

Real Wood Floors



NWFA

Real Beauty for Real Life

Real Wood Floors

There's no doubt about it – of all the flooring options available today, none offers the enduring beauty and long-term value of real wood floors. Unlike other flooring options that need to be replaced over time, real wood floors are a flooring alternative that will last a lifetime. Think about it. . . wood floors have been a part of our lives for centuries, and many of the wood floors that were installed hundreds of years ago are still beautiful today.

Best of all, advances in wood flooring during the past few decades now make it possible to have easy care wood floors anywhere in your home, even rooms that you might not have considered before, like your kitchen or powder room. Today's wood floors are available in a variety of colors, styles, and price ranges to compliment any décor and budget. Knowing the options available will help you decide which wood floor is right for you.



Wood Floor Types

CHOOSE YOUR FLOORING TYPE:



SOLID



ENGINEERED

There are two types of wood floors available on the market today: solid and engineered. Each type has its own benefits and advantages and each is available in a variety of species, widths, and styles. Knowing which type to choose will depend on where you want to use it in your home.

Solid wood flooring is exactly what the name implies: a solid piece of wood from top to bottom. The thickness of solid wood flooring can vary, but generally ranges from $\frac{3}{4}$ " to $\frac{5}{16}$ ".

Solid wood floors can be used in any room that is on or above grade, or on or above ground level, in your home.

One of the many benefits of solid wood flooring is that it can be sanded and refinished many times. Solid wood floors are ideal in family/living rooms, dining rooms, bedrooms, and even kitchens and powder rooms. About the only place you can't use solid wood flooring is in the basement, but there's a solution for that area too.

Engineered wood floors are real wood floors that are manufactured using three to five layers of different wood veneers. The sub layers can be of the same species, or of different species. The grain of each layer runs in opposite directions, which makes it very stable. This means that the wood will expand and contract less than solid wood flooring during fluctuations in humidity and temperature.

The top layer of engineered wood flooring consists of high-quality wood.

Engineered floors can be nailed or stapled to a wood subfloor, or glued down to a wood subfloor or concrete slab. This makes engineered floors ideal for slab and basement installations, but they can be used in any room in your home.

This type of flooring can be sanded and refinished, but not as many times as solid wood flooring.

STEP 2

Wood Floor Styles

CHOOSE YOUR FLOORING STYLE:



STRIP



PLANK



PARQUET

Hardwood flooring is manufactured in three styles: strip, plank, and parquet. Each style is available in both solid and engineered, and in a variety of species, colors and widths. Choosing the right style simply is a matter of which look you prefer.

Strip flooring ranges from 1½” to 3” wide, and creates a linear effect in a room, often making the room appear larger. Strip flooring generally is considered “traditional” wood flooring.

Plank flooring typically ranges from 3” to 7” wide. While plank flooring is linear, like strip flooring, its wider widths often create a more casual look.

Parquet flooring can vary in size, and usually generates a geometric, non-linear look. Parquet flooring can be very simple in design, or somewhat complex.

Wood Floor Species

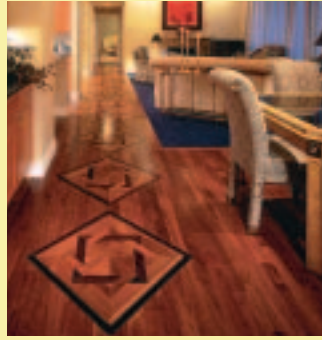
CHOOSE YOUR FLOORING SPECIES:



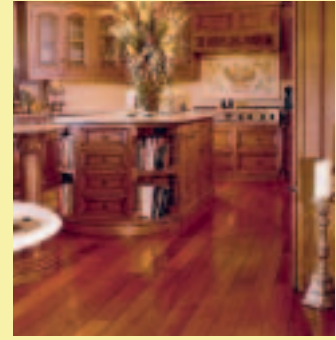
LIGHT



MEDIUM



DARK



EXOTIC

Choosing the right species of wood flooring for your home is strictly a matter of style, budget and personal preference. More than 50 domestic and imported species of wood flooring are available to achieve a one-of-a-kind look.

Light colored woods make a room appear more open and airy. These woods lend themselves to a more contemporary look.

Typical light wood species include ash and maple.

Medium colored woods make a room appear more warm and cozy. These woods lend themselves to a more casual look. Typical medium wood species include hickory and oak.

Dark colored woods make a room appear more stately and refined. These woods lend themselves to a more formal look. Typical dark wood species include mahogany and walnut.

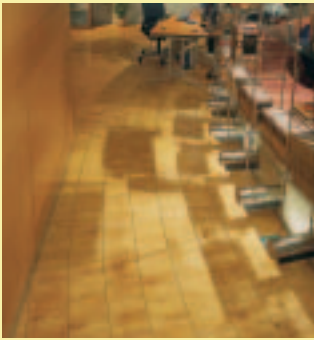
New to the scene are exotic species, which can run the gamut of colors. Bubinga, which originates in Africa, can appear pink, red, or reddish brown with purple streaks or veins. Australian Cypress ranges from cream colored to honey-gold, with dark brown knot holes. Purpleheart, which originates in Mexico, has a brown heartwood that will age to a deep purple or purplish brown. Burmese Teak from Asia varies from a yellowish brown to a dark golden brown. Wenge, which originates in Africa, will age to a very deep brown, almost black, color.

To explore some of the possibilities available with wood floor species, visit Types, Styles & Species under the Why Wood Floors section of the National Wood Flooring Association's consumer web site at www.woodfloors.org.

STEP 4

Wood Flooring Finish Methods

CHOOSE YOUR FINISH METHOD:



JOB-SITE FINISH



FACTORY FINISH

There are two finish methods available for wood floors today: job-site finished or factory finished. Each method has its own benefits and advantages, and choosing the right method for your home will depend on the level of customization you want to achieve.

A job-site finish is one that is applied on the job site, in your home. With a job-site finished floor, you can choose the type of finish to be applied to your floor, which will impact maintenance, as well as the stain, if any, and sheen of the final product.

In other words, a job-site finished wood floor offers you unlimited possibilities for customizing the final appearance of your floor. However, because your floors will be sanded and finished in your home, you should expect noise, dust, and some disruption to your home. In the past few years, many dust containment systems have been developed to help control dust and debris, so ask your contractor if one can be used in your home. You also will need to allow time for the finish to dry on-site, during which time you will not be able to walk on your floor.

With factory finished wood floors, the finish is applied in the factory, long before the wood reaches your home. While many options are available with factory finished floors, you will not be able to achieve the same level of customization as you can with job-site finished wood floors. A major benefit of factory finished floors, however, is that there is minimal dust and noise during the installation process.

Wood Flooring Finish Sheens

CHOOSE YOUR FINISH SHEEN:



GLOSS



SATIN



MATTE

Three different finish sheens are available for wood floors: gloss, satin, and matte. Each sheen has a different level of shine and luster, which will impact the final appearance of your floor.

Gloss finishes offer the most shine, and will reflect the most light. This finish also is sometimes referred to as semi-gloss.

Satin finishes offer some shine, and will reflect some light.

Matte finishes offer the least shine, and will reflect the least light. This finish also is sometimes referred to as flat.

STEP 6

Wood Flooring Finish Types

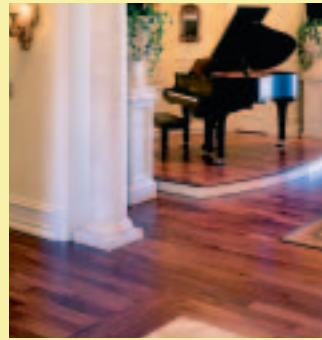
CHOOSE YOUR FINISH TYPE:



**SURFACE FINISH
WATER-BASED**



**SURFACE FINISH
OIL-BASED**



**SURFACE FINISH
CONVERSION VARNISH**



**SURFACE FINISH
MOISTURE-CURED**

When choosing the right type of finish for your wood floors, it is important that you consider your lifestyle and maintenance preferences. All wood floors will require minimal routine maintenance, such as sweeping or dust mopping, to keep them looking beautiful and new, but different wood flooring finishes will have a big impact on how you care for your floor long-term, as well as how your floor will look in the years to come.

Surface finishes are very popular because they are durable, water-resistant and require minimal maintenance. Surface finishes are blends of synthetic resins. These finishes most often are referred to as urethanes or polyurethanes, and remain on the surface of the wood to form a protective coating. There are several types of surface finishes available.

- Water-based finishes appear clear and will resist turning yellow, or ambering, over time. They have a mild odor when applied, and are fast drying. Water-based finishes are very durable.

- Oil-based finishes appear amber in color. They have a moderate odor when applied, and are slow drying. Oil-based finishes are very durable.
- Conversion varnish finishes appear clear to slightly amber. They have a very strong odor when applied, and will dry fast. Conversion varnish finishes are extremely durable.
- Moisture-cured finishes appear clear to amber. They have a strong odor when applied, and will dry slow or fast depending on humidity. Moisture-cured finishes are extremely durable and are more moisture-resistant than other surface finishes.

To maintain a surface finish floor, simply use the manufacturer's recommended cleaning product, avoiding wax-based products and petroleum-based cleaners.



WAX FINISH

Wax finishes soak into the pores of the wood and harden to form a protective penetrating seal, which will appear low luster and amber in color. They have a mild odor when applied, and will dry in a variable amount of time depending on the type of wax used, and the job-site conditions. Wax finishes are durable, but will show spots from water and other contaminants.

There are products available at retail flooring stores that can be used to clean wax floors. You will need to follow the manufacturer's directions carefully to determine how long the cleaner should remain on the floor, and will need to apply a new coat of wax to the floor after it is cleaned.

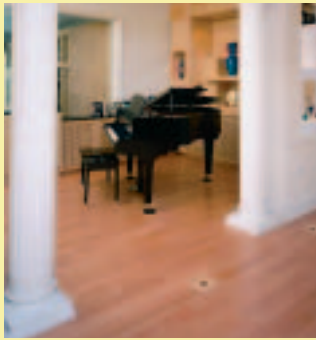
Acrylic impregnated finishes are injected into the wood to create a super-hard, extremely durable floor. Acrylic impregnated finishes rarely are used in residential applications. They most often are used in very high traffic areas in commercial settings such as malls and restaurants.

Each of these types of finishes will help protect your flooring from normal wear and tear. Deciding which finish to use will depend greatly on your needs and expectations.

STEP 7

Wood Flooring Customization

CHOOSE YOUR CUSTOMIZATION:



BORDER



MEDALLION



HAND-DISTRESSING

With advances in the industry within the past few decades, customizing your wood floor is easier, and more affordable, than ever before. You can create a one-of-a-kind look with simple upgrades such as borders, medallions, and even hand-distressing.

BORDERS are a simple wood flooring upgrade that essentially creates a frame effect in a particular room or area. In many cases, a wood flooring border will be a wood species that contrasts to the wood appearing in the main area of the room. For example, a family room with a simple installation of strip white oak, which is

a medium colored wood, might include a border outlining the room in a contrasting species such as Brazilian cherry, which is a darker species of wood. The possibilities are endless, and are not limited to wood only. Many borders now include intricate patterns incorporating multiple wood species, stone, granite, marble, brass, copper, stainless steel, nickel and other metals.

MEDALLIONS are another popular upgrade option. Medallions are design elements that often are installed in the main field of the floor, typically in areas such as foyers, but in

other areas of the home as well. Medallions can incorporate multiple wood species, and other mixed media, such as stone, metal and leather. Factory finished medallions can be routed into existing floors with minimal disruption. For more customized looks, such as a family crest, a professional wood flooring installer can work with you to select the species and colors that will best meet your needs.

HAND-DISTRESSING wood floors offers a unique look and antiqued appearance that appeals to many homeowners. Hand-scraping, which is labor-intensive and time-

consuming, is the most-common distressing technique. Using tools such as chisels, planes, wire brushes, awls, ice picks and grinders, the installer will work with the wood to achieve a worn and distressed look. The end result will be a new floor that looks beautifully antiqued.

To see some of the possibilities offered by customized wood floors, visit Beautiful Floors under the Why Wood Floors section of the National Wood Flooring Association's consumer web site at www.woodfloors.org.

Wood Flooring Professionals

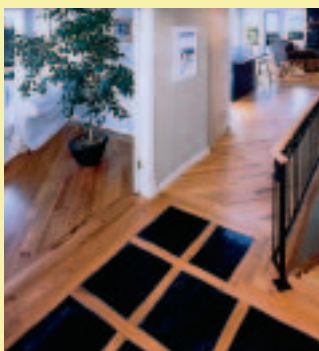
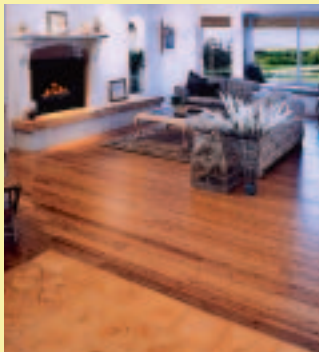
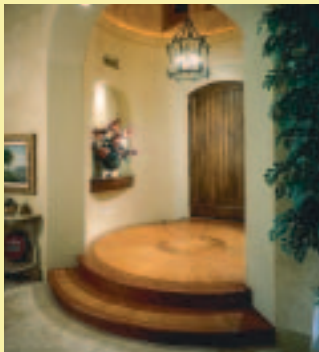


Once you've decided which wood floor is right for you, you will need a wood flooring professional to help you through the process. Only a wood flooring professional will be able to provide you with the high-quality service you expect, and guide you in making the right selection based on your lifestyle, geographic area, and budget.

The contractor who provided you with this brochure is a member of the National Wood Flooring Association, a nonprofit trade organization with more than 3,200 firms in 48 countries and all 50 of the United States. NWFA members have access to the latest training, products, and technical resources in the industry, making them the obvious choice for all your wood flooring needs.

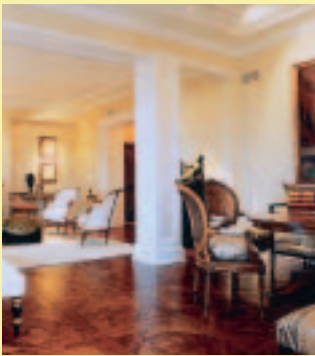
REAL WOOD FLOORS

Beautiful Wood Floors



REAL WOOD FLOORS
REAL BEAUTY FOR REAL LIFE

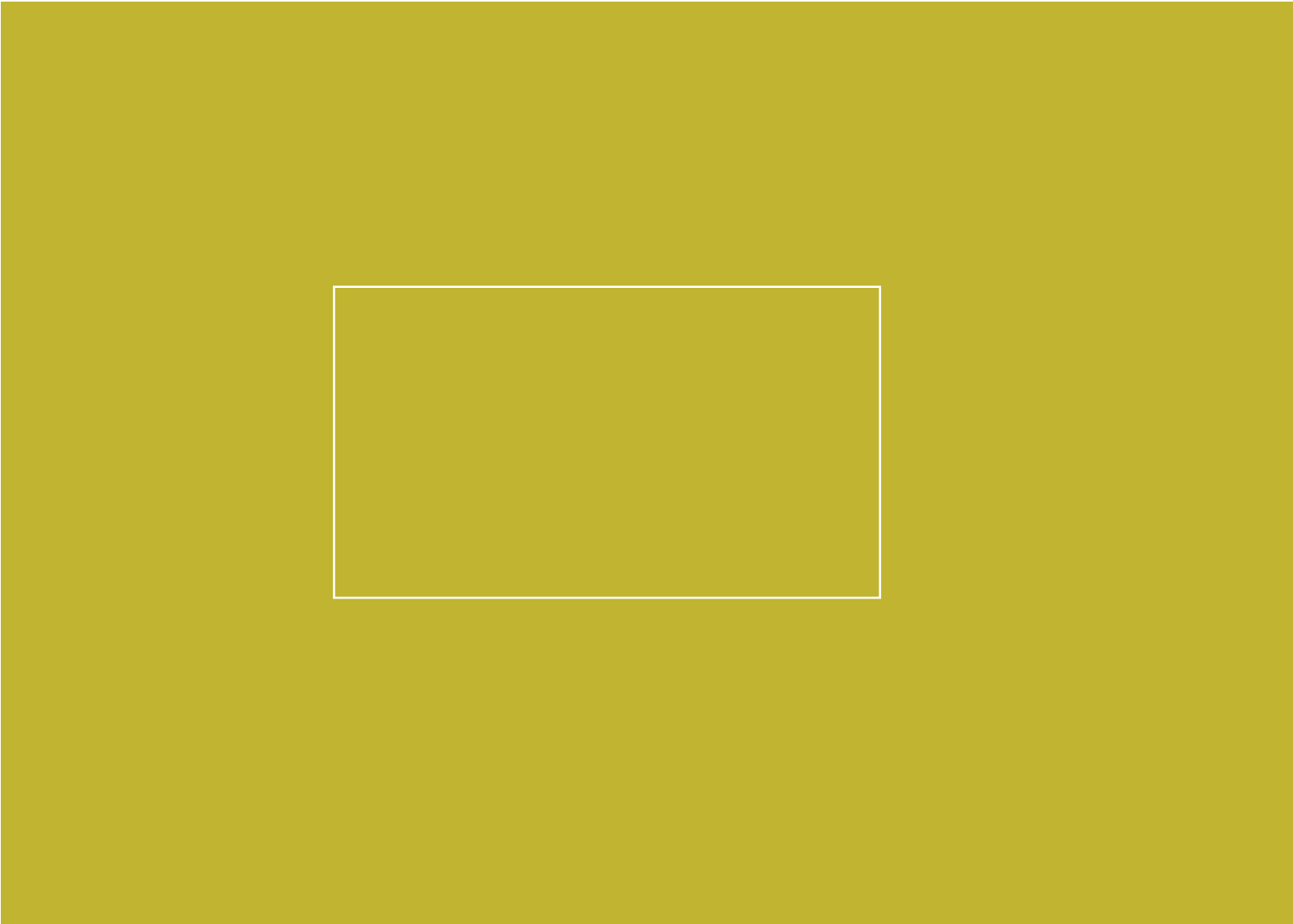
BEAUTIFUL WOOD FLOORS

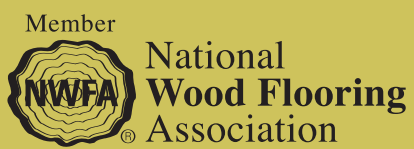


Real Wood Floors

No other flooring option offers the warmth, beauty, and value of real wood floors. Wood flooring enhances the décor of any room, and provides timeless beauty that will increase in value throughout the years. To learn more about the many benefits offered by wood floors, visit the National Wood Flooring Association's consumer web site at www.woodfloors.org.







National Wood Flooring Association
111 Chesterfield Industrial Blvd.
Chesterfield, MO 63005