) 48" Tread with Right Return | |
| (T48LR) 48" Tread with Left Return | |

VENTS — lead time 2-3 weeks



Close with the Sample.

FedEx 2-Day, Direct to Door

Three samples shipped to the customer's address. Free. They keep them. They're shopping paint, counters, and cabinets with your sample in hand.

Room Visualizer on Every Board

QR code on every sample. They upload a photo of their actual room and drop the floor in. Our rugs coordinate by color — one customer, two categories.

Order Anywhere, White Glove

StantonB2B.com or text your rep. Service that most brands don't offer at this price level — and customers remember that.

3

free samples
shipped 2-day
direct to their door

stantondesign.com · StantonB2B.com

GREENGUARD GOLD Certified · 50-Year Residential Warranty (selected collections) · Nano Carbide Technology finish