

Bruce®

Dogwood® DENSIFIED HARDWOOD *pro*



PHOTO: Unparalleled Natural, Yellow Birch, BRDG63EB84W

They Were Born To Play, Our Floors Were Meant To Take It!

The toughest hardwood floor ever made. Now watching pets and kids roughhouse on your floor is no longer cringe-worthy.

Our revolutionary technology uses heat and pressure to transform 100% real wood into the most durable hardwood floors you'll ever live with. What takes nature millions of years to do, we can do in a matter of minutes. By harnessing the basic properties of heat and pressure, densified wood achieves extraordinary results and best of all it's completely natural.

It's a totally new category of flooring and stands alone as the first of its kind.

Visit [Bruce.com](https://bruce.com) for more inspiration and to learn more about Dogwood® Pro.

*See warranty for details.

The Dogwood Pro Advantage

Without the use of fillers, our patented technology is used to create a revolutionary hardwood floor that is **100% real hardwood** while being **6X** more dent resistant and **4X** more scratch resistant than typical hardwood.



**100% Real
Hardwood**



**6X More Dent
Resistance**



**4X More Scratch
Resistance**



Waterproof*



**Inhibits the Growth
of Bacteria**



MADE IN THE USA
with global and domestic components.



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The Dogwood Pro Advantage

Scratch and dent damage caused by dogs is a leading reason why homeowners think they can't have hardwood floors. Dogwood Pro densified wood now enables families to enjoy the benefits of hardwood floors without the worry.

#1 IN DENT RESISTANCE

When tested for indentation resistance by ASTM D2394, a 2" weighted metal ball is dropped from a 60" height and indent impact levels are measured – Dogwood Pro performed best!



SPC



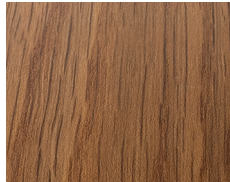
LAMINATE



ENGINEERED WOOD



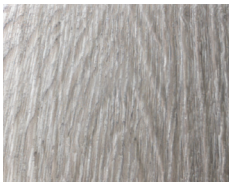
SOLID WOOD



DOGWOOD PRO

DOG SCRATCH TEST

Dogwood has equivalent performance as SPC and Laminate along with being superior to Traditional Solid and Traditional Engineered Wood.



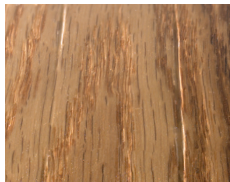
SPC



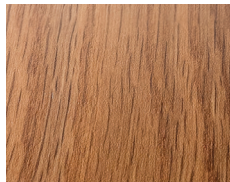
LAMINATE



ENGINEERED WOOD



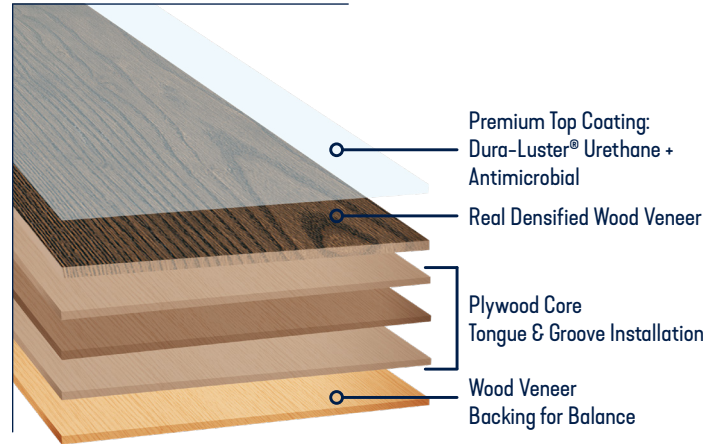
SOLID WOOD



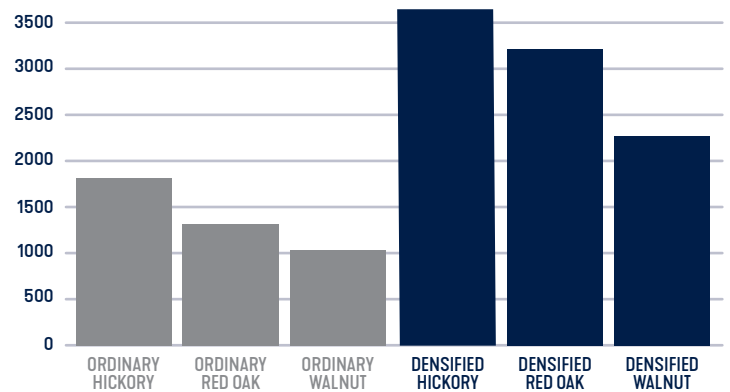
DOGWOOD PRO

INSIDE DOGWOOD PRO

Our patent pending process uses simply heat and pressure to close the open cells in hardwood and densifies the wood making it the hardest flooring on the market.



JANKA HARDNESS OF DENSIFIED VS. ORDINARY HARDWOOD

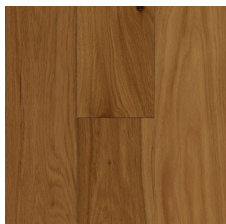


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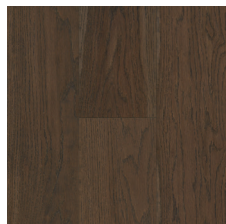
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DENSIFIED HARDWOOD *pro*

WHITE OAK



Redefined Natural
6-1/2" **BRDG63EK44S**

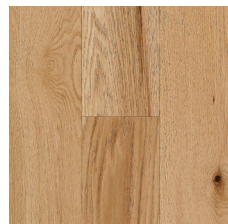


Daydream
6-1/2" **BRDG63EK04S**

RED OAK

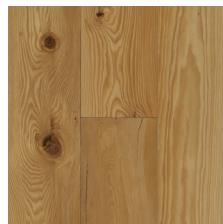


Sun Valley
6-1/2" **BRDG63EK74S**



Traditional Natural
6-1/2" **BRDG63EK14S**

PINE

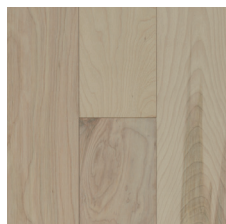


Native Natural
6-1/2" **BRDG63EP94W**

YELLOW BIRCH

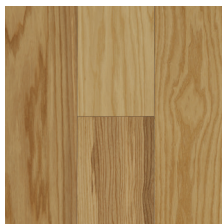


Unparalleled Natural
6-1/2" **BRDG63EB84W**



Driftscape
6-1/2" **BRDG63EB64W**

ASH



Tailored Natural
6-1/2" **BRDG63EA24W**

RED MAPLE



Elevated Natural
6-1/2" **BRDG63EM34W**

HICKORY



Transformed Natural
6-1/2" **BRDG63EH54S**

DOGWOOD PRO ENGINEERED

SPECIES	White Oak, Red Oak, Ash, Red Maple, Hickory, Yellow Birch, Pine			THICKNESS	3/8"	TEXTURE	Smooth, Wirebrushed
WIDTH	6-1/2"	GLOSS	Low	FINISH	Dura-Luster® Urethane		
EDGE DETAIL	Micro-beveled edges and ends			LENGTH	60" max, 25.4" min		
INSTALLATION	Float, Glue, Staple with Glue Assist Below / On / Above Ground Level			WARRANTY	50-Year Limited Residential and 10-Year Limited Commercial		
SQ FT PER CARTON	34	CARTONS PER PALLET	30	SQ FT PER PALLET	1,020	PALLETS PER TRUCK/CONTAINER	27



Bruce hardwood flooring offers a Limited Lifetime Warranty[†] against structural defects for as long as you own your hardwood floor.

