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SMITH & FONG LAUNCHES HARDWOOD FLOORING LINE

San Francisco – Bamboo flooring and plywood pioneer [Smith & Fong Co.](#) today announced the launch of the company's first line of hardwood flooring.

Named Sideways, the new line comes in ½" x 5" x 47 ½" engineered click-lock planks, featuring a rotary-cut hardwood veneer face with a striking twist.

"Sideways takes a whole new approach to hardwood flooring on many levels," Smith & Fong president and founder Dan Smith said. "From its distinct non-traditional appearance to its green credentials, this is a floor that will turn heads."

Developed for both commercial and residential applications, the entire line is urea formaldehyde-free and FSC-certified, enabling it to qualify for the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Credits MR 7: Certified Wood; and EQ 4.4: Low-Emitting Materials (No Added Urea Formaldehyde). Sideways is manufactured in America from indigenous hardwood species, maple, beech, birch, cherry and hackberry.

Founded in 1989 and headquartered in San Francisco, Smith & Fong Co. was the first U.S. company to manufacture bamboo flooring in China for sale in North America, offering its initial product under the brand name Plyboo in 1993. In 1996 the firm began producing bamboo plywood, followed by coconut palm flooring and plywood products in 2000. Smith & Fong is committed to sustainability through innovation. For information call 866-835-9859 or visit <http://plyboo.com>.

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