

### Harris Goes Direct to Dealer

**For Immediate Release:** April 11, 2022 Harris proudly introduces a NEW line available direct to dealers with colors and textures inspired by America's mountains, woodlands, and waterways in four inspiring collections: [Mountains](#), [WaterCrest](#), [Chalet](#) and [Cottage](#).

**HARRIS ADVENTURE PROGRAM** Products made available direct from Harris to any dealer location in North America. At Harris we have a proven track record of meeting customer needs through:

- Quality USA manufactured products
- Award winning customer service, technical and sales support
- Deep product inventory available through multiple distribution centers in strategic locations
- Competitively priced programs from builder to premium grade hardwood flooring products
- Accessories program of matching moldings, underlayment, adhesive, tools and more

"National Parks and iconic outdoor destinations tell the story of America in all of its beauty. Our new Hardwood Flooring Collections are designed to not focus on where Harris has been, for the past 124 years, but inspire where we go next as a proud USA manufacturer." said *Renee Tester, Vice President of Marketing, Digital and e-commerce.*

The New Direct to Dealer Adventure Program is designed to offer dealers and their customers an exclusive product assortment tailored with on-trend, highly desired colors and textures. A total of 30 SKUs are available in smooth and wire-brushed selections, including wide and extra-long planks.

The **Mountains Collection** features 10 rustic, wide and long plank flooring products designed to enhance the natural character and beauty of real hardwood. This collection includes smooth or textured surface engineered tongue & groove hardwood flooring. Red Oak, White Oak, Hickory, and Maple selections are available with full character, trending colors, sliced top layer, and matte finish.

The **WaterCrest Collection** displays smooth surface wide-width flooring with a modern color range and featuring an easy-to-use glue-less click installation system. Red Oak, Hickory, and Maple selections. Offering 10 Products in modern colors, selected Sliced Top Layer and Low Gloss Finish.

The **Chalet Collection** offers smooth surfaced planks with a trending color palette enhanced by an ultra-low gloss finish. Smooth surface Traditional Tongue & Groove engineered hardwood flooring. 5 products featuring Hickory, Maple, and Walnut selections.

The **Cottage Collection** features proven tones enhanced by timeless wood species finished with a satin gloss to highlight the wood's natural characteristics. Smooth surface traditional tongue & groove engineered hardwood flooring. Red Oak, Hickory, and Maple selections. 5 products perfect for any room of the home.

About Harris: An American Legacy, Harris has been hand crafting hardwood flooring of exceptional quality for almost 125 years, capitalizing on the expertise that only time-accrued knowledge and dedication can yield. We are dedicated to customer needs and have been trusted by loyal customers for well over a century for their professional and DIY flooring needs.

#### HFG by QEP Media Contacts:

**TONYA BAKER | QEP Co., Inc.**, Marketing Manager [Contact Us | Harris Wood Floors](#)

**RENEE TESTER | QEP Co., Inc.**, Vice President Marketing, e-commerce & Digital

2225 Eddie Williams Road, Johnson City, TN 37601 [www.qepcorporate.com](http://www.qepcorporate.com)