



**Subject: New Colors Now Available in Existing Hallmark Collections**

**Date: 7/5/23**

At the beginning of 2023, Hallmark teased us with the upcoming changes with a couple of their collections. Alta Vista, Monterey, Ventura and Organic Solid went through a revamp and now most the below colors are available and are in stock...

**Alta Vista** - The Alta Vista Hardwood Flooring is a return to vintage European Design. These beautiful classic and refined floors are crafted out of French White Oak, a premier hardwood species that has been used for everything from flooring to shipbuilding over the centuries due to its stability.

- SIZE: 7.5" x 6'2" RL
- FINISH: Nu Oil®
- SPECIES: European Oak
- STRUCTURE: Engineered Sawn Cut



Alta Vista Cardiff Oak



Alta Vista Doheny Oak



Alta Vista Huntington Oak



Alta Vista Santa Monica Oak



Alta Vista Santa Monica Oak

Looking for more information; [View the Alta Vista Spec Sheet by clicking here...](#)

**Monterey** - The Monterey Hardwood Collection was designed with a historical, European influence making it simply savvy & perfect for today's trends. This collection captures the beauty of nature, developed using tomorrow's technology to create a new demand for random width planks.

- SIZE: 4", 6" & 8" x 6' RL
- FINISH: TrueMark® Glaze Tek
- SPECIES: American Red Oak
- STRUCTURE: Engineered Slice Cut



Monterey Adobe Red Oak



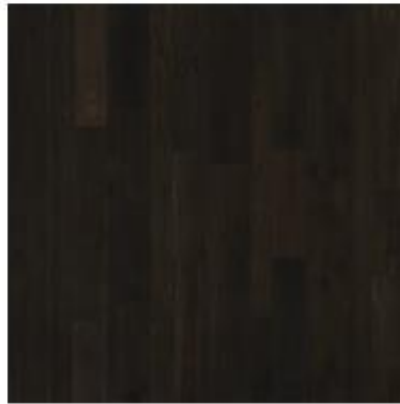
Monterey Alhambra Oak



Monterey Appaloosa Red Oak



Monterey Cantina Red Oak



Monterey Calgary Red Oak



Monterey Cheyenne Oak



Monterey Palomino Hickory



Monterey Villa Oak

Looking for more information; [View the Monterey Spec Sheet by clicking here...](#)

**Ventura** - The Ventura Hardwood Flooring Collection is contemporary and designed to look gently aged and weathered, while still being durable and stain resistant. Hallmark's 2mm slice-cut style, combined with a wire brushed texture applied by hand, offers a truly natural look for contemporary living.

- SIZE: 7.5" x 6'2" RL
- FINISH: Nu Oil®
- SPECIES: European Oak
- STRUCTURE: Engineered Slice Cut



Ventura Dune Oak



Ventura Hampton Hickory



Ventura Pier Oak



Ventura Wharf Oak



Ventura White Cap Oak

Looking for more information; [View the Ventura Spec Sheet by clicking here...](#)

**Organic Solid** - The Organic Solid Hardwood Collection creates a perfect complement to contemporary interiors and accentuating a vintage look, they feature a reclaimed design with planks of random widths and lengths, adding immediate warmth to any interior.

- SIZE: 3.25", 4" x 6'2" RL
- FINISH: Nu Oil®
- SPECIES: European Oak
- STRUCTURE: Solid Sawn Cut



Organic Solid Fennel Oak



Organic Solid Nutmeg Hickory



Organic Solid Poppy Seed  
Red Oak



Organic Solid Sorrell Oak



Organic Solid Tarragon Oak



Organic Solid Turmeric Oak

Looking for more information; [View the Organic Solid Spec Sheet by clicking here...](#)

We wanted to make sure you at least had the images of the new colors. If you would like to order updates for your display, please contact your sales rep for display type, pricing, and availability.

These new colors have been listed on our last Hallmark price list. If you do not see a color listed on our price sheet, that color will be phased out and once the color is gone, it will be discontinued. If you have any other questions regarding these new colors, please feel free to reach out to your sales rep or contact our customer service department at 414-312-7037.

Additional information can also be found on Hallmark's website... [www.hallmarkfloors.com](http://www.hallmarkfloors.com)