



# CONSUMER OUTREACH TOOLKIT



BROUGHT TO YOU BY THE NATIONAL WOOD FLOORING ASSOCIATION

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# THE OPPORTUNITY

Dear NWFA Member:

In the NWFA's 2019 Industry Outlook survey, we heard from our members that growing demand for resilient non-wood/wood-look floor coverings is one of the top concerns facing manufacturers, distributors, retailers, and contractors.

We also know that wood flooring is far and away the "preferred" flooring of the American homeowner (*NWFA 2017 Consumer Awareness Research Study*). Based on the results of our consumer survey, we were able to learn about homeowners' perceptions of wood flooring, along with the need to help educate them about the process of selecting a wood floor and maintaining it.

There is a big opportunity to directly reach the consumer so they can make an informed decision about floor coverings in their home. Do they know the difference between a real wood floor and a wood-look product? And that today's wood floors can stand up to a family's busy lifestyle?

Who better than the NWFA and our members to be that resource for consumers? The findings of our research were used to inform the strategy for a new grassroots campaign for the entire industry, "Real Wood. Real Life." As part of that, we've announced a formal definition of real wood flooring and created a corresponding logo, which can be placed on packaging, marketing materials, websites, and social media channels for real wood products. The campaign also includes this toolkit for our

members, the *Homeowner's Handbook to Real Wood Floors*, and the updated [WoodFloors.Org](http://WoodFloors.Org) website. These materials are designed to tell consumers about the benefits of wood flooring, how to choose the right floor, why they should select a professional for the job, and proper maintenance. It walks consumers through various stages of life to show them wood floors can handle all of their big and small moments, while dispelling some of the myths about wood floors.

NWFA will work to tell the story on the national level, reaching homeowners via media relations and online with [WoodFloors.Org](http://WoodFloors.Org). But, we also need your help to take the message into your community.

The following toolkit includes new creative materials that can be customized and used on your website, social media channels, in print publications, or at trade shows. It also has everything you need to communicate with local media and ultimately reach homeowners. All of these items demonstrate you are part of an industrywide effort to promote real wood as the flooring of choice and help to position you as the expert in your community.

A successful campaign will benefit the wood flooring industry as a whole, and calls for broad participation from our members. We hope you find these assets useful and that you will join us in sharing the great story of why wood flooring is the only flooring that can truly last for the life of a home.

Sincerely,

Michael Martin,  
President & CEO, NWFA



# THANK YOU TO OUR SPONSORS

## For Making NWFA's Consumer Outreach Efforts Possible



Questions about how to be part of this campaign or how to leverage these materials in your local market?



### CONTACT US

Libby Johnston  
Director of Media & Advertising, NWFA  
[Libby.Johnston@nwfa.org](mailto:Libby.Johnston@nwfa.org)  
337.794.9232

## CREATIVE ASSETS

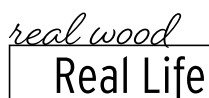
### 01 REAL WOOD LOGO

Created in various sizes to accommodate placement on products, packaging, marketing materials, websites, and social media channels.

Two-color



One-color



Reverse - white



#### Format Usage Available

.EPS - Vector file for print  
.PNG - No background  
.JPG - White background

#### Navy

C95 M85 Y40 K40  
R30 G48 B78  
Hex: 1e2b4e

#### Grey


C95 M85 Y40 K40  
R30 G48 B78  
Hex: 6d6e71



## 02 WEBSITE ADS

Choose from five concepts: Benefits of Wood Floors, Value of Wood Flooring, Cleaning Wood Floors is Easy, Wood Floors are Durable, and Use a Professional to Install/Work on Your Floors.

Welcome Ad - 640 x 480 Pixels



**WOOD FLOORS CAN WITHSTAND THE TRAFFIC OF BUSY FAMILIES, INCLUDING MAN'S BEST FRIEND.**

For protection tips:  
[woodfloors.org](http://woodfloors.org)

**nwfa**  
National Wood Flooring Association

*real wood*  
**Real Life**

Skyscraper Ad - 160 x 600 Pixels



**DON'T RISK YOUR INVESTMENT. HIRE A WOOD FLOORING PROFESSIONAL.**

**REAL WOOD FLOORS... CHOOSE ONCE, CHOOSE FOR LIFE.**

**nwfa**  
National Wood Flooring Association

*real wood*  
**Real Life**

[woodfloors.org](http://woodfloors.org)

Block Ad - 160 x 160 Pixels



**A HEALTHY CHOICE**

*real wood*  
**Real Life**

[woodfloors.org](http://woodfloors.org)



**LASTS THROUGH HIGH TRAFFIC**

*real wood*  
**Real Life**

[woodfloors.org](http://woodfloors.org)



**TRUSTED FOR LIFE**

*real wood*  
**Real Life**

[woodfloors.org](http://woodfloors.org)

## 03 PRINT ADS

Download full page ads that are customizable to align with your company brand. Choose from four concepts: Wood Floors are Attractive, Exclusive, and Desired by Homeowners, The Value of Wood Flooring, Cleaning Wood Floors is Easy, and The Durability of Wood Floors.

Full Page Ad - 8 x 10.875 inches

**WHEN LIFE GETS MESSY**

You need a floor that's easy to clean.




With kids around, it can seem as though floors are a magnet for spilled food and drink. Real wood floors are easy to clean and maintain.

**EVERY WOOD FLOOR HAS A STORY. WHAT WILL YOURS BE? REAL WOOD. REAL LIFE.**

For cleaning tips, visit [woodfloors.org](http://woodfloors.org)

**nwfa**  
National Wood Flooring Association

*real wood*  
**Real Life**

**YOU'LL BE FLOORED AT THE VALUE**



Nearly 80% of homeowners believe wood floors add the most value to their home. Plus, the life span of a wood floor can exceed 100 years.

**EVERY WOOD FLOOR HAS A STORY. WHAT WILL YOURS BE? REAL WOOD. REAL LIFE.**

Read about the ROI of real wood at [woodfloors.org](http://woodfloors.org)

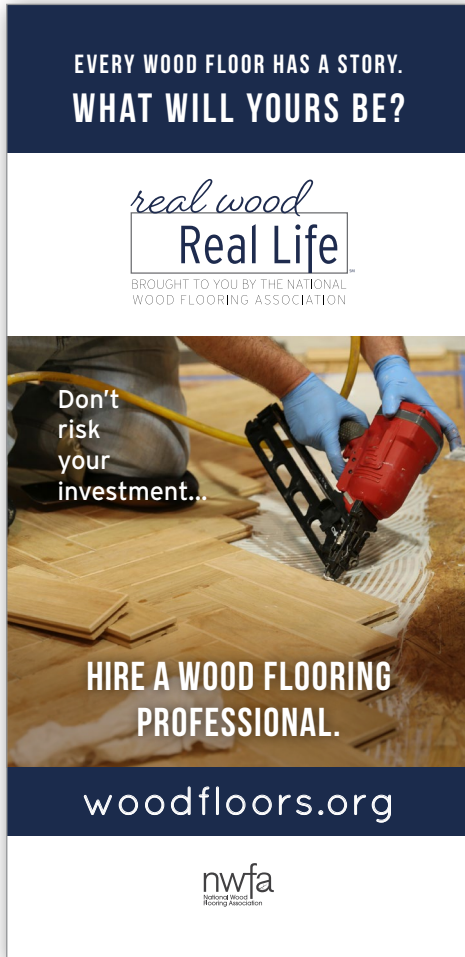
**nwfa**  
National Wood Flooring Association

*real wood*  
**Real Life**

## 04 TRADE & HOME SHOW SIGNAGE

Get noticed with eye-catching and well-branded elements that bring home the use real wood messaging we all want consumers to know. Choose from four styles and two sizes.

Retractable Banner - 39 x 85 Inches



EVERY WOOD FLOOR HAS A STORY.  
WHAT WILL YOURS BE?

*real wood*  
**Real Life**  
BROUGHT TO YOU BY THE NATIONAL  
WOOD FLOORING ASSOCIATION

Don't  
risk  
your  
investment...

HIRE A WOOD FLOORING  
PROFESSIONAL.

woodfloors.org

nwfa  
National Wood Flooring Association

Tripod banner - 11 x 17 Inches



WHEN  
LIFE  
GETS  
MESSY

YOU NEED A FLOOR THAT'S EASY TO CLEAN

With kids around, it can seem as though floors are a magnet for spilled food and drinks. Rest assured that wood maintenance is quick and easy!

FOR CLEANING TIPS, VISIT WOODFLOORS.ORG

nwfa  
National Wood Flooring Association

*real wood*  
**Real Life**

## 05

## SAMPLE SOCIAL MEDIA POSTS

Social Media can be a full time job. Here are some pre-written posts that will prove you're part of the industrywide campaign, while saving you time and hassle.

## TWITTER



1. *[Company Name] is partnering with @NWFA\_WoodFloors to educate homeowners about the benefits of real wood floors. Learn more: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*
2. *Real wood floors are durable, attractive, and easy to clean. Find out how they can stand up to all phases of your life: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*
3. *Is that wood floor the real thing or a wanna-be? Check out @NWFA\_WoodFloors official definition and the benefits of real wood flooring: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*
4. *Short on time? Keeping wood floors clean is easy! It's as simple as sweeping or dust mopping. Read wood floor maintenance tips here: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*
5. *#DYK two-thirds of homeowners would put wood floors in their dream home? For tips on how to make your dreams of gorgeous floors come true, visit: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*
6. *Nearly 80% of homeowners believe wood floors add the most value to a home. Read all about the ROI of real wood here: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*
7. *Installing wood floors is no time for DIY. Save time and money in the long run by using a @NWFA\_WoodFloors professional. Find one here: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*
8. *Wood floors are the most environmentally friendly flooring option available. Learn more about wood's minimal impact + sustainable forest management: [WoodFloors.Org](http://WoodFloors.Org) #RealWoodRealLife*

## FACEBOOK



1. *[Company Name] is partnering with [Tag NWFA] [National Wood Flooring Association/Hardwood Floors Magazine](http://NationalWoodFlooringAssociation.com) to educate homeowners about the characteristics and benefits of real wood floors. The "Real Wood. Real Life." campaign provides information on how to choose the right floor, select a professional for the job, and conduct proper maintenance. Learn more: [WoodFloors.Org](http://WoodFloors.Org)*
2. *Real wood floors are durable, attractive, and easy to clean. Find out how they can stand up to all phases of your life: [WoodFloors.Org](http://WoodFloors.Org)*
3. *Is that wood floor the real thing or a wanna-be? Check out the official definition from [Tag NWFA] [National Wood Flooring Association/Hardwood Floors Magazine](http://NationalWoodFlooringAssociation.com) and the benefits of real wood flooring: [WoodFloors.Org](http://WoodFloors.Org)*
4. *When life gets messy, you need a floor that's easy to clean. Rest assured wood floor maintenance is quick and simple! Find cleaning tips here: [WoodFloors.Org](http://WoodFloors.Org)*
5. *Two-thirds of homeowners say wood floors are the floors they would have in their dream home. For tips on how to make beautiful floors come true, visit: [WoodFloors.Org](http://WoodFloors.Org)*
6. *Nearly 80% of homeowners believe wood floors add the most value to a home. Read all about the ROI of real wood here: [WoodFloors.Org](http://WoodFloors.Org)*
7. *Painting a room or changing knobs on cabinets can be easy DIY projects. Installing wood floors is a job for a professional. Save money and time in the long run by using an NWFA member in your area: [WoodFloors.Org](http://WoodFloors.Org)*
8. *Wood floors are the most environmentally friendly flooring option available. Learn more about wood's minimal impact + sustainable forest management: [WoodFloors.Org](http://WoodFloors.Org)*

# LOCAL MEDIA OUTREACH

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Telling wood flooring's story begins on the local level. Use the resources in this section to contact media outlets in your market and help spread the word about why wood is good to your community. Customize or rework any of these items as you see fit.

## MEDIA OUTREACH TIP SHEET

1. **Decide How to Tell Your Story.** Do you want to simply submit an editorial to the newspaper? Invite reporters to visit your facility? Go to the television station to do an interview? Or is it a combination of all of the above?
2. **Choose an Engaging Spokesperson.** Is it someone in a leadership role? A member of the marketing team? Is there someone on the front lines of manufacturing your products that offers an interesting perspective or passion for their work? Do you have a client or other third-party who can help bring additional credibility to the message?
3. **Create a Media Kit.** Start by personalizing the press release template with a quote, contact information, and any relevant information about your company, such as history, available products, economic impact, or community involvement. Additional items for a kit could include photos, videos, marketing materials, product information sheets, or bios of leadership. Consider using elements of the creative assets in this toolkit, such as print ads and fact sheets, to compile a comprehensive kit to share with local media in either electronic format or hard copy. If sharing via hard copy, place items in a company-branded folder.
4. **Develop a Media List.** Consider local radio (talk radio stations or morning shows), television (local affiliates of ABC, NBC, CBS, FOX), newspapers, magazines, and any online-only outlets. Include contact name, title, phone number, and email address. If you do not have an existing relationship at these outlets, include business or home/living reporters. If there is not one at that outlet, reach out to the assignment editor.
5. **Make a Compelling Pitch.** Use the opportunity to grab the reporter or editor's attention with a brief and interesting pitch. Think about the following when asking them to consider your story: Why should it matter to the reporter/outlet? What does this have to do with the local community? A template pitch note is in this toolkit, but you should personalize it and make it relevant to your area.
6. **Prepare Interviewees.**
  - Know the reporter, media outlet, audience, interview format, and deadline.
  - Know your goal for the interview.
  - Draft a list of likely questions and develop answers.
  - Know the 3 key messages you want to convey.
  - Practice, practice, practice!
  - Speak in headlines and offer brief proof points (a proof point is an example that offers irrefutable evidence of the quality, importance, or uniqueness of something.)
  - Speak clearly and avoid industry jargon.
  - If you don't know the answer to a question, offer to provide that information after the interview.
7. **Follow Up.** After a media interview, find out when the story will run. Watch/read the story and share with staff and/or on the company website and social media channels. Send a link to the story to NWFA via [news@hardwoodfloorsmag.com](mailto:news@hardwoodfloorsmag.com) and you might see your story in *Hardwood Floors* magazine or on our website!



# TEMPLATE MEDIA MATERIALS

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Choose pre-written content for your press needs and download customizable templates, ready for you to plug-in your information and send.

## PRESS RELEASE

Use the template provided for download to draft your own press release, which should answer, who, what, where, when, why, and how. It is also recommended to include a quote from the appropriate person in your organization.

## SAMPLE MEDIA PITCH

Getting others interested in the “Real Wood. Real Life.” campaign will be a group effort and an important part of increasing public awareness about the benefits of real wood floors. Use the sample media pitch to help tell the story of choosing, using, and living on real wood floors.

## FACILITY TOUR INVITE

This provides an opportunity for you to invite your stakeholders to your facility, meet employees and gain a better understanding of your production process.

## OP-ED

An op-ed is an opinionated article submitted to a newspaper or publication. It offers an opinion by an author not affiliated with the publication and can be used to your advantage.



# RESOURCES

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## KEY MESSAGES

Use these key messages to provide definitions, stats and facts about wood floors and help your customers make informed decisions about flooring purchases.

**The NWFA defines wood flooring as any flooring product that contains real wood as the top-most, wearable surface of the floor.**

### WOOD FLOORING IS BROKEN INTO THREE CATEGORIES:

1. Solid wood flooring is a solid piece of wood from top to bottom.
2. Engineered wood flooring is real wood from top to bottom. Normally made using multiple wood veneers or slats of wood glued together at opposing directions.
3. Composite engineered wood flooring contains real wood on the wearable surface only. The backing and core material may be made up of any type of composite material.

**Homeowners in the U.S. love wood floors, and those who don't have them want them.**

- When asked what kind of flooring they would have in their dream home, two-thirds of homeowners say wood floors ([Source](#)).

*[ This includes 81 percent of those who already have wood floors in their homes and half of those who don't ([Source](#)). ]*

**Wood floors are durable, attractive, and easy to clean. They're crafted to stand up to all phases of life.**

### DURABLE

Today's wood floors are designed to withstand the traffic of busy families, including man's best friend. Most wood floors can be sanded and refinished several times to restore beauty and luster.

### ATTRACTIVE

Nearly 70 percent of homeowners say that "attractiveness" is an excellent description of wood floors ([Source](#)).

Whether your home is traditional or contemporary, brand new or centuries old, wood floors offer endless design possibilities to fit your personal style.

### EASY TO CLEAN

Wood floors are easy to clean and won't trap allergens.

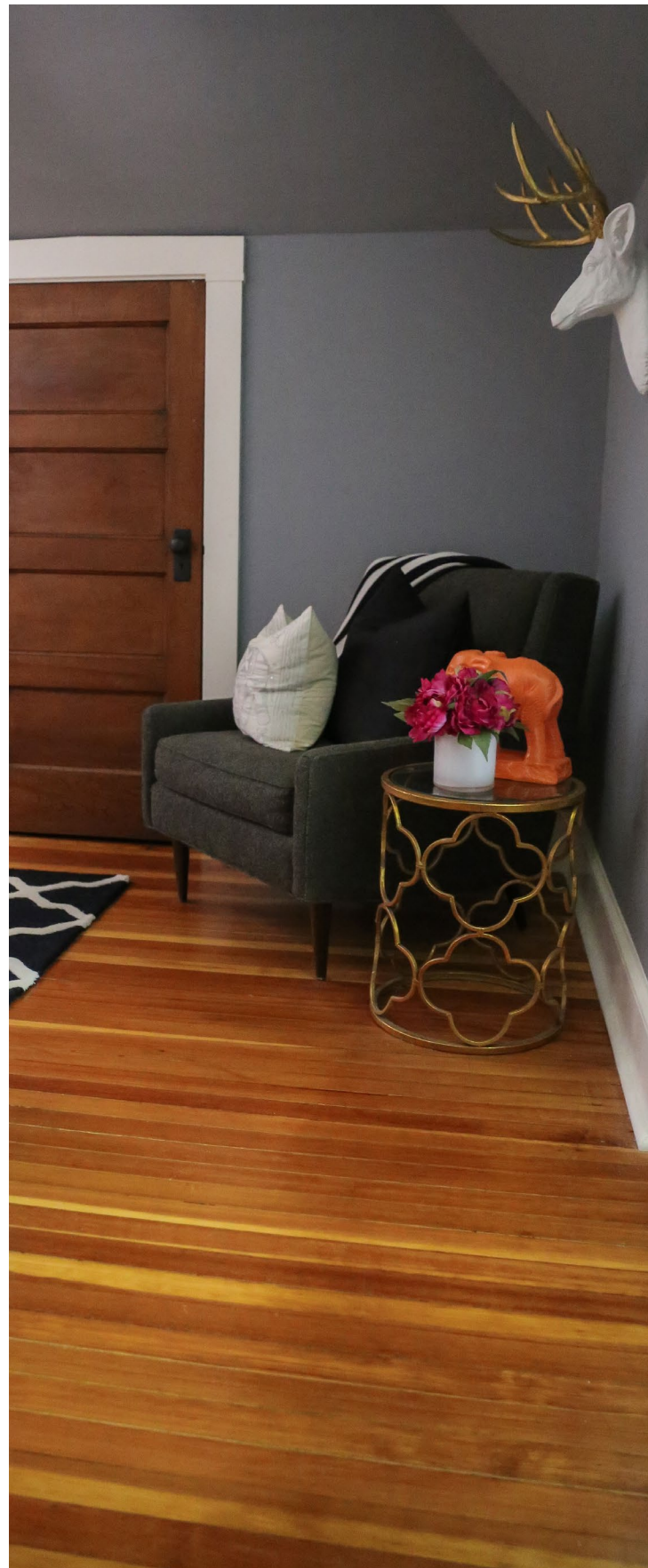
Routine cleaning involves sweeping, dust mopping, or vacuuming on the bare floor setting. Wipe up spills immediately and don't use wet mops or steam mops.

### Wood floors increase a home's value.

- Nearly 80 percent of homeowners believe wood floors add the most value to a home ([Source](#)).
- Homes with wood floors sell faster and for more money than homes without them.
- Real estate agents indicate that identical homes with wood floors can sell for up to 10 percent more.
- Realtors® named new wood flooring (91 percent of costs recovered) as one of the interior home remodeling projects that yields the largest financial return upon resale ([Source](#)).
- Realtors® also said hardwood floor refinishing recovers 100 percent of project costs upon resale ([Source](#)).
- The life-span of a wood floor can exceed 100 years, making it a tremendous value.

### Wood floors can last for the lifetime of your home, so you want to choose a professional who has the knowledge and skills to do the job right.

- The NWFA is dedicated to educating wood flooring professionals in the installation, sanding, finishing, inspection, and sales of wood flooring products.
- NWFA members know the industry's standards, which are recognized worldwide.
- Installing wood floors is a lot more complicated than painting your walls or replacing the hardware on your kitchen cabinets, so it is not recommended as a DIY project. In the long run, you will save money and time by using a professional.





# FREQUENTLY ASKED QUESTIONS

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## VALUE

### ■ How do wood floors increase my home's value?

Wood floors can add significant value to a home, potentially raising its sales price. A survey of real estate agents in the U.S. revealed that 99 percent believe homes with hardwood floors are easier to sell, 82 percent believe they sell faster, and 90 percent believe they sell for more money - up to 10 percent more. This means if a home valued at \$200,000 were to invest \$10,000 in hardwood flooring, at an increased home sales value of 10 percent, the home potentially could sell for \$220,000, doubling the homeowner's initial wood flooring investment.

### ■ How does the cost of wood floors compare to other flooring surfaces?

Over the long-term, wood flooring is actually one of the most cost-effective flooring options available. When properly installed and maintained, wood floors can last for hundreds of years. Other flooring options will likely have a service life of 10-20 years, which means they will need to be replaced 5-10 times as often as wood floors.

Most wood floors can be sanded and refinished several times during their service lives to restore beauty and luster. In addition, wood floors can adapt to many décor and style changes over the years while other flooring options can look dated and require replacement based on new decorating trends. This makes wood floors a great long-term investment and one of the least-expensive flooring options available when considering total service life.

## SUSTAINABILITY AND HEALTH

### ■ What's the environmental impact of wood flooring?

Wood flooring is the most environmentally friendly flooring option available. Through sustainable forest management, wood can be harvested with minimal impact on the environment because trees are a renewable natural resource.

According to the U.S. Department of Agriculture Forest Service, for every cubic foot of hardwood harvested in the U.S., almost 2 cubic feet is planted in its place. Because wood floors can last hundreds of years, they use fewer raw materials, energy, and natural resources.

### ■ Does the process of making wood flooring contribute to global warming?

The main cause of global warming is carbon dioxide, and wood flooring is a carbon neutral product. During their growth life, trees absorb carbon dioxide from the atmosphere and release oxygen. This process makes wood carbon neutral. Wood flooring also stores carbon throughout its service life, maintaining its carbon neutral status even after the tree has been harvested.

A study by the University of Wisconsin-Madison further indicates wood flooring production has minimal emissions for carbon dioxide and no emissions for methane, nitrogen oxide, and other particulates, all of which contribute to global warming.





## CHOOSING WOOD FLOORS

### ■ What are the benefits of wood floors?

Wood floors offer great long-term value, are easy to maintain, and add value to the home or business. When properly installed and maintained, wood floors can last for hundreds of years. Other flooring options that won't last as long will need to be replaced more often, at additional expense both financially and to the environment.

Routine maintenance requires nothing more than a broom or dust mop. Periodically, using a wood flooring cleaner made for the floor will help remove surface dirt.

Wood floors also add value to a property. Real estate agents report that properties with wood floors sell faster and for more money than properties without wood floors.

### ■ Can wood floors provide warmth to a room?

Wood as a building material has excellent insulation properties. It has 10 times more insulating capacity than steel or aluminum, and five times more insulating capacity than concrete or cinder blocks. As a flooring material, wood retains warmth from heating systems, both from HVAC systems and radiant heat systems, increasing the overall physical warmth of the room.

### ■ Are engineered wood floors real wood floors?

Yes, they are manufactured using multiple layers of wood or wood composite veneers. Other laminated flooring products may look like wood, but not actually be made of wood at all. With engineered wood flooring, the only non-wood components used to make them are the adhesives used to bind the veneers together, and the finish that is applied to the top veneer to protect the wood.

## USING A PROFESSIONAL

### ■ Can I install the floors myself?

Installing wood floors is a lot more complicated than painting your walls or replacing the hardware on your kitchen cabinets. Wood flooring requires special tools that you will likely have to rent. You will need to make sure the room you're working in is flat, that the subfloor material will work for wood flooring, and that no moisture issues are present that will damage the wood long-term.

In addition, you will need to know how to center the room, how much space should be left for expansion gaps, how to work around obstructions like closets, fireplaces, bay windows, staircases, and cabinets, and if you make cutting mistakes, you may end up running short on your material and not have enough to finish the job.

For all of these reasons, installing wood floors is not recommended as a DIY project. In the long run, you will save money and time by using a professional.

### ■ How do I find a professional to install my floors?

The NWFA is dedicated to educating wood flooring professionals in the installation, sanding, finishing, inspection, and sales of wood flooring products. NWFA members know the industry's standards, which are recognized worldwide. Find a wood flooring professional in your area by visiting [woodfloors.org/find-a-professional](http://woodfloors.org/find-a-professional).

## MAINTENANCE

### ■ How should I maintain my wood floors?

Routine maintenance for wood flooring is really very easy. Simply sweep, dust mop, or vacuum with the beater bar turned off to remove dirt and grit from between the floor boards. Wet mops and steam mops should be avoided because excessive water and steam can dull the finish or even damage the wood. When spills occur, clean immediately with a dry or slightly damp cloth.

If the floor begins to look a little dull, using a wood flooring cleaner recommended by the installer or floor manufacturer will help renew luster. Avoid mass-market rejuvenators, polishers, or restorers. If you are not sure which cleaner to use, visit a reputable flooring store for a recommendation.

### ■ Can a wood floor be damp-mopped or steam cleaned?

Never damp mop or steam clean a wood floor. When cleaning a surface-finished floor, follow the manufacturer's recommendations. You may generally use a dampened (near dry) mop to maintain a wood floor; however, excessive moisture can cause damage. Water can dull the finish and even damage the wood.

### ■ What happens if my floor gets scratched?

All flooring shows some wear over time, but wood is the only one that can be repaired to look new again. Most scratches in wood flooring will occur in the finish, not the wood itself. These can be repaired with a maintenance coat in which the finish is lightly abraded and then a new coat of finish is applied.

For scratches that are deeper and in the wood, the flooring can be sanded and refinished. A wood flooring professional will remove just a small amount of the flooring material to make these kinds of repairs. After the scratches are removed, a new coat of finish will be applied, restoring the floor to its original luster.

Scratches can be prevented and minimized by placing throw rugs at all entryways, placing felt pads on furniture legs, clipping pet nails, and avoiding walking on floors in athletic cleats or high heels.

### ■ Is dirt and dust more visible on wood flooring?

The dirt and dust that shows on wood flooring is on other flooring options too, it's just not as noticeable. Think of what could be hiding on and in those floors! Wood flooring has the advantage here because it does not harbor dust, mold, and animal dander. It's easy to see and easy to remove, which improves indoor air quality – and that's an advantage for allergy sufferers.

### ■ Can wood floors stand up to wear and tear from kids and pets?

Yes, wood floors can stand up to all of the big and small moments that happen at home!

Different species of wood have different durability and hardness, which are measured using the Janka scale. The Janka scale rates how likely it is that a wood species will dent or show other wear.

Finish can contribute to minimizing wear and tear on wood flooring as well. There are many finish products that can withstand heavy consumer traffic, like in restaurants and malls, so there are options that can stand up to busy family life as well.

### ■ Will I be able to change the look of my wood floors?

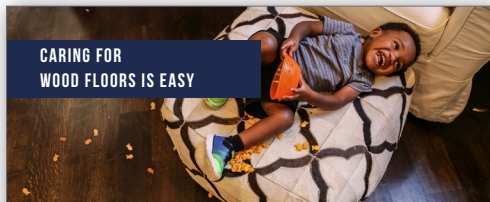
One of the advantages of wood floors is that they can be refinished, which makes them a great long-term value. A wood flooring professional will clean the floors to remove all contaminants, then will lightly abrade the floor and apply a new coat of finish. If scratches are deep in the wood, or if there are large dents or damaged boards, trained refinishers will be able to repair the damage without affecting the rest of the floor.

The number of times a floor can be refinished will depend on the floor itself, the degree of repair needed, and the skill of the refinisher. A professional refinisher will remove very little of the wood to make repairs – generally 1/32" or less – while those without proper training or equipment might remove much more wood than that, which greatly reduces the life of the floor.

# FACT SHEETS

These fact sheets will present answers to the most asked about questions when it comes to wood floors. Add your logo to the bottom of the page to position your company as one of the leaders in wood flooring.

## CARING FOR WOOD FLOORS IS EASY



### CARING FOR WOOD FLOORS IS EASY

#### WHEN LIFE GETS MESSY, YOU NEED A FLOOR THAT'S SIMPLE TO CLEAN

##### WHAT TO DO

- Clean regularly with a broom or dust mop or even vacuum using the bare floor setting to remove dust and dirt.
- Clean the floors periodically with a professional wood floor cleaning product recommended by a wood flooring professional.
- Wipe up spills immediately with a dry or slightly damp cloth.
- Follow the manufacturer's cleaning recommendations.

##### WHAT NOT TO DO

- Use wet mops or steam mops, which can dull the finish and even damage the wood.
- Use vinyl or tile cleaning products on wood floors. Self-polishing acrylic waxes cause wood to become slippery and appear dull quickly.
- Use wood furniture polish, which can make the floor dangerously slippery and damage the finish.
- Over-wax a wood floor. If a wax floor dulls, try buffing instead.



Individual maintenance schedules will vary depending on use, wear and tear, and lifestyle, but here are some additional tips for keeping your floors beautiful:

- Use throw rugs at doorways to help prevent debris from being tracked in and scratching the floor.
- Put slick-on felt protectors under the legs of furniture to prevent scuffing and scratching.
- Avoid walking on your wood floors with sports cleats and high heels.
- When moving heavy furniture, pick it up instead of sliding it across the floor.

#### RECOMMENDED MAINTENANCE SCHEDULE

DAILY	WEEKLY	MONTHLY	EVERY 3-5 YEARS	EVERY FEW DECADES
Sweep or dust mop	Vacuum using the bare floor setting	Clean with recommended wood flooring cleaner	Maintenance cost	Sand and re-finish

Details on cleaning and maintenance can be found at [WoodFloors.org](http://WoodFloors.org)



## ENVIRONMENTAL & HEALTH BENEFITS OF WOOD FLOORS

### ENVIRONMENTAL & HEALTH BENEFITS OF WOOD FLOORS

#### SUSTAINABLE FOR FUTURE GENERATIONS

Wood floors offer great long-term value, are easy to maintain, and add value to a home or business.

Wood floors are the most environmentally friendly flooring option available.

- The hardwood forests that provide flooring products are growing more than twice as fast as they are being harvested.
- Because wood floors can last hundreds of years, they use fewer raw materials, energy and natural resources than other flooring options.<sup>1</sup>
- Wood also stores carbon dioxide during its service life and can ultimately be recycled for other uses or burned as fuel.<sup>2</sup>
- Studies comparing wood to other flooring surfaces show wood as having the lowest environmental impacts and best results for low greenhouse gas emissions.<sup>3</sup>

The NWFA has a Responsible Procurement Program (RPP), which is a joint initiative between leading environmental groups and industry manufacturers committed to producing and promoting wood floors that come only from environmentally and socially responsible sources, improving forest sustainability for future generations.

Wood floors are good for your health, especially those who suffer from allergies.

- Wood floors improve air quality.<sup>4</sup>
- They don't harbor allergens, microorganisms, or harmful pesticides that can be tracked in from outdoors. Mold, dust, and animal dander are minimal at best.



The life span of a wood floor can exceed 100 YEARS

U.S. Department of Agriculture Forest Service / University of Wisconsin Wood Products Program Solid Wood Flooring Life Cycle Analysis (2009). It is important to consider the entire life cycle of a product, from raw material extraction through manufacturing, distribution, use, and disposal, to fully understand its environmental impact.

Find out more about how wood can benefit your environment at [WoodFloors.org](http://WoodFloors.org)



## THE VALUE OF WOOD FLOORS



### THE VALUE OF WOOD FLOORS

#### SO! YOU'LL BE FLOORED AT THE RETURN ON INVESTMENT.

Wood floors offer great long-term value, are easy to maintain, and add value to a home or business.

The life span of a wood floor can exceed 100 years, making it a tremendous value.

- Wood floors are designed to withstand the traffic of busy families, including man's best friend.
- Most wood floors can be sanded and refinished several times to restore beauty and luster.
- Wood floors can also adapt to many decor and style changes over the years while other flooring options require replacement based on decorating trends.

Wood floors can add significant value to a home, potentially raising its sales price.

- A survey of real estate agents in the U.S. revealed that 99 percent believe homes with hardwood floors are easier to sell, 82 percent believe they sell faster, and 90 percent believe they sell for more money - up to 10 percent more.<sup>1</sup>
- This means if a home valued at \$200,000 were to invest \$10,000 in hardwood flooring, at an increased home sales value of 10 percent, the home potentially could sell for \$220,000, doubling the homeowner's initial wood flooring investment.

When it comes to yielding a return on investment, wood floors are at the top of the list for interior home remodeling projects.

- Realtors<sup>2</sup> noted that installation of new wood flooring recovers 91 percent of the costs.<sup>3</sup>
- Realtors<sup>4</sup> also said refinishing hardwood floors recovers 100 percent of project costs upon resale.<sup>5</sup>



80%  
Eighty percent of homeowners believe wood floors add the most value to a home.

1. "2008-2009 Quantitative Evaluation of Real Estate Professionals for National Wood Flooring Association / The 2007 Remodeling Impact Report Part 4: 2007 Consumer Awareness Survey Study"

Read about the ROI of real wood at [woodfloors.org](http://woodfloors.org)



## WOOD FLOORS ARE DURABLE



### WOOD FLOORS ARE DURABLE

#### CRAFTED TO STAND UP TO ALL PHASES OF YOUR LIFE

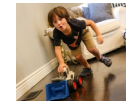
Today's wood floors are designed to withstand the traffic of busy families, including man's best friend. In fact, wood is the only flooring that can truly last for the life of your home.

- Most wood floors can be sanded and refinished several times to restore beauty and luster.
- Wood floors can also adapt to many decor and style changes over the years while other flooring options require replacement based on decorating trends.

Wood species are rated for hardness and durability. The Janka Scale gives a good indication of how a wood species can be expected to perform based on your lifestyle. The denser and harder the wood, the higher the rating. The ratings are for solid wood flooring only. View the janka scale at [woodfloors.org/durability](http://woodfloors.org/durability).

If scratches do happen, they are usually in the floor surface only and are easy to repair.

- Contact a professional wood flooring contractor for specific recommendations about how to repair the scratches and minimize them in the future.
- A wood flooring professional may be able to repair by applying a maintenance coat. They will clean the floor to remove all contaminants, then will lightly abrade the floor and apply a new coat of finish.
- If scratches are deep in the wood, or if there are large dents or damaged boards, trained refinishers will be able to repair the damage without affecting the rest of the floor.
- The number of times a floor can be refinished will depend on the floor itself, the degree of repair needed, and the skill of the refinisher.
- A professional will remove very little of the wood to make repairs, generally 1/32" or less.



#### An Ounce of Prevention

- Place breathable rugs at all doors to minimize dirt and debris from being tracked inside.
- Trim pet nails regularly.
- Put floor protector pads on the bottoms of the legs of any furniture that comes in direct contact with your floors.
- Avoid walking on floors with sports cleats or high-heeled shoes.
- Sweep floors regularly.

Find out more about wood's durability at [woodfloors.org](http://woodfloors.org)



# HOMEOWNER'S HANDBOOK TO REAL WOOD FLOORS

This booklet promotes the use of real wood floors by providing information about how to choose the right wood for different lifestyles, benefits of wood floors, and tips for maintaining and protecting. This is also a customizable piece that will help your company stand out as an expert in the field.



## ADDITIONAL TOOLS AND RESOURCES

Explore design possibilities with wood floors



[PINTEREST.COM/NWFA\\_HFM](https://pinterest.com/nwfa_hfm)

Engage with a certified wood flooring professional near you



[WOODFLOORS.ORG/FIND-A-PROFESSIONAL](https://woodfloors.org/find-a-professional)

Find the wood flooring companies and products you need



[HARDWOODFLOORSMAG.COM/INDUSTRYGUIDE](https://hardwoodfloorsmag.com/industryguide)

**NATIONAL WOOD FLOORING ASSOCIATION**

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