

Surface

There is no surface more important than the one we live on

A publication of Carlisle Wide Plank Floors™

Volume 1, Issue 1



FSC Certified Carlisle Antique Oak—Moultonborough, NH.

Green with Pride

Carlisle is Recognized by the Forest Stewardship Council

Welcome to the premier issue of Surface, the newsletter of Carlisle Wide Plank Floors. We have chosen this name for our quarterly(?) newsletter because the word “surface” is very meaningful to us at Carlisle on two levels.

First, it is our mission is to create an inviting and beautiful surface in your home with our wide plank hand crafted floors, durable enough to last for generations.

Second, we are dedicated to the larger surface of our planet through our careful environmental stewardship of its forests and by providing “green” sustainable options to our customers.

We’re happy to announce that our efforts in doing our part to preserve the surface of the earth have recently been recognized by the international Forest Stewardship Council (FSC). This prestigious FSC certification – issued by SmartWood (an organization authorized by the FSC to recognize green building products) has been awarded to our entire line of 100% Post-Consumer Reclaimed Antique Wood.



All Carlisle antique wood is now certified by the Forest Stewardship Council.

All the wood for our Antique Wood floors come from centuries-old structures that have been slated for demolition. This wood, which otherwise would be destined for a landfill, is given new life as beautifully restored Antique Wood floors in homes across the country. The FSC certification confirmed that we have put in place responsible and sustainable practices from start to finish in the process of reclaiming the wood, to creating the finished floor. And, being New Englanders, we hate to see anything go to waste, we even recycle our wood chips from the manufacturing process into wood pellets used to heat homes.

We recognize and welcome our responsibility when it comes to reprocessing the limited supply of this precious antique wood. As more and more consumers understand the importance of “green” building, we will be there to supply FSC certified wide plank floors to carry on the rich traditions of our heritage.

Read on to learn more about what FSC certification means to Carlisle, and to your efforts to be environmentally responsible by surfacing your home with green and sustainable floors.

Enjoy the read!
Don Carlisle

Every aspect of our business has been based on sustainability and stewardship, going back to the founding of our company.



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The Carlisle Story

by Chris Sy

The Greening of Our Forests

For more than 40 years, Carlisle Wide Plank Floors has promoted the use and preservation of “old growth” or fully mature timber. It is very important that our customers understand what old growth means and its use in proper forest management. Quite often the term is either misunderstood or incorrectly associated with the term “virgin growth.” The two terms are actually extremely different, describing timbers with very different histories

requiring very different forest management.

Virgin Growth is used to describe an area of timber that has never been touched by man. We believe that virgin growth timber should never be logged and should be protected for eternity by federal or local mandates. Though these trees will not live forever, they have reseeded themselves and will continue to regenerate new stands. The life of the virgin growth timber depends on the tree and can vary from 300 years for an Eastern White Pine to thousands of years for a Redwood.

Old growth refers to the select timbers in these naturally regenerated forests that are allowed to reach full maturity before being harvested.

When discussing old growth, it is important to first understand the evolution of much of the forest on the East Coast.

In New Hampshire for example, at the end of the 19th century nearly 80% of the forested property had been cleared to make way for grazing of livestock and to provide building materials for the westward expansion of the population.

In the 20th century, much of the agriculture moved to the Great Plains of the West. With less grazing land needed, the fields and pastures throughout New England slowly returned to forests.

These young forests grew naturally without pruning, planting or fertilizing. The constant competition for food, light, water and space slowed down the growth of the forests, producing a timber with a very dense growth structure which makes for a very stable piece of wood.

Through carefully selected harvesting of fully mature timbers, younger trees have greater access to sunlight, water and nutrients, which are

necessary components for their own growth.

Like harvesting a garden; constant picking of ripe vegetables is essential to the overall health and long term production of any garden. Harvesting these trees at only 30-60 years old will contribute to an unstable board and leads to an improperly thinned forest. When the tree reaches maturity (80-100 years of age) it is necessary and beneficial to cut the timber.

Why we use old growth timber:

1. The way the timber is obtained creates the best long term health for any forest.

2. The wood that is produced from old growth timber is the highest quality, widest, longest, most dense and stable wood available.

3. In the re-creation of the original wide plank flooring, it is necessary to use what our forefathers used, which was old growth timber.

4. It is important to all of us at Carlisle Wide Plank Floors that we raise the value and preserve the historic importance of these timbers in a way that can be handed down from generation to generation.

The Carlisle Tree

At Carlisle, we use old growth timber for many reasons. First, the way the timber is grown creates the best long term health for our forests.

Second, the wood that is produced from old growth timber is the highest quality, widest, longest, and most dense and stable wood available...resulting in the Carlisle Tree.

Third, it is important to all of us to raise the value and preserve the historic importance of these timbers in a way that can be handed down from generation to generation.

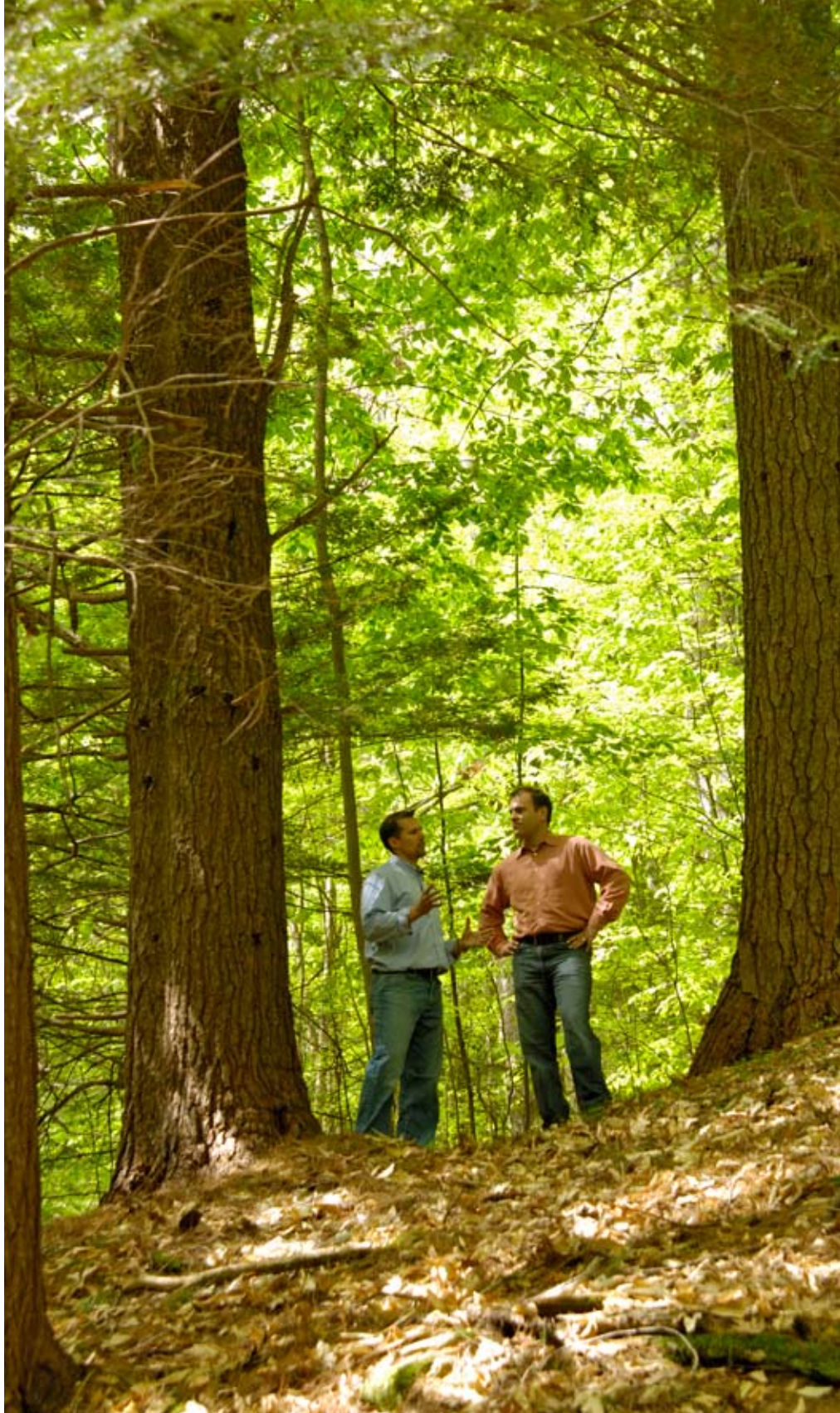
We believe that our traditional wide plank floors pay homage to these majestic timbers, the craftsman that initially worked with them, and the sustenance of our forests.



EASTERN
WHITE
PINE
Pinus Strobus

Eastern White Pine is one of seven antique wood species offered by Carlisle.

Illustration by Kate Beetle



caption for above photo

By harvesting these old growth timbers, younger trees have greater access to sunlight, water and nutrients, which are necessary components for their own growth.

From Old Barns and Mills to Living Room Floors

Explaining Chain-of-Custody

Ensuring total chain-of-custody from the original antique structure to the end customer is just one way Carlisle controls the consistent quality of our antique wood. Over the years, we've built relationships with the industry's finest and most critical antique wood suppliers. These close, personal relationships help preserve the distinctive quality of Carlisle wood.

Most of our reclaimed wood comes from barns and mill structures along the eastern seaboard. As required by the Forest Stewardship Council (FSC), we document the location of the original structure, when it was built, and how the structure was used.

The Certification Process

Once the antique structure is purchased, it is carefully dismantled, with only the best and most stable wood selected to become a Carlisle floor. The wood is cut to usable lengths, sliced into one-inch thick planks, stacked, kiln dried, graded, and finally shipped to our New Hampshire facility. Once at Carlisle, the wood is inspected for quality, grade, character, volume, and moisture content, crafted into custom floors, and shipped to our customers—all tracked for FSC compliance.

Carlisle has always strived to produce wood that is harvested in a manner that helps sustain the environment and wildlife. Our FSC certified antique floors are another testament to that commitment.



caption

The Hand Crafted

Lake. Mountain. City.

Carlisle offers such a wide diversity of wood species and looks that no matter where you live or what lifestyle you're looking for, we have a hand crafted, solid wood floor for you. We offer pines (long leaf heart and Eastern white), hardwoods (walnut, red and white oak, maple, hickory, cherry, and ash), antiques (oak, maple, ash, Grampa's Floor, milled barn wood, original barn siding, elm, chestnut, heart pine, and Eastern white pine), and South American exotic wood (Ipe, Jatoba - Brazilian Cherry, Santos Mahogany, and Wenge).

You can take the most rustic wood and use it in an upscale city dwelling or the most formal wood and use it in a rustic cottage. It's all about you...and your lifestyle. You can further refine the individual look by choosing between a select, premium, and country grade look depending on how much character (grain, knots, cracks, checks, holes, etc.) you desire in your floor.



Cottage on the lake. Comfortable, and built for traffic. Carlisle Country Grade Hickory with Tung Oil - Alton, New Hampshire



Mountain retreat. Carlisle Country Grade Cherry -

Green to the Core: Fads, Myths, and Values

Just about everywhere we look these days we're inundated with green spin. The trend, a response to consumer demand for environmentally friendly products, has led to the re-jiggering of marketing messages in an attempt to appear green. Those companies who are first in their respective markets will reap some notoriety. But like everything else, unless

Our craftspeople take the time necessary to make artistic judgments while minimizing scrap.

there is more to a company's principles and values, once everyone is green the playing field will be level again. Our job at Carlisle is to differentiate ourselves from those "appearing" green. We want to continually strive to make business decisions that are green to the core. From its founding, Carlisle has been green. Our current green initiatives are not reactions to consumer

Carlisle Lifestyle



Thin-aided luxury and secluded elegance. Carlisle Country
Jackson, Wyoming



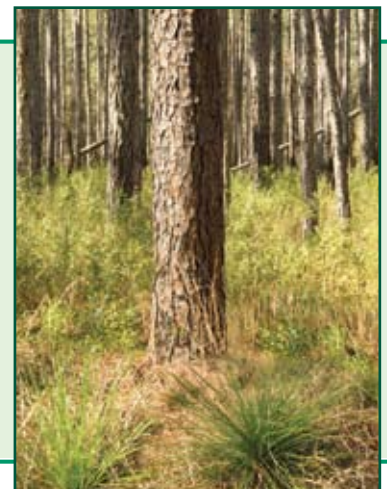
Upscale, but with country comfort. Carlisle County Grade White Oak
bleached. Installed over concrete. Park Hyatt Hotel - Washington, DC

demands, they are a result of our commitment to our core company principles of sustainability and stewardship. Through careful selection and harvesting, the sawyers we source our wood from ensure that the forests will be here for generations to come. It has always been our practice to use as much of the log as possible while manufacturing our floors. Each order is custom and is generated as a result of the relationship our design and sales consultants have built with customers. Our craftsmen take the time necessary to make artistic

judgments of how best to mill each board while minimizing scrap.

We continue to strive to be environmentally responsible. This newsletter is printed with soy-based ink on 100% recycled paper and more and more of our printed communications are moving to digital formats.

Heart pine trees, starting as grass in John Crosby's Alabama forest, are grown exclusively for Carlisle.





Custom Shop

Further refine your unique style

Once you select the wood species, let the Carlisle Custom Shop help you further refine the exact look and style you're looking for. The Custom Shop offers hand planed surfaces and/or edges to provide that lived-in look the first day you walk on the floor.

Hand made beams, paneling, and stair treads and risers can also be hand crafted. Finished, rough sawn, hand-hewn, and antique beams are available in a wide variety of wood species. Single and double beaded and feather and beaded paneling, also in a wide variety of wood species, can be custom made in the Shop.

The Custom Shop can also craft a unique pattern floor from any wood species. Herringbone, Chevron, and Versailles patterns are available to provides you with the look of a traditional European castle floor.

You can also select from over a dozen types, shades, and colors of stains. Then the Shop can also custom mix a color to exactly match your furniture, counters, cabinets, etc.

Precision end-squaring is also available. Carlisle can supply your complete floor with all planks pre-end-squared to save you time and money installing your floor.



Top: Carlisle feather and beaded eastern white pine paneling and country grade hickory floor. Radiant heat used throughout. Alton, New Hampshire

Middle: Carlisle feather and beaded eastern white pine and single beaded oak paneling and hickory stair treads and risers. Alton, New Hampshire

Right: Carlisle Country Grade Hickory with hand sculpted surfaces and edges. Grand Lake, Colorado



Building Green.

David Winkler is green. He drives a hybrid car and is mindful of his global responsibility. So when it came to remodeling his Solano Beach, California home, he decided to keep the basic structure of the house rather than tearing it down and building new. He also wanted a project that would be environmentally friendly and use green building practices.

When it came to picking a floor for his home, he took advantage of the availability of recycled wood and decided to use antique

heart pine provided by Carlisle Wide Plank Floors.

“I tried to utilize as much of the existing home as possible, all the bones of the original house,” says Winkler. “I used all recycled wood from Carlisle, this was a big part of being green. Plus, even though the house was redone, it still has all the character and history in the wood.”

He isn't the only one interested in building green. According to the Metropolitan Builders Association, approximately 64% of home

builders will be either heavily or moderately involved with green building projects. That follows a 20% increase in such builders over the past year. Such growth is moving green home building into the mainstream and brings home builders and homeowners to the brink of a new, environmentally and resource-conscious era.

What is Green?

In the hazy world of figuring out what is truly a “Green” product, how does one know what to look for? The Forest Stewardship Council (FSC) was created to change the dialogue about and the practice of sustainable forestry worldwide. Much like the USDA organic seal, products that carry the FSC logo have passed a rigorous monitoring process. The FSC label signals to consumers that the product was made from wood that has been procured, manufactured, and distributed in accordance with the FSC's internationally accepted standards.



“I used all recycled wood from Carlisle, this was a big part of being green. Plus, even though the house was redone, it still has all the character and history in the wood.”

—Carlisle floor owner David Winkler

Carlisle has earned an FSC Chain-of-Custody (CoC) certification for their entire line of Post-Consumer Reclaimed Antique Wood. The certification (represented by use of the FSC logo) ensures that the antique wood is processed through a continuous Carlisle chain-of-custody, from original structure to customer, and that the Carlisle product contains 100% FSC certified wood.

As more and more consumers like David Winkler understand the importance of green building, it will become vital for product and service providers to offer green options like Carlisle offers.

Carlisle Antique Heart Pine, Solano Beach, CA.

FSC Certified Antique Wood



Carlisle Antique Milled Barn Wood -
Jackson, Wyoming

Green from the Start

Worldwide, we've found that GREEN energy is contagious. It seems like everywhere you turn something else is going GREEN. As our population and its strain on natural resources continues to grow, we have a social responsibility to seek accountability from the companies manufacturing and selling the products we buy. At Carlisle Wide Plank Floors, we accept this challenge by respecting the environment and our clients; we employ the best practices and offer the most durable, timeless products available.

Unlike products from other manufacturing and sales companies, every one of our custom crafted wide plank antique wood floors is procured, manufactured, and sold as environmentally-friendly at no additional cost to our clients. While other companies can source and certify some GREEN wood from random suppliers, we work with and source materials from only our exclusive group of vendors to ensure the continual and consistent quality of our products.

The response to our FSC-certified line of reclaimed antique floors from green builders, architects, and home owners has been overwhelmingly positive. We want nothing more than to continue the momentum and offer even more value-added products to the marketplace.



All photography by Blind Dog Photo, Inc.

Contact us at wideplankfloors.com or 800-595-9663



Let us hand craft a lifestyle for you.

Carlisle Wide Plank Floors
Return Address

Name
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