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Photo by Greg Benson Photography.

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BUSINESS



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## In This Issue

**"This he-man stuff has no pot of gold at the end of the rainbow, and I have to come to grips with that."**

— ANGELO DESANTO

**TO READ MORE**, turn to page 17, where DeSanto talks about the injury that has made him think twice about how he treats his own body.

## WF By the Numbers

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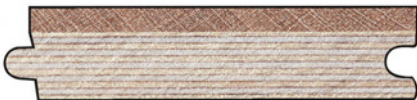
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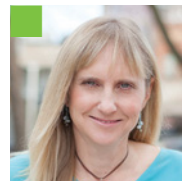
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## FROM THE EDITOR

By Kim M. Wahlgren



# Celebrating retail excellence

A few years ago I went along with my parents to a retail floor covering store to choose a replacement wood floor for their vacation home “up north,” as we say in Wisconsin. Their dishwasher had leaked and trashed the old kitchen floor, which was probably just as well since it was an ugly builder-grade wood floor that never matched the cabinets quite as well as it should have. I stayed quiet as they began talking about their needs with the salesperson and she began to display sheer ignorance about fundamental facts regarding wood flooring (at one point she even told them oak flooring was harder than maple). They did end up choosing the perfect floor for their kitchen, albeit with no helpful guidance from the salesperson. How many times have you heard a story like this? How many times have we bemoaned the lack of educated wood flooring salespeople? Many.

Fortunately, of course, there are plenty of retailers providing the opposite experience. They are passionate about staff training, offer unparalleled customer service and provide quality wood flooring products appropriate for each customer. Here at the magazine, we realized we didn’t give enough credit to the retailers who are doing the right things, so in this issue we celebrate them with our first annual WFB Outstanding Retailer Awards. On page 43, you’ll find profiles of our five inaugural winners; we hope you’ll find guidance and inspiration for your own business in their stories.

We had an extremely difficult time choosing the winners for this year. (I know, everyone says that after a contest, but I’m not just being polite.) We were thrilled with the number and quality of entries and spent a long time comparing and contrasting them to choose our five winners. If you entered this year but weren’t a winner, or if you want to enter for the first time, you can already enter the 2020 contest by going to [wfbmag.co/retailawards20](http://wfbmag.co/retailawards20). We look forward to reading about what makes your retail business a contender.



*Kim M. Wahlgren*

Kim M. Wahlgren

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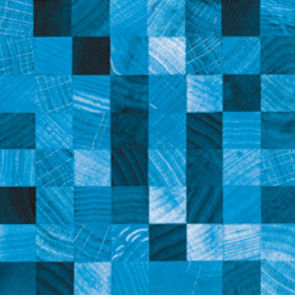
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# WOOD WORKS



## Escher-inspired floor passes rigorous approval process

Huntingdon Valley, Pa.-based Czar Floors' M.C. Escher-inspired projects famously toy with the onlooker's visual expectations. But when it comes to client expectations, it's a different story. "We want to make sure clients' expectations are set in a certain way," Czar Vice President Edward Tsvilik says. For their latest Escheresque floor, the Czar team not only showed the homeowners numerous sketches, colors and species samples, they also drew out the 400-square-foot design on the plywood subfloor. "You cannot make a mistake on this," Tsvilik says. "It's very expensive to make, and some clients are very finicky." Only after multiple levels of approval did the Czar team begin to cut the design, using CNC to cut the smaller pieces and shaping the longer merbau "web" pieces with a band saw. The 3D floor, which also features white oak, maple and walnut, was preassembled in Czar's factory and approved again by the clients before being transported to the home in 3-foot puzzle-piece-like segments, which were then glued down before being sanded and finished on-site. Despite its challenges, the lengthy design process remains Tsvilik's favorite part of his complex projects. "Because in the end, you'll just get a reply by email that says, 'Perfect, go ahead,'" Tsvilik says. "That's a big, beautiful occasion."—R.K.

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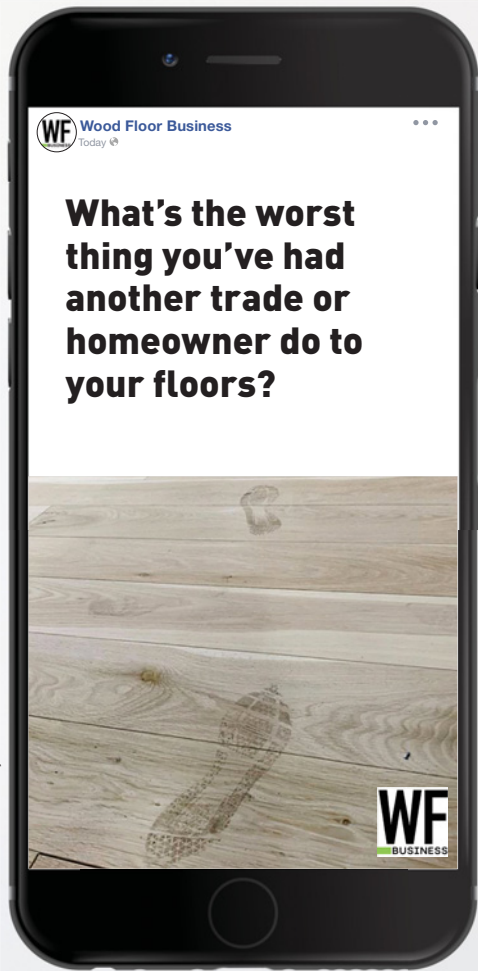


Photo courtesy of Gaetano Hardwood Floors Inc.

**Casey Wasden**

The tile guy helper walked right into my glue I had just spread, then panicked because I yelled at him. He stepped onto the installed flooring and spilled his buckets of water all over not only the floor, but the electrical box that fed everyone's power.

**Randy Golaszewski Sr.**

I was just finishing up coating a 3,000-square-foot cafeteria. I look across the way and there's an old nun walking across the floor. I said, "Hey, you can't do that." She replied, "Don't worry, they're old shoes."

**Eugene Stone**

My dad had to go to court because he broke a 1½-inch broom handle over the head of a plumber for walking on his floor finish. He lost, and it cost him \$1,000 in 1970 (that's more than \$10,000 now). He said it was worth every penny.

**Timothy Winzell**

As one of my guys was working in another room, some masons took down the tape at the living room doorway, rolled a wheelbarrow full of mortar across the sanded floor and started setting stone on a raised hearth.

**Mark Villafuerte**

I did a white floor and just got done coating it. The customer asked me to set the alarm in their house before we left. It took a little longer to coat my way out the front door from the alarm pad and it went off, then the police showed up and walked all over my freshly coated floor to make sure nobody was in the house instead of taking my word for it and the evidence of the obviously wet floor and smell of fresh finish ... SMH.

**Gil Daym**

I had an attorney ignore the company memo to not come in on a weekend while floors were being refinished, and he walked out of the elevator into the lobby into flashing acid-based Glitsa as I was coating my way into another elevator. I'd have been a lot madder if he hadn't slipped, fallen and landed on his back to do "Glitsa angels" in an expensive suit and cowboy boots. Since I got to see it happen ... totally worth it.

**Bryan Kelly**

The painter used my floor as a drop cloth: "Gonna get sanded anyway."

**Vince Fleming**

The customer walked on the floor to pick up the sign that said "DO NOT WALK ON FLOOR!"

**Dean LaPointe**

We had a contractor take down our tape barrier and "wet finish" sign only to slip and fall in the wet finish about 5 feet in. After we fixed and recoated, we went to do the final, only to have him do the exact same thing again. We charged him to redo the final, and although he paid us, he never called again. LOL!

**Jim Hyde**

I came into a job to see that the painter had sprayed the baseboard, along with 16 inches of the unfinished floor, including the flush floor vents—I'm talking solid paint! I always take out vents until we come back to sand now. I also finish them in my shop and don't install them until I've been paid.

**Matthew Elsasser**

I had a mason drag stone across the great room because it was too much for him to lift by himself. The floor was stained and finished; I saw it when we came back to put thresholds in. We were out and paid, and the homeowner never called back for a fix!

# A wood floor fit for a 3,000-year-old king

Photos courtesy of The Paul Getty Trust



As if King Tutankhamun didn't have enough amenities in his tomb, he can now add new hardwood floors to the list. Conservators recently completed a decade-long renovation of the boy king's famous treasure-filled tomb, installing new lighting, a ventilation system and 430 square feet of pine flooring. Hardwood floors were a feature introduced to the tomb's entrance following its discovery in 1922; the tomb's most recent wood flooring was pine that was only about 15 years old but badly worn by millions of visitors to the site, says Dr. Hussein Shaboury, whose Alexandria, Egypt-based development company installed the new flooring. "The most challenging part was designing a system that can be partially assembled in small pieces outside the tomb to allow its access from the narrow tomb door and minimize installation work inside the tomb," Shaboury says. After the flooring was sanded and given a clear matte finish outside the tomb, it was screwed onto a new metal structure overlooking King Tut's remains. The average wood floor pro has no doubt seen some unusual things below floors, but a 3,000-year-old sarcophagus takes the crown—or in this case, the golden death mask.—R.K.



# CAPTION CONTEST WINNER

*I'm Anthony, Mario and Luigi's slightly less known brother.*



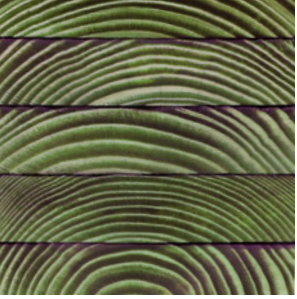
We asked you to submit your caption suggestions for this photo, and our online readers voted. Congratulations to winner Cash Pyle of Pyle Legacy Floors in Modesto, Calif. In addition to fame and notoriety, Pyle will receive a Wood Floor Business T-shirt. Other favorite submissions included:

- "Please go natural... Please go natural..."*  
— Jason Bequette of Mid-West Floor Co. in Chesterfield, Mo.
- "These coveralls are awesome. Tacos would be awesome for lunch. I should start signing these floors because I'm killing it. Why does Festool cost so much? I really like tacos!"*  
— Lorie Davidson of Davidson Wood Flooring in Atlanta

... and your next chance to win:



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# YOUR BUSINESS

**“Become the person who would attract the results you seek.”**

— JIM CATHCART

AMERICAN ENTREPRENEUR, AUTHOR AND SPEAKER

## SOCIAL STUDIES

### Old gym tape line demo goes viral

There's no formula to predict what will go viral. That's one of the lessons King of Prussia, Pa.-based distributor City Floor Supply learned in January when its video of a gym line tape machine in action, first posted in 2016, suddenly exploded on Reddit after a Reddit user created a 30-second GIF of the video and shared it. In a matter of days, it was viewed nearly 2 million times. Soon viral content sites Cheddar, Unilad and Daily Dose of Internet came knocking, all seeking permission from City Floor to use the content. They racked up millions of additional views while tagging City Floor Supply's social media, which gained hundreds of new followers. City Floor Supply has been creating similar video content for over a decade, but this is its first to reach viral status. The company is now experimenting with shorter videos, already with some success. And while no one has cracked the code to going viral just yet, there's a surefire way to increase the chance, City Floor Social Media Manager Amanda Fox-Rouch says: "The best thing you can do is put out quality on a consistent basis."

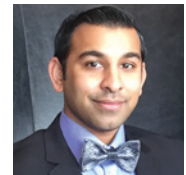


Three years after being posted, this gym tape line video went viral.

## TREND SPOTTING

### Gray tones going strong in Chicago

Gray and wide-width plank flooring continues to be a huge seller in the



Chicago area, says Milan Shah of the Woodridge, Ill.-based retail store Direct Floors. Shah credits the trend to popular home improvement shows, which he says dictated an end to the reddish brown tones that used to dominate the area's hardwood floors. The gray hardwood flooring trend permeates both multi-million-dollar homes and homes with owners on a budget, says Shah. "Gray is typically a cool color, but there are a lot of warm undertones in the hardwood, which makes it easier to match to cabinets and other flooring options such as tiles," Shah says. "Because it can be warm and cool, it's neutral in a way that other colors can't be."



What is trending in your area? Tell us by emailing us, along with a photo, at [editors@woodfloorbusiness.com](mailto:editors@woodfloorbusiness.com).





# Coming to grips with not being the wood flooring he-man

**O**N THE FORUMS and FB groups for wood flooring pros, we've all asked for advice and given advice. When one of us asks, "Is it Festool 150 or Bosch3725DEVs?" we all instantly know

what the answer is (if you can afford it). When one of us asks, "What if I mix these two brands of water-base together for a first coat?" 73 of us answer to help out a brother. I can think of an endless number of examples, and it shows that we're looking to do things either the best way or a better way. There isn't much discussion about mediocre methods or on how to cut corners to make a buck. If you're reading this, then you're in the game with not only both feet—but heart and soul, too.

We give a lot of advice about tools: What's the best X? Is X better than Y? What I'm going to suggest in this article is that we need to think more about the most prized tool of all ... a tool that has no equal, is beyond priceless and is irreplaceable: our bodies.

A few years ago, I was in the presence of a floor guy whose most prized accomplishment was that he worked alone. He had a Chevy van full of every good thing he needed to feed his family and earn a living. I asked, "Since you work alone, how do you get the big machine out of the truck and into the house?" He said, full of pride, "Watch!" and walked to his van a few steps away and opened the side door. Then he gripped his big machine, lifted it up and set it on the ground. Standing upright, he smiled at me and said, "I even take it upstairs with no trouble." By the way, he did not separate the engine from the chassis. This was an old American 8-inch drum—that's at least 210 pounds.

At first I was amazed, but after congratulating him on his heart and his strength, I walked away full of thought. I think of him sometimes and wonder how he is doing. He was a good soul, and I hope he is still in the game.

Now it comes to why I'm reflecting on this: Last week I got diagnosed with three torn ligaments in my shoulder—a rotator cuff injury. Now, I don't lift my big machine into or out of my truck by myself



and won't try it. My fault is less apparent but noteworthy just the same. The orthopedic doctor turned to me while looking at my MRIs and asked, "What do you do for a living?" I said I was a contractor and then asked him, "What did I do wrong to cause that injury?" He said, "Nothing, you've just had a long life of hard work, and this is normal for your routine."

OK, great. I got to thinking about the "how" aspect of my injury and started Googling and YouTubing with reckless abandon. I've been mostly focusing on YouTube videos that are by physical therapists or orthopedic physicians. I even watched a few live arthroscopic operations to get a grip on what I may be experiencing in the future.

Mostly, I got the input that my injury would have been entirely avoidable had I known what I needed to know (but hey, I'm a he-man and don't mess with stuff like that).

I actually remember the day my injury happened. It was July last year, and I was hand-unloading oak off the delivery truck. The bed of the truck was about 4 feet off the ground, and the bundles were 8 feet long. I remember lifting each bundle over my head, setting it on my shoulder and taking it into the home. The delivery guy took two at a time, so you just know I had to do the same.

The thing about those 8-foot bundles is that if you don't stay right in the middle, the leverage force becomes quite large, and I had to use maximum strength to keep the bundles level as I walked. That was hard because we were moving fast. We didn't have time to "practice" on where the sweet spot was; we were just humping at full speed, production-style.

A few days later the pain came, and, thinking it was no big deal, I shrugged it off as regular workout pain. After a while, though, I relented and decided to go to the doctor in late November (yes, four months later). It was the classic "can't sleep on your side" rotator cuff injury.

My point is that we all get on the edge of our seats stating which big machine is best, or what is the proper way to adjust an edger, but we don't take into account the most valuable machine of all, our bodies.

I'm a hypocrite and admit it. I should've asked for help on the day I was injured, not because I couldn't lift a heavy load at that exact moment, but

because I should have been thinking about the long-term plan for my health.

Someone in the Facebook group asked, "How do you guys save for retirement?" IRAs, 401Ks and real estate made it out of the gate quick, but then the real answer came through: "We're gonna die with our boots on" ... or something to that romantic effect. I thought of that floor guy who lifts his big machine by himself when I read those comments.

So I reflected on it for a few days and decided to write about this to get the idea going that we all should give serious thought to what the heck we are doing while we work. Personally, I was unimpressed with the floor guy lifting his big machine in and out of his truck and had no intention of trying that out for myself—he can have the he-man title all by himself. But I do like using my Powernail #45 manual nailer over my Bostitch pneumatic tool. I actually like to feel the burn of my muscles as I work. I don't see that stopping anytime soon, but hoisting 55-pound bundles over my head? Yeah, that's going to stop. I certainly have the muscle power, but apparently the connective tissues in my shoulders are getting pissed off at the rate of exertion I put them through.

I have to re-think how I'm using my body and come up with a better plan. If I'm going to "die with my boots on," I would rather have it be me at 90 years old than at 60 years old. This he-man stuff has no pot of gold at the end of the rainbow, and I have to come to grips with that. ■

Angelo DeSanto is owner at Rancho Cucamonga, Calif.-based Dande West.





# Is manufacturer on the hook for peeling prefinished floor?

## The Issue

The homeowners said their prefinished engineered walnut floor's UV acrylic finish was peeling in several locations two months after installation. The retailer came out to look at the floor and found the floor finish was, indeed, beginning to peel. The retailer also noted the homeowner had a 45-pound dog and there were a couple of indentations in the wood where the finish was peeling off. The retailer reported his findings to the manufacturer, and the manufacturer denied the claim. The homeowner was unsatisfied with the denial letter and contacted a certified wood floor inspector.

## Roy: The Inspection

The floor had slight indentations that appeared to be from dog nails. In these locations there was some finish peeling, but only on the top finish layer of the floor. Upon closer examination, one could clearly see the finish base coat was dented, as well, but was not fractured. Pressure-sensitive tape was applied to the floor and, once removed, one could clearly see the gloss base coat. Because finish adhesion failure was also observed outside the dented areas, I concluded the finish adhesion failure was confined to only the topcoat and was not directly related to the dog nail indentations. The manufacturer's warranty states that the floor finish will not wear through or peel off of the hardwood flooring during the 25-year warranty period.

## Blake: The Attorney's Analysis

Other damage to a product does not necessarily void a manufacturer's warranty if the product itself was defective from the start. While in this scenario perhaps the dog contributed to the floor damage, it does not change the fact that an adhesion failure exists. For example, if defective siding

were hit with a hail storm on the north side of a home, it would not excuse the manufacturer from replacing the defective product on the other sides. In this case, the dog has caused damage to certain areas of the floor, but if there is a problem with the floor finish besides the dog nail damage, then the manufacturer must replace the product. While some manufacturers will pay for the labor to remove and replace the product, if the manufacturer's warranty excludes responsibility for the labor, the cost will need to be sorted out between the contractor, retailer and homeowner. ■

Blake R. Nelson is a construction-law attorney with Hellmuth & Johnson PLLC in Minneapolis. He can be reached at [bnelson@hjlawfirm.com](mailto:bnelson@hjlawfirm.com). Roy Reichow is president at National Wood Flooring Consultants Inc. and an NWFACP-certified inspector.



Was a heavy dog to blame for this peeling topcoat?



# Kick-start your retail marketing strategy with these tips

**T**HERE CAN BE a lot of confusion for retailers when it comes to rolling out a marketing plan. No doubt there's a lot to juggle—be it store events, Facebook, Instagram or email

newsletters. Each of these marketing beasts needs to be fed different meals and at different times, and that takes time and structure to accomplish. Where do you begin? In this column, I want to give you some starting points when it comes to marketing your hardwood flooring retail store. I'm going to be talking about marketing to your existing clients specifically, because here's a big truth bomb: 80% of a retailer's sales comes from 20% of clients. That's a good place to start. With that in mind, let's dive in.

### Author a marketing calendar

Before you decide exactly how you're going to share your information, you need to figure out what you want to sell and when.

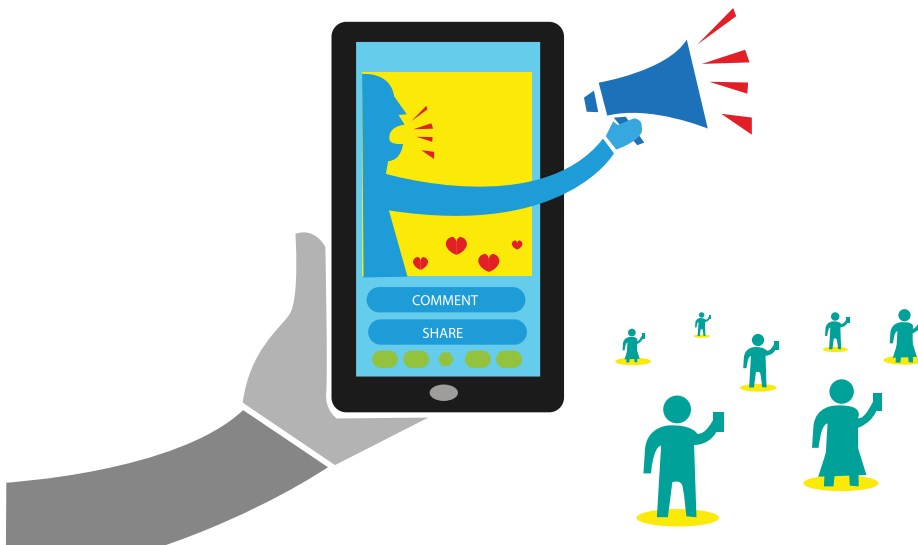
The best way to do that is with a marketing calendar. I should be able to go into your offices and find a 12-month calendar in front of me and see what the activities are every single month. The plan should be based on sales and on what your customer wants in those particular months. The clients I work with have huge paper calendars in their offices so they can see what's going on and what the sales target is.

You can start by simply considering what brands, suppliers, categories and products you want to put into the calendar in any given month. Then you can begin figuring out the rollout.

### Hold four store events each month

Why four events? Because I want you to talk to your customer every single week. But you can't talk to them unless you have something new to say (pro tip: never send more than one email communicating the same information within the same calendar month—customers will unsubscribe from your emails). If four events per month is just not practical in your world, talk to them once a month at minimum.

So what's an event? It could be as simple as celebrating an owner's birthday, the anniversary





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of the store's opening, or a special day for members of your VIP loyalty program (and if you don't have a VIP program yet, what are you waiting for?).

You can also look at seasonal launches as you fill out your calendar. Do you do anything for Black Friday, Cyber Monday, etc.? Is there a unique celebration in your community that you can connect with and put in your calendar?

Product reintroduction is another big one. Retailers tell me, "I've got nothing to talk about this month, Barbara." Well, what products aren't doing well? Don't you think you should focus on those products and say to your customers, "Hey, have a look at this again"? Many retailers I work with still struggle with store events, but these events personalize your store, give you something fresh to say and support sales.

### **Harness the power of email newsletters**

Email newsletters continue to be the No. 1 marketing rollout channel for retailers. We've already touched on the weekly communication of new information. But here's a big problem: Many retailers refuse to be consistent in gathering people's contact information. And then they'll say to me, "Well, Barb, people don't want to give them to us." Well, are you communicating the benefits to them? They're not going to give you anything without you asking them to join your VIP loyalty program by explaining its advantages. That's something you need to communicate clearly, because emails are golden (see the sidebar on this page).

### **Individualize your social media strategy**

Here's a quandary: If you've chosen to only do one store event per month, does that mean you can only post on Instagram once a month? The answer is no, because Instagram has a different hunger; it wants to be fed daily. Figure out where most of your clients are and focus there.

Visuals are very important for this type of messaging (more and more people are preferring video posts, as well) and you need to be clever when figuring out your posting strategy; having your marketing calendar and several store events to discuss each month will help.

You also need to make sure you are always including a direct path to purchase in your posts. If you show me a product, can you tell

## **Why gather emails?**

Here's an example of just how important customer emails are: Say it comes time to sell the store you've had for 20 years. If I'm the buyer, I'm going to want you to show me something: your client list. "Well, we don't have a client list," you say. Well, show me who your best clients are, how often they come into the store, and show me your referral program. And at that point, if you don't have that data, the sale starts to shrivel up right in front of you. The easiest way to tell me who your customers are is to show me what your email list is, because it says to me that you are in charge of connecting to your customers. That's big.—B.C.

me very simply how I buy it? A surprising number of retailers don't do this.

### **Consider a text rollout channel**

The next big emerging rollout channel is text marketing, and it's just going to get bigger and bigger. The advantage here is if you see something a customer is going to like based on past purchases, you can send a photo and a price in a really short period of time right to their phone. Likewise, the client can respond easily and conveniently.

### **Refresh your website several times a week**

The rollout of your marketing program needs to be posted on your website, where it must be easy to see what is happening in your store. Your website should be refreshed several times a week, as it can also be a valuable marketing tool. You also need to make sure your website is mobile-friendly, as Google's indexing won't even show your site in searches if it's not.

These are just a few ideas to help you kickstart your retail marketing strategy. A good marketing plan really holds the keys to success, and I believe that with a little bit of research you can author a marketing calendar in just a few days. Once it's done, you can look back on it and make sure it supports the sales necessary to move your business forward. ■

Barbara Crowhurst ([retailmakeover.ca](http://retailmakeover.ca)) is a retail makeover specialist, business coach, writer, international speaker and trainer.



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Pictured: Hartwell Pebble



By Lena Thomas

# How we protect our business from credit card fraud

**O**UR WOOD FLOORING retail business learned an expensive lesson earlier this year. Within the span of one month we had two fraudulent credit card transactions for a loss of \$12,000.

We're a small business, and that hurt in January—our slowest month of the year. In my 10 years of doing this business, we had done millions of dollars of transactions and never had this happen before. It was a very expensive mistake, and it resulted in my spending countless hours talking with our credit card processor, Visa, MasterCard and American Express to learn what security measures we needed to put in place to better protect our business.

The fraudulent transactions happened almost back to back; the first one was in December but the chargeback came back to us in January, and the second was shipped in January and was flagged as fraudulent three

weeks later. For the first one, the customer placed the order over the phone, and their first card was declined, so our receptionist called and asked for a different card, which worked. Because it was in the same state but a different city, it was freighted out, and the customer signed for the delivery. Two weeks later we got the chargeback. We tried to call his phone number, but it was disconnected. We tried to establish identity but discovered there was no such person and the delivery address was a vacant home for sale. At that point we called the police and filed a report, and they confirmed it was a vacant property.

Since we had never had this happen before, we thought our merchant processor would have our back—after all, we had all the information proving we shipped the product, signatures on a contract through DocuSign and the signature on the receipt. But we discovered that at the end of the day, if the customer is not a real person, your merchant processor isn't going to protect you.

In going through this, we found out that when our processor was training our employee who runs the transactions, he might have not made it clear that the AVS (Address Verification System) has to match. Transactions were run whether the billing address provided by the customer matched the AVS or not. In this case, when the rightful owner of the card saw their statement, they filed fraud charges, which we lost because we had no proof of identity. It wasn't a chipped card; it was done over the phone. In talking with the dispute department, we realized the only sure way of being protected is having a chipped card in the store, and that card needs to be signed. In fact, if it is a signed chipped

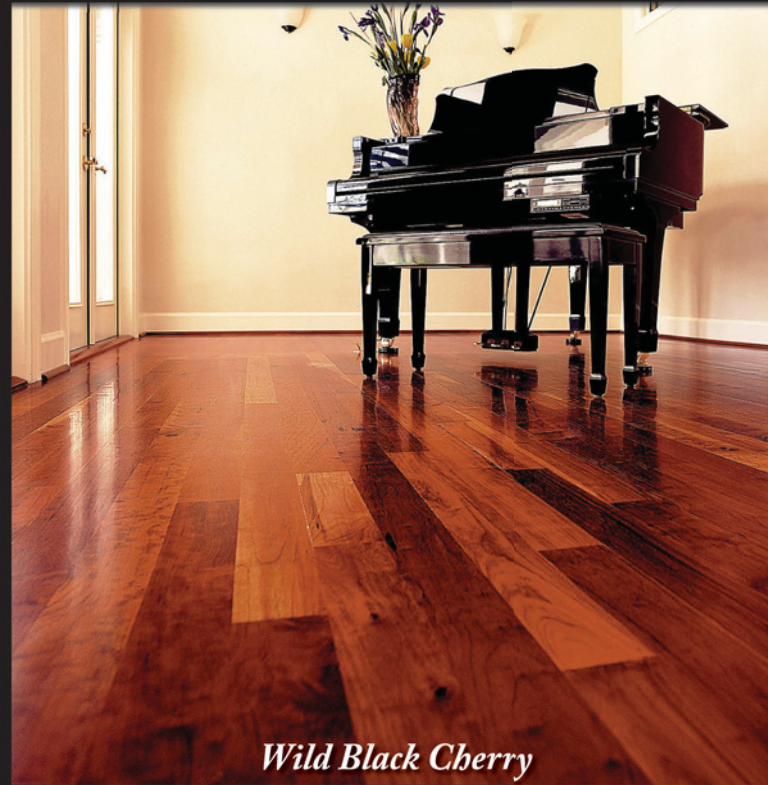


After two fraudulent credit card transactions, I spent countless hours researching how to protect our business.





*LEGACY™ Nail Heart Pine*



*Wild Black Cherry*



*Old Florida Heart Pine*



*LEGACY™ Character Heart Pine*

card, we aren't allowed to require ID and can actually be fined for doing so (if the card is not signed, we verify ID in the store).

Many of our transactions aren't in person, so we had to figure out how to protect our business. Since then, I've had numerous conversations with the dispute departments at Visa, MasterCard, American Express and our processor, asking what would have gotten our two fraudulent transactions covered. There are three things they require:

**1) The AVS must match.**

**2) It must be the same address for billing and shipping.** (This isn't possible for us—more on that later.)

**3) It can't be a foreign card.** (This wasn't an issue for us since we don't accept international transactions).

After we went through this, our staff also talked and came up with additional things we consider red flags about a customer:

**1) People who are in a rush.** They call today, get a quote, give us the card and want us to send it immediately. The project isn't going anywhere, so we've learned to slow things down and ascertain identity before proceeding. We'd rather risk losing a sale than be in a bad situation again.

**2) Customers who have to call back with a different card.**

**3) People who aren't the actual cardholder.** Our policy now is that the person placing the order must be the cardholder and also the receiver of the material. We do not accept transactions where the installer or the contractor says, "I'm using my client's card," or the husband is using his wife's card.

When I have a red flag now, I start doing more research to establish identity and make sure the person exists. If it's a company, I'll Google the company name and make sure the person is listed as an officer there.

The thing that makes me feel most secure is that I've learned how to figure out the cardholder's bank. Using the first six digits of the credit card, your card processor can tell you which bank issued the card. So if they tell me it was Chase, I can call Chase and let them know I'm processing a transaction and want to be sure the information the client gave me is accurate. The bank isn't allowed to give me their information, but they can tell me "yes" or "no" regarding whether my information is a match. They will also ask how much we are running and make notes

on their end.

We are now strict about following the AVS requirement—the address associated with the card has to match. We require a physical address, so P.O. Boxes can be really challenging. A lot of our customers, especially in the mountain areas, swear they have a P.O. Box, but I've verified with Visa, MasterCard and American Express that there is always a physical address associated with a card, and that is needed for proper procedures to be followed.

As I mentioned, a requirement of all the credit card companies is that the billing address match the shipping address. That's kind of ridiculous for our business. People move and buy new homes that require new flooring—why would we ship two pallets to their old address so they have to move it to their new house? We can't get away from having to ship to a different address than the billing address, so we take extra steps in verifying their information. We'll call the issuing bank, and we'll also require a copy of their ID so we can establish identity—that's something we never did before.

We are also diligent about requiring ID on delivery now. The person taking possession must present a valid ID and sign off on it. Even though it has never happened to us that someone has stolen a flooring shipment, you never know who could be receiving the flooring, and then the rightful owner could say they never got it.

Some people are annoyed by these additional security measures, but these measures are in place to protect their identity as much as our business. If someone's annoyed by that, they could have been a potential problem customer anyway. We don't think it is too much to ask because flooring is a lot of money—it can be \$8,000 to \$15,000 or more. When you check out on Amazon with a \$10 item you must have the right billing address, so why should our expensive transactions be different?

MasterCard, Visa, American Express and the credit card processors will never lose money—you are playing by their rules on their chess board. So, as a retailer, you have to protect yourself as much as possible. All the extra credit card security measures we implemented have paid off so far, and now I can sleep at night knowing our transactions are safe. ■

Lena Thomas is president at Corona, Calif.-based Corona Hardwood Inc.



**“If you’re not prepared to be wrong, you’ll never come up with anything original.”**

**— SIR KEN ROBINSON**

BRITISH AUTHOR, SPEAKER AND INTERNATIONAL ADVISOR ON EDUCATION

## MINI-QUIZ

- ❶ What is this metal part on a table saw called?
- ❷ True or false? Using an old finish can lead to foam and/or bubbles in your finish.
- ❸ After coating, waxed floors can usually be walked on ...
  - a. immediately
  - b. a few hours later
  - c. the next morning
  - d. 24 hours later
- ❹ The Fiber Saturation Point of wood is typically ...
  - a. 14–16%
  - b. 19–22%
  - c. 28–30%
  - d. 34–36%
- ❺ True or False? Sanding dust from new flooring is just as likely to spontaneously combust as dust from an existing coated floor.



Answers: 1. Riving knife 2. True 3. b 4. c 5. False

➔ Do you have a funny or unique job-site story, before-and-after pics or a Trick of the Trade to share? Email us at [editors@woodfloorbusiness.com](mailto:editors@woodfloorbusiness.com). If we use it in the magazine, we'll send you a WFB T-shirt.

## WOOD FLOOR RESCUE

### African beauty revealed in Northern Ireland

**W**ood flooring pro Daryl Kane of DK Flooring in Lurgan, Northern Ireland, had a unique sanding job on his hands with this project, a panga panga floor that had been reclaimed from an Irish whiskey factory. The flooring was installed (or “fitted,” as they say over there) by MJ Joinery, and then it was up to Kane to bring out the African wood’s natural beauty. “The floor itself was covered in a real thick lacquer; I’m unsure of what it was. It also had lots of dirt and chewing gum stuck to it,” Kane says, adding that the species was “as hard as the road” and the dust was so heavy the sander lifted very little of it. He used his K&T Taurus sander, starting straight with 24, then 36 diagonal, and working up to 100. For the edges he used his Pegasus edger starting with 36 and working up to 100 on his Festool Rotex. His final sanding was with 100 on his multi-head Wirbel buffer, and he coated the floor with one coat of Junckers oil-based BasePrime and three topcoats of Junckers HP Commercial waterborne finish in a satin sheen. “The pictures do this one no justice,” Kane says. “The grain and color throughout this floor was simply stunning.”



## TRICK OF THE TRADE

### A better way to carry carpeting

This issue’s trick is from wood flooring pro Steven Bumpus at Simsbury, Conn.-based Farmington Valley Flooring LLC.

**T**his is a little trick I learned that can save your back, your clients’ walls and their door trims. When taking out carpet, there are a few things to consider: a safe path out of the house, how heavy the carpet is and how to handle it without bumping into everything. Years ago I was working with a contractor who came up with an ingenious idea to carry carpet out to the dumpster. No tape is needed, and it has a handle, so it’s easy to maneuver through the house. To do it, cut a strip halfway down the length of the roll, then make two cuts in the middle of the roll and feed it through. It’s time and energy saved!

## TALES FROM THE FRONT

### He thought the compressor had superpowers

**W**ood flooring pro Charlie Auditore Jr. in Hudson, N.H., says the craziest gym job he ever heard about was one where the crew leader asked a rookie if he wanted some OT over the weekend. The task was simple: The first several rows would be nailed, and hundreds of square feet would already be racked out. All he had to do was fasten the flooring and make the end cuts. He agreed and worked all day on Saturday, installing about 800 square feet. When the regular crew got back to the job and inspected the floor, they noticed that it felt like they were walking on a bouncy castle. They asked him what he nailed the floor with, and he responded, "What nails?" They answered him: "The nails, staples, whatever! What did you use to nail this floor down?!" He pointed to a standard-issue pneumatic flooring gun, and they responded, "Yeah, but, what did you fill the gun with?" He said, "I thought the nails came out of the compressor and went from the hose to the gun and into the floor like when I watched you guys."



## Q&A

### When do I need a new drum?

Another pro told me it's probably time to replace the drum on the big machine. How do I know if it really needs to be replaced?

RUSS WATTS, who handles sales and service for Denver-based Lägler North America, answers:

**B**efore you apply your finish on a wood floor you have just sanded, that floor should be flat as your eye looks across it, and the character of the wood should be clearly expressed without any "signatures" (often repeating) left behind from your sanding. In cases where these visual tests chronically fail—and require profit-killing extra work to correct—all too often, the culprit is the condition of the drum.

A good wood flooring professional will always make a brief inspection to both sides of the spent sandpaper any time the abrasive is replaced during sanding. Signs of trouble here can take the form of lines or bands of sanding deposits, and how centered (or not centered) these deposits are can let you know you need corrective action before problems show up in the sanded floor. That same good professional will also periodically inspect the drum itself, searching for any damage or wear that is likely to affect performance.

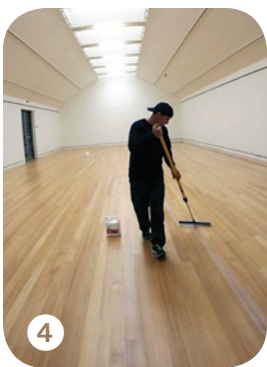
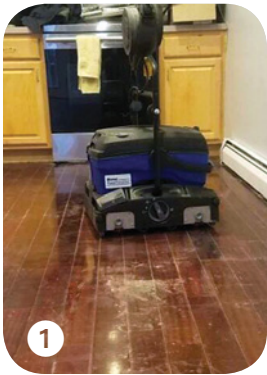
As important as it is to inspect the drum, know that a poorly performing drum will not always reveal itself in an inspection. A drum can look perfectly good and run seemingly vibration-free but perform poorly due to less obvious factors such as balance and aging of the rubber. If your drum's rubber is older than four years and you are experiencing results below expectations, changing out your drum is a valid service option. If you feel your sanding machine's drum may be robbing you of sanding performance, check with your manufacturer's recommendations and consider changing it out.



Courtesy of Russ Watts

Problems with big machine drums aren't always as obvious as the chunks missing out of this drum.

# What's your best advice for successful recoating?



**1 Frank Ambrose**

Don't oversell what you can do with a recoat. Take your time cleaning the floor of contaminants with whatever system you are using. Don't be afraid of running the system one more time to ensure it's clean. Always assume the homeowner or cleaning person did more than they say they did.

**Steven Triplett Jr.**

I only do them for previous clients. The risk-to-reward ratio isn't right.

**2 Genia Smith**

Charge so much you can afford the occasional resand.

**Jeff Lay**

Do a test spot.

**Tom Hanson**

Ask a lot of questions as far as cleaning agents. Take your time to really look at the floor, and do a test spot if you have any concerns. Do not skip any steps in prep, and do not be afraid to walk away if you don't think recoating is going to work.

**3 Randy Golaszewski Sr.**

When recoating old floors, after the hard buff and vacuum we go around looking for low spots that did not get hit, and we hand-sand those shiny spots with a screen and then re-vacuum.

**Marcus Aven**

I like to add an alternate option for sanding if necessary due to

conditions. That way they are relieved when it's not necessary—and also contractually tied to necessary change orders.

**4 Eric Nylin**

Do a thorough cleaning with a scrubber, then buff and coat.

**Mike Reissig**

Use an iron-clad disclaimer.

**John W. Saunders**

I prefer to hand-rub for recoats because usually the floor is not flat and the buffer will sand down high spots to raw wood, which becomes a problem, especially if it's a stained floor.

**Ben Z. Nykiel**

Stay away and sleep well.

**Justin Waddell**

TyKote and never look back.

**5 Jason Vivash**

A wise trainer, Daniel Boone, told me a long time ago to charge enough so that if it fails you have enough to cover your costs on the resand.

**Lorie Davidson**

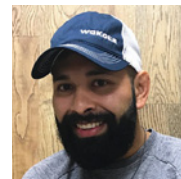
Use universal sealer and coat with whatever you want.

**Aaron Dybing**

Be aware of waxy buildup while buffing the floors with screens or paper. It's an indicator for wax-based cleaning products, which makes some finishes difficult to stick to the floor. It's possible to use prepping products to help the new finish stick to the old finish.

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# Lack of maintenance leads to excessive wear patterns

## The Problem

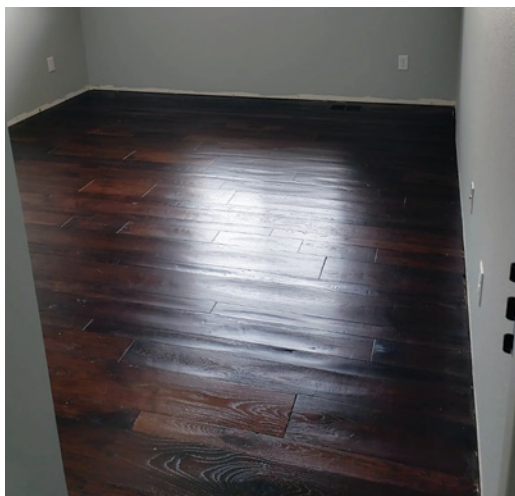
When I was a contractor, I was asked to look at a factory-finished, hand-scraped wood floor for a potential buff and recoat.

## What Happened

The flooring had been installed 12 years earlier. The clients provided photos that showed many visible surface scratches and wear patterns in the high-traffic areas. They asked if “buffing and recoating” was an option. Hand-scraped floors offer unique challenges when it comes to recoating, but I felt a visit to the home was still worth it.

## The Inspection

When I entered the home, I immediately noticed the high-traffic areas had excessive wear patterns that had dulled the finish to a dusty matte sheen, which looked unsightly next to the areas that weren’t as badly affected. The dark color of the floor and the vast amounts of natural lighting in some areas didn’t help the situation, either. While



Hand-scraped floors present unique challenges when it comes to recoating.

taking a tour of the home with the clients, I observed many things that had contributed to the excessive wear and tear. There were no mats at any of the exterior entrances to the home, nor were there any inside. The clients had an entrance from an old and deteriorating pine deck that was contributing to the debris inside the home. Although the home was a fair size, most of the high-traffic areas were condensed because of the narrow width of hallways and access points to rooms throughout the home.

## How to Fix the Floor

I would have been unsuccessful in abrading the floor evenly because of its texture, and I didn’t want to risk sanding through pigment, revealing raw wood. I determined that a dustless chemical prep system was the only option for this floor. First, I rid the floor of any contamination with an intensive cleaning solution and textured scrubbing pad. Then I cleaned up the slurry, neutralized the floor with water and did a final clean with a wood floor cleaner. I then applied a two-component adhesion promoter/primer designed to chemically bond to the UV finish and the texture. The next day, I rolled a two-component waterborne finish and let it dry. An inspection the following day revealed that all of the visible wear patterns and surface scratches were no longer an eyesore.

## In the Future

I advised my clients on proper floor care and maintenance items like the importance of walk-off mats, having floor protectors on furniture, regular sweeping/vacuuming, and consistent cleaning. Lastly, I handed them a cleaning kit from the finish manufacturer and thanked them for the business. ■

Tito Boror is technical advisor at Charlotte, N.C.-based Loba-Wakol LLC.



## ON THE JOB FROM THE FIELD

By Michael Purser

# Paradigm shift: the ripple effects of waterborne finishes

Few products have had as much impact on the wood flooring trade as waterborne finishes. It was just over 30 years ago that they were introduced to our industry, and while they have

consistently increased their market share, they also forced us to reexamine how we did things. The introduction of these finishes created changes that have made our work easier, safer and more appealing. The changes came from forward-thinking manufacturers, or to address a need that previously may not have existed. Today the following are just a normal part of our wood flooring lives, but they are relatively recent changes brought about directly because of waterborne finishes.

### 1) Improved abrasion

One of the first areas of concern with waterborne finishes was surface prep between coats of sealers and topcoats.



The maroon pads that we take for granted today were a direct result of the advent of waterborne finishes. Not only are they good for intercoat abrasion, they are also great for cleaning a floor in preparation for recoating. In this photo you can see the amount of dirt and grime removed by the pad on the right before this historic floor was recoated.

Waterborne finishes raised wood grain and did not play well with the most popular forms of surface prep used in the late '80s, screen-backed discs and steel wool pads. Screen-backs, even worn ones, were too aggressive. Steel wool shed, which was very problematic, since we all know how little pieces of it react with water on a floor. To address this, waterborne manufacturers introduced and helped promote synthetic maroon pads. The pads offered more cushion, and the synthetic fibers in the pad followed the contour of the surface. The addition of hook-and-loop fine sanding discs that attached to the maroon pads created even finer surface prep.

### 2) Better application options

The T-bar or snowplow applicator and the cut-in pads helped address another pressing issue—waterborne finishes need to go down fast and in greater quantity. Today we can add rolling the finish to the options, something that would have been unthinkable back in the day with oil-modified. These application techniques dramatically improved the efficiency and quality of applying these fast-drying finishes.

### 3) Job-site cleanliness

Waterborne finishes ushered in the “green” option to a messy and smelly trade. By eliminating the noxious vapors of traditional coatings, the working environment improved dramatically. This was a tremendous step forward, but there were other environmental hazards to deal with. For homeowners, dust may as well





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## ■ ON THE JOB FROM THE FIELD

have been radioactive, because that's how they reacted to it, and it was always a PR hurdle to clear. It was Bona (then called BonaKemi) that stepped up to the plate with dust containment systems and challenged the trade to continue to clean up our act. The systems added to the cost of the project, but my experience with the systems proved to be positive and profitable.

### 4) The introduction of fast-drying stains

Another improvement is that waterbornes created a demand for faster drying stains. Early on, there were problems with waterborne finish over traditional stains that had longer drying times. The quick-dry or fast-dry stains we have today cut that down considerably, as the solvents flash off more rapidly, reducing the airborne solvents and providing a much more stable surface for the finishes to adhere to.

### 5) Improving the recoat option

The idea that you could recoat an older finish was not a viable option until waterborne manufacturers opened the door to that market. Failure rates were high, mainly because the only option was to prep the floor with screen-backed discs, which often caused damage to the brittle finish and certainly did not clean the floor, so bonding and adhesion was often compromised. Basic Coatings understood that a surface

had to be thoroughly cleaned, and this led to a cleaning combo that's still one of the best on the market, IFT and Squeaky. IFT was the workhorse at breaking up contaminants, and Squeaky cleaned that residue from the floor. This could be done using synthetic pads and a buffer or an auto scrubber. They sweetened the pot when they introduced TyKote, a bonding agent that helped improve adhesion on prefinished floors, hand-scraped or distressed surfaces, and mitigated concerns after removing acrylic accumulations. Today, cleaning chemicals in combination with maroon pads and/or auto scrubbers along with bonding agents have dramatically reduced failure rates.

By themselves, waterborne finishes were a dramatic and positive change from the oil-modified urethane that had been so dominant. For me, these innovative finishes spearheaded something of a paradigm shift in finish application. That has proven to be beneficial for contractors in improving job-site health and creating a product that homeowners actually want and approve of. Someone hold my beer while I tip my hat to those who were thinking ahead for the rest of us. ■

Michael Purser is at Atlanta-based Rosebud Co. ([www.rosebudfloors.com](http://www.rosebudfloors.com)). He can be found on Facebook at [www.facebook.com/RosebudCompany](http://www.facebook.com/RosebudCompany).



Cleaning and recoating jobs, like this one we did recently, were not commonplace before waterborne finishes.



I found the M2.5 RZ Mask had a comfortable fit and I could wear it without getting that hot, sweaty feeling you get with a silicone mask.

## RZ MASK M2 & M2.5 REUSABLE DUST/POLLUTION MASKS

Joe Smith, owner/operator at Smith Floor Solutions in Centralia, Ill., tried the RZ Mask M2 and M2.5 Reusable Dust/Pollution masks, along with the company's F1 and F3 active carbon filters.

I was particularly interested in trying these respirators, as I've developed a severe sensitivity to many things on our job sites after making some really bad choices earlier in my flooring career, so I always use a respirator. I got the M2 mesh mask, which has a single hook-and-loop strap, and the M2.5 mesh mask, which has two adjustable elastic straps, more like what we are used to with other respirators we'd use on a job site.

I found the 2.0 was comfortable only if I was standing upright; if I was edging or doing anything requiring multiple body positions it started to chafe my neck. I used it for half a day and went to the 2.5. Unfortunately the stitching on one of the straps with the adjustable buckles let go the first time I got it out, so I had to repair it before I could use it. Once fixed, I found the 2.5 had an easily customized fit.

The mask isn't very rugged, but the benefit is you don't have a lot of weight on your face. I could wear it longer without getting that super-hot, sweaty feeling you get with a silicone mask. The breathability was great—instead of all the air coming in and out of two small entry points, you breathe in through the whole mask and exhale through two small valves, so your ease of taking a breath is a lot better. The active carbon filters purify the air while filtering dust. The company says the F3 filter has 40% better breathability compared with the F1; I could tell the difference between the two but had no issues breathing through the F1. I think the filter life is a little short for the price—the company says they are good for 20–30 hours of continuous use in heavy dust exposure and 30–40 hours in light dust exposure.

I used the mask for everything from thinset removal to slab prep to sanding, cutting and applying stain and finish. When I used it for applying stain, I didn't have that stain taste in my mouth, but at the end of the day I could tell I had been exposed to it more than I am with my painters respirator (I don't know if it was because of the filter itself or the fact that it doesn't make as tight of a seal around your face as silicone). Going forward, I'm going to use my old respirator for stain/finish but keep using the 2.5 mask for anything involving dust, because it worked great for that and was very comfortable.

**Retail: M2 Mesh Reusable Mask (including 2 F1 filters): \$34.95**  
**M2.5 Dual-Strap Mesh Mask (including 2 F1 filters): \$34.95**  
**RZ F1 Standard Filter + Active Carbon (3-pack): \$6.95**  
**RZ F3 High-Flow Filter + Active Carbon (3-pack): \$12.95**

See a video review in the online version of this article at [wfbmag.co/as19tooltime](http://wfbmag.co/as19tooltime).

# How I do these jobs: working on yachts and superyachts

By Al Carvalho



IN OUR MARKET in southern Florida, we deal with wealthy customers with lavish homes on a routine basis. But one part of our business is so far from routine, it isn't even on land. Southern Florida is one of the top areas in the world for yachting, and we regularly do wood flooring jobs on yachts and



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superyachts. Not surprisingly, these jobs can't be done like a typical wood flooring job. Here are some of the top things we've learned that make these amazing job sites different.

### Everybody respects your job.

A main thing that makes yacht work totally different from a typical wood flooring job is that on a yacht, everybody respects your job. If they set up a time for you to do the work for the entire week, nobody's going to be in that area and there won't be any other trades on top of you. In fact, people are assigned to show up to meet you and show you the area where you will be working, how to get in and out of the yacht, where to get power, etc., etc. It's all organized and delegated in the correct way, which makes it different from a regular wood flooring job! One exception can be if the yacht is in dry dock (more on that later).

### They are used to frequent maintenance.

It's common for us to do the same vessel multiple times, and people with yachts expect their vessels to have continual maintenance done, including on the wood floors. They might go out on a trip and get in a little storm, and if they hit a big wave while they are cooking something heavy can fly off the counter, or they open the refrigerator and things fall out and dent the wood floor. They aren't necessarily going to be doing continual board replacements, but when they come back to port they'll have someone who specializes in disguising dings and dents come do touchups, and then we'll recoat the floor. In fact, that's how I first began doing yacht work: My colleague Thomas Anthony, the owner/operator at Thomas Anthony Furniture Service, handles furniture and wall repairs out of Deerfield Beach, Fla., and he asked me if we would be interested in handling the wood floor work.

At the end of the day, the owner or whoever is chartering this yacht wants to see this vessel nice and clean and sharp. Will it have dings and dents? Yes, but they won't let it go too far. Even if the boat is just sitting at the dock, the crew will be washing the decks and fiberglass all day long on these boats; it never ends.

### You aren't bringing in a lot of equipment or tools.

Even if I'm doing 200 or 300 square feet, I'm not bringing in a big machine or edger. The



In this photo I'm rolling on the oil-modified Interlux Goldspar marine finish that the client requested; we use the "roll and tip" method for application where we roll the finish and then immediately smooth it with a brush. I don't have my hood on here, but usually when we are coating on a yacht I wear this suit with the hood on to reduce any potential of getting hairs or fibers in the finish. This yacht has the traditional design for yacht flooring, although many new yachts today follow the same design trends you find in a home.



When yachts are in dry dock you really get a sense of how huge they are. I try to avoid working on yachts when they are in dry dock as opposed to being in the water, because the usual HVAC systems are not operational and there are usually many trades trying to get things done as quickly as possible—more like a typical job site. In the photo at left you can see the temporary HVAC system they use during dry dock; it's basically like a regular household AC system on wheels that's run in through a door or window.

job is all done on hands and knees sanding with our Festool orbital sanders—all with vacuums—and the edges are hand-scraped. It sounds like a strange way to describe it, but the job is nice and slow, taking every precaution to not make a mark on baseboards or walls, because all the materials that go into a yacht are very expensive, and everything matches everything, so doing a repair could be extremely expensive. We won't even bring a backpack vacuum on board because of the risk of hitting something with it.

In regular wood flooring jobs, you are used to rooms being a minimum of 100 or 115 square feet, but on a yacht you might be doing that total between three different rooms, so you don't have space to keep most of your tools with you where you are working. Instead, you leave everything in a designated area or at the dock and go out to get it as you need it, then take it back out as soon as you are done. If you leave tools on the dock, you have to keep in mind that the dock moves, too. If you leave your hand truck out there like you normally would, you might not find it

later! Normally when working on a dock we put the hand truck handle down, not wheels down, so we don't end up with tools overboard.

Of course, in the event that you leave any tools on the deck of the vessel itself, the deck must be protected. You don't want to damage the vessel, and you have to keep in mind that it's always moving.

### **Nobody wears shoes inside a yacht.**

When you arrive at a yacht, the first thing you do is take off your shoes and put them in a basket, even if you are working. Maybe if you are ripping out a floor you will have an exception, because they don't want you to get hurt, but on a refinish or recoating job, typically everyone is in their socks.

### **Demo work is very slow.**

On regular wood flooring jobs, when we do demo we are using brute force and just getting it done—the sooner, the better. On a yacht, demo is a much slower, careful process. First of all, you have to plastic over everything and protect everything, putting air filters on your returns. On a job where



It's very unusual for us to have any sanding equipment besides a palm sander on a yacht, but this was an extremely large boat and someone had used a refresher type of product on the floors. We used the Basic Coatings system to remove the refresher and recoat the floor, but we used the buffer instead of the scrubber. Obviously we had to be extremely careful while buffing since the furnishings and art were all still in place!

the captain and crew were still living on the vessel during demo, we also used an air scrubber to remove dust as we worked.

On a yacht, every single time you make a cut on an existing floor, you have to be sure you aren't going to cut a cable line, electrical line or anything else right below the surface that would make it a much longer, expensive project. For any cuts, you go ask the captain: Is there anything there? Can I cut there? How deep can I cut? They normally have prints for everything inside the vessel, and if they don't, they will tell you to stop work that day because they have to call the manufacturer of the vessel to pull the prints and find the relevant info.

### Yacht subfloors are different.

On my first yacht job, I was working with my brother, Evandro. They had a water leak on the yacht and called us to see what we could do for the damaged wood floor. We ended up tearing out the entire wood floor and were surprised to see that the subfloor was fiberglass. Of course these boats are created from wood trusses covered in fiberglass, so subfloors are fiberglass or plywood installed over metal I-beams. On that first job we put a 5/8-inch plywood

subfloor down with Sika T55, which has enough elasticity for the humidity these floors endure. Then we glued the floor on top of that with the same adhesive.

### Many times they don't have baseboards.

Many yachts don't have baseboards, or if they do they keep a 1/4-inch or 3/8-inch gap all the way around and fill that in with rubber caulking or just regular caulking for expansion and contraction. Everything installed on a yacht has to be chosen keeping in mind the fact that it's a boat, and it's going to move and twist just going through the waves, so nothing can be rigid against the perimeter of the floor.

On the boat decks, many people think those are two woods being used, but on the outside decks most of the time the deck is wood alternating with 1/4-inch rubberized caulking so it can get wet, flex and expand and contract.

### They expect to have lots of finish coats.

People with yachts are used to having many layers of coats; they like the buildup. The traditional look for finish on the boats was



many layers with a high-gloss finish; today some boats still have that look, but in general, finish trends on yachts follow the same trends as you see in a home, so we use a lot of matte and satin sheens in these vessels. Just like in houses, we're seeing gray colors on white oak.

When I'm coating in a yacht, sometimes it's the captain who is directing the finish choice, and sometimes it's the designer. I'm using one of two finishes. If they specifically request it, I use a finish called Interlux Goldspar, which is an oil-modified polyurethane by AkzoNobel that is specifically for marine applications and is a very durable finish. If I am able to choose the finish, I use a waterborne finish. When you are working on a boat, you are in very tight contained spaces, so the healthier the finish, the better. Also, the quick dry times of waterborne finishes are helpful when you might need to be walking across the finish to access another area of the vessel.

If I'm using a waterborne finish, it does take some education to let the customers know that we can't do 10 coats of waterborne on the floor like they always had with the old varnishes.

### Climate control is usually similar to a regular job.

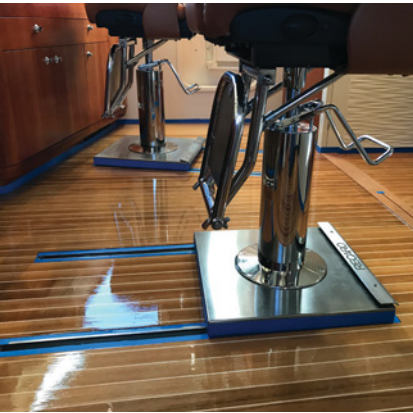
If the yacht is still in the water when we're working on it, its HVAC system will be working as it normally does, and I'll talk with the captain to make sure we are able to have control of the HVAC for the area where we are working. We'll follow our typical process like we use in a house: When we're sanding, we try to have the AC set pretty low so we aren't sweating on the floor, and when it comes to coating, we'll try to get the area very cold as we're prepping to coat, because we need to have the AC shut off while we're coating. (This is Florida, so if you have the AC shut off too long you will die burning up inside; it becomes an oven very quickly.) If possible, I'll lock the doors to the area where we are working to make sure we have total control of the space.

If a yacht is in dry dock, usually it's having major renovations done—kind of like remodeling a house—and everything is more complicated. Oftentimes the doors will be out of the vessel entirely, and the HVAC system will be shut down, so they bring in external AC systems parked next to the vessel with tubes going in through a door or window (see the photos on page 39).



This is a smaller yacht, and in the photo of me working (above) you get a good sense of how cramped and cut-up the jobs usually are on a yacht. In the stairs on this yacht they had a small rubber inlaid piece in the front of the treads; we had to remove those and be careful to not fill in the void so it could be re-inserted.

## ■ ON THE JOB TECHNIQUES



We go through tons of blue tape! On this yacht they had done a complete remodel, and we resanded areas including this pilot house. You can see that those chairs go back and forth. They use a hydraulic system with a black belt on the front of the chair, so we had to be careful to not get finish on anything.



Even when doing a complete refinish we use only hand-sanders, but they cut surprisingly well to bare wood once you find the right combination of abrasives with the right sequence. To better control the environment on this job, we had to tent off the entire area where we were working.

Having one of these huge yachts in dry dock is extremely expensive, so they try to get as much work done in as short an amount of time as possible. This can mean the job is more like a typical job site, with multiple trades trying to work in the space. Controlling your area and the HVAC can be almost impossible.

I recently had a job where they wanted me to recoat the floor, but the yacht was in dry dock, with lots of other work going on, no door installed on one side of the boat and new carpeting being installed. I told them that if they wanted me to do the job in those conditions, I could, but if the finish didn't turn out to their standards, they would have to pay me to come back and redo the floor. Was there a chance the finish could have been good in those conditions? Yes, but it was a really minimal chance. I ended up recoating that floor when they put the yacht back in the water.

### **The expectations aren't high, they are above high.**

Everything on a yacht is very high end, and clients will get on their hands and knees to inspect the floor no matter how much you try to explain the industry standard of looking at the floor from a standing position. In a smaller space like that, people tend to notice everything. The more you can control the job in the beginning, the better you can deliver in the end.

### **Charge accordingly, and enjoy it.**

Because the expectations are so high and the work can be so slow, you have to charge enough for your time. Overall, I love doing yacht work. It's very fun and cool to be on these boats, and I feel like the people respect us more than they do on a typical job site. Everyone who works on the yacht as their full-time job has to be a person who gets along with people, because they are out at sea together for days, weeks or months at a time. The captain has total control of how he runs his vessel, and he and his crew are very proud of what they do, from how the boat looks to how they arrange their lines next to the cleats on the dock. In general, you get more respect, the jobs are cleaner, the work is slower, they pay you better and it's a happier environment. ■

Al Carvalho is owner/operator at Max Hardwood Floors Corp. in Coral Springs, Fla.



Sometimes it seems like all the glory in the wood flooring industry goes to the stunning projects of the installers. But at WFB we thought we should also recognize some of the retailers in the industry who do a stellar job.

That's why this year we introduced the WFB Outstanding Retailer Awards, our contest designed to honor the best of the best in hardwood flooring retail.

We are excited to share this year's five inspiring winners. To read their stories, turn the page.

Do you have an impeccable wood flooring retail business strategy, and a staff who go above and beyond for clients? It's time to get the recognition you deserve. Enter the 2020 WFB Outstanding Retailer Awards by going to [wfbmag.co/retailawards20](http://wfbmag.co/retailawards20).

**By Ryan Kushner**



The showroom of 2019 WFB Outstanding Retailer Award winner State of the Art Wood Floor Gallery in New York City. To read their profile, go to page 47.

Photo: Greg Benson Photography

# 1 Wood Floors | Livonia, Mich.

YEAR FOUNDED: 1998

NUMBER OF EMPLOYEES: FOUR

LOCATIONS: ONE

ANNUAL REVENUE: \$1.4 MILLION

**1** Wood Floors Owner Edmond Malaski doesn't slow down. As a result, neither does 1 Wood Floors.

Working since he was 12 years old, Malaski was 17 when he followed a friend to a hardwood flooring company, where, without expecting it, he fell in love with the trade. After soaking up as much knowledge as he could from his mentors, Malaski set his sights on retail. "I just wanted more control over the process to make sure that we had a better one and that we didn't have any errors," Malaski says. "So it was all

about efficiency and being able to control the quality of the product for me." The mission has been working, as Malaski has built 1 Wood Floors into one of the top wood flooring retailers in Michigan.

Malaski also has a background in web design and founded a website development company (weblaunchlocal.com) with his brother, Ray, which has been a huge marketing edge for 1 Wood Floors.

"You've got to have that asset for your business nowadays to be a brick and mortar store," Malaski says of his online presence. The company makes a point of marketing its services locally, strengthening its roots.

"It's going to give you a better marketing advantage over a larger e-commerce platform," Malaski says. "Really being super-targeted in your marketing is going to help."

They also accomplish that goal by carrying unique products. "For me, it was important to have different

items than what you could find at every store," he says. Three years ago, as if Malaski weren't busy enough running the business and growing its nearly 6,000 Facebook followers, 1 Wood Floors also launched its own local wood flooring line, Michigan Plank Floors.

"I always have to be doing something," laughs Malaski, who adds that he is also constantly striving to learn more about the industry to better serve his clients, whether it's through installation, the online experience or the manufacturing process. As 1 Wood Floors looks to expand to multiple locations in the upcoming years, Malaski says he owes credit to a certain group of people for having the freedom to explore new challenges: his staff.

"I have really good people around me," Malaski says. "If you can surround yourself with a good team—which takes years to accomplish—you're definitely going to get things done quicker and a lot better."



Edmond Malaski with daughters Violet (2), Shayla (7) and wife Roslyn Malaski.



Brian McCarver (left) and Brian Hammonds started Brian's Flooring in 1996 when they were both 25.

## Brian's Flooring and Design | Birmingham, Ala.

YEAR FOUNDED: 1996

NUMBER OF EMPLOYEES: 22

LOCATIONS: THREE

ANNUAL REVENUE: \$11 MILLION

**B**rian's Flooring co-owners Brian McCarver and Brian Hammonds describe themselves as sports-minded people.

"We like the challenge," McCarver says. "We want to win. So everything is kind of a game to us. We want to be better at it than the competition."

And like all good sports teams, Hammonds and McCarver have a playbook of values to abide by, known as "The Brian's Standard." First up on the list? Hard work—a standard they have both tried to exemplify since purchasing the store when they were both 25.

"We did everything; we were forklift drivers and the sales guys, too," McCarver says of starting out. Since then they've opened two additional locations and set a goal of a 10–15% growth each year. "I guess we wanted a new challenge, something new and exciting, and it kind of went from there," McCarver says of expanding.

Each new location has been a huge learning experience, requiring major adjustments to the business, Hammonds says. But with each of their locations they've built the same uniquely Alabamian relationship with their clientele.

"Because we're in Birmingham, Alabama, we're southerners, and it's all more about relationships than probably any other part of the country," Hammonds says. "So the product base at each store is similar, and we believe in small retail stores with one designer and two sales folks."

The company uses the majority of its marketing budget toward digital properties and social media, processes they're

constantly evaluating. The company is also boosting its close rates using a CRM tool called Retail Lead Management (RLM) that tracks new leads received via the company's website, walk-in traffic and phone calls. The tool's cloud-based technology allows the company to gain access to the lead's job info from any smart device.

As sophisticated as their marketing and lead generation have become, the company also goes back to reliable old-school methods of engaging with the community, going door-to-door and inviting businesses to periodic "Come and Go Lunches" in each of its trendy showrooms.

The company also invests a considerable amount of time in training employees. "If I hire a person today, they're going to see me a lot," McCarver says.

With three bustling showrooms, it's clear Brian's is already winning. And as they eye continued expansion, it's also clear that it's not just about the win—it's the love of the game.

## Daniels Floors | Roswell, Ga.

YEAR FOUNDED: 2007

NUMBER OF  
EMPLOYEES: <10

LOCATIONS: ONE

ANNUAL REVENUE:  
\$700,000

**T**here's a standard you're expected to live up to when serving in the military, says Daniels Floors Managing Partner Laura Anzures, who served in the Air Force in the 1980s.

"You are expected to carry yourself in a certain way, in a professional manner all the time," she says. "You're expected to give it 100%."

It's a standard Anzures carried into her business and one she has continued to hold for employees as they've built Daniels Floors into a boutique powerhouse in the booming Atlanta market.

Starting out as subcontractors, Anzures and her husband, Daniel, realized retailers they worked

with all carried much of the same "low-hanging fruit" products. To meet a need for clients who wanted something more, Anzures opened a small, by-appointment-only showroom stocked with unique and high-end products, eventually growing into a larger location in Roswell in 2015.

"We get someone who's a designer or who's building their dream house and wants something that is gorgeous and unlike anything they've ever seen," Anzures says. "They find it with us." Aside from their niche offerings and installation expertise, they also take pride in clear communication with clients. Starting from the consultation, Anzures's sales staff works to manage expectations, and her installation team goes the extra mile to let clients know what's going on, texting photo updates during the day.

"We think of ourselves as more of being in the service industry rather than just being contractors," Anzures says.

Faced with considerable competition in the area, Anzures is constantly focused on the

company's marketing and social media efforts, and she equipped her sales staff with iPads so they always have marketing and product info on hand. "It's all about providing immediate assistance to the customers," Anzures says. It's been paying off, as the company has developed a solid client base of designers and homeowners, and its work has been featured on multiple TV programs.

One of Anzures's favorite parts of the job, aside from the Christmas-morning-like joy of opening cartons of new product samples, is when clients come in with no idea what they want.

"It's almost like solving a mystery," she says, equating it with the medical drama "House." And no matter the final diagnosis, Anzures knows she has the products and the team that can get it done—all with a professionalism and motivation gained from her time in the Air Force.

"I really had some fabulous mentors," Anzures says. "I just carry their wisdom and try to honor them the best I can by the way I conduct myself in business."



Laura Anzures in front of her store with her daughter, Alicia [12].



Photo: Greg Benson Photography

Eric Herman in his New York City showroom.

## State of the Art Wood Floor Gallery | New York City

YEAR FOUNDED: 2003

NUMBER OF EMPLOYEES: SEVEN OFFICE EMPLOYEES; 25 INSTALLERS/REFINISHERS

LOCATIONS: TWO

ANNUAL REVENUE: \$5-10 MILLION

**I**t's a Saturday afternoon in Manhattan, and while some people are out lounging in Central Park or catching a matinee on Broadway, Eric Herman is in his showroom's color lab experimenting with new samples. The radio is on high. It's what he calls his happy place.

"It's how I really unwind during my free time," says Herman, a second-generation wood floor pro who in 2003, at the age of 26, launched his showroom in one of the most competitive markets in the world.

Today, Herman's clients include some of the leading architects and designers in the

Big Apple, and his custom color lab, complete with a polyurethane spray booth and drying station, is just another feature that makes his company a cut above.

"People like to have input and to be involved in the design," Herman says of the concept behind the color lab, which began when a renowned architect client was in search of something ultra-specific for a Park Avenue project. The lab is now available for other clients to experiment with color.

When he's not creating color samples in his showroom or leading installations in luxury apartments, Herman travels the world in search of product lines while ensuring CARB compliance and proper sourcing. "I don't play that 'not knowing where stuff is coming from' game," he says.

State of the Art's projects have been featured on numerous television programs in recent years (including three in one episode of "Million Dollar Listing"), and connections have led to other big exposure opportunities (like installing the wood flooring in the greenroom

at "Live with Kelly and Ryan"). But while the company's innovation, commitment to quality and media exposure have solidified its position at the top of the industry, Herman says his business ultimately owes its success to what made it stand out from the beginning: an unwavering dedication to pleasing the customer. Staff do that by understanding the client's lifestyle, setting expectations and always standing by the product, Herman says.

"It means a lot to me to make the client happy, and I've found that doing the right thing pays for itself in due time tenfold," says Herman. "That's really how we've grown the business to where we are now."

Frank Sinatra famously sang of New York, "If you can make it here, you can make it anywhere." Well, State of the Art has clearly made it, but has no signs of slowing down, having opened a second showroom in East Hampton, N.Y., last summer. "It's beyond exciting," Herman says.

# Woodchuck Flooring Inc. | Toronto, Ontario

YEAR FOUNDED: 1970

NUMBER OF  
EMPLOYEES: 12

LOCATIONS: ONE

ANNUAL REVENUE:  
\$6 MILLION

**R**unning a family business can be a unique challenge, says Tim Nassis of Woodchuck Flooring, which was founded by his father, George, in 1970.

“Did me and my dad fight? Absolutely,” says Nassis, who took over the business with his brother, Mark, 12 years ago. “Was his retirement more like a military coup than it was a retirement? Absolutely,” he laughs.

But while there may have been a few typical family-business disagreements over the years, there’s no arguing the legacy of customer service and integrity Woodchuck has developed throughout its nearly half a

century serving the Toronto market. It’s a legacy the store continues to strengthen by always looking to improve, Nassis says.

“One thing about starting in a business really young is you’re always surrounded by experienced people who know more than you,” says Nassis, who began working there at the age of 14. “You try and absorb as much as you can.”

It would be easy to sit back and rest on their local name recognition and revered customer service, but Woodchuck is instead pushing to be at the forefront of e-commerce, developing Woodchuck Direct for contractors to purchase tools and supplies online for installation and refinishing projects.

“The potential there is massive,” Nassis says of the site. “I also wanted to make sure it was the proper online purchasing experience that shoppers have come to expect.”

Woodchuck, which has a knack for attracting overwhelmingly positive online reviews, has also been revamping its marketing strategy, signing

on with a marketing firm last year and developing campaigns such as its 2018 “Win a Floor Makeover” contest. The contest, promoted through a local radio station, garnered 60,000 online impressions for the company.

Nassis also thinks outside the box to create effective incentives programs for his sales team. Hit a certain sales goal, and employees receive gift cards or the chance to cruise in a \$60,000 GT convertible Mustang for a weekend.

“People like to feel appreciated,” Nassis says. While Woodchuck continues to bolster itself for the future, Nassis says the key to its longevity and success has been a classic one: the people.

“Hire people for who they are, not just for what they can do,” Nassis says. “We can always teach you what to do.”

And as for the family business element, Nassis says his family has stuck together through the thick and thin, which has resulted in the best education he could have asked for: “I went to the university of life and graduated with a Ph.D. in common sense.” ■



The staff of Woodchuck Flooring in the company's Toronto showroom.



# Challenges and advice: Straight talk from the 2019 winners

We asked this year's Outstanding Retailer Award winners what the most challenging part of their job is, and what advice they would give to hardwood flooring retailers who are just starting out in the business. Here is what they had to say:



**TIM NASSIS**  
WOODCHUCK FLOORING

**BIGGEST CHALLENGE:**

Managing client expectations. This has always been very important, but even more so with potential customers checking review sites online. There have been times

when clients look at the newly installed floor they chose and simply don't like it as much as they thought they would. Or, we remove their old flooring, and the subfloor needs a lot more attention than expected and we have to revise their quote. Now what?

**ADVICE:**

Make sure you have the right people on your team. From the time a new customer walks in the door or makes first contact with your business, we are potentially going to be doing business with them. So ensure that your team is equipped with plenty of options to offer, plenty of knowledge, and the people skills to manage the client's expectations. Help clients to find the right options, and prepare them for the possible hiccups that come with any renovation project. Clients who trust you will work with you when the unexpected happens in the process of choosing and installing a new floor, and having the right staff can make this go smoothly almost all of the time.



**ERIC HERMAN**  
STATE OF THE ART  
WOOD FLOOR GALLERY

**BIGGEST CHALLENGE:**

Third-party logistics. We use a lot of common carrier trucking companies. And as much as they promise you the world, I think

they're all very terrible communication-wise. We've paid for guaranteed ships and they don't show up, and they always have a song and a dance why they don't. It cogs down a lot of our time dealing with incompetent common carrier shipping companies. So that's definitely a thorn in my back, trying to get these shipping companies to stick with what they commit to—and they seldom do.

**ADVICE:**

Be diligent about contracts. Sample your products well. It's extremely important to set expectations in the right place. Don't promise a Lamborghini and deliver a Volkswagen. Not that there's anything wrong with a Volkswagen, but people see through bullshit, and it's really best to do the right thing and stand behind your products. If it means you take a hit, you do it; and hopefully in due time somebody's going to remember that you did the right thing by them and that will build a future with you for that client and help you build your business.



**LAURA ANZURES**  
DANIELS FLOORS

**BIGGEST CHALLENGE:**

Internet sales. I have talked with some of my competitors about forming an alliance of dealers or an association of dealers, because it is killing us. I spend

a lot of money on the rent for this facility, the utilities, showroom staff; I purchased all the displays; I spend money on marketing and advertising, and then I literally went online and found some flooring being sold online for less than what I am paying wholesale ... There are places (selling wood flooring online) that pop up, and then they close down and then they pop up under a different name and then they close down, and there's absolutely no sense of accountability or responsibility ... I would like to see the manufacturers step up and start reining this in. And they used to; a few years ago if I saw something online, I could pick up a phone and call somebody and say 'Hey, there's this website and they've got the prices that they're posting online.' And then the manufacturer would deal with it; they would send them a warning. But now, what do they care? They're selling the wood and they're kind of really cutting the legs out from under their retailers.

**ADVICE:**

Love what you do. When you pull up somebody's ratty builder-grade carpet that they've had for 10 years and you replace it with a gorgeous new floor, really it makes people so happy. If you want to do something that's rewarding and fulfilling, but yet kinda superficial, this is it! I'm not saving lives or anything like that, I'm not solving any of the world's big problems, but it's still really rewarding because you're making people happy.

**BRIAN MCCARVER, BRIAN HAMMONDS**  
BRIAN'S FLOORING AND DESIGN

**BIGGEST CHALLENGE:**

**Hammonds:** Finding the best retail salesperson I believe is even more difficult than finding an installer. The retail salesperson has the toughest job in our company; from installation manager through office manager, the retail salesperson has to

be able to talk to that customer and have enough knowledge and experience to explain to them what could happen in their home. Then they've got to really know what the possibilities are when they take up the floor. They've got to know product specifications so they can sell the product; and then they've got to be a people-person ... To me it's just a very difficult job.



**McCarver:** When you're in people's homes, it's hard to set an expectation for what will happen when you tear up floors and move them back in, and most of the time that happens in a two-day span. So it is hard to get people to understand that you might have a nick in your baseboard. That

is tough, but the obvious answer still is installers: it's tough to find the really qualified guys you want to drive around representing your company.

**ADVICE:**

**Hammonds:** I met a guy about three years ago in North Carolina ... He had just bought a company that was doing about \$2 million dollars in annual revenue. And he asked me, "Man ... where's the sweet spot?" I wish we all knew that. Maybe it's \$2 million. Staying small sometimes is a mentality, but I also read years ago, "Grow or die." And somehow that stuck with me. It doesn't mean grow 50%, but "grow or die" has been our mentality and we constantly want to grow. But I told that guy to call me back in three years and I'd have a better idea.

**McCarver:** We both have kids that may or may not be involved in this company. I tell my son our core values;

we have seven, and "hard work" is at the top of that. So our advice is that if you own your own company, or whatever you do, you need to be a hard worker. Work smart, but you need to be a hard worker.



**EDMOND MALASKI |**  
**1 WOOD FLOORS**

**BIGGEST CHALLENGE:**

Finding the right people. I think that's everybody's biggest challenge at a certain point.

And you have to devote a certain amount of time into training as well, because not everybody is going to know exactly everything you may want them to do. So you need to have some form of training system in place.

**ADVICE:**

The first thing I would say is to watch what type of product you sell to make sure you give yourself a competitive advantage. Also be sure you have a blend of e-commerce mixed in with your website so people can view your product online. The third thing is, I would definitely say just putting the right people in the right places. You're going to have certain people who have strengths that are better off served in specific areas.

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**WF BUSINESS Instagram**

**THE PAIN-IN-THE-BUTT WOOD FLOOR CUSTOMER**

- Asks if he can get a discount for "helping"
- Knows more than you because he read it on the internet
- Takes video of you while you're working
- Decides to just sit and watch ... all day
- Insists on watching the finish dry
- Casually mentions his wife is an attorney
- Bends down to look at the floor as the light reflects through the patio doors at exactly 4 p.m.
- Says that isn't the right stain color ... as you're applying it

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# RECLAIMED WOOD FLOORING

# PF

PRODUCT FOCUS

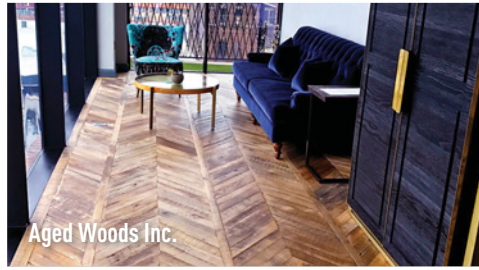
The annual Wood Floor Business Reclaimed Product Focus is designed to make navigating the world of reclaimed wood flooring a little easier. The following pages provide a list of manufacturers that offer reclaimed wood floors, along with all the available species and dimensions offered by each company, helping you know where to get what you're looking for.



Viridian Reclaimed Wood



Ace Hardwood Flooring



Aged Woods Inc.



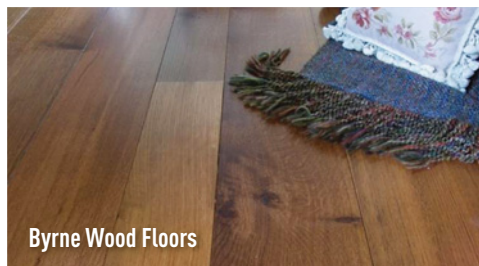
American Heart Pine

# RECLAIMED

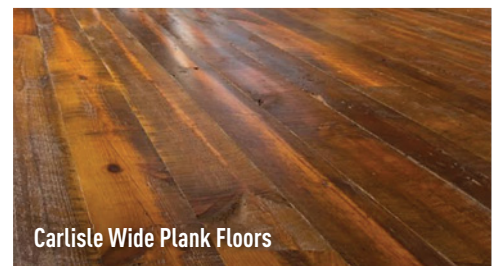
	Solid	Engineered	Parquet	Ash	Beech	Cherry	Chestnut	Cypress	Douglas fir	Heart pine	Hemlock	Hickory	Maple	Mahogany	Mesquite
<b>Ace Hardwood Flooring   acehardwood.com</b> Antique Oak	■														
<b>Aged Woods Inc.   agedwoods.com</b> Aged Woods	■	■		■	■	■	■			■		■	■		
<b>American Heart Pine   americanheartpine.com</b> Washington Reclaimed Wide Plank	■	■								■					
<b>Antique Impressions   antiqueimpressions.ca</b> Reclaimed Heart Pine-Saloon		■								■					
<b>Appalachian Woods LLC   appalachianwoods.com</b> Antique Barnboard Oak Flooring	■														
<b>Armenia Mountain Plank &amp; Panel   armeniaplank.com</b> Reclaimed Wood Engineered Flooring & Paneling		■				■	■		■	■	■	■	■		
<b>ASI Lumber   asilumber.com</b> ASI Reclaimed Heart Pine	■									■					
<b>Authentic Reclaimed Flooring   authenticreclaimed.com</b> Factory Floor	■														
<b>Birch Creek Millwork Inc.   texturewood.com</b> Texturewood	■	■		■	■	■	■		■	■	■	■	■	■	■
<b>Byrne Wood Floors   byrnewoodfloors.com</b> Appalachian Classics		■					■	■		■		■			
<b>Carlisle Wide Plank Floors   wideplankflooring.com</b> Reclaimed	■						■			■					
<b>Castlewood Corporation   castlewoodfloor.com</b> Mixed Species Reclaimed	■	■		■	■	■			■	■		■			
<b>Centennial Woods LLC   centennialwoods.com</b> Centennial Woods Reclaimed Wood Flooring	■														
<b>Century Wood Products Inc.   centurywood.com</b> Antique Ash	■	■		■											



Birch Creek Millwork Inc.



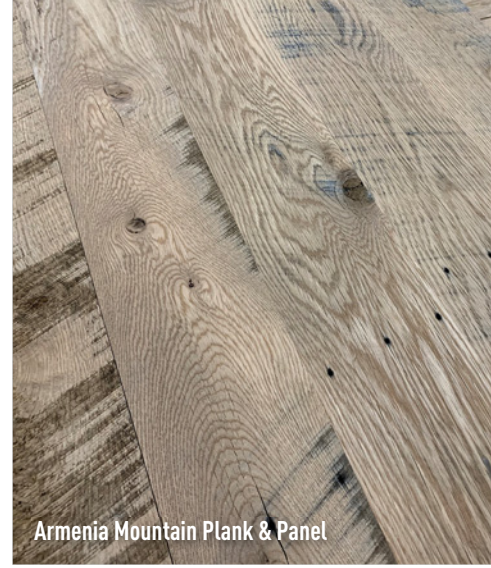
Byrne Wood Floors



Carlisle Wide Plank Floors



Oak	Pine	Poplar	Teak	Walnut	Thickness (inches)	Widths (inches)
■					¾	varies
■	■				¾, 7/16, ½, 5/8, ¾	3–10
	■				½, 5/8, ¾	3–10
					¾	8½
■					¾	2½–12½
■	■				½, 5/8, ¾	4–12
■					¾	2–12
■					¾	2½
■	■	■		■	½, 5/8, ¾	2¼–11+
■	■				5/8, ¾	2¼–14
■					¾	5–12
■					½, 5/8, ¾	4½, 5–12
	■				11/16	4½
					¾	3½, 4½, 5½, 6½, 7½, 8½, 9½





Chestnut Specialists Inc.



Distinctive Hardwood Floors



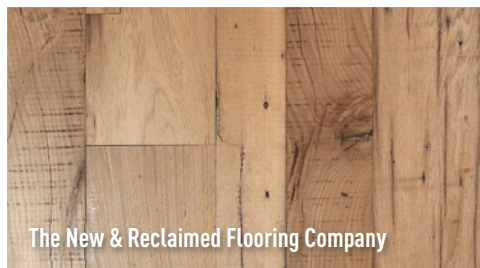
Faifer & Company Inc.

# RECLAIMED

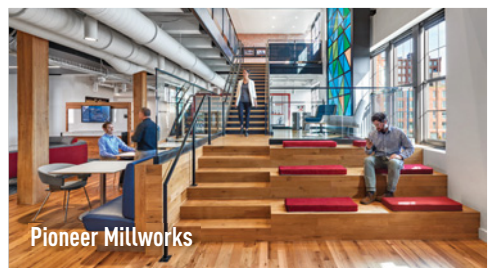
	Solid	Engineered	Parquet	Ash	Beech	Cherry	Chestnut	Cypress	Douglas fir	Heart pine	Hemlock	Hickory	Maple	Mahogany	Mesquite
<b>Chestnut Specialists Inc.   chestnutspec.com</b> Reclaimed Flooring	■						■		■	■	■				
<b>Distinctive Hardwood Floors   danielantes.com</b> Timberfloor	■	■	■		■				■		■	■			■
<b>Faifer &amp; Company Inc.   mesquitefloors.com</b> Mesquite Solid Flooring	■														■
<b>Foster Wood Products Inc.   fosterwood@windstream.net</b> Reclaimed Wood Flooring	■	■				■	■	■	■	■		■	■		
<b>Goodwin Company   heartpine.com</b> River Recovered Heart Pine	■	■				■	■	■		■					■
<b>Hardwood Design Company   hardwooddesigns.net</b> Hardwood Design Co. Reclaimed Oak	■	■													
<b>Hardwoods Of Wisconsin   hardwoodsofwisconsin.com</b> Reclaimed Mixed Pine Hex Weave	■	■	■												
<b>Historic Timber and Plank Inc.   historictimberandplank.com</b> Reclaimed Beams and Timber	■						■			■		■	■		
<b>National Hardwood Flooring &amp; Moulding   nationalhardwood.com</b> Reclaimed Elm Flooring	■	■					■		■	■		■	■		
<b>The New &amp; Reclaimed Flooring Company   reclaimedflooringco.com</b> Craft Oak															
<b>Olde Wood Ltd.   oldewoodltd.com</b> European Collection	■	■													
<b>Peachey Hardwood Flooring   peacheyhardwoodflooring.com</b> Reclaimed	■	■								■					
<b>Pioneer Millworks   pioneermillworks.com</b> Reclaimed Wood Flooring	■	■		■			■		■	■		■	■		
<b>Premiere Finishing &amp; Coating   prefinishfloors.com</b> White Reclaimed Mixed Oak	■	■													



National Hardwood Flooring & Moulding



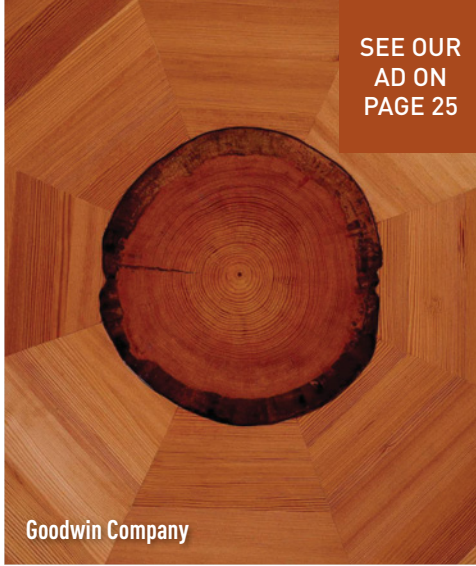
The New & Reclaimed Flooring Company



Pioneer Millworks



Foster Wood Products Inc.



SEE OUR  
AD ON  
PAGE 25

Goodwin Company



Hardwood Design Company

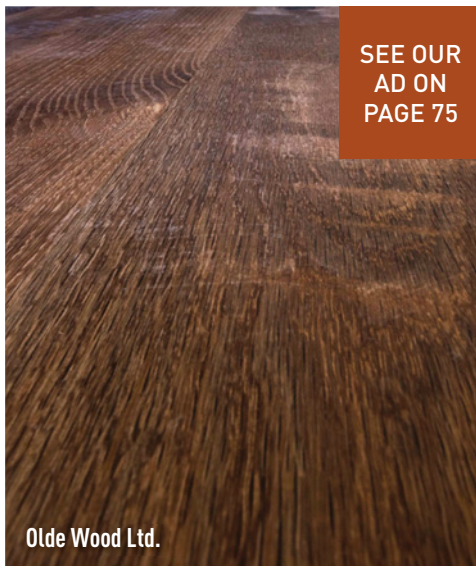
Oak	Pine	Poplar	Teak	Walnut	Thickness (inches)	Widths (inches)
■	■				13/16	4-16
■	■	■	■	■	1/2, 5/8, 3/4	1/2-19
					1/2	2 1/4, 3, 4, 5
■	■	■	■	■	3/4 eng, 5/8	3-9
	■			■	5/8, 3/4	2 1/2, 3 1/4, 5 1/4, 7, 9
■					5/8, 3/4	3-10
■	■			■	3/4	3-15
■	■		■	■	3/4	3-8
■	■			■	1/2, 5/8, 3/4	3 1/4-6 1/4
■					25/32	2 3/4, 4 5/16, 8 1/4
■					5/8, 3/4	3-12
■					1/2, 5/8, 3/4	2 1/4-16
■	■		■	■	5/8, 3/4	3-9
■					3/4	3, 4, 4 1/2, 5-12



Hardwoods Of Wisconsin



Historic Timber and Plank Inc.



SEE OUR  
AD ON  
PAGE 75

Olde Wood Ltd.



Premiere Finishing & Coating



Peachey Hardwood Flooring



Quarter-Sawn Flooring Inc.



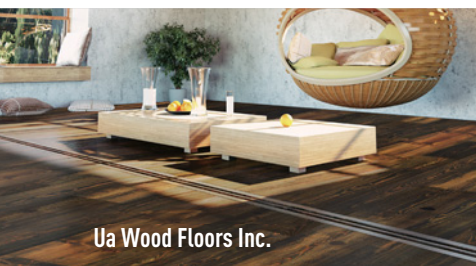
Real Antique Wood



Southern Wood Floors

# RECLAIMED

	Solid	Engineered	Parquet	Ash	Beech	Cherry	Chestnut	Cypress	Douglas fir	Heart pine	Hemlock	Hickory	Maple	Mahogany	Mesquite
<b>Quarter-Sawn Flooring Inc.   quarter-sawnflooring.com</b> Old Growth Chestnut Oak		■													
<b>Real Antique Wood   realantiquewood.com</b> Reclaimed Wood Flooring	■				■	■	■		■	■	■	■	■		
<b>Southern Wood Floors   southernwoodfloors.com</b> Antique Reclaimed Heart Pine	■	■								■					
<b>SouthFloor   southfloor.com</b> Reclaimed Antique Wide Plank	■	■								■					
<b>Tindall's Virgin Timbers   tindallstimbers.com</b> Reclaimed Wide Plank Flooring	■	■					■			■		■			
<b>Top Grade Floors   topgradedfloors.com</b> Lost River Reclaimed	■	■	■												
<b>Trestlewood   trestlewood.com</b> Antique and Reclaimed Wood Flooring	■			■	■			■	■	■		■	■		
<b>Triton International Woods   tritonwoods.com</b> Triton	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
<b>Ua Wood Floors Inc.   uafloors.com</b> Olde Charleston Designer Collection		■													
<b>Vintage Lumber   vintagelumber.com</b> Vintage Collection	■			■	■	■	■		■	■	■	■	■		
<b>Viridian Reclaimed Wood   viridianwood.com</b> Reclaimed Wood Flooring	■	■							■				■		
<b>Whole Log Lumber   wholeloglumber.com</b> Carolina Character Floors	■	■					■			■					
<b>Wide Plank Hardwood   wideplankhardwood.com</b> White Oak - Natural Dry	■	■													
<b>WoodCo   woodco.com</b> Reclaimed Wood Flooring - Made in Texas	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■



Ua Wood Floors Inc.



Vintage Lumber



Viridian Reclaimed Wood





SouthFloor



Tindalls Virgin Timbers



Top Grade Floors

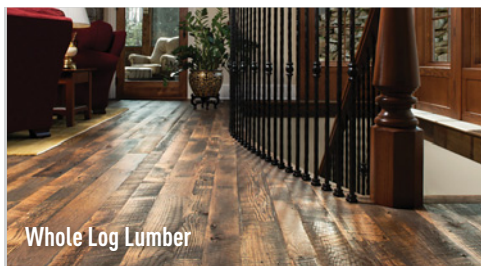
Oak	Pine	Poplar	Teak	Walnut	Thickness (inches)	Widths (inches)
■					1/2, 5/8, 3/4	3-8
■	■	■		■	3/4	3-10
■	■				1/2, 5/8, 3/4	3-9+
■	■				1/2, 5/8, 3/4	3-10
■	■	■		■	3/4, 1, 1 1/2, 2	2, 2 1/2, 3-20
■					3/4	4-12
■	■				3/4	3-9
■	■	■	■	■	1/2, 9/16, 5/8, 3/4, 1	2 1/4, 3 1/4, 4 1/4, 5 1/4, 6 1/4, 7-12
	■				1/2	3 1/16, 5 1/2, 7 1/2
■	■	■		■	1/2-2	2 1/4, 3-16
■					5/8, 3/4	2 1/2-8
■	■				3/4	3-9
■					3/4	3-8
■	■	■	■	■	1/2, 5/8, 3/4+	2 1/4-12+



Trestlewood



Triton International Woods



Whole Log Lumber



Wide Plank Hardwood



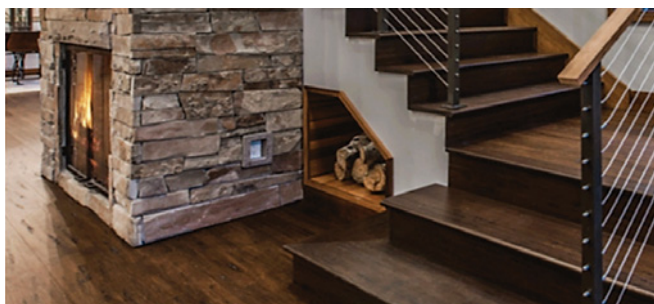
WoodCo

# BAMBOO + CORK

## Allwood

Allwood's engineered strand bamboo, Coconut, is hand-distressed and available in a thickness of 5/8 inch. All of Allwood's products are 100 percent real bamboo or wood and are designed for durability, the company says.

[allwoodgrp.com](http://allwoodgrp.com)



## Amorim Cork Composites

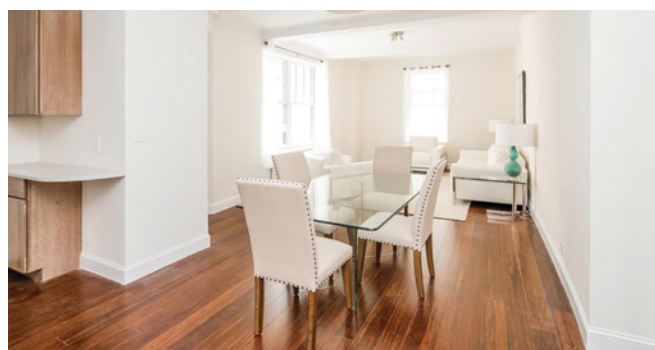
Amorim says its Hydrocork is the first waterproof, low-thickness floating cork floor. Built 1/4 inch thick, it can be easily laid over most existing surfaces and is ideal for renovations, the company says. Hydrocork is available in 10 wood looks and features a 0.55-mm wear layer that is suitable for both residential use and heavy-traffic commercial spaces.

[acousticorkusa.com](http://acousticorkusa.com)

## Bamboo Hardwoods

Arcade by Bamboo Hardwoods is an engineered strandwoven line featuring smooth, wire-brushed or hand-scraped texturing to provide a unique aesthetic with the utmost in performance, the company says, adding that the product's HDF core and poplar backing makes it durable. It features a 50-year residential warranty, eight styles, distressed-beveled edges and 5-inch-wide-by-3-foot-long planks.

[bamboohardwoods.com](http://bamboohardwoods.com)



## Cali Bamboo

GeoWood layers fossilized bamboo over GeoCore, a waterproof limestone composite foundation. The resulting bamboo flooring is easy to install and maintain, the company says.

[calibamboo.com](http://calibamboo.com)

## Capri Collections

Capri Collections' cork is available in both glue-down Medterra Cork and floating floor Eco-Clicks Cork formats. The cork comes in a variety of colors, patterns, shapes and sizes. Both Medterra and Eco-Clicks are designed for a variety of commercial and residential installations, the company says.

[capricollections.com](http://capricollections.com)



## Globus Cork Inc.

Globus Cork tiles are prefinished, pre-glued and made in the U.S. Globus Cork makes 2,800 variations of 100 percent cork tiles using only water-based materials, the company says. The tiles are available in rectangles, squares, hexagons, triangles, diamonds and many other shapes and come in a variety of colors and sizes.

[corkfloor.com](http://corkfloor.com)

## Haro Quality Flooring

Haro Cork Floor Tigra is a sustainable floor with a modern twist. Individual planks are ½ inch thick with a 3-mm top layer and are 11¾ inches wide by 36 inches long. The floating Top Connect installation system allows for ease of installation and can be installed virtually anywhere in the home, including over radiant heat, and the permDur surface ensures easy care and high durability, the company says. [haro.com](http://haro.com)



## Harris Wood Floors

Natural Cork is hypoallergenic, mold- and mildew-resistant, and anti-microbial/anti-bacterial. Its CorkLoc glueless floating installation is designed for easy installation, the company says. The product features a ceramic finish and comes 5½ inches wide and 48 inches long with a thickness of 13/32 inch. [harrisork.com](http://harrisork.com)

## Hawa Bamboo Flooring Corp.

Hawa Carbonized Horizontal Matte Bamboo flooring is solid flooring made of moso bamboo. The flooring is 3¾ inches wide, 37⅞ inches long and ⅝ inch thick. It features a micro-bevel and aluminum oxide finish. Hawa flooring has been in the U.S. market for more than 20 years, the company says. [hawabamboo.com](http://hawabamboo.com)



## Jelinek Cork Group

Jelinek Cork Group's cork flooring is available as either floating or glue-down tiles offering a multitude of design possibilities. The tiles measure 12 by 12 inches and 5/32 inch thick. [jelinek.com](http://jelinek.com)



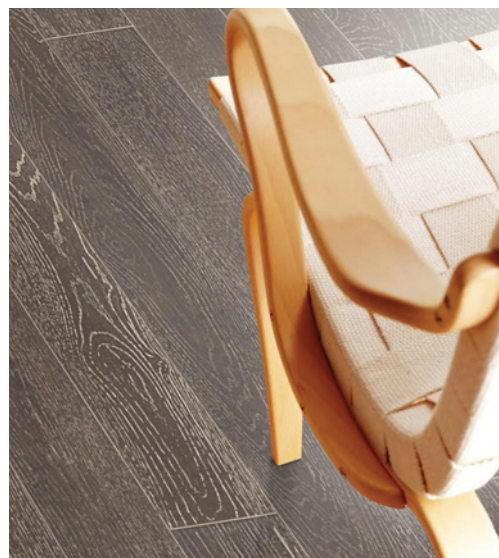
## Nova Distinctive Floors

Nova's cork flooring is FSC-certified, earning points for LEED projects. The flooring is 36 inches long, is available 3/8–7/16 inch thick and 7½–12 inches wide. It comes in more than 30 patterns. [novafloorings.com](http://novafloorings.com)

### Qu-Cork

Qu-Cork's cork flooring can be floated or glued down and is available in a variety of patterns. Qu-Cork also offers Imagery Cork, which utilizes digital printing technology to give cork the appearance of wood flooring.

[qu-cork.com](http://qu-cork.com)



### Teragren Bamboo

Teragren's Synergy Wide Plank features premium solid-stock Xcora strand bamboo with a micro-beveled edge. The engineered bamboo can be floated over cork or other acoustical suppression underlayments for an enhanced sound barrier and is up to 160 percent harder than oak, the company says. It comes in Chestnut (pictured) and Wheat.

[teragren.com](http://teragren.com)

### Tesoro Woods

Tesoro's Super-Strand Bamboo collection is a strandwoven bamboo product featuring seven products with three textured surfaces. The collection, made in partnership with Moso Bamboo Products, is designed for dimensional stability and hardness, the company says.

[tesoro-woods.com](http://tesoro-woods.com)

### WE Cork

WE Cork has added three designs to its digitally printed Serenity Collection. The products are finished with the company's patented Hot Coating. The designs reflect today's demand for color and character in wood visuals, fitting in residential applications as well as commercial settings, the company says.

[wecork.com](http://wecork.com)



### Woodpecker Flooring

Woodpecker's contemporary bamboo design is produced by weaving and compressing together strands of the bamboo cane. Each plank provides an exotic look and outstanding durability, the company says. Whitewash Strand features a smooth, low-luster finish and beveled edges.

[woodpeckerflooring.com](http://woodpeckerflooring.com)

# SUBFLOORS, SUBFLOOR PREP + MOISTURE METERS



## AdvanTech

AdvanTech subfloor adhesive is a foam-to-gel formula that applies quickly and easily with a gun applicator, filling in gaps for a firm bond even on irregular surfaces, the company says. Due to its moisture-curing polyurethane properties, it can be applied to frozen or wet wood, and its polyurethane bond exceeds ASTM D-3498 adhesive standards, the company adds.

[advantechquiet.com](http://advantechquiet.com)



## AGT Products Inc.

AGT's Insul-Armor Insulated Subfloor Panel features OSB with graphite-infused molded EPS insulation. This prevents moisture from wicking up while maintaining a consistent R-value of 3.15 to increase the finished floor temperature by 10.8 degrees Fahrenheit. Air Gap Technology encourages constant air flow to vent and dry surface moisture from the basement concrete floor, the company says.

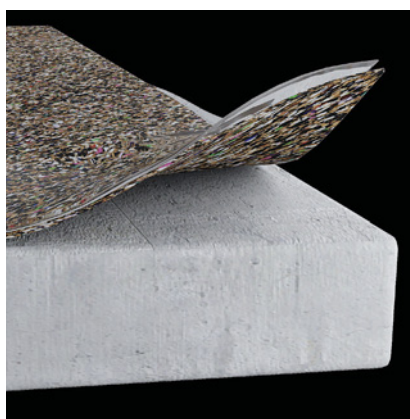
[insul-armor.com](http://insul-armor.com)



## All Globe Inc.

SVS-Silicone Vapor Shield is made of high-quality, tested, 6-8-mm, 100 percent recycled U.S.-made paper with a silicone coating on one side that has been baked-in one to two times to protect hardwood flooring from subfloor moisture. The product meets industry guidelines for a vapor retarder and installs easily, the company says. It doesn't contain VOCs, tar or petroleum.

[allglobe.ca](http://allglobe.ca)



## Amorim Cork Composites

AcustiCORK Endurance is a universal floating floor underlayment product that can be used with floating engineered hardwood and nailed-down solid hardwood products over plywood and OSB to provide added moisture protection and reduce squeaking noises, the company says. Its high-density construction gives it improved acoustical performance and makes it more resistant to crushing. It is available in rolls of 100 square feet.

[acousticorkusa.com](http://acousticorkusa.com)



## BMS – Building Material Solutions Inc.

BMS Tyroc Subfloor is a floating subfloor and underlayment. It is easily installed with a shiplap seam system, the company says, and provides a moisture, sound and decoupling barrier all in one. The product works with glue-down or floating finished floors and measures 1/2 inch thick, 16 inches wide and 48 inches long.

[tyrocsubfloor.com](http://tyrocsubfloor.com)



## Bostik Inc.

Bostik's range of high-performance surface-preparation products is comprised of many solutions developed to solve almost any installation challenge: self-leveling underlayments, primers, moisture vapor barrier coatings, repair patches and equipment. These surface preparation solutions are easy to mix and apply, and they adhere to most substrates, the company says.

[bostik.com/us](http://bostik.com/us)



### Cal-Flo® Accessory Systems

SilverStep is folded in an accordion style to speed up the installation process by lying flat and not curling or re-rolling, the company says. Additionally, the printed grid on top makes laying and trimming easier, and the product's cross-linked foam protects it from moisture and sound.

[cal-floor.com](http://cal-floor.com)



### Ceno Group

Ceno Group's Scraper+Plus removes paint, adhesives, epoxy, thinset and more from a concrete subfloor, the company says. It is environmentally safe, fits any floor machine and is ideal for uneven concrete, the company adds.

[ceno-usa.com](http://ceno-usa.com)



### dB Sound Control Solutions

The dB-4Pro is a mass-loaded, limp-vinyl sound-damping material that has been engineered to reduce sound transmission. It is used underneath hard flooring surfaces to reduce both impact and airborne noises and delivers an impact insulation class (IIC) as high as 70 on concrete slabs.

[dbsoundcontrol.com](http://dbsoundcontrol.com)

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- Saves Time and Labor
- Easy to Clean Formula
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- 5-in-1 Single-Component Adhesive System





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### Delmhorst Instrument Co.

ProScan is Delmhorst's pinless moisture meter for flooring installers and inspectors to determine if wood is at equilibrium with its environment. ProScan has built-in species correction capability through specific gravity adjustment to measure a wide range of wood types, making it ideal for wood flooring, the company says.

[delmhorst.com](http://delmhorst.com)



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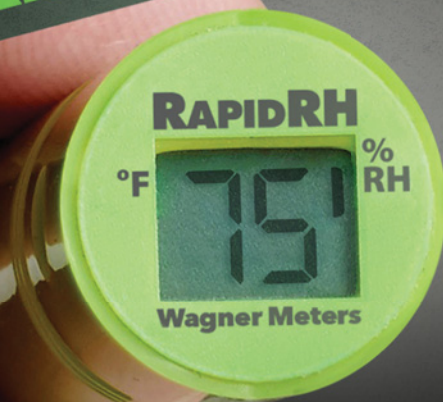
### DriTac Flooring Products LLC

Primer 3000 is a concentrated, solvent-free acrylic primer for use on concrete, wood, and lightweight underlayment. Self-leveling underlayment and floor patches can also be installed over Primer 3000 for wood, resilient and carpet tile flooring installations. The single-component, quick-drying primer offers easy application by broom, sprayer or nap roller, the company says.

[dritac.com](http://dritac.com)

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### Electro Plastics Inc./Step Warmfloor

Step Warmfloor is a low-voltage, self-regulating, PTC Nano-polymer heating system. Its self-regulating properties mean the elements act as a floor sensor over the whole surface—they cannot overheat and can go under all floors, including wood. The system can run on AC/DC and is extremely energy efficient, the company says.

[warmfloor.com](http://warmfloor.com)



### Fidbox LLC

The HMbox monitors the job site and substrate pre-installation, and the Fidbox (embedded into the floor) monitors the product, substrate and job site post-installation. These pre- and post-installation tech tools save the contractor time, money, aggravation and possible litigation, the company says. The devices create reports that can be printed or emailed to the flooring manufacturer, builder, homeowner or whoever has interest in the data they collect.

[fidbox.net](http://fidbox.net)

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[QuietWalk.com](http://QuietWalk.com)



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**FloorMuffler**

FloorMuffler UltraSeal is a premium underlayment and moisture barrier for use under hardwood, laminate, and engineered flooring, the company says. Designed for noise reduction, its ratings are IIC 74, STC 73, and Delta IIC 25. It can be used in floating, nail down and double glue-down installations.

[floormuffler.com](http://floormuffler.com)



**Fortifiber Building Systems Group**

The Accord sound-rated flooring pad maintains comfort underfoot, providing an acoustic barrier along with dependable moisture vapor protection with no detectable VOCs, the company says. Its integrated seam seal tape makes it easy to install, the company adds. It is also a Class I moisture vapor barrier over concrete.

[fortifiber.com](http://fortifiber.com)

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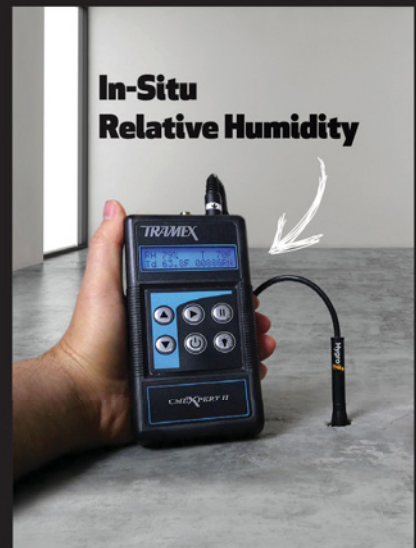


**Lignomat USA Ltd.**

The Ligno-Scanner SDM dual-depth, pinless meter is designed for measuring engineered flooring. The 1/4-inch setting measures the hardwood top layer, and the 3/4-inch setting measures the overall board. The plywood can be measured from the backside on the 1/4-inch setting. The meter also measures vertical, horizontal and strand bamboo on the 1/4-inch depth setting.

[lignomat.com](http://lignomat.com)

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## MAPEI

Planiprep MRS is a hydraulic-cement-based compound that is formulated for skim-coating and patching interior horizontal concrete surfaces with high moisture content or where environmental controls are not operational. Planiprep MRS has no moisture vapor emission rate (MVER) limitations and can be installed without prior testing on properly prepared concrete substrates, the company says. [mapei.com](http://mapei.com)

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## MP Global Products

QuietWalk Plus is a universal underlayment with an enhanced vapor barrier attached that allows fasteners to penetrate and allows adhesives to bond to it, the company says. The dense fibers are designed to stop unwanted noise from traveling. It can be used with floating, glue-down and nail-down wood floors. [quietwalk.com](http://quietwalk.com)



## National Hardwood Flooring

National Hardwood's Cork is a compressed mix of medium and small granules with resin binder. It is a natural product, helps control sound and is a thermal insulation, the company says. [nationalhardwood.com](http://nationalhardwood.com)

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### Pallmann

Pallmann P-108 is a two-component, 100 percent solids epoxy resin primer and moisture vapor retarder for concrete substrates with high residual moisture, as well as a surface hardening primer for absorbent substrates. It can also be used as a bonding agent on abraded ceramic tile, stone and terrazzo surfaces or well-bonded adhesive residues, the company says.

[pallmann.us](http://pallmann.us)



### Protimeter

The Protimeter Surveymaster, a dual-function moisture meter, is designed to provide a rapid assessment of building moisture with both pin and non-invasive measurement capabilities, the company says, adding that it has rugged construction and a large backlit display. It can be used in new construction, refurbishing, building surveys, fire and flood restoration, concrete and wood floor moisture measurement.

[protimeter.com](http://protimeter.com)



### Q.E.P. Co. Inc.

QEP Natural Cork Underlayment reduces acoustic and heat transmissions and acts as a crack isolation membrane that resists transfer of subfloor stress cracks, the company says. Its renewable material is used under engineered hardwood, ceramic tile, marble and laminate floors. It is available in 2.5-, 4-, 6- and 12-mm sheets and 3- and 6-mm rolls.

[qep.com](http://qep.com)

# Whitener

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\*Application with 2K InvisibleProtect

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### Schönox, HPS North America

Schönox AP and APF are synthetic-gypsum-based self-leveling compounds suitable for all critical interior substrates, the company says. AP is installed up to 2 inches while APF is installed from 1/8 inch up to 1 inch and features embedded reinforcement fibers. Schönox AP and APF offer 5800–6200 PSI, do not shrink and contain no fly ash, the company adds.

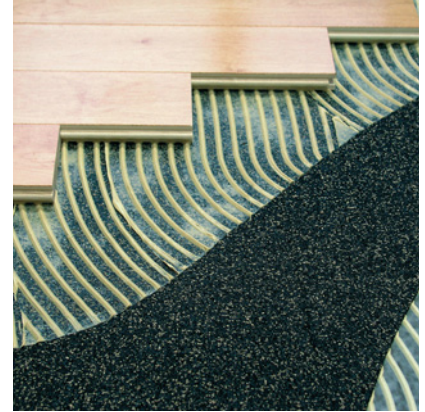
[hpsubfloors.com](http://hpsubfloors.com)



### Regupol Acoustics

Regupol Sonus sound control underlayment is a high-performance underlayment for hardwood floors that reduces impact transmission noise, the company says. The product is made from 100 percent post-consumer waste. It varies in thickness from 2–25 mm and is rated up to IIC 74, STC 66 and Delta 27.

[regupol-acoustics.com](http://regupol-acoustics.com)



### Signature Innovations LLC

FlexiKork is an environmentally friendly, antimicrobial underlayment manufactured from high-quality recycled rubber. The product increases sound ratings, reduces subfloor stress and does not shift or break down, the company says. It is available in 4-foot-wide rolls of 1/8- or 1/4-inch thickness and works with all floor-heating systems.

[flexikork.com](http://flexikork.com)



### Sika Corporation

Sika MB is a two-component epoxy moisture barrier that can be used with all flooring systems that require protection from subfloor moisture. It provides protection up to 100% RH, 25 pounds CC, and 6% Tramex. Sika MB and can promote adhesion over top of cutback and consolidates weak substrates like gypsum, the company says.

[sikasecure.com](http://sikasecure.com)

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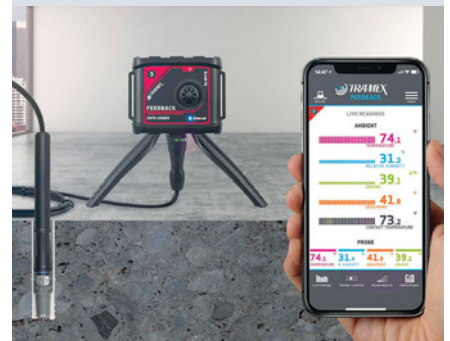


### Stauf USA LLC

ULC-500 Level-Seal is a two-component urethane leveling compound capable of creating a moisture barrier of up to 18 pounds CC or 97% RH. Level-Seal provides STC and IIC sound insulation and can be directly adhered to in just under four hours.

[staufusa.com](http://staufusa.com)

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### Tramex Meters

Tramex offers the Feedback Datalogger and App for performing ASTM F2170 and logging up to 100,000 data point entries of relative humidity, temperature, dew point and grains per pound, transmitting via Bluetooth BLE technology to a mobile device. Users can visualize live and logged readings and create and export spreadsheets, charts and reports.

[tramexmeters.com](http://tramexmeters.com)

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### Wagner Meters

The Rapid RH L6 test system conforms with ASTM F2170 to determine RH levels in concrete slab subfloors. It offers Bluetooth connectivity between the Total Reader and the DataMaster L6 app on smart devices. The sensor can be installed within five minutes and can take readings immediately after the 24-hour equilibration period.

[wagnermeters.com](http://wagnermeters.com)



### WerkMaster

The RASP can be used as an edger sander to refinish hardwood and wood decking faster and more cost-effectively than traditional machines, the company says. It can edge within 1/8 inch of the wall and removes coatings such as thin-set, mastic, epoxy, carpet glue and paint. It also levels and preps floors.

[werkmaster.com](http://werkmaster.com)



### Weyerhaeuser Edge Gold

Each Weyerhaeuser Edge Gold panel is touch-sanded to provide uniform appearance and tighter thickness tolerances, the company says. The face of every panel is stamped with a fastening template and each bundle ships face-up, ready for easy and accurate installation right off the truck. The panels are designed to install flat and remain flat, the company adds.

[wy.com/osb](http://wy.com/osb)

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# GOING GREEN

The companies on the following pages—all advertisers in this issue—have made impressive inroads toward protecting the wellbeing of consumers and wood flooring professionals, as well as the health of the global environment overall. See below to discover how they have adopted environmental sustainability as a bedrock of their businesses.



## Delmhorst Instrument Co.

Delmhorst Instrument Co.'s TotalCheck Wood Flooring Package features the TotalCheck three-in-one moisture meter, 26-ES slide-hammer electrode, 2-E short-pin electrode, RH/T-S1 RH sensor, and MCS-1 moisture content standard. The package comes in a carrying case. [delmhorst.com](http://delmhorst.com)

## DriTac Flooring Products LLC

DriTac's 8400 EnviroTread series is a line of sustainable green, acoustical abatement recycled rubber flooring underlayment made from post-consumer and post-industrial waste, including recycled tires, the company says. It is available



in three thicknesses: DriTac 8402 (2 mm), 8405 (5 mm) and 8410 (10 mm), and can be installed under hardwood. [dritac.com](http://dritac.com)



## FloorMuffler

Natura Elite by FloorMuffler is an acoustic underlayment and moisture barrier for use under hardwood, laminate and engineered flooring. It is made from 98% recycled fiber core, is environmentally friendly and provides excellent acoustic ratings of IIC up to 70, STC up to 65, and Delta IIC up to 21, the company says. It can be used in floating and nail-down installations. [floormuffler.com](http://floormuffler.com)



## Goodwin Company

Goodwin Company's reclaimed wood qualifies for Low VOC Emitting Materials Certification. Goodwin's engineered flooring backer is FSC-certified and the glue has no added urea formaldehyde, exceeding California Air Regulatory Board compliance. [heartpine.com](http://heartpine.com)

## Lignomat USA Ltd.

Lignomat has added calibrations for bamboo to its dual-depth meter, the Ligno-Scanner SDM. The 3/4-inch depth calibration can be used for full-thickness floor planks, whereas the 1/4-inch depth is ideal for bamboo, which usually comes in 5/8-inch or thinner. Besides bamboo, the Ligno-Scanner SDM can measure the moisture in all materials important for the floor installer and inspector. [lignomat.com](http://lignomat.com)



## Loba-Wakol LLC

Loba HS 2K ImpactOil Color is colored high-solids oil based on 100% natural ingredients. It is environmentally friendly and has no solvents, allowing for numerous design possibilities with the highest standards, the company says.





### Muscanell Millworks

Muscanell Millworks produces Woodchuck Fire Logs with by-products from its flooring mill. Woodchucks are made from 100% hardwoods and contain no additives or binders. They are a great source of clean, green, efficient heat and an important part of Muscanell Millworks' commitment to sustainability, the company says.

[muscanell.com/woodchucks-fire-logs](http://muscanell.com/woodchucks-fire-logs)



### Norton Abrasives

PolyWhey 3500 provides mar- and scratch-resistance and stands up to the rigorous cleaning required of daily use, the company says. It has a neutral odor, is quick-drying and has easy cleanup, the company adds. It is designed for all commercial and heavy-traffic residential interior hardwood floors.

[nortonabrasives.com](http://nortonabrasives.com)



### Osmo Holz und Color GmbH & Co. KG

As a responsible manufacturer of wood finishes, Osmo is committed to developing its products to meet the challenges of modern environment protection, it says. For its wood finishes, Osmo uses natural oils and hardwaxes that are sourced from renewable raw materials. Osmo products are certified according to ISO 14001 (environmental management systems).

[osmocolorusa.com](http://osmocolorusa.com)



### PoloPlaz

PoloPlaz spent significant hours developing its new Supreme Stain line that uses innovative technology and requires no change in application technique from legacy stains, it says. Supreme Stain offers coast-to-coast VOC compliance, less than three hours of in-service time and no lap lines, the company adds.

[poloplaz.com](http://poloplaz.com)

### Stauf USA LLC

Stauf started its green initiative long ago, as it wanted to be at the forefront of the movement. Today, almost all of its products in the United States and Europe meet or exceed SCAQMD 1168 standards. The company says there isn't a way to get any greener and still be called an adhesive.

[staufusa.com](http://staufusa.com)



### Tramex Meters

Tramex Flooring Master Kits include durable, non-destructive meters for subsurface testing of concrete and wood. Reusable Hygro-i Probes enable fast, accurate, economical ASTM F2170 testing for ambient temperature, relative humidity, dew point and grains per pound, the company says. Heavy-duty pin-probes provide precise wood moisture content readings for wood flooring.

[tramexmeters.com](http://tramexmeters.com)



### Wagner Meters

Orion moisture meters can help reduce the large amount of waste caused by moisture-related damage, the company says. They can also help contractors stay within LEED criteria for construction and waste management, the company adds.

[wagnermeters.com](http://wagnermeters.com)

## NEW PRODUCTS



**Wagner Meters'** Rapid RH L6 system is designed to provide concrete moisture readings up to 100% RH and is capable of holding up to 512 time-stamped readings. The sensor data can be easily transferred to Wagner's DataMaster L6 app, the company says.

[wagnermeters.com](http://wagnermeters.com)



**Bostik's** SL-Rapid is a rapid-setting, cement-based, self-leveling underlayment that creates a smooth, flat and level surface, the company says. It is fast-setting with low shrinkage, and wood flooring can be installed over it four hours after the underlayment is walkable, the company adds.

[bostik.com](http://bostik.com)



**Lignomat's** Pinless Meter Test Block has a set moisture value and is designed to check the calibration of Lignomat pinless moisture meters. The external calibration check block confirms all circuitries are working from the measuring plate to the indicated moisture value, the company says.

[lignomat.com](http://lignomat.com)



**DriTac's** 8400 EnviroTread series is a line of acoustical abatement recycled rubber flooring underlayment. It is available in three thicknesses: DriTac 8402 (2 mm), 8405 (5 mm) and 8410 (10 mm), and can be installed under hardwood.

[dritac.com](http://dritac.com)



**Pallmann's** Pall-X 96 Nexgen is a single-component waterborne finish that features enhanced durability and chemical resistance and increased slip resistance, the company says. It has a cure time of seven days and is compatible with all Pallmann finishes.

[pallmann.us](http://pallmann.us)



**Edge Flooring's** 13-inch Magnum Shear is a heavy-duty cutter for products up to 13 inches wide and 1 inch thick. It features protective end caps, powerful ball bearings and an adjustable blade depth, the company says.

[bullettools.com](http://bullettools.com)



**Havwoods International's** Magna is a magnetic raised access flooring system that can be used with the company's Venture Plank, Henley or Relik engineered wood floor collections. The magnetized wood flooring can be maintained like a regular engineered wood floor and is 90% quicker to install compared with using glue, the company says.

[havwoods.com](http://havwoods.com)



**Reward Flooring's** Provence II collection features neutral-hued prefinished engineered hardwood flooring available in walnut, European oak and hickory. The collection includes 11 color options and 7.5-inch-wide planks.

[rewardflooring.com](http://rewardflooring.com)



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Diversified Industries  
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DriTac Flooring Products LLC  
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Floor & Decor Outlets  
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Goodwin Heart Pine Co.  
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# END GRAIN

Extraordinary projects from the industry

By Ryan Kushner

## Classic Russian parquet made with methods of the masters



Ledenev rejected CNC in favor of traditional methods for this parquet.

In Moscow, the extraordinary parquet floors of 17th–18th century Russia remain as popular as they were during the time of the czars, says Saint Petersburg-based hardwood flooring contractor Alexey Ledenev. While these days a CNC is

typically used to reproduce the elaborate style, the older hand-cutting technique is still used by some—including Ledenev, who cut each piece of this 860-square-foot Moscow project using a band saw and a jig saw.

The species, which include oak, merbau, maple, cherry, padauk, purpleheart, wenge, Karelian birch, walnut, rosewood, sycamore and zebrawood, were selected primarily based on color, as no stain was used. Ledenev, who learned the trade restoring similarly complex floors, used to keep track of how many pieces he'd cut for such projects—but “sometimes there are so many that there is no point in counting,” he says.

When the pieces were cut, Ledenev glued down straight strips in the center of the plywood subfloor and drew out the central flower pattern on the strips. “When you are working on a large project with a symmetrical repeating pattern, the most important thing is the markup,” Ledenev says. “It often takes much longer than the installation itself.”

Ledenev and his brother cut out the shapes with a jig saw and glued in the corresponding puzzle pieces. They then worked outward, installing a border and four jutting corners that had been pre-assembled in Ledenev's workshop. Ledenev then sanded and applied three coats of semi-gloss finish. The entire project took four months to complete and represents centuries of craftsmanship that Ledenev intends to carry on.

“There is no professional education for this type of work in Russia,” says Ledenev, who left his marketing job in 2007 to become a wood flooring apprentice. “So this technique is also interesting because it is passed on from master to master.” ■



Reclaimed Antique Oak - Custom Finish

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