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## **Teragren Introduces New Portfolio Strand Bamboo Floor Collection Featuring Ten Distinctive Colors and Textures New Teragren Color Palette Advisor Provides Inspiration for Consumers in Designing Eco-Friendly Rooms From The Floor Up**

*February, 2010* – Teragren ([www.teragren.com](http://www.teragren.com)) today introduced the Portfolio Strand Bamboo Floating Floor collection, the newest addition to the company's line of beautiful, durable, renewable bamboo® flooring.

Available in ten designer colors—featuring a variety of distinctive textures and patterns, including hand-scraped options—the wide-plank Portfolio collection demonstrates the unlimited design potential of bamboo flooring. Created with rapidly renewable bamboo, the new collection offers a beautiful and environmentally responsible alternative to precious rainforest hardwoods.

Teragren's Portfolio Strand Bamboo Floating Floor in Paris Black

Teragren also launched its new Teragren™ Color Palette Advisor, an innovative new tool designed to provide consumers with inspiration in how to create inviting, comfortable and eco-friendly spaces from the floor up.

"Our Portfolio collection features versatile new options that are perfect for a variety of interiors—from simple and modern to eclectic and creative," said Teragren executive vice president and global brand director Ann Knight. "We're thrilled to offer such beautiful new options in bamboo flooring—along with inspiring ideas about how to use colors within the collection—to homeowners and designers who are committed to green décor."

### **Teragren Portfolio Strand Bamboo Floating Floor**

Teragren's Portfolio Strand Bamboo Floating Floor is available in ten new handcrafted colors, including two authentic hand-scraped versions.

The new colors include:

- Paris Black—a fascinating, deep black highlighted with streaks of brown
- Brown Sugar—a burnt caramel
- High Tea—a pitted & dark-flecked auburn
- Rich Cognac—a deep, sophisticated Old World brown
- Midnight Black—a deep, calming black
- Hewn Port—a handscraped, high-gloss burgundy enriched brown



- Hewn Tawny—a handscraped and glossy golden brown
- Darby Brown—a nearly black clove brown
- New Country—a rustic, dark-flecked and pitted gold sand
- Honey Ridge—a pitted & flecked dark honey

The Portfolio collection features the modified Välinge-patented, 2G fold-down locking system for quick and easy installation. Engineered with Teragren's proprietary Xcora™ technology, it features micro-bevel edges and ends, along with a durable 7-coat aluminum oxide/polyurethane finish.

Consumers can breathe easier with Teragren's new Portfolio flooring line, which qualifies for FloorScore® certification through Scientific Certification Systems (SCS). SCS measures more than 78 volatile organic compounds (VOCs) emitted from building materials—and guarantees that certified products contribute to a healthier and safer indoor environment.

Created through a proprietary manufacturing process that fuses together bamboo strands with an environmentally safe adhesive, the Portfolio collection is extremely durable and perfect for high traffic installations—averaging 154 percent harder than red oak and 125 percent harder than North American maple.

Teragren's Portfolio collection is also eligible for two credits through the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program, as well. The credits include LEED MR Credit 6 for Rapidly Renewable Materials and LEED IEQ Credit 4.3 for Low-Emitting Materials - Flooring Systems.

### **New Teragren™ Color Palette Advisor**

In addition to introducing its new Portfolio Strand Bamboo Floating Floor collection, Teragren has also launched the innovative new Teragren™ Color Palette Advisor.

Created to inspire consumers in how to design their rooms from the floor up, the simple guide demonstrates how eco-friendly paints, fabrics, tiles and textures can be combined to complement each of the floors in the Portfolio collection.

Color palette suggestions include light, reflective and golden tones to complement Hewn Tawny; fresh and natural colors for High Tea; earthy neutrals to complement Paris Black; inviting, serene and elegant colors for Rich Cognac; and bold, sophisticated hues to accompany Midnight Black.

The Teragren™ Color Palette Advisor also includes a list of eco-friendly companies that consumers can purchase additional design materials such as low-VOC paints from Benjamin Moore, Mythic and ICI Paints; sustainable fabrics from Designtex; eco-friendly tiles from Pental; and coordinating Teragren bamboo panels, veneer and countertops/table tops.

Teragren's Color Palette Advisor can be found on Teragren's Web site or in the two Color Palette Advisor boards located in Teragren's new full display tower.

### **Complete Lines of Bamboo Flooring, Panels, Countertops & Veneer**

In addition to the new Portfolio Strand Bamboo Floating Floor collection, Teragren offers numerous lines of traditional and strand bamboo flooring. These include Synergy™ Strand Bamboo Wide-plank Floating Floor and Synergy™ Strand Bamboo Solid-Strip Flooring (Chestnut, Wheat, Java and Brindle colors), Signature Naturals (Vertical and Flat Grains, Natural and Caramelized) and Signature Colors (Espresso, Walnut, Cherry and Charcoal) Solid Strip Bamboo Flooring; Studio Bamboo Floating Floor featuring the Välinge-patented, self-locking system; Craftsman II Bamboo Long Plank Flooring, as well as matching bamboo Stair Components and Flooring Accessories. Teragren also manufactures many styles of Bamboo Countertops and furniture-grade Bamboo Panels and Veneer for the furniture and cabinet industries.

The Portfolio Strand Bamboo Floating Floor collection is available for purchase by consumers through Teragren's distributors' specialty flooring retailers throughout North America and abroad beginning March 1, 2010. Retailers can be found online at <http://teragren.com/where.php>.

### **About Teragren**

In 1994, Teragren ([www.teragren.com](http://www.teragren.com)) pioneered the bamboo flooring, panel and veneer industry in the United States. The company is recognized as a category leader by the architectural and design communities as well as major floor covering distributors and retailers, and panel and veneer distributors. Teragren is also considered a leader within the broader sustainable business movement—it was named by Inc. Magazine as one of "The Green 50" companies that are setting the standard for environmentally friendly business, and one of the "Top Ten Greentpreneurs" by Seattle Metropolitan Magazine. All Teragren bamboo products contribute to certification under the U.S. Green Building Council's LEED® (Leadership in Energy & Environmental Design) rating system in one or more categories. Select Teragren flooring, panels and veneer also qualify for FSC-Pure certification through the Forest Stewardship Council. Teragren's FloorScore®-certified bamboo flooring is also the world's first and only bamboo flooring recognized by SCS, the global leader in certification of environmental and sustainability claims. SCS tests and certifies hard surface flooring products for compliance with rigorous indoor air quality emissions requirements. Teragren's cross-ply 100 percent bamboo core substrate has U.S. and International patents-pending.

<http://www.ebuild.com/articles/1204591.hwx>