

hardwood floors

THE MAGAZINE OF THE NATIONAL WOOD FLOORING ASSOCIATION

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FEATURES



ON THE COVER

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40 Under 40

By Katrina Olson

Hardwood Floors is honored to recognize 40 industry professionals under the age of 40 who are helping to determine the future of the wood flooring industry. Meet the 2019 "40 Under 40," whose accomplishments have established them as some of the industry's brightest stars.



Working With Restoration Companies: Wood Floors Can Be Saved!

By Joel Kaufman

Historically, when wood flooring is damaged by a water loss, it was a foregone conclusion that the material would be torn out and replaced. But what if water damaged floors could be dried without removal?



Assessing and Addressing Water Damage

By Brett Miller

Water damage can happen at any time, in any home, and to any type of floor. Water will find its way through any floor covering and potentially affect the substrate, which is just as important to address as the flooring.

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Hardwood Floors (Print: ISSN 0897-022X and Online: ISSN 2475-5125) is published on a bi-monthly basis, plus the Annual Industry Guide, by the National Wood Flooring Association and distributed as a membership benefit to its member companies and without charge upon request to qualified individuals throughout the wood flooring industry. Single copy price is \$8, annual Industry Guide is \$50. Subscriptions: \$40/year (includes 6 issues and Industry Guide) in the U.S. and Canada. Publication office: 111 Chesterfield Industrial Blvd., Chesterfield, MO 63005. Phone: 800.422.4556. Printing office: Walsworth, 306 N. Kansas Ave., Marceline, MO 64658. Printed in the U.S.A. Periodicals Postage is paid at Chesterfield, MO and at additional mailing offices. POSTMASTER: Send address changes to Hardwood Floors, P.O. Box 9147, Lowell, MA 01853.

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CHAIRMAN'S CUT

Evolving
WITH THE NEXT GENERATION

By Craig Dupra
Chairman, NWFA

There are a lot of factors impacting the wood flooring industry as we head into 2020, including wood lookalike products, tariffs, and labor shortages. If these topics are also on your mind, know that we are not alone. Those concerns were widely shared by NWFA members in *Hardwood Floors'* 2019 Industry Outlook survey in the October/November magazine.

Our business model as an industry is changing rapidly. The old commodity part of our industry is being replaced by look-alike vinyl flooring. The days of doing whole houses with 2 1/4" #1 common red oak and sanding and finishing it natural are going away.

As an industry, we need to recognize our competition and rise to the occasion. We have the best product, the best environmental story, and remain the floor covering that people aspire to have in their homes. Tile and vinyl make their products to look like ours, not the other way around. Ours is a luxury product and we need to make sure we present it that way to the public.

How does our industry keep evolving and rise above all of these concerns? With a mix of the knowledge and experience of the more-seasoned generations, as well as the fresh thinking of the youth in our industry.

Some of the youth who may help with solutions to the industry's problems are featured in this edition of the magazine as part of the 2019 "40 Under 40"

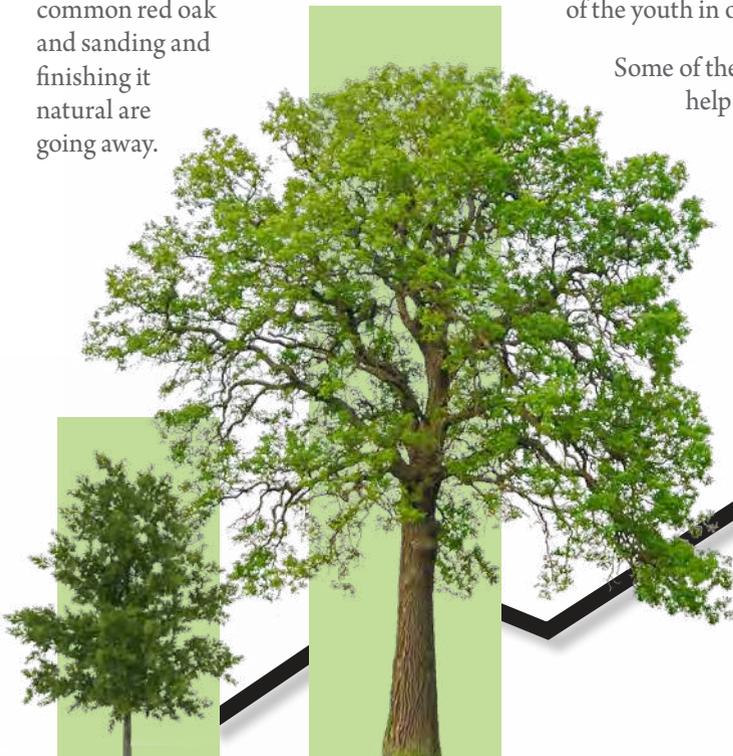
list. The next generation is vital to the health of the industry. Congratulations to them all for excelling in our industry and thank you for leading us forward.

Within this group of "40 Under 40," you'll find that working in wood flooring is generational for some, while others have taken a leap by beginning their own business. These individuals go the extra mile for friends and family, and help their communities via coaching youth sports, participating in Habitat for Humanity, raising money for important causes, and donating time and products for flooring projects in churches.

Beyond recognizing the "40 Under 40" recipients, the NWFA brings young leaders in the industry together via the Emerging Leaders Council. This group has grown over the last couple of years, and is now going to spearhead some advocacy efforts for encouraging others to choose careers in our trade. You can read more about their efforts and learn how to get involved on page 36.

As Boomers age out, younger people will modify our industry to adapt to the changing business environment. I know my son has made fundamental changes to our businesses to make them more competitive.

I encourage all of us to work together, share ideas, and build strong relationships across generational lines. And, if you want to think positive about the coming year, as well as the future of the industry, please take a moment to read on page 38 how these 40 young men and women are leading the way. ■





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Wood Stock

International & CRAFTSMANSHIP & FRIENDSHIP

By Burt Bollinger

A gathering of hardwood flooring professionals from across the globe recently descended on a small castle in Brzeg, Poland to showcase their wood flooring skills, mentor the next generation, and create connections that will last a lifetime.

The event, called Workcamp Parquet, is held yearly, and brings master craftsmen, professionals, and apprentices from more than 20 countries together to collaborate and pass along tradition.

At this year's event, NWEA Regional Instructor Lenny Hall was on-hand to participate.

"Workcamp Parquet finds historic structures in need of repair. They then reach out to quality tradesmen in the industry, and have them work on the floors. The event also functions as a learning academy for young professionals attending trade schools in the local areas," explains Hall.

"The structure we worked on was Brzeg Castle. It was built on the ruins of a former castle back in the early 1960s, and it acts as a museum for the heritage of the area around it," says Hall.

With so many professionals from so many locations around the world, coordination was a challenge.

"I found the event was well-managed for it being multicultural and having multilingual issues. There was also the challenge of coping with varying levels of talent."

To converse across languages could take 1-2 intermediaries who could translate across various languages: English-Spanish-German-Russian and back again. To overcome the language



barrier solo, Hall says he would use a translator on his phone to type out his part of multilingual.

"Alternatively, we would just draw it on the floor, do a lot of finger-pointing, and the craftsmen I worked with would generally get the idea," says Hall.

Hall says his main reason for attending was to understand European floor work from a first-hand perspective.

"I also got the chance to see how I compared to the top craftsmen in Europe. It was so nice to work with these master craftsmen from other countries, learning their methods and approaches to our trade and sharing mine with them. They gave me many pats on the back, told me I was appreciated, and that my skills matched their own. That was a heartwarming experience for me."

The work on the hardwood floors within Brzeg Castle included an immense Great Hall.

"The Great Hall is a 4,000 square foot space that needed sand and refinish of

existing white oak/maple parquet. The floor was very much worse for wear, being now more than fifty years old. The floor probably needed to be torn out and replaced, but for now, they wanted to refinish it.” A Polish Herald was fabricated by Russian craftsmen and the herald placed into the Ballroom floor.

A second room, the Trophy Room, was a large hall that would need to have a new parquet floor installed.

“We took the old parquet, which was 40cm by 40cm square, with a diagonal strip of maple on two sides of white oak. This design pattern looked like a large lattice, with concentric boxes going to the center of the corner of every square.

Hall was assigned to the team salvaging this parquet so they could install it in another area of the castle. They were able to repurpose about 60 square meters or about 700 square feet, and put it into a 50 square meter, or 550 square foot area used as offices.

“A new parquet for the Trophy Room was built out of two different colors of white oak, one of which had been chemically treated with a form of Iron Acetate that penetrated through and through, making it look Wenge. That acted as the center dot and perimeter border of the design. Finally, we put a herald into the floor. The floor was then sanded and finished with a few coats of a European oil finish. No stains were



All photos courtesy of Lemmy Hall

involved anywhere,” says Hall.

Reflecting on his experience, Hall says it was more enriching and informative than he ever could have imagined.

“I wanted to understand European floor work from a first-hand perspective, and I was certainly able to get a better, broader understanding. The other thing I gained was international friendship. I have lifelong friends from across the world now. It was a fantastic experience and should be on the bucket list of anyone who is a die-hard wood floor guy.” ■



CONTRACTOR CORNER

- A recent study by SmartAsset notes construction laborer as the second-fastest growing occupation in the United States, with 40 percent growth in female employees from 2014 to 2018.
- N-Hance™ Wood Refinishing has committed to donating a dollar for every kitchen or floor refinishing project to American Forests, a forest conservation organization. Each dollar donated will go toward planting one tree in large forest landscapes across the United States.
- Through the Woods, Prestige Wood Flooring, and Excellent Floors & Services were the winners of Bona's DriFast Stain photo contest. Prizes included items such as a YETI cooler, Bluetooth headphones, and Amazon Alexa wireless speaker.

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RUSTIC and RUGGED

By Burt Bollinger

A restaurant nestled near the base of a snow-covered mountain has an interior that features an extraordinary mix of rustic, antique wood finishes along with a distinctly modern twist. It serves as a showcase of how wood can powerfully transform an interior. Moreover, it shines as a perfect example of thoughtful design, and how a hardwood flooring company can spread its wings and successfully go outside of its comfort zone.

"Tatonka sits at the corner of one of the busiest streets in Aspen, Colorado. The owners are extremely particular about the interior décor and the overall architectural design of their restaurants. They wanted to include as many wooden elements as they could," explains Mika Old, Director of Sales for Old Wood.

"In addition to the floor, Old Wood did the walls, ceiling treatments, tabletops, and we made most of the furniture for the project as well. As for the look, we were going for lots of rich, deep colors."

For Old Wood, getting the aesthetic right was only one part of the challenge. The unique nature of the restaurant's location and the attire of their clientele meant selecting a wood flooring that could withstand a tremendous amount of abuse from wet, heavy ski boots all winter long.

"The reason we chose mesquite is that we believe it to be one of the hardest, most durable floors in the world, especially when used as an end-grain," explains Shiloh Old, VP of International Operations for Old Wood.

"We used an unfinished block as opposed to one of our end-grain panels. The floor is what we call a 'Club Mix End-Grain Mesquite.' It is a half-inch mesquite end-grain that comes in five different sizes, which is why it is called 'Club Mix.' We have a diagram of a few different patterns we can use to install the five different sizes, so it comes out looking random in appearance, but the actual installation is anything but random," says Shiloh. "The end-grain mesquite floor was then installed using Bostik Green Force adhesive and stained on-site."

"We felt the onsite seal would better prevent moisture incursion. It was a natural stain with a little bit of a golden pecan color. We used an oil-based stain with a water-based polyurethane topcoat. We did this because the contractor wanted to use stains that were readily available in Aspen," explains Shiloh. "As a result, all of our color mixes were with just Sherwin Williams Minwax brand, which you can find at just about any hardware store in the country."

After the floor was installed, Old Wood began on a three-dimensional sound dispersing accent wall made from reclaimed juniper out of New Mexican deserts.

"We shipped those juniper panels for the walls pre-finished. We sold the walls as a panelized product that they then glue or screw to the substructure. We also did a straight-line-ripped, skip sanded, hit-or-miss finish douglas fir ceiling, which we pre-finished," says Shiloh.

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All photos courtesy of Old Wood

“We also did antique beams throughout the restaurant. Some of them were up to 8” by 10” but were simply facades. The addition of these non-load bearing beams further created the look of a warm and inviting old mountain cabin. The beams were finished by hand using a custom mix of Minwax colors. Finally, the ceiling was done in a provincial

color, a mix of Sherwin Williams water-based stains, which we applied with a Stanza roll coater,” explains Shiloh.

“We’re very proud of the finished interior. It was a chance for us to step out of our comfort zone and do something new. The result is something that the restaurant owners were very pleased with, as well. It was wonderful to be able to collaborate and come up with a solution to their somewhat unique situation. The end result is quite stunning. It’s not over-the-top, rather, it’s refined rustic energy,” says Mika. ■

MANUFACTURER MEANDERINGS

- AkzoNobel named Tranquil Dawn, a shade with green, blue, and grey, as the company’s color of the year for 2020.
- Bona announced that Mike Lagarrigue has joined the company as the newest Adhesives Specialist for Western North America. He will cover Northern California, Oregon and Washington in the U.S. along with British Columbia and Alberta in Canada.
- Bona celebrated 100 years in business with employees, customers, and partners across the globe.
- Georgia-Pacific plans to invest up to \$70 million to upgrade its plywood and lumber operations in Arkansas by adding advanced technology and systems. Work on the projects began in the summer and will be completed by 2020.
- Oshkosh Designs has hired Tom Skoglund as its newly appointed National Sales Manager.
- Weyerhaeuser Company announced an agreement to sell its 555,000 acres of Michigan timberlands to Lyme Great Lakes Holding LLC, an affiliate of The Lyme Timber Company LP, for \$300 million in cash. The company expects to recognize a gain on the sale and anticipates no tax liability in conjunction with the transaction.
- Stauf USA Adhesives announced they will no longer require moisture testing on the following products for the installation of engineered wood flooring: SMP-960 One-StepPUM 950, Power-Mastic, PIC-850 Contractor’s Urethane, and SMP 840 Contractor’s Polymer.

Wood

DISTRIBUTOR DOINGS

- Shawn McCloskey will be responsible for the territory serviced by distributors Michael Halebian & Co., Wood Pro, and Haines North, in his new role as North East Regional Sales Manager, U.S. for Mercier Wood Flooring.

RETAILER ROUNDUP

- Lumber Liquidators recently settled a \$30 million class-action lawsuit with the Dana Gold group, who claim that its Morning Star bamboo flooring was defective, according to Top Class Actions. The settlement includes \$14 million in cash and another \$14 million in store-credit vouchers. The bamboo was sold between January 1, 2012 and March 15, 2019.
- AHF Products, a leading wood flooring manufacturer, has introduced five new engineered and solid hardwood flooring collections from Bruce® – American Honor, Next Frontier, Early Canterbury, Blacksmith's Forge engineered floors, as well as a newly refreshed Natural Choice solid hardwood. These new collections are made in the U.S.A. and feature precision craftsmanship and premium materials.

CHANGING Hardwood Perspectives



By Burt Bollinger

Wood adds warmth and style to any décor, while also being the most environmentally friendly flooring option available. As an industry, we have a wonderful story to tell about the beauty and desirability of our products; however, we must work together to tell it.

One unique way the Pennsylvania Department of Agriculture's Hardwoods Development Council is sharing our story is through the use of a traveling exhibit called the Pennsylvania WoodMobile.

The Pennsylvania WoodMobile is a traveling exhibit that provides information on the state's forest



All photos courtesy of Pennsylvania Department of Agriculture Hardwoods Development Council

products industry. Since 2002, it has shared information about the beauty, desirability, and sustainability of hardwood to almost 2 million visitors.

Pennsylvania WoodMobile visitors see how the forests of Pennsylvania

Stock



have shaped the history of the state and nation, learn how today's forest differs from 100 years ago, touch the various hardwood species produced in Pennsylvania, and use touchscreen technology to interact with multiple threats to the forests. Visitors also learn about sustainability and experience how common and unusual forest products touch our lives every day.

"Our target audience is 4th, 5th and 6th-grade students. The Pennsylvania WoodMobile helps visitors understand the idea that the use of wood is a good thing. One side of the WoodMobile focuses on forestry issues, and the other side showcases the Pennsylvania forest products industry. We want them to know that using trees is part of the answer to environmental issues, rather than the cause of the problem. We talk about the sustainable forest and how forests grow," explains Wayne Bender, Executive Director of the Hardwoods Development Council in the state of Pennsylvania.

The original Pennsylvania WoodMobile operated from 2002 to 2014. It retired with an estimated 250,000 miles on it. The WoodMobile was donated by Deer

Park Lumber, Inc. of Tunkhannock, Pennsylvania, and is a 34-foot gooseneck trailer pulled by a dual axel truck. The updated Pennsylvania WoodMobile debuted in 2015; more than 60 companies provided funding for outfitting the trailer.

"The white oak and walnut flooring of the WoodMobile was designed so that coming in from either the right or left side of the trailer, it would look like you were walking down a curved trail in the woods," says Bender.

"The floor has an oil finish, but it has worked out very well for us. It has been easy to maintain, and it goes through all sorts of weather conditions. It's out in March, and there might be an inch of mud in it. It gets wet from rain, it's out in the cold of winter and the heat of the summer," explains Bender.

"The Pennsylvania Woodmobile has been a tremendous success. I think it has proven that we can change perspectives, and we can let people know that wood is good, and forestry is good. The wise use of forest resources is a benefit to the environment as well as to the population," says Bender. ■

"The white oak and walnut flooring of the WoodMobile was designed so that coming in from either the right or left side of the trailer, it would look like you were walking down a curved trail in the woods."

– Wayne Bender,
Executive Director
of the Hardwoods
Development Council
in the state of
Pennsylvania.

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VISUALIZING HARDWOOD

By Burt Bollinger

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Technology is rapidly impacting the way we do business as an industry. For a recent example of this, look no further than a new collection of engaging, virtual reality design tools by Mannington.

Mannington recently introduced a suite of mobile-friendly, interactive web browser-based tools designed to help make the floor-shopping process more streamlined for both the consumer and the retail salesperson.

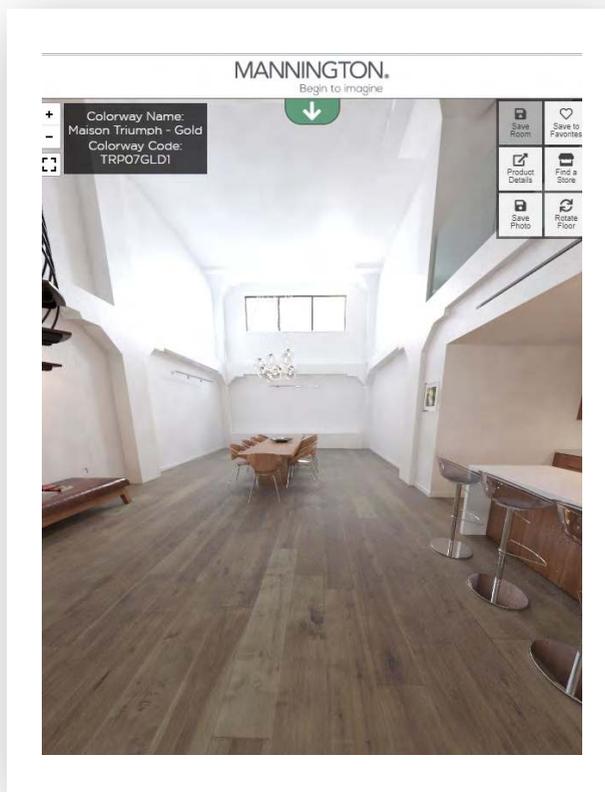
The new interactive tools are transforming the buying experience by offering customers the opportunity to see floors in their homes before they purchase. They blur the line between imagination and the real world, and are an example of how the use of new technology can enhance both the customer's shopping experience and the retailer's bottom line.

"Consumers are coming around to engineered hardwood, and this gives them the confidence to see what it can look like in their home. Our goal was to help make the shopping process easier for both the retail salesperson and the consumer," explains Lori Keith, Residential Marketing Director at Mannington.

"Whenever a consumer is online or is in the store looking at samples, the sample is only so big. It's hard to imagine what that floor will look like in their room. We recognized that one of the keys to closing the sale is helping the consumer visualize the floor. These tools offer a simple way for them to do that.

All they need is their smartphone or tablet," says Keith.

The browser-based tools Mannington has launched were explicitly designed to have a low barrier for participation. There is no app to download. Users simply visit floors.com/see to fully envision what a customer's flooring



Photos courtesy of Mannington

choice looks like in a large space, or they can visit [floors.com/myroom](https://www.floors.com/myroom) to take a picture or upload an existing photo of their room, and very quickly see what that floor will look like in their own home.

“We wanted to make sure the process was simple, as people do not have the time or patience to deal with a frustrating experience. We have had wonderful feedback on how this has changed how sales teams are showing the floors. It has helped people change their minds on what sort of floors to install in their homes,” says Keith.

From attracting customers to improving the purchaser’s overall satisfaction, Keith believes tools like these are imperative in today’s competitive marketplace, as they allow for a genuine experience that resonates with the potential buyer.

“Sales teams are under more pressure to get involved in their prospects’ internal decision-making processes to close more sales. As times change, companies need to adapt to thrive. We are a flooring manufacturer that

focuses on the independent retailer. For these tools, we push them toward our retail sales associates to allow them to offer a differentiated experience. If a consumer goes to a big box store, they cannot get that kind of service and engaging experience,” says Keith.

As for the future, Keith says

Mannington says there are plans to innovate further once the technology evolves.

“We have future plans for augmented reality once the technology catches up, but as of today, it still looks slightly cartoon-like. So right now, our focus is on creating an engaging experience that is relative to the consumer, easy, and uses the tools they have with them all of the time,” says Keith. ■



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U.S. WOOD FLOORING 2020 OUTLOOK: AN UNCERTAIN MARKET ENVIRONMENT

Wood flooring manufacturers and marketers face another challenging year in 2020. Some of the same factors causing wood flooring demand to decline during 2019 will continue into 2020. Manufacturers and marketers continue to see rising competition from waterproof rigid core luxury vinyl tile (LVT). Increased tariff charges on Chinese-made wood flooring is also putting pressure on prices. These trends contributed to declining U.S. wood flooring sales (shipments minus exports plus imports) during 2019. However, green shoots are beginning to emerge. The most important trend has been the decline in interest rates. Lower interest rates have already given a boost to the U.S. housing market. Lumber costs are also declining, which could reduce pricing pressures and make wood flooring more price-competitive to other flooring products. In addition, wood flooring manufacturers have introduced more water-resistant products to compete with rigid core LVT.

These positive trends, however, may not be enough to pull wood flooring sales out of their current funk. During 2019, wood flooring sales, in manufacturer dollars, could decline

by 5.7 percent to \$3.6 billion. Square foot sales could drop by 10 percent to 1.6 billion. Average selling prices are expected to increase by 4.6 percent. The increased tariffs on Chinese-made flooring could have accounted for about half of the price gain and the other half from the impact of rising lumber costs in 2018. The 2019 price increase was also double the rate for all floor coverings, which cut into the price-competitiveness of wood flooring.

Declining sales and increasing prices resulted in wood flooring losing considerable share of the U.S. floor coverings market. During 2019, wood flooring could decline to 12.9 percent of total U.S. floor coverings dollar sales, and 6.7 percent of total square foot sales. This is down from 17.2 percent in dollars and 8.9 percent in square feet in 2015. Wood flooring primarily lost share to rigid core LVT as LVT manufacturers introduced innovative WPC and SPS flooring with wood looks. During 2019, LVT sales could increase by 28 percent in dollars and 23.2 percent in square feet. These gains will push LVT's share to 16.4 percent in dollars and 13.3 percent in square feet. This is up from a 5.5 percent to 6 percent share of total floor coverings dollar and square feet sales in 2015.



By Stuart Hirschhorn

The share lost to LVT is especially steep in the residential replacement market. This is important since wood flooring has above-average dependence on this market. Residential replacement sales account for about 50 percent of total wood flooring sales. The heavy dependence on residential replacement sales hurt sales in 2019 since rising interest rates in 2018 resulted in a decline in existing home sales. Existing home sales are the primary driver of residential replacement sales.

However, the drop in interest rates during 2019 is laying the groundwork for a housing recovery in the second half of 2019 and into 2020. Current interest rates are down to 3.75 percent from about 5 percent a year earlier. Interest rates could decline further due to the Federal Reserve rate cut in October. So far, the decline in interest rates during 2019 resulted in a 2.8 percent increase in existing home sales by the third quarter of the year. This compares to a 3.8 percent decline in existing home sales in the first half of 2019. The increase rose to 7.4 percent in September. Existing home sales are expected to increase in the fourth quarter reflecting the increase in pending home sales in August and September. These positive trends will give a boost to residential replacement sales since a turnover of an existing home is likely to result in the undertaking of a home remodeling project by the homeowner six to 12 months after the home purchase.

Lower interest rates are also giving a boost to the builder market. Housing starts increased by 4.1 percent in the third quarter of 2019 after declining by 3.9 percent in the first half. Starts could strengthen further in coming quarters due to the 9.6 percent increase in new residential permits in the third quarter. Permit gains were 13.8 percent in September. These increases are extremely important to wood flooring manufacturers and marketers since wood flooring has the highest dependence on the builder market than any flooring sector.

Lower lumber costs could also improve wood flooring's price-competitiveness in 2020. Hardwood flooring prices could decline by some 20 percent during 2019 due to sluggish home building. However, so far U.S. wood flooring manufacturers have used this decline to improve profit margins, not cut prices.

Lower lumber costs could also improve wood flooring's price-competitiveness in 2020. Hardwood flooring prices could decline by some 20 percent during 2019 due to sluggish home building. However, so far U.S. wood flooring manufacturers have used this decline to improve profit margins, not cut prices.

Prices have also stayed elevated due to rising tariffs on Chinese-made flooring. Rising tariffs on Chinese-made flooring have caused prices to rise since Chinese-made wood flooring accounts for some 20 percent of total U.S. wood flooring sales. Chinese manufacturers, however, are losing share in the U.S. market due to the higher tariffs imposed by the Trump administration and the anti-dumping tariffs imposed by the U.S. International Trade Commission. The nearly 17 percent drop in dollar shipments from China during 2019 has been partially made up from manufacturers located in Vietnam and Malaysia, Poland and Ukraine, and Brazil and Paraguay, as well as others. The shift to these sources of supply could reduce price pressures in 2020.

Wood flooring manufacturers are also making efforts to counter the inroads made by LVT by introducing water-resistant products. To make wood flooring water resistant and even claim waterproof properties, manufacturers are introducing engineered products with rigid cores such as solid polymer and mineral. Manufacturers also add coatings to seal the edges.

These positive trends still have significant headwinds as we approach 2020. The overall economy is slowing and the gains in housing demand remain below the rates experienced between 2012 and 2017. Wood flooring manufacturers and marketers will also see additional inroads by LVT. In addition, trade policy is still in flux and so far an agreement has not been finalized with the Chinese. A non-economic factor could be how the 2020 presidential election will affect consumer confidence. These headwinds could keep wood flooring gains at about 1 percent in dollars and square feet in 2020. Wood flooring sales growth is forecast to increase close to these rates through 2024 and lose additional share in the U.S. floor coverings market.

Catalina Research tracks wood flooring industry trends, including an analysis of U.S. manufactured versus foreign-sourced products, customer demographics and distribution channels, factors driving demand, and the outlook for 2019 and beyond. This data and information is part of the Catalina Report on Wood Flooring released in July 2019. ■

Stuart Hirschhorn is Director of Research for Catalina Research Inc. in Highland Beach, Florida. He can be reached at 561.988.0853 or shirschhorn@catalinareports.com.

INDUSTRY INSIGHTS

GOVERNMENT AFFAIRS



TELLING OUR TRADE STORY

Fly-In 2019

The Hardwood Federation Fly-In to Washington D.C. is often billed as one of the most important advocacy events the industry holds in our nation's capital. This year, more than any other year, that is a true characterization of a whirlwind 36 hours spent on Capitol Hill meeting with members of Congress and their staff. The trade war with China continues without relief and the impacts on the hardwood industry have been fast, furious, and relentless.

Participation in this year's fly-in was driven by concerns surrounding the ongoing U.S. trade dispute with China and the resulting tariffs on both Chinese imports and U.S. exports, most importantly to us, the tariffs on U.S. hardwood exports to China. While not at the record-breaking levels of 2018, we were close with nearly 70 participants in all.

The fly-in brought hardwood industry leaders from across the country to Washington to tell their stories and relay the industry's message directly to the members of Congress that draft and vote on legislation impacting their bottom line. Our participants were a great mix of knowledgeable fly-in veterans and invigorated new faces spurred on to action by the economic impacts of the trade dispute. Together we stormed the Hill in small groups and visited as many congressional offices as possible to make real what for many is just a government statistic or campaign talking point.

As in years past, the Hardwood Federation PAC sponsored social events for republicans and democrats during the fly-in. These events also provide us with an outstanding opportunity to reconnect with friends on the Hill and establish new relationships. We heard from two

members of Congress who completely tuned into our issues and are joined with us in efforts to provide relief



L to R: Rick Holden, Krystle Edwards, U.S. Rep. David Rouzer, Anita Howard



L to R: Katherine Dupra, U.S. Rep. Antonio Delgado, Craig Dupra



L to R: Rick Degan, Tommy Maxwell, U.S. Rep. Chris Pappas, Jamey French

to the industry while the trade dispute continues. Congresswoman Ann Kuster (D-NH) spearheaded a letter to Secretary of Agriculture Sonny Perdue encouraging him to include hardwoods in agricultural relief efforts. She gave a terrific pep talk the night before our Hill meetings, focusing our energy for the long day ahead. Congresswoman Jackie Walorski

By Dana Lee Cole



(R-IN) gave a fiery keynote to wrap up our Hill Day, encouraging continued action and sharing insight gleaned from her significant efforts communicating with the administration, up to and including the president, on our behalf.

This year's fly-in was really all about trade. This is not to say that other issues aren't moving, but trade is having such an impact that all else pales in comparison.

Our message on trade was simple: trade is having a devastating impact on hardwood companies, workers, and consumers, and is causing long-term damage to international markets. We asked that the Trump administration provide some relief to the hardwood industry just as they have for other agricultural commodity groups. Ideally,

we would like to see a quick resolution to the trade war, but in the meantime, we need some help if our industry is to survive.

It cannot be emphasized enough how impactful personal stories of what the trade war is doing to your business, your employees, and your state and local economy are. It is not too late to make some noise. Call, write, or tweet your member of Congress and administration officials and tell them what you are thinking in your own words. Our "Contact Congress" outreach tool makes it easy and may be accessed at votervoicenet/THF/campaigns/66462/respond.

We hope everyone enjoyed their time on the Hill, learned something new, and came away with a new appreciation of how their engagement can make a

difference on public policies made in Washington. I encourage everyone reading this to join us for next year's fly-in so we can reach more offices, be even more effective, and set even more new records. We hope you can join us!

For more information on the fly-in, issues discussed, or to find out about participating in the 2020 fly-in, contact the Hardwood Federation at 202.463.2705. ■

Dana Lee Cole is Executive Director at the Hardwood Federation, a Washington, D.C.-based hardwood industry trade association that represents thousands of hardwood businesses in every state in the United States and acts as the industry's advocacy voice on Capitol Hill. She can be reached at dana.cole@hardwoodfederation.com.

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Additional patents pending.

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INDUSTRY INSIGHTS

DESIGNER INSIGHTS 

THE STATE OF **Interior Design** 2020



Henry Ford once said “When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.” Due to requests for more design-related intel and insights, let us dive deeper into the subject of the interior design trade and how it relates to our hardwood flooring world. In October, I spoke on this topic at the NWFA Manufacturers Assembly in Nashville.

There is a great deal of frustration in hardwood flooring due to the market share being eroded by the consumer’s current crush on vinyl and composite core surfaces. I have been watching wood-look-alikes nibble away at actual hardwood for some time. It’s due in part to how much easier it is to sell something that is flat, mostly plastic, water-repellent, less expensive, easy to install, and easy to clean.

When I refer to this phase as the “Consumer’s Current Crush,” it is just that simple, and hopefully as short-lived as a crush. Crushes can lead to either delight or disappointment, and in this case, we can expect the latter. It’s worth noting there are centuries of proof of our innate love for authentic hardwood floors, and I believe that once homeowners see how dull and lifeless (and inauthentic) their fake floors are, they are going to be dying to replace it with an upgrade of hardwood floors.

For now, we must survive this phase, becoming stronger and wiser as a result.

Whenever we feel pressured or pinched in one area, it’s human nature to look around for other areas that might be less “painful.” Let me refer you to the book “Who Moved My Cheese,” a book about two mice living in a maze named “Sniff” and “Scurry” who had to figure out what to do when their cheese was moved. It’s a worthwhile book to read and doing so could help you think differently in order to better anticipate, acknowledge, and adjust to change in order to turn your changes into “positives” in your own business and life.

If we people are smarter than Sniff and Scurry, we need to look to find out where the cheese has been moved. In our story, the “cheese” (the consumer’s desire for hardwood flooring) has not only moved, it is shrinking. Why? It’s complicated. It isn’t a quick and easy



By Emily Morrow Finkell

story to tell and harder than ever before because everyone is programed for short bursts of information. With the endless barrage of digital impressions, it is not only hard to get someone's attention; it's even harder to hold it. As an interior designer who has felt pinches over a lifetime of working, my opinion is that we have some sweet spots to focus on that could provide short- and longer-term results.

Designers are not an easy relationship because you need to speak their language. One of their languages is "aesthetics" and hardwood flooring is beautiful, natural, and long-lasting. Designers are also very social creatures, posting on social media and influencing a large number of consumers who rely on their expertise. Hardwood should not be a "stretch" for us to romanticize, because it does come in a wide variety of colors, species, and finishes from which to choose. One of our big challenges that I've written about recently has to do with living in a "flat world" where everything is reduced to a digital image, making all the products "seem equal" when they are nothing of the sort. In the flat world, consumers come to falsely

assume that everything in the "wood world" is clean, flat, perfect, and easy, just like they see on Pinterest and Instagram. It's easy to feel the substantial nature of wood...to hold it or to walk on it is a kinesthetic learning experience.

How do you encapsulate the beauty and essence of hardwood flooring in a short byte? A picture is worth a thousand words and many of the room scenes I see are not aspirational. And, the models featured in the rooms might not be projecting the right image of what we should be conveying about the brand. We only have nanoseconds to make a positive or negative impression...or worse, we aren't noticed at all.

Whose attention do you seek? My suggestion is that you look to the designers to learn and grow. Pay attention to them, find out what it is they are specifying. They specify \$77.95 billion dollars worth of products annually. Of that, flooring is \$8.18 billion dollars and 88 percent of the designers are specifying hard surface flooring. Not bad for a group of professionals who totaled 69,222 in 2017 working in businesses numbering at



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- ▶ Median salary for designers is \$70K; while the median hourly rate is \$30/hour, the median salary for sole practitioners is \$50K
- ▶ Designers and firms that specialize in commercial interiors earn \$14,000 more than those that focus on residential projects.
- ▶ Gender gaps exist in pay; men typically hold a disproportionate number of high-level jobs and earn a salary that is \$19,000 more than their female counterparts. Men are more likely to engage in salary negotiations than women.
- ▶ NCIDQ (National Council for Interior Design Qualification) and education impacts pay; Designers typically earn +\$16,000 more with certification and \$17,000 more with a bachelor's degree

110,280 (and growing) with an expected total revenue of \$16 billion.

The design industry as a whole is enjoying the robust economy as homeowners and business owners are making improvements to their existing structures, building new, and even expanding. When you combine the commercial, hospitality, institutional, and residential sides of design, the industry reports are all positive according to the ASID Billings Index:

“The ASID Interior Design Billings Index (IDBI), a key billings indicator for interior design firms and the profession, dipped in July to a score of 49.6. While an index score of 50 indicates firms saw no increase or decline in business activity, this is the fourth consecutive month of lower scores since the IDBI reached its highest score, 60.8, in over two years. Many panelists note that tariffs have increased

prices and created uncertainty around the pricing of materials. The three-month moving average also slowed to a score of 51.5 in July compared to a score of 53.3 in June.”

“This month’s special questions asked our survey panelists if new building construction in their firms’ area impacted project inquiries in a significant way. The same questions were asked the last two years. One in four interior designers (23 percent) said that new building construction had impacted their firm in a positive way, down notably from 2017 when a positive impact was nearly 40 percent. The view that the impact of new construction is negative has grown from 3 percent in 2017 to 13 percent in 2019.”

APPLYING THE STATE OF THE DESIGN INDUSTRY TO HARDWOOD FLOORING

Housing, hardwood flooring, and interior design are connected – period. Better quality homes are built more times than not with hardwood flooring and other “natural” hard surface materials. Many homes today are still going with the site-installed solid hardwood provided to them by their contractors in order not to upset their construction schedule, which is subject to disruptions in momentum thanks in part to the shortage of skilled labor. However, 2019 is looking strong according to leaders across the design industry, who when surveyed, reported having business prospects throughout 2019 that looked very good. Many had projects already underway or committed to and expect that demand would continue through the remainder of the year.

Tariffs are also a challenge to both large and small design firms. Tariffs impact firms’ ability to be competitive with other firms vying for the same projects, often driving down margins and squeezing the portions spent on flooring which goes in at the latter part of the project. Interest rate changes by the Fed are also challenging the design world; as well as competition with other firms; price increases on goods, services and construction materials; and shortages of skilled labor. The design industry is said to be at a cross roads and where they go next is up to who points them in the right direction. The future of design is full of possibilities. It is more important now than ever before in its history and plays a greater role in improving the quality of life for more people than ever before. ■

Emily Morrow Finkell is an interior designer and CEO of EF Floors & Design LLC in Dalton, Georgia, a provider of hardwood floors and home furnishings, and an NWEA design contributor. She can be reached at emily@emilymorrowhome.com.



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BUSINESS BEST PRACTICES

FINANCE 

2019
YEAR-END

T PLANNING X tips



As 2019 is wrapping up, it's time to start thinking about a new year for your business. From a financial perspective, it's important to start the year putting in place best practices to lower your tax liability and set up your business for a successful year. Below are a few tips that can make your life easier when tax time comes around.

TAKE ADVANTAGE OF THE QBI DEDUCTION

The Tax Cuts and Jobs Act introduced a new deduction called the Qualified Business Income (QBI) deduction for sole proprietors, LLCs, partnerships, S-corps, estates, and trusts. It allows business owners to exclude up to 20 percent of their qualified business income from federal income tax, whether they itemize or not.

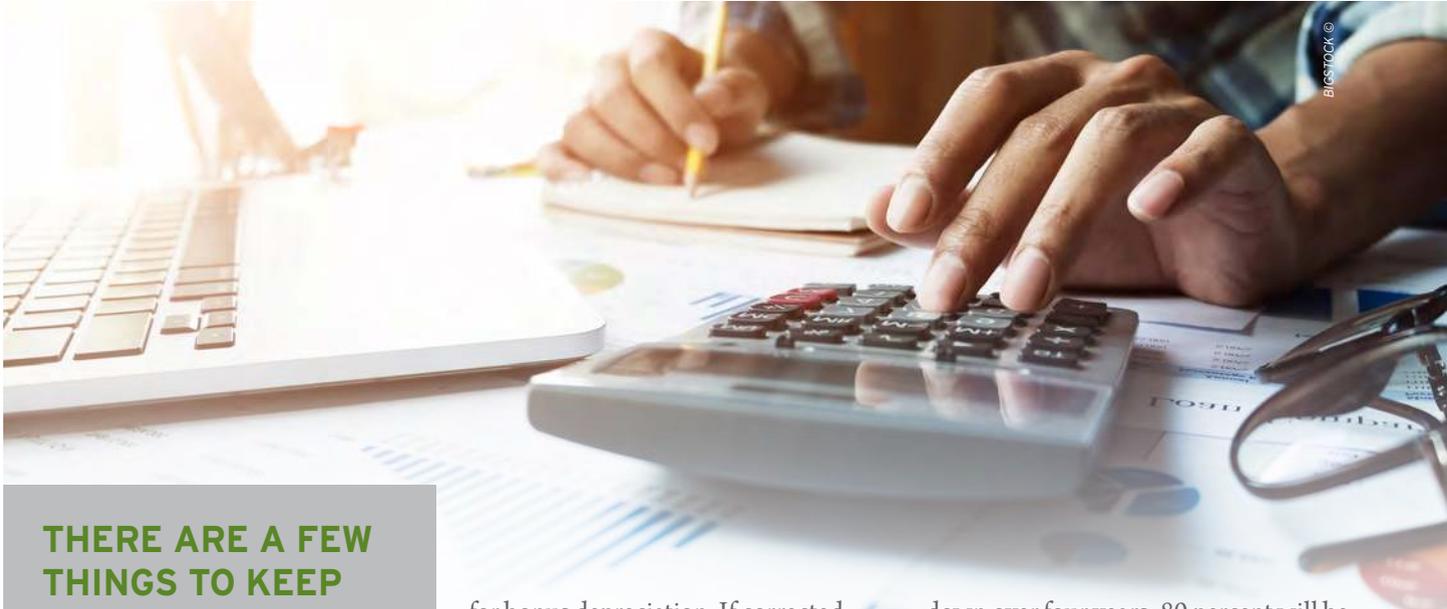
The 20 percent QBI deduction is fairly straightforward for taxpayers with taxable income below \$315,000; the deduction is a flat 20 percent of flow-through income not to exceed 20 percent of taxable income. When a taxpayer's taxable income exceeds \$315,000, the 20 percent QBI deduction is limited by the greater of 50 percent of allocable W-2 wages or 25 percent of allocable wages plus 2.5 percent of the unadjusted basis of income-producing assets (UBIA). For small businesses, there's generally not a whole lot of UBIA planning that can be done to substantially increase the QBI deduction, but we have seen significantly more planning opportunities as it relates to increasing the wage base.

AGGREGATE BUSINESS ACTIVITIES TO GET THE MOST OF THE QBI DEDUCTION

Business owners can significantly increase their QBI deduction by 'aggregating' the activity of interrelated, commonly owned businesses. Aggregation allows profitable businesses with little or no wages or depreciable assets that would otherwise not be eligible for a QBI deduction to utilize wages and depreciable assets of a related business to achieve the maximum 20 percent QBI deduction.

LEGISLATION STILL PENDING ON QUALIFIED IMPROVEMENT PROPERTY (QIP)

The Tax Cuts and Jobs Act simplified and consolidated the various leasehold categories to one Qualified Improvement Property (QIP). Due to a legislative omission, QIP was not added to the list of property with a 15-year depreciation period and is not eligible for bonus depreciation. Corrective legislation is in the works to fix this and treat QIP with a 15-year depreciation period rather than a 39-year depreciation period and be eligible



THERE ARE A FEW THINGS TO KEEP IN MIND WHEN CONSIDERING AGGREGATING TRADE OR BUSINESS INCOME:

1. Once an aggregation election is made, it must be reported consistently in subsequent years.
2. Newly created businesses may be added to an aggregated group, but existing businesses may not.
3. You can make an initial election to aggregate trade or business income at any time, but if you fail to aggregate, you may not amend your tax return to aggregate after the 2018 taxable year.
4. A statement must be filed with your personal tax return each year indicating your desire to aggregate trades or businesses for purposes of the QBI deduction.

for bonus depreciation. If corrected, lessees and building owners who improve qualifying business property will gain federal tax benefits of shorter depreciable lives, increased bonus depreciation deductions and Section 179 expensing.

QIP has been further simplified to apply to interior common areas of nonresidential buildings if the improvement is placed in service after the building was first placed in service, can be owner occupied, and will not be subject to the three-year rule.

PLAN AHEAD FOR 100 PERCENT BONUS DEPRECIATION THROUGH 2022

Qualified property acquired and placed in service after September 27, 2017 is eligible for 100 percent bonus depreciation, and applies to both new and used qualified property.

Planning ahead to fully understand the potential tax impact of bonus depreciation is extremely important. After 2022, the amount of allowable bonus depreciation is then phased

down over four years: 80 percent will be allowed for property placed in service in 2023, 60 percent in 2024, 40 percent in 2025, and 20 percent in 2026.

KEEP IN MIND SECTION 179 DEPRECIATION CAPPED AT \$1 MILLION AGAIN IN 2019

An alternative to bonus depreciation is Section 179 expensing. The Tax Cuts and Jobs Act increased the expensing limit to \$1 million, with a spending cap of \$2.5 million of equipment purchases. The definition of qualified real property eligible for Section 179 expensing now includes roofs, HVAC equipment, fire protection, alarm systems, and security systems for nonresidential buildings.

Taking advantage of these tips now can help your company reap the tax benefits at the end of the year. ■

Robert L. Berger, CPA/CGMA is a partner in Tax Services at Anders CPAs + Advisors. He works with closely held business owners on individual and corporate tax consulting and retirement planning, and is the firm's Director of the Real Estate and Construction Group. He can be reached at rberger@anderscpa.com.

BUSINESS BEST PRACTICES

SALES SAVVY 

ARE YOU 'Staging' the Sale?

In real estate, it's common to stage a home. Staging a home is readying the home for sale. In the staging process, no detail is overlooked. A realtor will often walk through the home as if they were the buyer; trying to see the home from their perspective. A realtor might ask clients to remove pictures, replace furniture, lay fresh mulch, touch up paint, etc. Staging a home makes it more appealing to multiple buyers. The more appealing the home, the higher the list price.

What if you "staged" the sale? What if you attended to every detail? Each detail is an opportunity to create value and differentiate your alternative. A little more time, energy, and effort can go a long way to creating value in the customer experience.

So, why don't salespeople apply this extra effort or cover the details?

At any point in time, a realtor might have one or two homes on the market. Salespeople manage multiple opportunities per day. An abundance of opportunity creates a poverty of effort and attention. Some salespeople view the sale as a mere transaction versus an end-to-end experience. When the experience is viewed as a mere transaction, salespeople miss opportunities to add value before and after the sale. Imagine treating each sale as if it were your only opportunity; you would find more ways to create and add value.

Realtors spend hours preparing to put a home on the market. They develop marketing plans and spread the word to stimulate demand. How are you preparing for your calls? Our research shows that less than 10 percent of salespeople plan their sales calls; whereas, 95 percent of top-achieving salespeople routinely plan every call. Failing to plan leads to a lack of confidence, less productive calls, and poor performance.

Realtors view each home, client, and situation, as unique. No one experience is the same. Therefore, realtors make adjustments and try new ideas. Salespeople often make similar calls. They see the same customers, ask the same questions, and present the same products. Familiarity creates comfort and facilitates customer relationships. This familiarity also breeds complacency. Salespeople fall victim to the status quo while opportunities to add value hide in plain sight.

Customers use multiple sources of information to make buying decisions. Customers review the information we present and gather feedback from other decision makers. Customers use previous experiences with you, your products, and company, to make decisions. Although some decisions seem straightforward, they are not. Customers analyze the details and each detail represents an opportunity for you to add value. Here are some ideas to help you "stage" the sale more effectively.

PERSONALIZE THE SOLUTION

Realtors ask their clients to remove personal items like family pictures or children's artwork from the fridge. When prospective buyers see personal items, it's harder for them to visualize the home as their home. When you're presenting your solution, how easy is it for the buyer to view it as their own? Does it look more like *your* solution or *their* solution?

I recently met a salesperson who customizes each proposal to mimic their customer's website. He matches the colors, fonts, and certain buzzwords the customer uses. The salesperson explained that their proposal looks and feels like an internal document. The easier it is for the buyer to view *your* solution as *their* solution, the more likely they are to buy. Find ways to personalize your solution for the customer.

ENHANCE THE PROPOSAL AND PRESENTATION

Realtors hire photographers to capture the best photos for online marketing and brochures. High-quality photos are critical because it is the first impression people have when they view the home online. The photos will lure prospective buyers to schedule a showing or visit an open house.

Imagine if you took the same level of care for each of your proposals. Review your proposals and ask yourself, "Does this excite the buyer?"; "Is the quality of the proposal consistent with the quality of the solution I am presenting?"; "How can I enhance this proposal?" The look and feel of your proposal builds perceived value. If your proposal or presentation doesn't excite you, it's not going to excite the buyer.

CREATE A PERCEIVED SENSE OF FAIRNESS

Realtors have clients list improvements made to their house. This list includes everything from new appliances, landscaping, light fixtures, new windows, and even tree trimming. This list of improvements helps justify the price asked for the home. A robust list of improvements builds a perceived sense of fairness.

Create a list of all the value-added extras you offer the customer. Explain to the customer how your solution has improved. A perceived lack of equity is the number-one reason



By Paul Reilly

why buyers object on price. A buyer thinks your price isn't fair for what they're getting. Adding more value will demonstrate fairness.

PRESENT THE OPPORTUNITY VALUE

We recently sold our home (in case you couldn't already tell from the article). Our house has wood paneling throughout the kitchen and family room. Although we have always preferred the look, feedback from a few buyers indicated they would prefer to paint the wood paneling white. So, our realtor decided to "virtually" paint the woodwork. He was able to edit our photos to show potential buyers what the room would look like if the walls were painted white. Realtors help prospects see the potential, not the problem.

How could you help your customers see the potential? In Value-Added Selling, we call this *opportunity value*. Opportunity value is what you give the customer the ability to do tomorrow that they cannot do today. Perhaps your solution will save them more time, enhance productivity, or help the customer make more money.

Be able to clearly define how your solution positively impacts your customer's solution for their customer. This is called presenting the *synergy* of your solution. Synergy means that the combination of something is greater than the sum of the individuals. Ask yourself this question to determine your synergy, "How does our solution add value to our customer's solution?"

What is the customer's first impression of your solution? How often are you viewing your solution through the eyes of the customer? Adding more value begins with adding more effort and focusing on the details. Before your next presentation, focus on the details. Every detail overlooked by the competitor is an opportunity to differentiate. ■

Paul Reilly is a speaker, sales trainer, and co-author of Value-Added Selling, fourth edition (McGraw-Hill, 2018), and host of The Q and A Sales Podcast. For additional information on our keynote presentations and seminars, call 636.778.0175 or email Paul@ReillySalesTraining.com. Visit www.TomReillyTraining.com and signup for our free newsletter.



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Tweeting at the Speed of Light

Considerations about Social Media Policies & Procedures

Time in the social media world moves at an extremely rapid pace. News is delivered immediately, original content is created to keep up with the day's news, and non-original content can be shared at the click of a button. Companies continue to rely on social media to spread their message and promote their brand to mass audiences. However, the ways in which a company uses social media for growth and recognition can have many legal implications. While deemed "commercial" activity as they are designed to interact with potential customers, having proper policies and procedures in place for various certain media platforms including, but not limited to, the company's website, any company-controlled website forum, Facebook, Instagram, Twitter, Snapchat, or other similar program ("Platforms") must be implemented. This article discusses common areas companies are to be aware of when posting and the ways that proper policies and procedures can mitigate liability or prevent issues from arising when posting on Platforms.

BE AWARE OF VARIOUS POTENTIAL LIABILITIES

Below are the most common areas that companies violate when using Platforms:

Intellectual Property Infringement

Trademark

A trademark is a word, phrase, symbol, or design that identifies and distinguishes the source of a party's goods from those of others. A "service mark" includes marks that distinguish the source of services as opposed to goods. A trademark identifies the source of the goods or services. Concerns arise when there is confusion as to the source of those goods or services.





In a social media post, using a word, phrase or symbol to promote a similar or related product that is so similar to another company's trademark can create confusion. This "likelihood of confusion" allows the trademark owner to object to such use of the specific word or phrase that is trademarked. Conducting a trademark search in the Trademark Electronic Search System ("TESS") on the United States Patent and Trademark Office (USPTO) provides information on current trademarks registered that should avoid being used.

For example, Fantastic Floorwax Company posts a tweet that says "Be sure to come in and buy some products during our 3-day sale! #bigsale #allwedoiswax". If desirable, UKW Holding Company, a Florida corporation and owner of the trademark "All We Do is Wax" could object, and require Fantastic Floorwax Company to remove its hashtag from its tweet.

Copyright

Copyright protection is available for "original works of authorship" that are in tangible form; whether the work is published or unpublished is irrelevant. Unlike a trademark, which requires registration or actual use of the word or phrase, the creator of the original work automatically receives copyright protection in that original work. The most common examples of works protected by copyright law include literary works, works of art, photographs, and software.



When applied to social media, using content you did not create likely means you are violating copyright law without receiving the owner's consent. Frequently, issues concerning copyright law revolve around the use of pictures on Platforms. The important question to ask is "Who took the picture?" Under copyright law, the person who presses the button on the camera – not the person who owns the camera nor the person(s) in the picture – is the copyright holder of the picture.

For example, on its Instagram account, Fantastic Floorwax Company posts an on-court picture of the Chicago Bulls basketball court with a heart emoji and the hashtag "#somuchwax". In order to assure proper use of the photo, Fantastic Floorwax Company should determine who took

the picture, receive consent from the Chicago Bulls or the owner of the picture or, if consent is not able to be received, agree to license the photo from the copyright owner for use in the Instagram post.

♥ Defamation

A defamation claim involves a false statement presented as a fact about a certain individual that results in harm to reputation or loss of business due to the false statement being "published" to a third party. The resulting harm in reputation comes in many forms including loss of business revenue, accusation of committing a crime, or incompetence in a profession. Standards of proof required vary based on the applicable harm in reputation. In the social media world, defamation may come in the form of original statements or the re-posting of material from another source.

♥ Privacy

Regardless of views or interactions, social media posts have a very large public reach. Once a message is sent, it is part of a worldwide network. Courts have previously concluded that once a message is posted and viewable by another on a Platform, the message originator has forfeited any privacy interest in the message.

A company's right to privacy depends on whether the company has a "reasonable expectation of privacy." This is determined by the facts and circumstance of the relevant situation. A reasonable expectation of privacy is waived if an individual voluntarily posts personal information through its social media platforms. However, if information is posted about another improperly and without permission, privacy rights may be violated.

For example, on its Facebook page, Fantastic Floorwax Company plans a post as a thank you to its new employees including a picture of the employees together at orientation. In the background of the picture, each employee's cell phone number is listed on a whiteboard. Exposing this private information to the public may violate privacy law.

WHAT PROTECTIONS SHOULD YOU HAVE IN PLACE?

The User Agreement and the Social Media Policy documents will spell out the protections afforded to the company and the terms and conditions employees and other parties agree to pursuant to use and engagement with the Platforms. Be sure that such policies do not violate any rights of employees. Regarding social media policies, federal law and the National

Labor Relations Board protects employees' rights to discuss "protected concerted" activity and protects an employee to discuss pay, benefits, and working conditions on the Platforms.

♥ User Agreement ("Agreement")

User Agreements can govern all Platforms. Regarding specific content, be sure the Agreement states that communications posted are the opinion solely of the individual and do not represent the views or opinions of the company. The Agreement should not allow an individual to post content of the company without the company's prior written consent.

A disclaimer will protect the company against any types of damages – such as direct, special, incidental, or consequential damages – that occur due to or in connection with any content posted on the company's Platforms. Finally, an indemnification provision will shift the risk from the company to the individual and require the individual to cover the cost for any claims, liabilities, judgments, or damages incurred by the company due to the posting of content by the individual on the company's social media platforms.

♥ Social Media Policy ("Policy")

A company's Policy for its employees should provide guidelines on the following areas:

Strategize best way to effectively use each platform

Confidential or proprietary information about the company should never be posted on social media accounts. While a "behind the scenes" look into the company is a great marketing tool, be sure that any video or photo does not compromise trade secrets or other confidential information of the company.

Details regarding purpose and frequency of each social media platform is important as well. Consistent sentence structure and language will allow multiple employees to utilize a company's Platforms while keeping the "voice" of the company consistent.

Be clear about account ownership

Employees must understand that the use of the company's Platforms are solely for business purposes and the use of the Platforms for any personal reason is strictly prohibited. The extent of reprimand may include termination depending on

the severity of the content posted; other disciplinary action should be outlined in the event an employee uses these platforms with an improper purpose. Include language that transfers any ownership rights an employee may have in content to the company.

Provide clarity of each social media account's username and password and critically think about which employees truly need access to each account. Be sure proper security measures are in place. Draft and approve a crisis management plan to effectively communicate during emergency situations. Platforms can be extremely valuable forms of communicating during times of crisis.

Separate and provide parameters for employees' personal accounts

Employees should disclose that views expressed on their personal social media accounts are their personal opinion and do not reflect the opinions of the company. While this disclaimer can mitigate any potential liability of the company, employees acting improperly on Platforms can be a public relations nightmare. Having an action plan in place to distance the employee's comments from the company's beliefs is imperative.

For example, Fantastic Floorwax Company may allow employees or customers to use their personal devices to take pictures and post content on the company's social media platforms. The company's social media policy should include language that the employee agrees to transfer all ownership, title right, and interest in the picture to the company. Additionally, the employee agrees to not use the picture for any purpose other than business purposes of the company. Further, the policy must require the employee to return or destroy all pictures taken while acting in his or her capacity as an employee of the company or transfer at the company's request.

It is imperative that companies be aware of the implications and impact social media posts can have. Each social media policy may be different depending on the size of the company or the purposes the company uses the Platforms to further its mission.

Before clicking the "send" button, be sure to have the proper procedures in place and stop and think about whether your actions comply with the company's policies in place. ■

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IMPROVING FOREST SUSTAINABILITY FOR FUTURE GENERATIONS



NWFA's Responsible Procurement Program would like to welcome



NWFA member companies certified under RPP:

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- Anderson Tuftex
- Mannington
- Mullican Flooring
- Shaw Hardwoods
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The **NWFA's Responsible Procurement Program (RPP)** is a joint initiative between environmental groups and manufacturers committed to producing and promoting wood floors that come only from environmentally responsible sources.



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RPP products are recognized by several residential green building programs, including:

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- Earth Advantage – more than 27,000 dwelling units certified
- Build It Green – more than 20,000 homes certified
- Collaborative for High-Performance Schools – more than 200 schools certified

To learn more about the RPP Program, visit www.nwfa.org/manufacturing



Video Marketing Metrics

How to know when your video strategy is working



BIGSTOCK ©

Video is growing in popularity among both consumers and organizations. The use of video as a marketing tactic continues to soar, according to the *State of Video Marketing 2019* by Wyzowl.

The study, conducted in December 2018, revealed that 87 percent of businesses now use video for marketing compared to 81 percent in 2018 and 63 percent in 2017. Further, 91 percent of marketers consider video an important part of their marketing strategy, up from 85 percent in 2018 and 82 percent in 2017. (<https://www.wyzowl.com/video-marketing-statistics-2019/>)

Video saves time and money. It is an effective educational tool that can reduce time spent in one-on-one conversations, training, or other marketing materials. The Wyzowl study found that 41% of marketers say video has helped reduce support calls. Video can also increase website traffic, generate leads, or keep visitors engaged on the company's website, thus moving them along on their journey.

WATCH THESE 7 METRICS

Even with the right strategy and tools, video marketing still demands time and resources. From small mom-and-pop shops to large multiple-location retailers, businesses want to know their video strategy is working. To help you evaluate the success of your videos, watch these seven metrics.

- 1. View count** – A basic measure of success, view count is the raw number of times a video was viewed. This indicates of reach, the number of people who will be exposed to the message at least once. Note that views are counted differently across platforms. For example, YouTube counts a view after a video has been watched for 30 seconds. On Facebook, a view is only three seconds. Keep this in mind when aggregating data and presenting metrics. To boost view count:



- » Share your video on social media.
- » Share your video with key customers and industry or market influencers.
- » Feature key customers in videos, and they'll share them for you.
- » Pay to promote your video on social media and other channels where customers already spend time.

Don't obsess about view counts; reach is good for awareness, but it's only the first step in measuring effectiveness.

2. Social shares – As the name implies, social share is a measure of how much people are sharing your video content, usually measured by numbers of shares across social channels. It also indicates how appealing a video is to the target audience. The more people like your video, the more they'll share it, and the more views you'll get.

To increase social shares:

- » Ask viewers to share your content. That may be all it takes.
- » Create content that is shareable. Videos that are educational, entertaining, emotional, unique, or even controversial are more likely to be shared.
- » Jump-start social shares by sharing your video with key customers and industry or market influencers.

Track shares on each platform and compare them to see which videos and platforms perform best. While you're at it, look at qualitative data such as likes and comments to see how people feel about your videos.

3. Play rate – This is the percentage of page visitors who clicked play and began watching your video. It indicates how relevant the video is to the location where it's placed, as well as how enticing it is to watch. Play rate is relevant if you're particularly concerned that people actually watch the video. For example, you may want to know what percentage of customers watched a video about a new service.

To increase play rate:

- » Increase the size of your video or place it more prominently on the page.
- » Choose a more interesting or relevant thumbnail for your video.
- » Add descriptive copy that accurately reflects the video's content and encourages viewing.
- » Move the video to a more appropriate page.

WATCH THESE 7 METRICS

To help you evaluate the success of your videos, watch these seven metrics.

1. **View count**
2. **Social shares**
3. **Play rate**
4. **Engagement**
5. **Click-through rate (CTR)**
6. **Conversion rate**
7. **Feedback**

Note that play rates will vary depending on the video's attractiveness, intended audience, and breadth of its appeal.

4. Engagement – Expressed as a percentage, engagement measures how much of a video viewers watched, on average. It's a more advanced measure, and one of the most telling. Engagement graphs visually illustrate how the audience watched, re-watched, or stopped watching the video. This information can help you create better, more engaging videos in the future, and even edit existing videos to keep viewers involved.

To improve engagement:

- » Keep content short, clear, concise, and to the point. Eliminate unnecessary content.
- » When producing longer videos, keep viewers engaged with new information, interesting graphics, frequent scene changes, an engaging host, and other best practices in video production.
- » Make sure the production value is sufficient to ensure that viewers aren't distracted by bad acting, inconsistent sound, or poor video quality.

Engagement is the holy grail of video marketing. Only when viewers watch your entire video do you succeed in getting your complete message across.

5. Click-through rate (CTR) – CTR is the percentage of viewers that click on the call to action (CTA) in a video. CTR measures how successful your video is at encouraging viewers to act. The challenge is making sure viewers remain sufficiently engaged to reach the CTA, especially if it's at the end. If the goal is driving the viewer to take action immediately after watching the video, the CTR is especially important.

To improve CTRs in your videos:

- » Place the CTA at different or multiple places in the video.
- » Make your CTA visually appealing and exceptionally enticing.
- » Keep the CTA relevant to the video's content.

The CTA should correspond with the video's content; fit the tone, look, and feel of the video; and make it abundantly clear how the viewer should proceed.

6. Conversion rate – This is the number of leads or customers gained that is directly connected to a specific piece of content. Conversion is expressed as a percentage of all viewers that convert – called the conversion rate. Viewers convert by subscribing to a service, newsletter, or list; completing a form or request for information; or making a purchase.

Conversion can be difficult to track because it usually requires separate analytics software and a model for determining how much you'll attribute the conversion to the video. For example, the "last click" attribution model assigns 100 percent of revenue generated to the last customer touchpoint before a purchase. The "linear" attribution model states that every interaction is equally responsible for the conversion, and attributes revenue equally across all marketing interactions.

Improve conversion rates by:

- » Creating videos for various stages of the sales process or funnel, and making content relevant to that stage. For example, in the initial stages, buyers want information about the product or service, and how it compares to competitors.
- » Be sure to answer questions and overcome objections or fears.
- » Place videos in the right medium or the right place to move viewers along in their buying journey.

Video can be a valuable tool in the conversion process. How you attribute revenue to that tool is up to you. To learn more, search for attribution modeling in digital marketing or digital marketing attribution online.

7. Feedback – Many social media platforms enable comments and other reactions to your videos. While positive feedback is nice, you'll learn more from negative feedback. While you can't change the

quality of content, you can encourage feedback by doing the following:

- » Ask for feedback and make it easy to respond.
- » Respond to feedback in a humble, grateful, and encouraging tone.
- » Address both positive and negative feedback.

Monitor and analyze comments, likes, emojis, and other forms of feedback to improve future videos and further customize content to appeal to various types of buyers at each stage of their journey.

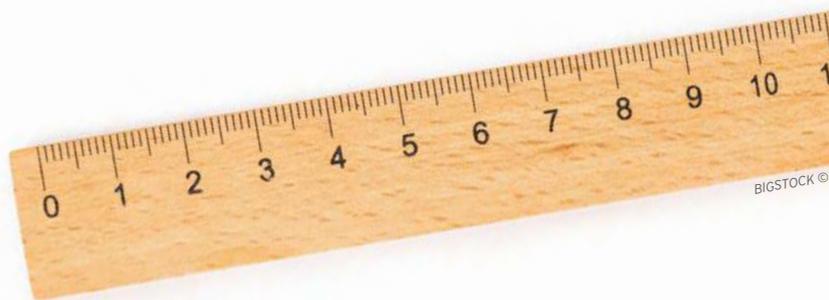
PICK YOUR METRICS

If you're new to video marketing, focusing on too many metrics at once may be intimidating and impractical. Start with view count and social shares to make sure your video strategy is working. Once you're comfortable that your videos are reaching the intended audience and being viewed, focus on play rate and engagement. Next, turn your attention to click-throughs and conversions.

Even experienced video marketers don't fixate on all seven metrics for every video. Strategic marketers focus on two or three that are most-closely aligned with their goals or each individual video or campaign. If you want assurance that your videos are getting attention, look at view count and play rate. If your goal is to assess how involved viewers are in your videos, track play rate and engagement. To find out how videos contribute to sales, follow click-through and conversion rates.

Measuring marketing effectiveness in any form is just good business. And even the smallest attempt to measure effectiveness is better than none at all. Don't expect immediate results; but over time, with consistent effort, your numbers will begin to climb and you'll see the payoff in awareness, relationships, and sales. ■

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hardwood floors

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Taking Action

for the Industry's Future

By Josh Neuberger

At the 2018 NWFA Expo in Tampa, another successful networking event was held with more than 140 attendees. And, the Emerging Leaders Council had the opportunity to participate in the Hardwood Federation's Fly-In later that year. Members of the council joined forces with the NWFA Board of Directors, the Hardwood Federation, and the Hardwood Manufacturers Association's NextGen Leaders Council to help persuade members of Congress to pass the 2018 Farm Bill that was up for a vote. The 2019 NWFA Expo in Fort Worth brought the third and largest networking meeting to date with more than 150 members attending. We look forward to the 2020 NWFA Expo in Milwaukee and growing this network of future industry leaders.

The Emerging Leaders Network's objectives have broadened past hosting an annual networking event at the NWFA Expo. The council now consists of 12 members that have the task of identifying threats to the industry, market changes, and expanding the hardwood industry as a whole. These objectives will be completed through community outreach

Emerging Leaders Network

Young talent who are passionate about the flooring trade and desire to keep the industry thriving.

The NWFA's Emerging Leaders Network was formed in 2017 to bring young leaders from across the entire wood flooring supply chain together for networking opportunities.

The group's first event took place at the 2017 NWFA Expo in Phoenix with more than 100 attendees younger than 40 years of age (the only requirement) representing contractors, distributors, manufacturers, and retailers within the industry. To prepare for this networking event, a council of nine members was assembled to lead planning efforts.

nwfa emerging LEADERS



Photos at the Emerging Leaders reception during the 2019 NWFA Expo in Fort Worth.

EMERGING LEADERS COUNCIL

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Palermo Flooring

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Laura Mullins,
Graf Custom Hardwood

Tom Ruckert

Renee Tester,
Harris Wood Floors/
Q.E.P. Co.

Guillermo Velarde,
North Carolina State
University

programs, continued networking events, and special projects assigned to the council by the NWFA Board of Directors.

One of the Council's main objectives is to reach out to high school and college students to raise awareness about career paths within the trade. Efforts are underway through NWFA sponsored career days, webinar interviews with students, and apprenticeship programs throughout the industry. At the 2020 NWFA Expo in Milwaukee, the Emerging Leaders Council will host local students to give them a firsthand look at the wood flooring industry and the wide spectrum of career opportunities that are possible.

The Emerging Leaders Council and Network is also forming a direct link with the NWFA Board of Directors. Each Emerging Leaders Council member has been partnered with a member of the Board in a mentorship program. This allows Council members to gain valuable insight into the workings of the Board

and provides a path for emerging leaders to potentially participate on the board in the future.

"Over the next several years there is going to be a generational shift in the wood flooring industry," said Michael Martin, NWFA President & CEO. "As the current work force begins to retire, we will see gaps both in human resources and knowledge. By identifying our emerging leaders and connecting them to seasoned members of our industry now, we hope the sharing of information and experiences between the generations will help minimize these gaps."

If you are interested in learning more about the NWFA Emerging Leaders Network, please contact Stephanie Owen, NWFA Staff Liaison for the Emerging Leaders Network at stephanie.owen@nwfa.org. ■

Josh Neuberger is Chair of the Emerging Leaders Council and Marketing Manager for Pallmann. He can be reached at [josh.neuberger@uzin-utz.com](mailto:jneuberger@uzin-utz.com).

INTRODUCING THE
2019 HARDWOOD FLOORS MAGAZINE



**UNDER
FORTY**

Hardwood Floors is honored to recognize 40 industry professionals under the age of 40 who are helping to determine the future of the wood flooring industry. These individuals are today's movers and shakers who are already setting the pace for tomorrow. We are excited to shine the spotlight on these outstanding men and women whose career accomplishments have moved them to the forefront. Their professional track records have helped to establish them as some of today's brightest stars – before their 40th birthday. Read on to meet them.



1.

Todd Anstett

*Vice President
Powernail Co.*

LAKE ZURICH, ILLINOIS

Todd Anstett has been with Powernail Company Inc. for more than 10 years, since graduating from the University of Colorado Boulder with a degree in Economics.

Todd has applied for and been granted several patents for innovations in the wood flooring industry, including the adjustable fastener-driving tool support system and plural tapered fastener with a material receiving inward region.

Todd regularly works with the technical departments of most major wood manufacturers to solve installation problems and develop new products for the industry's changing needs.

When he's not taking on problems of the flooring industry, he's helping his local community, including organizations like Habitat for Humanity.



2.

Flavia Baggio

*General Manager, Operations
Indusparquet*

MIAMI, FLORIDA

In 2009, Indusparquet, a family-owned and operated exotic hardwood producer based in Brazil, needed someone to establish its U.S. business. Still in her 20s, Flavia Baggio moved to Miami from her native Brazil. Under her direction, the company grew. She gained the trust and loyalty of both employees and distributors who respected and admired her for her strong leadership.

Flavia has served on NWEA committees and the board of the North American Association of Floor Covering Distributors (NAFCD). She is a frequent speaker and tireless advocate for environmental responsibility and sustainability. Flavia is also a shining example to young career women, often speaking to them about the importance of following their dreams, being persistent, and addressing challenges while staying true to their beliefs, principles, and values.

Today, Flavia still runs Indusparquet-USA with the same determination and focus, despite becoming a first-time mother within the past year.



3.

Amanda Bartik

*Marketing Manager
Loba-Wakol LLC*

CHARLOTTE, NORTH CAROLINA

Amanda joined Loba-Wakol in 2015 as a customer service specialist who has worked tirelessly to build and expand the company's customer service department. She has enthusiastically taken on many new responsibilities, including building the company's online presence and U.S. marketing department, effectively connecting the company and its products to end-users – contractors.

From handling the brands' social media accounts to scheduling and coordinating all distributor and contractor training sessions, and attending trade shows, Amanda approaches her work with fierce determination, enthusiasm, and creativity. Always going the extra mile to make sure clients get the care and support they need, Amanda is committed to building strong industry relationships.

Amanda also volunteers at soup kitchens, donates her time for charity build projects, and mentors others to help them achieve their goals.

4.

Anna-Marie Boyer
*Freight Coordinator/
Salesperson in Training*
Elite Floor Designs LLC
VALDOSTA, GEORGIA



Anna-Marie graduated from Kennesaw State University's Michael J. Coles College of Business in 2018 with a 3.6 GPA. Her goal was to work with her stepfather in his business, Elite Floor Designs. After graduation, she excelled as a freight coordinator. In this role, she learned how to speak with customers and sell products, and is currently pursuing new customers as a salesperson-in-training.

Her next challenge is setting up and managing a booth at a wood flooring convention to show Elite Floor Design's Heart Pine Floor. Her long-term goal is to take over the business when her step-father retires.

On Memorial Day, Anna-Marie places American flags on graves of veterans. She has participated in local pageants and ridden in parades to support her town. Anna-Marie is a volunteer for her church's Vacation Bible School. She has also supported runners in the local Hospice Half Marathon, cheering on participants.

5.

Mike Boyer
Director of Operations
Apex Wood Floors Inc.
LOMBARD, ILLINOIS



Mike Boyer has been with Apex Wood Floors for 20 years. He started as an installation helper and grew to become a capable second man on the crew. He was eventually promoted to become a reliable crew leader, then head installation team leader. Six years later, he was promoted again to the scheduling and operations portion of the business. His superior attitude and willingness to learn led to another promotion to director of operations in summer 2019. Mike is a tremendous asset to Apex Wood Floors, a strong leader, an effective collaborator, and is always willing to lend a hand to help others.



6.

Dony Buendia
Owner
**DB Genesis Hardwood
Flooring**
KENSINGTON, MARYLAND

Dony started his career in wood flooring as an assistant. As time went by, he fell in love with the work and put all his effort into improving his craft. He and his wife founded DB Genesis Hardwood Flooring in 2012. A second generation wood flooring professional, Dony enjoys his work, and loves educating others. The company consistently receives positive reviews from satisfied customers, which reassures Dony that they're doing quality work.

He strives to learn more in this constantly changing industry, to maintain a high standard of quality, and to preserve the environment. Dony continues to learn about new techniques, products, and ideas to achieve the best results for his customers.

Dony is proud to be part of the wood flooring family and would like to leave his business as a legacy for children, to influence future generations to treasure and love wood as he does.



7.

Jess Card
Chief Operating Officer
Rubio Monocoat USA
SPICEWOOD, TEXAS

Jess graduated from California Lutheran University in 2002 with majors in both business and political science. Following the 2008 stock market crash, jobs were scarce, so he worked part-time packing boxes at Rubio Monocoat. Ten years later, he is chief operating officer.

Jess has helped craft a company culture of creativity and innovation, fueling a 700 percent increase in staff. He has implemented systems to more efficiently manage stock and streamline the supply chain process. Jess oversaw the relocation of the corporate headquarters and facilitated the development of an on-site training center. His commitment to social responsibility led the company to establish a relationship with TreeFolks, send aid to Africa, and support #faithforfaith.

While raising his three children, Jess coaches local sports teams, plants trees, and volunteers with the local school associations. He has gone on numerous mission trips, contributes to Compassion International, and helps younger co-workers achieve life goals.



8.

Jason Carter
President/CEO
Carter Quality Hardwood Flooring
OXFORD, MICHIGAN

In 2005, after graduating from Baker College with a marketing degree, Jason started his own business, weathering the Great Recession of 2008, and moving his company forward. He earned his Residential Builders License through the State of Michigan and is an NWFAs Certified Installer, and Sand and Finish Professional. He is also a Bona Certified Craftsman, Arboritex UV Specialist, and has received additional training from other suppliers, including Rubio Monocoat.

For several years, Jason's team has rowed in the annual Dragon on the Lake races, raising thousands of dollars for the Marilyn Jane Foundation, a nonprofit organization providing financial assistance and resources to those dealing with Parkinson's disease. In 2018, Jason's team competed in the Camel Races, raising money for the Lapeer Family Literacy Center, a nonprofit organization providing tutoring for adults in Michigan's thumb area. The company also gives to the Wounded Warrior Project and St. Jude Children's Research Hospital.



9.

Richard Coning
Owner
Advanced Hardwood Sand & Finish
HAMILTON, OHIO

Richard started working in the hardwood flooring industry at age 16, and knew then he didn't want to do anything else. He soon started sanding for a well-known company in the Cincinnati area. By the age of 23, Richard became an NWFAs Certified Sand & Finisher. He has taken NWFAs university courses in colorants, sanding process, finishing process, and sand and finish safety, and is Bona certified.

At 25, Richard now owns his own business in the Cincinnati area and continues to grow and learn in his business and technical skills, trying new techniques and testing new products.

In his downtime (which is rare when you run your own business and have two young children), Richard helps out where he can – even if it's something as simple as helping an elderly woman change her tire, and it makes him late for his next appointment.



10.

Michael Crompton
General Manager
BC Hardwood Floor Company Ltd.

VANCOUVER, BRITISH COLUMBIA

Michael started working in hardwood flooring in high school with both his father and grandfather, eventually serving as sales manager, and later general manager. He grew the company by penetrating new sectors and forging partnerships with overseas manufacturers and local construction companies, which led to many high-visibility projects.

An agent of change, Michael overhauled the company's website to provide educational content, making it a resource for homeowners, designers, and builders. He launched a photography system to showcase the company's work and introduced a new company-wide computer operating system.

Michael frequently talks to high school students about careers in the trades and hosts educational sessions for college students in interior design. He has spoken on a panel for union apprentices at a leadership conference in Las Vegas. Under Michael's leadership, BC Hardwood Floor Company also donates its products and services to the local community center, carpentry schools, and industry design shows.



11.

Seamus Curran
Project Manager
J.J. Curran and Son Inc.

ALBANY, NEW YORK

Seamus is the fourth generation in his family to embrace hardwood flooring. While very young, he accompanied his parents to job sites and immediately gravitated to the maple floorboards and nailing hammers. For years, Seamus trained alongside union floor layers where he developed an appreciation for quality installation and craftsmanship.

After graduating from Rensselaer Polytechnic Institute in 2012 with a bachelor's in Civil Engineering, he returned to the family business and currently serves as estimator and project manager. Some noteworthy jobs include the Museum of Modern Art Expansion in Manhattan, Dartmouth College's Hood Museum, Yale University's Murray Residential College, and Queens College: Fitzgerald Gym Replacement.

Seamus enjoys researching the evolution of wood floor manufacturing, and means and methods of installations and finishes; he also repairs vintage equipment. Having grown up in the industry, he has become somewhat of a wood floor historian and often shares his extensive knowledge with colleagues.



12.

Jose Dominguez
Owner
Unique Hardwood Floors

DES MOINES, IOWA

Jose began as a tile helper at 15 and was installing by 16. But Jose's father saw potential in Jose's ability to learn quickly and talk to customers. After a few years working together in hardwood flooring, Jose's father established him as a subcontractor.

Jose faced several obstacles due to his youth and lack of experience, but as people saw his work, his reputation grew. Today, most business for Jose and his young crew comes from referrals. And while he wins his fair share of jobs, Jose believes competitors should help each other, so he often offers advice to his competitors and their customers.

Although he didn't plan to pursue a career in hardwood flooring, Jose now has 18 years' experience and feels wood "runs in his veins." According to Jose, it also relieves stress and smells delicious.



13.

Karolina Felich
COO
Allstate Flooring
NEW YORK, NEW YORK

Karolina began her career in the flooring industry nine years ago as a receptionist, and worked her way to the Chief Operating Officer/Managing Partner position for Allstate Flooring. She wears many hats, from managing two boutique wood flooring showrooms, to estimates, managing floor installations at construction sites, and closing sales with architects, designers, and real estate developers.

An MBA graduate, Karolina is actively involved in the local design, architectural, and construction communities, and seeks female equality in the construction field. Karolina was recently awarded the Ambassador of Women in Construction for driving Diversity and Inclusion across the U.S. Construction Industry by the National Association of Women in Construction.

Karolina supports community centers in Staten Island to provide support, leadership, contributions, and services to local youth programs, community events, and the less fortunate. She shares her technical knowledge of the wood flooring industry by hosting events for industry professionals to obtain their CEU credits.



14.

Travis Fritzel
Owner/Operator
Perennial Hardwood
FORT COLLINS, COLORADO

It may have begun as a college student trying to make some money on the side, but now at just 22 years old, Travis has grown his business so much that he employs five people. He constantly works on perfecting his trade by taking classes, and learning from his representatives and suppliers. He even inspired and trained his father and older brother to join the trade in their respective markets.

Travis has built his business on expertise, honesty, and hard work. His customers praise Perennial Hardwood for being professional, courteous, and on-schedule with a sincere desire to deliver high-quality work at a fair price.

Travis is not afraid to ask for advice and shares his knowledge with others, frequently posting tips on social media and sharing educational material with others. He's also becoming well known in the area for giving advice on web design and special programs for this competitive industry.



15.

Daniel Garcia-Glasscock
Architect & Design
Consultant
**Woodwright Hardwood
Floor Company**
DALLAS, TEXAS

A native Texan, Daniel earned his bachelor's degree in interior merchandising/design with a minor in music performance. He is currently completing his master's in business. Due to his growing expertise in wood flooring, stairs, design and construction, he educates commercial architects and design teams about how to properly specify a wood floor in their projects.

His work-related travels take him to more than 20 major U.S. markets a year, including Chicago, Minneapolis, Seattle, Atlanta, and Miami where he promotes Woodwright's custom products while assisting the architecture and design community in writing specifications that are in their clients' best interests.

Daniel is an avid supporter and former participant in Drum Corps International. He regularly volunteers with youth at his Dallas church. He also works with Habitat for Humanity and The Trevor Project. A competitive gamer in survival and fighting games, Daniel competes nationally and internationally with sponsored challengers.



16.
Fraser Greenberg
Partners
Relative Space
TORONTO, ONTARIO

Tyler and Fraser Greenberg's grandparents started the business in the 1970s. The brothers took over the business in 2001, renamed the company Relative Space, and focused on sustainable engineered wood flooring. They have grown the company by expanding their distribution network across the U.S.A. and Canada, and opening new showrooms in Toronto's King East Design District and New York's SoHo neighborhood. Their diverse client roster spans North America, Europe, and Asia. The brothers also design and develop their own wood flooring collections.

Because of their strong commitment to social responsibility, Relative Space only sells products free of VOCs and from third-party-certified plantation forests, never wild growth. Their European-made products don't come at the cost of workers' wellbeing due to strong human rights codes and labor laws in the products' countries of origin. They have also managed a piece of land for reforestation and recently opened a zero-waste coffee shop in Toronto.



17.
Tyler Greenberg
Partners
Relative Space
TORONTO, ONTARIO



18.
Dustan Hughes
Owner
Dustan's Hardwood Flooring
HEBRON, KENTUCKY

Dustan has worked in hardwood flooring for 18 years. Three years ago, he started his own company, appropriately named Dustan's Hardwood Flooring. Because of the high quality of his work, including a phenomenal eye for detail, numerous customers have referred him to others through their neighborhood newsletters and homeowners' association websites. The company also sponsors a magazine that is distributed to all Hebron, Kentucky residents called Hebron Living, which provides exposure for his business and also supports his local community.

Dustan is very active in his community, which is expressed through his commitment to local athletics. His company sponsors a peewee football team and donates meals for the players. This year, he plans to provide meals to the Cooper High School freshman, junior varsity, and varsity teams and coaches. Of course, the kids love Subway night, but the parents and coaches also appreciate it because football players can really eat!



19.

Scott Jenkins
Owner
Jenkins Hardwood Flooring
OTTAWA, ONTARIO

Scott's career began at 21 with a small company that prided itself on expertise, excellence, and a strong work ethic. But working with his hands and taking pride in his work was not new to him; he had learned these from his grandfather and mentor. Later, working for larger companies, the lack of standards frustrated Scott. So, after working in sales to sharpen his offsite skills, Scott began saving for his dream: his own business.

His company was founded in 2013 to provide clients with quality installations and sanding. From the first phone call to the final invoice, Scott takes personal responsibility for client service. He continues to learn new techniques, fueling his passion for quality. Scott is working towards becoming one of Ottawa's few NWFPA-certified installers, and sand and finishers.

The company contributes to organizations including LiveWorkPlay, Barristers for a Better Bytown, Freedom Dog Rescue, and local recreational teams.



21.

Nicholas Maxson
Co-Owner
Williamsport Wood Floors
WILLIAMSPORT, PENNSYLVANIA

Nicholas started his career as an apprentice carpenter, remodeling houses in Pittsburgh. Underneath almost every dirty carpet in these old homes, they found painted heart pine. His favorite part of remodeling was always seeing the dramatic difference in how the floors looked after being sanded and refinished. His partner, Dylan Siddle had sanded floors since he was seven years old, so it made sense to strike out on their own and start Williamsport Wood Floors on January 1, 2019.

The partners believe their success is due to their commitment to giving rather than receiving, in addition to their quality work. Because they both were raised by single moms without a lot of financial support, they have chosen to support underprivileged kids through the Kiwanis Club of Williamsport. This is the perfect outlet for Nicholas and Dylan to express their gratitude for the opportunity and prosperity they've found in Williamsport.



20.

Jesse Linton
Owner
JL Hardwood Flooring Restorations
LEBANON, INDIANA

A talented craftsman, Jesse has been working in hardwood flooring for more than 20 years. Jesse is highly sought after throughout the state of Indiana due to his precise and creative work, restoration abilities, and superior designs. Jesse is always willing to go above and beyond to make sure the

customer is happy, and that every job is perfect. Jess is especially adept at borders, inlays and medallions, and of course, restoring old floors.

Jesse gives back to his community by donating time and funds to local organizations. He's a generous supporter of The Salvation Army of Boone County Red Kettle Campaign, Western Boone County Tidal Wave, Boone County Cancer Society, Talent Factory and Dance, and many other organizations. He also helps those that need flooring, but cannot afford high prices, and has donated his time and supplies to refinish floors for a family in need.



22.

Cameron Maxwell

Partner
Think Flooring
WESTERN AUSTRALIA

With 15 years of wood flooring experience, Cameron is proud to be a fourth-generation family member working in the timber flooring industry. He began his career installing floors, but his interest wasn't limited to sanding and polishing. So, eight years ago, he started his own business, Think Flooring, to offer clients the full package – from supply to install to sanding and polishing.

The business has faced challenges, but overcoming them has kept Cameron engaged and alert, and taught him to push through the hard times with perseverance. Although Western Australia's timber flooring industry has hit hard times of late, Cameron's innovative marketing concepts, excellent work ethic, willingness to learn new techniques, and his attention to detail have helped the company reduce costs without sacrificing quality.



23.

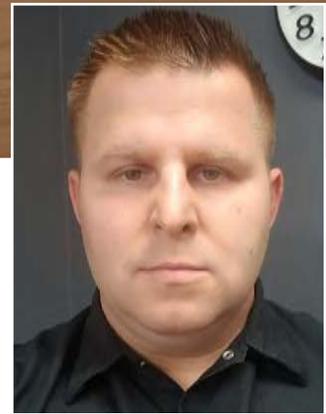
Kyle Neuroh

Owner
Neuroh Hardwood
NASHVILLE, TENNESSEE

Kyle started in the Nashville area doing simple installs, sanding, and finishing. Today, he is one of the leaders in custom floors inlays and textured flooring. Neuroh Hardwood is a small, family-based company that takes pride in their work. They love a challenge and enjoy working with clients to create a floor that suits their individual tastes and space.

Kyle is an NWEA Certified Installer and Certified Sand and Finisher and has been recognized with the "Super Service Award" from Angie's List for four years in a row. This is no surprise to his customers who note his attention to detail, flexibility, patience, dependability, knowledge, and professionalism in their reviews. He also works with local contractors, including his competition, to ensure quality workmanship and support the wood flooring industry.

Kyle's company sponsors the annual bike-a-thon of Carterville Christian School, part of Martin Memorial Church, to help students raise money to support their community.



24.

Vlad Nikolin

Owner
Hardwood Perfections
EVERETT, WASHINGTON

Vlad has enjoyed working with wood since the 5th grade. This passion continued through high school and into college, where he supported himself through nursing school by working as a wood floor mechanic. In 2011, he founded Hardwood Perfections to provide customers with custom wood floors. Today, the company employs 11 people. The company also maintains an in-house woodshop where they create one-of-a-kind custom woodwork like mantels and staircases for customers who want to give their homes a unique touch.

Vlad is an NWEA Certified Sand and Finish, Certified Installer, and Certified Wood Floor Inspector.

Committed to customer service, Hardwood Perfections stays in close contact with clients before, during and after each project with pictures, texts, calls, and emails at each stage.

In his spare time, Vlad enjoys spending time with his wife, his three beautiful daughters, and 17 siblings.



25.

Cesar Olguin
Chief Operating Officer
CIC Floors LLC
PEACHTREE CORNERS, GEORGIA

After serving in the Mexican military, Cesar came to the U.S. to support family members already residing there. After 14 years as an installer, Cesar started CIC Floors to help others master the skills he had learned. Today, the company sustains his four children and provides quality jobs for skilled workers to provide for their families. CIC is committed to improving the lives of floor installers who often suffer from under-employment and low wages.

Under Cesar's leadership, CIC has grown an incredible amount in three years and supports organizations such as the Jeannette Rankin Women's Scholarship Fund, providing scholarships for women returning to college. This resonates with Cesar, whose mother was a single parent of four in Mexico. CIC also supports Children's Healthcare of Atlanta and Goal Scholarship Funds. Cesar is a member of the Georgia Hispanic Construction Association, Chamber of Commerce, and a graduate of the Mentor Protege Program.



26.

Mark Opperman
Owner
Pro Finish Custom Wood Floors LLC
PORTLAND, MICHIGAN

Mark has been a trim carpenter since 1998. In 2006, he started his company, just before the mid-Michigan housing market experienced a sharp decline. He consulted with Floor Style products about diversifying into sanding and finishing wood floors. He had no experience finishing floors and spent his life savings on a set of brand equipment, including full dust containment. Mark received a two-day crash course from Floor Style, as well as continued technical support.

Mark is a member of Bona's BCCP program and has completed NWFAs Intermediate Install, as well as Sanding & Finishing classes. He is currently completing the online portions of the NWEA University with hopes of becoming certified. Mark has also attended training classes at Rubio Monocoat, Loba-Wakol, Duraseal, and American Sanders.

He's always learning, staying at the forefront of technology, and embracing new trends. His reputation for quality, cleanliness, and professionalism in the mid-Michigan market helps grow his business each year.



27.

Jorge Perez
Owner/Installer/Refinisher
Epic Hardwood Floors LLC
TACOMA, WASHINGTON

Jorge is a U.S. veteran and NWEA Certified Professional with 13 years' experience. His family-owned business caters to clients with unique ideas and tastes who want custom floors, stains, and colors.

In reviews of his work, customers praise him for his attention to detail, knowledge, responsiveness, promptness, honesty, communication skills, professionalism, and relentless determination to make sure that customers are happy and satisfied.

He also enjoys working on jobs for our "men in blue" and has done jobs for homicide detectives, highway patrol officers, chiefs of police, and active and retired police officers. In the future, Epic Hardwood Floors plans to partner with Habitat for Humanity to provide products and services for low-income housing.



28.

Jessica Peterson
Installer/Sander/Finisher
Custom Hardwood Floors by Jeffries
MIDLAND, MICHIGAN

Jessica began installing, sanding, and finishing hardwood flooring in 2013. In her previous job at a local lumber mill, she worked on grading and defecting hardwood floors. Since joining Custom Hardwood Floors by Jeffries, she has become a Bona Certified Craftsman and plans to attend several more training classes.

In recent years, Jessica has taken on the role of teacher for new employees at Custom Hardwood Floors by Jeffries. She enjoys attending conventions to learn more about advancements in wood flooring, and sharing that knowledge with others at her company. Jessica is also very interested in promoting the trades in schools, especially for women who may not have considered this career.

Jessica has two sons: Ethan is a freshman at Central Michigan University having completed his basic training for the National Guard, and Chandler is a junior in high school who hopes to pursue a football career.



29.

Jason Price
Owner
Solid Hardwood Flooring
CHARLESTON, SOUTH CAROLINA

Jason started working with hardwood floors in 2006 after Andrew Jackson of Bluford Jackson Hardwood Floors offered to hire him and teach him the trade. Andy, a third-generation wood flooring craftsman, taught Jason everything he knew, and in 2013, Jason started Solid Hardwood Flooring.

With support from his local contractor friends, Jason's business grew quickly. In May 2019, Jason won the Lägler Fly and Sand trip to Germany. For Jason, it was "an amazing experience," which convinced him he was in the right industry. He takes a lot of pride in his work and wants all of his clients to see that.

Jason lives on James Island in Charleston, South Carolina, and is committed to keeping the planet clean. He recycles and encourages everyone he meets to pick up one piece of trash a day. He attends local beach clean-ups at Folly Beach with his local surfer community.



30.

Simon Sandoval
Co-Founder
Maverick
Hardwood Floors
OMAHA, NEBRASKA

Simon started working at his father's wood flooring company as a child and has continued into adulthood. As the company began slowing down, Simon worked with another company in Omaha. A coworker approached Simon about starting a new company. Despite having a pregnant wife, Simon took a leap of faith. (Shortly after that, he learned they were expecting twins.)

In addition to sanding and finishing, Simon trains new employees about correct techniques through NWEA guidelines to ensure the industry's and his company's expected level of craftsmanship. He contributed to the development of the company's new DOL/NWEA-approved apprenticeship program, regularly attends NWEA conventions, and takes courses through the NWEAU to keep current on the latest techniques as equipment and products evolve.

Despite the long hours, stress, and uncertainty, Maverick Hardwood Floors has grown and Simon has adapted to fill the roles needed while balancing his family duties as a husband and father of five.

31.

Marc Schulz

Vice President

Lägler North America and Palo Duro Hardwoods

DENVER, COLORADO



Marc has been with Lägler, Germany since 2011. His dedication, drive to grow and learn, and commitment to himself and the company have helped him climb the ladder to vice president. He left Germany in 2015 to help create a new division in the U.S., embracing the challenge with positivity, determination, and dedication.

Marc's hands-on approach to supporting his team means he's in the field teaching contractors how to use Lägler equipment, while coordinating sales and marketing inhouse, and supporting distributors. He truly works as a partner to better the lives of those who put their blood, sweat, and tears into making the industry successful. His focus is on the real people who are making a sustainable life for their families.

Marc spends his free time writing articles, serving on committees, and thinking about bettering the industry.

32.

Aaron Sheaves

Managing Member/Owner

Sheaves Floors LLC

WEYERS CAVE, VIRGINIA



Aaron Sheaves started going to job sites with his father at age 8, tacking gym floors. By age 12, he was coating entire gym floors each summer during his school breaks. Aaron continued working summers, weekends, and after school until he graduated and became a full-time installer/sander/finisher for Sheaves Floors LLC.

He worked his way through the ranks as crew leader, installation manager, salesperson, and now owner. He has completed many manufacturers' courses and is an Armstrong Certified Installer, Bona Certified Craftsman, and NWFPA Certified Installer and Sand and Finisher. His work has been featured in several industry publications. He received the Angie's List Super Service Award for 2015, 2016, 2017, and 2018, and the Houzz Best of Houzz Service Award for 2015, 2017, and 2018.

Aaron donates time, labor, and materials to local churches and schools, and Sheaves Floors LLC has sponsored many youth athletic teams over the years.

33.

Mike Somodean

Owner
M.S.C.S. Inc.

ROSWELL, GEORGIA



Mike has been a flooring contractor since 2006 and an NWFA member since 2017. His company, M.S.C.S. Inc. Hardwood Flooring Contractors is an NWFA member, and Mike is a Certified Installer, Certified Sand and Finisher, and a volunteer instructor for NWFA's sanding and finishing classes. He is also a Bona Certified Craftsman, and was Lägler PST Certified during the 2019 Lägler Fly and Sand trip in Germany. Mike also attended all Loba-Wakol training and American Sanders Advanced Sanding school.

Mike volunteers at NWFA classes and seeks to raise awareness about the value of NWFA membership and education. He also mentors fellow contractors in the Atlanta area, and donates his time and skill working with Habitat for Humanity, as well as supporting community fundraisers.

He supports the inclusion program for children with disabilities at the school where his wife, Andrea, teaches. M.S.C.S. Inc. sponsors fundraisers for Mike's church, and contributes to Habitat for Humanity.

34.

Jeremy Summerford

Owner
Faith Hardwood Flooring

STATESVILLE, NORTH CAROLINA



At 14, Jeremy began working in hardwood flooring and continued for the next 12 years. In 2008, at 26, he started Faith Hardwood Flooring. He joined NWFA in 2016 and attended NWFA Expo, quickly realizing the education he'd been missing.

In 2017, he became an NWFA Certified Sand and Finisher. He took classes at Rubio Monocoat's site in Texas and Loba-Wakol's Charlotte facility. In 2018, he became an NWFA Certified Installer and attended the NWFA Expo. In 2019, he attended American Sanders' Advanced Sanding and Finishing class.

As Jeremy's business has grown, he has given back. Jeremy visits Uruguay for one week every year to build churches and share his faith. He participates in his church's men's construction ministry, helping those with housing or remodeling needs. In 2019, he spent a week as cabin leader for 27 boys age six through 12 at Western Church of God Junior Camp.



35.

Mollie Surratt
CEO & Founder
The White Label Studio
CALHOUN, GEORGIA

Mollie grew up in her family's couture bridal business, now the stage of the hit TLC show, *Say Yes to the Dress: Atlanta*. After graduating from Samford University with a journalism and mass communication major, Mollie founded Cosmopolitan Events, an upscale event planning firm. She married and relocated to Georgia, spending 12 years in public relations/marketing for some of the world's largest flooring and carpet manufacturers, including Shaw Floors, Anderson Hardwood, and Mohawk Flooring.

In 2017, Mollie founded The White Label Studio, a boutique marketing agency, primarily servicing the flooring industry.

A mother of two young girls, she is active in Rock Bridge Community Church in Calhoun, Georgia, and serves on the host team. This summer, Mollie took her eldest daughter on her first mission trip to serve families with children affected by childhood cancer. She is also a mentor who encourages, motivates, and listens.



36.

Chris Veety
Vice President of Direct Sales
Cali Brands
SAN DIEGO, CALIFORNIA

Chris began working at Cali at 27 as a sales rep and has been with the company for 12 years. Today he oversees Cali's residential, trade, and commercial business. He played an integral role in helping the green building product manufacturer evolve from a direct-to-consumer model to a business serving a variety of channels, including national flooring dealers and specialty retailers.

He implemented best practices in training and product expertise, empowering reps to provide excellent customer service, prompting a Net Promoter Score of 81. Chris drove the development of Cali's trade and commercial channels, initially calling contractors and builders to introduce the company's products.

Chris has coached Little League for six years and also coached Cali's after-hours softball and kickball teams to victory, winning the kickball league championship. He has participated in Earth Day tree plantings at San Elijo State Beach campground and Balboa Park, and participated in beach clean-ups with San Diego's Surfrider Foundation chapter.



37.

Guillermo Velarde
Program Manager
North Carolina State
University
RALEIGH, NORTH CAROLINA

In 2008, Guillermo joined North Carolina State University's Wood Machining and Tooling Research Program, becoming a project leader in Hodges Wood Products Laboratory in 2012, and eventually program manager for the Department of Forest Biomaterials Technical Services Program. Currently, he manages and mentors several students, giving them a safe environment to gain hands-on experience and professional skills.

An advocate for the wood industry, he shares science-based knowledge and collaborates with others to grow the industry. Serving on NWFA's Emerging Leaders Council, he has helped create a workforce development partnership between NWFA and NCSU and presented at NWFA Symposiums. He represents his department on the College of Natural Resources Safety Committee, reviewing and updating safety training, conducting inspections, and ensuring current practices comply with University safety standards.

When he's not with his family and two-year-old twin boys, Guillermo volunteers with Habitat for Humanity, the Susan G. Komen Foundation, and the U.S. Tennis Association.



38.
Holly Williams
Marketing Manager
Horizon Forest Products
RALEIGH, NORTH CAROLINA

Holly has been a member of the Horizon Forest Products team for more than 14 years. As the company has grown, Holly has led the marketing team in modernizing the company's web presence, automating daily systems, and keeping up with the growing marketing needs of each of Horizon Forest Products'

branches. Holly was named the Corporate Employee of the Year in 2010 and again in 2015.

She is an active member at Southbridge Fellowship where she helps lead the youth ministry and conducts a weekly high school girls' Bible study. She took a leave of absence from work a few years ago to travel to Madagascar, where she served on the Mercy Ship, helping those with little to no access to healthcare. She also serves as a volunteer and board member for Able to Serve, a faith-based nonprofit ministry that helps adults with intellectual and developmental disabilities to learn, grow, lead, and serve.



39.
Ryan Winkler
Owner & Manager
Lynden Interiors
LYNDEN, WASHINGTON

Ryan started working in hardwood flooring in 2005 as an installation helper at Lynden Floor Design, now Lynden Interiors. He eventually became the company's main sander and finisher and remained until 2009. From 2009 to 2017, he served as a firefighter.

In 2014, Ryan got his contractor's license and began working with clients directly as well as subcontracting for shops installing hardwood and providing sanding and finishing under the company name Evergreen State Interiors. In 2016, he opened a small hardwood showroom in Lynden, Washington. In December of that year, the owner and founder of Lynden Interiors approached Ryan about taking over Lynden Interiors. Ryan accepted the challenge and became the official owner of Lynden Interiors on February 1, 2017. In this role, he offers complete design solutions for residential and commercial projects.



40.
Kris Young
Vice President
Olde Wood Ltd.
MAGNOLIA, OHIO

Kris has been with Olde Wood since the company began tearing down barns in the early days. Today, Kris develops new products and custom finishes, nurtures national and international relationships, manages acquisitions and mergers, and much more.

As Olde Wood has grown over the past 20 years, Kris has been behind the scenes, also growing in knowledge and expertise through research, first-hand experience, and hard work. Most importantly, Kris enjoys the relationships with his colleagues at Olde Wood.

Kris spends his spare time with his wife, Celesta, and their two beautiful daughters, Aislynn and Millie. They enjoy the outdoors and traveling and are very involved in the Living Water Church of Dalton, where Kris volunteers on the production team and actively supports worldwide Christian outreach programs. As a Crossfit Ambassador and a Level 1 Certified Crossfit Trainer, he inspires people to meet their fitness goals and live their best lives.

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THE RIGHT CLEANING PRODUCT MAKES ALL THE DIFFERENCE

Wood flooring adds richness and character to any home, but maintaining the floor's natural beauty takes a little TLC. With a standard screen and recoat, a quick and easy process that removes surface scratches and everyday wear, you can help your clients keep their beautiful hardwood floors from becoming dull, without breaking the bank or going through the hassle of sanding or installing new floors. In order to undergo this process, however, homeowners must understand how to properly maintain the finishes on their floors. And when it comes to routine hardwood cleaning, your clients may have questions about which maintenance products to use. Steering them in the right direction can make the process easier for both of you.

NAVIGATING THE OPTIONS

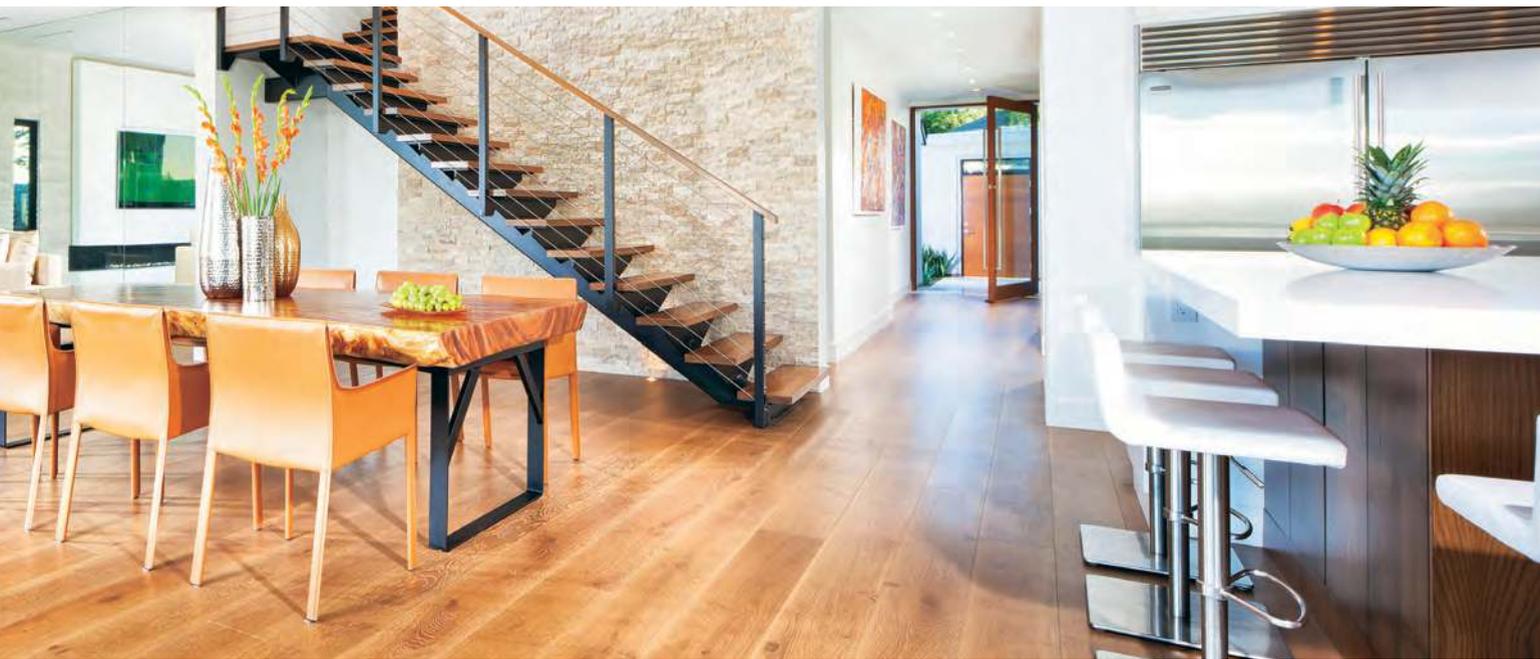
While most people understand the basics of “dry” hardwood maintenance, when it comes to choosing the right “damp-mopping” cleaning products for life's inevitable sticky messes, many homeowners are overwhelmed by the sheer number of products and safety warnings. To help your clients navigate the floor cleaning aisle, use these simple tips to recommend the right products for cleaning and preserving their hardwood floor.

CLEANING TIPS THAT KEEP YOUR FLOOR FINISH SAFE

A little professional advice and expert guidance can turn customers into lifelong clients and relieve them from the anxiety of wondering how to maintain their floors. Help them keep their newly-installed, refinished, or recoated hardwood floors in top shape with this handy Customer Care and Maintenance Guide:

- **ONLY USE ZERO-RESIDUE CLEANING PRODUCTS**
For regular cleaning and to remove grime or sticky messes, look for “zero-residue” cleaners that don't leave behind film or wax.
- **AVOID PRODUCTS WITH LOFTY CLAIMS**
Cleaning products that claim to “rejuvenate,” “shine,” or “polish” can leave behind film or wax that make it difficult to conduct a screen and recoat without advanced stripping chemicals or a full refinish, or replacement, of the hardwood floors.
- **CAREFULLY FOLLOW USAGE INSTRUCTIONS**
Once you select a product, carefully follow the usage instructions for dosing, application, and mopping. Pre-mixed solutions provide the greatest control for solution dosing.

The National Wood Flooring Association (NWFA) suggests maintenance coats may be necessary
————— **every 3-5 years** —————



THE ALL-IN-ONE SOLUTION

An in-depth study conducted has conclusively determined that the all-in-one Swiffer® WetJet Wood™ Mopping System is safe for homeowners to use on all hardwood floors because it does not impact adhesion, aesthetics, or the ability to conduct a standard screen and recoat. To reach this conclusion, Swiffer teamed up with NWFA Certified Professional Cincinnati Floor and Window Coverings, who strictly followed all applicable NWFA Guidelines and Methods to conduct an in-depth test on the effects of zero-residue “damp-mopping” cleaning solutions across multiple

hardwood finishes. Informed by collected data on the habits and practices of both spray-mop and mop-and-bucket users, the team tested on waterborne and oil-modified polyurethanes as well as factory finish flooring with aluminum oxide. Simulated over five years, the test showed that Swiffer® WetJet Wood™ had zero effect on the ability of onsite installers to conduct screen and recoat across all tested finishes.

This article was provided by Swiffer®. To learn more about Swiffer products, visit Swiffer.com. ©2019 P&G



AT THE SITE



Working with Restoration Companies

Wood Floors

Can Be Saved!

Historically, when hardwood flooring is damaged by water, it was a foregone conclusion that the material would be torn out and replaced. What if the water-damaged hardwood floor could be saved, though?



By Joel Kaufman

That's a question that few restoration industry pros asked themselves. Even 20 years ago, restoration technology had advanced to a point that moisture could be physically removed from wet hardwood flooring. This fact was largely ignored by the restoration industry and the insurance community because tear-out and replacement was "how it has always been done" and the process of restoring hardwood flooring in-place still needed a lot of trial-and-error refinement. Very few restoration companies were interested in investing the time required, or had the willingness to take on a challenge this big.

Our company, ACR Inc., has always been committed to staff education in restoration techniques and drying standards. Our restorers learned all about the then-current knowledge base from the most-advanced thinkers in restoration. We looked outside of the restoration industry as well, reaching out to the NFWA to better understand the characteristics of various hardwoods, the wide variety of installation approaches, mill standards, and more.

We benefited with highly qualified staff, which was the prime goal of all of this valuable education provided by NFWA, but something else happened too. Our key people suspected that the sophisticated techniques that they learned could be adapted and controlled to dry water-damaged hardwood flooring without removal and without damage to the wood flooring. If this was possible, and if it could be done consistently, two things would happen. First, insurance carriers could satisfy their policy's claim at a much lower cost. Second, property owners could experience far less inconvenience. After all, tearing out and replacing a hardwood floor in an average residential loss can take months.

Experiments and refinements were producing positive results; more and more hardwood floors were saved by controlling the material's moisture content downward to equilibrium level. More and more facility managers, buildings and grounds people, and adjusters assigned to their losses began to see for themselves that the problem can be solved through mitigation rather than replacement.

Our biggest breakthroughs came on a large scale. Our company has long had a large client list in the educational sector – school districts, colleges, and universities – virtually all of them have at least one hardwood gym floor. Water losses hit gym floors far more often than you'd guess, so this was a great opportunity to develop and improve hardwood floor drying processes for the future.

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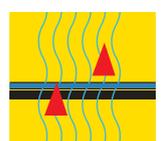
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See the video at www.floorotex.com
mail@floorotex.com

AT THE SITE

working with restoration companies (Continued)

Based on the great relationships we've enjoyed with fellow NWFA members, we know that we all share a common goal in helping hardwood flooring remain as a top material selection. Hardwood flooring is a natural, sustainable material that can last for decades and longer. We're very proud that ACR provides value by supporting product longevity, adding years of use through restorative drying.

When an average high school gym floor is "damaged" by a water loss, and tear-out/replacement is ordered, a 7,000 square foot floor costs upward to (and often beyond) \$250,000 to replace. Applying restorative drying can reduce the cost to regain use to about 15 percent to 20 percent of the replacement cost. This cost savings is shocking, but we learned that the real win for the client is reduced loss of use. Tearing out the damaged boards, repairing and drying the subfloor system and substrate, weeks of acclimation for the new flooring boards...three months can easily be lost. However, it's not only gym classes that are affected, it's intramural sports, assemblies, even third-party rentals. Revenue is lost, expensive extra workload to reschedule all that can be, tournaments cancelled – it's a cascading nightmare of complications and expensive alternate locations. It's actually loss of use that the client truly fears.

Today, with our skill level rising every time we save a floor, we can dry that same, typical gym floor and return it to full use in two weeks – often less. With cost lowered by 80 percent and operational loss of use reduced by 85 percent,

restorative drying is a rather obvious advantage.

Several situations can prevent restorative drying from succeeding. When the wood floor buckles away from the substrate, or if it remains wet for too long, the wood will lose the resiliency needed to return to equilibrium moisture content. We call that being beyond the restoration threshold. Plus, we've discovered that a number of hardwood gym floor installations don't follow installation guidelines. Others were installed long before standards were commonly followed. So, while conditions don't need to be perfect to allow for a successful restoration, there are limitations.

Many major insurance carriers, adjusters and claims people, facility operations managers, and others count on this technology to bring their loss back for all the reasons mentioned. Even now, drying water damaged hardwood flooring in-place is still not very well known as a possible solution. It's still not a common skillset for restoration companies, as it takes years to become skilled in applying these techniques. Plus the education needed as a basis is very expensive.



All photos courtesy of ACR Inc.

TOP: The final set-up photo displaying dehumidifiers set on a closed-loop system to remove any evaporated moisture.

MIDDLE: An overview photo of the final drying chamber set-up over the affected area.

BOTTOM: An example of a non-restorable floor due to carpet cushion being used as underlayment.

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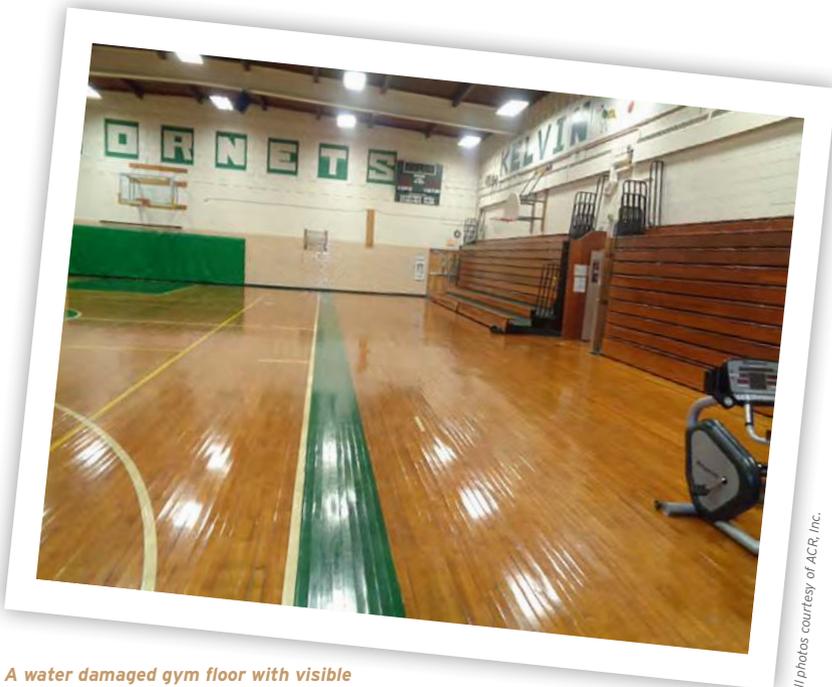
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All photos courtesy of ACR, Inc.

A water damaged gym floor with visible cupping of the floor boards.

All of us who associate ourselves with the NWFA are here ultimately to serve our clients and help solve their problems. For example, gym floor installers (who aren't making money unless they're installing or reinstalling floors) rely on repeat customers and their referrals to stay in business. They can strongly reinforce their relationships by suggesting restorative drying to save the client time and money, rather than an assumed reinstall. That client's value goes way beyond this one floor; it's the five more floors being added in the district over the next two years.

Based on the great relationships we've enjoyed with fellow NWFA members, we know that we all share a common goal in helping hardwood flooring remain as a top material selection. Hardwood flooring is a natural, sustainable material that can last for decades and longer. We're very proud that ACR provides value by supporting product longevity, adding years of use through restorative drying.

We are continuously refining and advancing restorative drying for water-damaged hardwood floors. We continue to seek input from fellow NWFA members and invite you to turn to us as a resource for our specialty restoration knowledge. In the end, the value we all bring – mills, architects, suppliers, installers, and restorers – depends on our collaboration as a complete solution for our clients. ■

Joel Kaufman is a writer for ACR Inc. in Wheeling, Illinois. Call 866.645.1165 or email info@ACRrestores.com for more information.

AT THE SITE

Assessing and Addressing

WATER DAMAGE

Water damage can happen at any time, in any home, and to any type of floor. Water leaks and floods do not discriminate against what types of floors they damage. It makes no difference whether the floor was a one-of-a-kind, custom-run, solid parquet floor, or if it was a low-end DIY snap-together type of wood floor. It also doesn't make a difference whether the floor itself is somewhat tolerable of some moisture with claims of being "waterproof," or if it swells with the slightest suggestion that there could be an increase in moisture.

The unfortunate truth is that a water leak or flood will adversely affect any floor, the occupants, and the home it happens in, resulting in costly and time-consuming repairs.

The first step in assessing a water-damaged wood floor is to identify and eliminate the source of moisture. Once the moisture source has been identified and removed, the floor damage should be addressed before further damage occurs. Further damage may not only include damage to the floor, but also to the substrate, or finished living space below the floor.



ALL IMAGES BIGSTOCK ©

These are some of the reasons a timely and proper assessment of the water damage is critical:

- Moisture promotes the growth of mold and other organisms, increasing the risk for serious health problems. Studies have shown that mold growth can occur on wood at moisture content levels above 15 percent.
- Corrosion of metal fasteners can occur when moisture content exceeds 18 percent.
- Wood rot and subsequent decay do

not occur simply because wood gets wet, but because it has been attacked by decay fungi under specific conditions. Normally, wood must be at or above the fiber saturation point (28-30 percent MC) for a period of time for the fungal spores to thrive and cause it to rot.

Reaching these moisture content levels does not mean mold growth, corrosion, rot or decay, will occur, but does raise the risk for a potential concern.

The following are some items that should be assessed when evaluating a water-damage claim.



By Brett Miller

Wood Flooring Materials Evaluation

When wood flooring gets wet, it should be assessed to determine the extent of repairs that may be necessary.

- First, identify the type of flooring (species, cut, profile, finishes, etc.) and installation methods in order to properly address the repairs.
- Determine the target moisture content of the flooring as related to the temperature and relative humidity for the geographic area, and for the facility. (Reference the EMC chart.)
- Consider the time of year that the repairs are to take place and assess the HVAC system's ability to sustain an adequate environment for the wood flooring.
- Conduct moisture testing.
 - » Use pinless, dielectric meters to scan the flooring surface and map the damage.
 - » Check existing, unaffected wood for reference.
 - » Use insulated pin, hammer probe type meters to achieve readings at multiple depths of flooring and subflooring.
 - » The target MC should be within 2 percent of expected "in-use" moisture content. (Oftentimes, the drying standards used by restoration companies are higher than the wood flooring requirements. The differential will result in a failed repair.)
- A buckled wood floor requires replacement wherever the buckling has occurred. Once the flooring has buckled, the fasteners or adhesives are no longer effective, and the system will never return to its



original state. Once the moisture source has been identified and eliminated, the buckled portion of the flooring will need to be replaced.

Subfloor Materials Evaluation

Water will find its way through any floor covering (even the "waterproof" stuff) and will potentially adversely affect the substrate. Water damage to the substrate is just as critical to address as the flooring. It is important to understand that water will find its way to places you would never think it could get, and will also follow a path that it deems appropriate based on the scale of the leak or flood. Because of water's erratic behavior, the areas below and surrounding the wood floor system should be evaluated to determine the extent of damage and ensuing repairs.

Plywood – swelling, distortion and delamination can occur when exposed to high levels of moisture. Moisture tests should be conducted using insulated pin, hammer probe type meters on the surface, on the backing, and within the core of the material in several areas of the damaged material to properly assess the extent of moisture intrusion. Replace when the damage is evident. Ensure replacement material is within acceptable MC ranges and meets all



NWFA minimum standards for panel thickness and joist spacing, prior to reinstallation of wood flooring.

Oriented Strand Board (OSB)

– swelling can occur with OSB when exposed to water. Swelling in OSB can create a decrease in density and a reduction in within-board strength due to the release of compaction stress created during the pressing process of manufacturing. This will directly affect how existing fasteners hold the wood flooring to the subflooring material. Replace when damage is evident. Ensure replacement material is within acceptable MC ranges and meets all NWFA minimum standards for panel thickness and joist spacing, prior to reinstallation of wood flooring.

Concrete – concrete is a porous material. It typically does not become damaged when exposed to water; however, adhesives, sealers, and other compounds will slow the drying of a wetted concrete slab. Moisture levels must be evaluated and properly addressed prior to installation of new flooring. Concrete substrates should be dried by use of airflow, heat, and dehumidifiers until moisture levels are within the flooring and adhesive manufacturer's required ranges.

AT THE SITE

Water Damage (Continued)



Existing materials below the flooring surface may also create additional mitigation costs and concerns (i.e., asbestos underlayment, lead, radiant heating systems, etc.). Always be aware of the age and construction methods of the facility, and any potential risks that may affect the overall project. Be sure the end-user is aware of any potential additional costs required to properly address the damage, prior to commencing work.

Unconditioned areas directly below the wood subflooring system or screeds/sleepers, such as basements and crawlspaces, should also be opened to introduce heat and airflow. Any insulation on the underside of the floor joists should also be removed.

Remediation

- Airflow and heat can be used to speed the natural drying process.
- Dehumidification systems are often used to stabilize the ambient conditions and bring them within the target range.
 - » Some of the most-effective types of dehumidification systems include desiccant systems and low-grain refrigerant systems.
 - » Dehumidifiers should be placed on the flooring surface as well as below the flooring surface (when applicable).
- Vacuum extraction systems include placement of large mats/panels that are attached to vacuum/suction systems designed to pull

water from the flooring surface.

- Negative and positive air pressure systems force airflow beneath and within the flooring systems in order to decrease the moisture content by direct use of airflow.

If and when water leaks or floods occur, it is important to know with real wood floors, nearly everything is repairable. Many times, minor water damage will dissipate or even completely disappear as the flooring dries out. Major floods will require major repairs. Even the “waterproof” floors will end up at the landfill with all of the other construction debris when a flood occurs. ■

Brett Miller is VP of Technical Standards, Training, and Certification at the National Wood Flooring Association in St. Louis. He can be reached at brett.miller@nwfa.org.

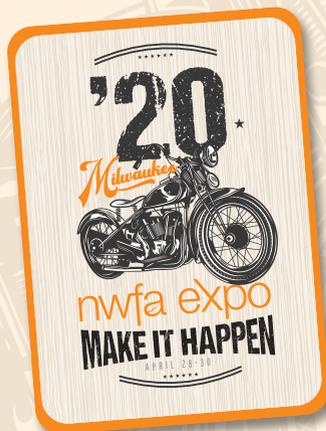
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By Ron Treister

Fast-setting flooring installation systems offer timely solutions

Today, the “Need for Speed” (NFS) has become an expression spoken, heard, and read everywhere. So much, in fact, that if one Googles it, in roughly 1.16 seconds, over two billion NFS links will pop up. Regarding accelerating processes within the construction sector, it has become more than evident, especially for those closely monitoring timelines, that professionally managed scheduling ultimately satisfies so much for so many.

A large, new urban multi-family high-rise project is about to break ground; the overall construction schedule begins. Think about how many different skilled trades must perform at the same job site from groundbreaking to grand opening. Ideally, when each of these trades is finished with their respective assignment, the next contractor “in line for that area,” is immediately alerted to be “up,” and their people promptly begin. If this regimen is adhered to, ultimately everyone is pleased...in particular, the building’s owner.

Generally speaking, what must be considered in expediting this NFS?

- Following manufacturer and industry guidelines
- New user-friendly products must be accepted by contractors
- Educating contractors more today than yesterday is imperative

- Financial risk is unacceptable
- Labor shortages must be acknowledged
- Compression of the construction timeline
- Pursuit of perfection (a mindset of “no room for mistakes”)
- The need for new surfacing installation products that save on installation time, offer self-leveling, sound-dampening, and more.

“We acknowledge and embrace the importance of this new reality,” stated Scott Banda, Bostik’s Director of Marketing and Business Development. “The marketplace needs high-technology solutions for every stage of surfacing installation (surface preparation, applying mortar, grouting, and sealing). Hardwood installation products also must cure as fast or faster than ever before. This expedites the process, allowing flooring contractors the luxury of ‘confidently leaving early’ and makes it possible for the next trade in line to begin their magic on schedule.”

New floor-prep underlayment products are making their way into the marketplace that offer fast-setting, low shrinkage, and superior leveling qualities that make them ideal for time-sensitive applications in on-, above-, or below-grade applications.

These NFS-type products are what helped get wood specified for one of the most focal of all American commercial projects in 2018, The National Veterans Memorial Museum in Columbus, Ohio,

a project which was first featured in the June/July issue of *Hardwood Floors*.

Regarding that project, Tony Stalford of The Final Floor, a commercial flooring installation specialist from Sugar Grove, Ohio, stated, “At first, when we checked out the exact RH (relative humidity) in the concrete flooring, it was very high. So, we spoke with Chris Hardsaw of Lanham Hardwood Flooring Distributors, and Adam Abell of Bostik. Collectively, we decided it would be best to use a covering product that would be appropriate for the moisture conditions in the slab and because we knew that moving forward, the NVVM would have an enormous amount of indoor foot traffic.”

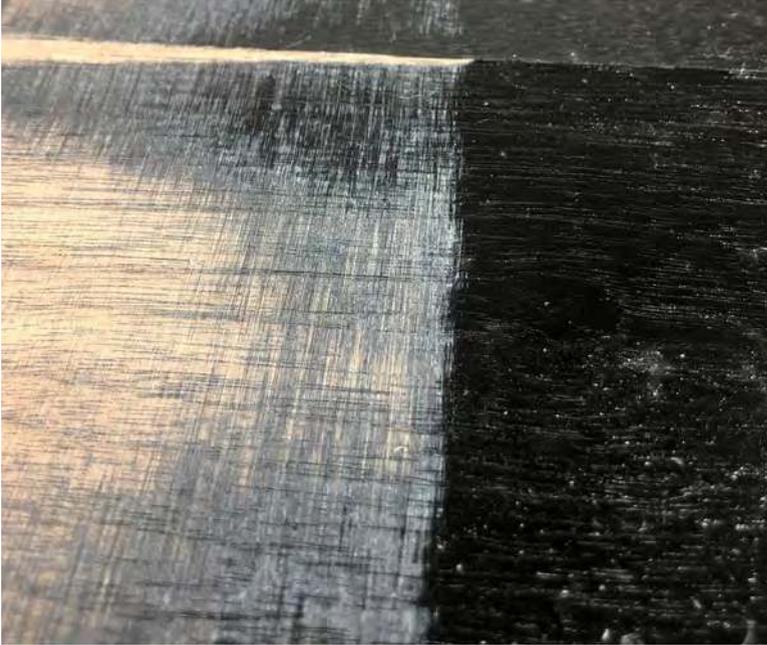
Like it or not, we all must accept that NFS (Need for Speed) today is a necessity and the “Need for Rapid Flooring Installation” is part of that within the commercial construction sector.

Scott Banda summed it all up by stating, “We’re all business people. And because of that, we know that time is money. We want our contractors to be successful in not only continuously providing impeccable flooring installations, but to also be successful financially. By correctly utilizing state-of-the-art installation systems that address today’s NFS, each and every project ends up being successful...and ultimately, everybody involved wins.” ■

Ron Treister is the President/Owner of Communicators International Inc. He can be reached at rlt@communicatorsintl.com.

HARDWOOD HINTS

By Brett Miller



When waiting for a water damaged floor to dry out, the finish on the floor can slow the process down. The problem with sanding the finish off to let the floor dry faster is that you only sand off the high edge peaks of the flooring, which only somewhat helps the moisture to escape, and can also cause future crowning.

If finish removal is necessary, you may find better success cross-grain sanding the floor with a fine-grit belt, allowing the drum to “ride the waves,” thus reducing the amount of material that is removed from the flooring. This also allows the drum to remove finish from the lower-lying areas of each board, providing more surface for the internal moisture to escape.

After moisture testing validates that the floor and subfloor have thoroughly dried, the entire floor may be resanded and finished. ■



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TECH TALK

with



Jason Elquest



Rusty Swindoll



Michael Dittmer

What is the most important aspect to keep in mind when doing restoration work?

JASON ELQUEST

Customer Expectations! Many times, restoration work includes keeping an existing hardwood floor and changing the color, or adding on to the existing wood floor. In both cases, it is critical to make sure the floor that they have is capable of becoming the floor that they want. If they want a wire-brushed floor, but have maple, this may not be possible to achieve. The expectations are the hardest to manage. If you do this step right, you will become the customer's new best friend.

Water damage, pet damage, species, and wood grade all lend themselves to the ability to be repaired/refinished. If a floor cannot become what the customer expects, it is your job to tell them. This may mean a full demo is required to achieve the look they desire. You are not being the bad guy, just the messenger delivering the truth!

RUSTY SWINDOLL

You'll need to see how bad it is and begin to conduct moisture testing. Use pinless, dielectric meters to scan the flooring surface and map the damage. Check existing, unaffected wood for reference. When there has been a busted pipe or other moisture issue, I've seen cases where a restoration company hasn't dried the floor enough or the subfloor at all. The floor may be dry at the top, but if there is still moisture, it can get into the floors and cause cupping issues. If that happens, the area that has been damaged – or possibly the entire wood floor – may have to be torn out and it can be hard to match the grade and species so that it looks the same after sanding.

I once walked into a house that had a frozen ice maker pipe in the ceiling that got water all over the kitchen floor. It seemed dry, but the insurance company wanted to make sure it was completely dry. As it sat for a month or two, the floors buckled and had to be torn out. A floor may feel like it's dry, so it's important to do moisture testing because if the floor is still drying and you sand it too early, it can crown.

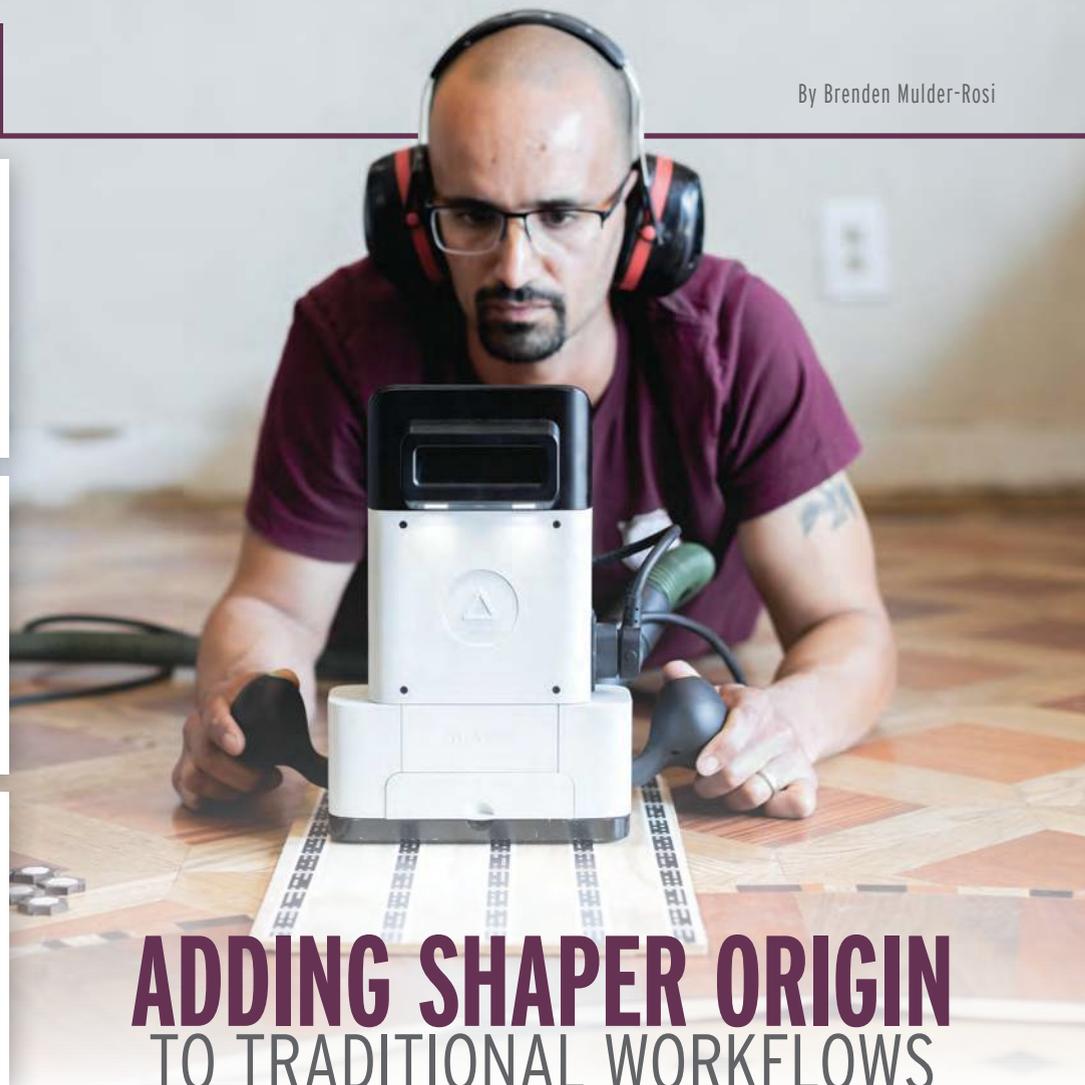
MICHAEL DITTMER

Wood floor work after a water damage situation is a very challenging task. First and foremost, it's important to identify who you are working for; whether it be the homeowner or the restoration company. Each of these entities will have their own agenda. Yes, we expect the restoration company to look for the most economical way to repair the wood floors. The homeowner is looking for wood floors that are in as good or better condition before the water damage regardless of cost.

It's important to identify where the current moisture levels are now and where they need to be in order to correctly re-install or repair the wood floors. Communicating with the restoration company as to your moisture measurement requirements for a quality installation is very important.

This is to tell them, as well as the homeowner, all pertinent moisture-related measurements currently. Then you need to inform all parties where it needs to be. Make sure you add into your bid the additional time required for you to do daily or weekly moisture checks if that is necessary.

These measurements will determine the timeline for work to begin. It will also determine if some additional equipment may be needed to be brought in to dry the floors quicker in order to meet a specific time goal. All of your measurements should be documented and accessible to the homeowner and restoration contractor. Once acceptable moisture levels are achieved and other wet work trades are complete, you can begin the installation process as normal.



ADDING SHAPER ORIGIN TO TRADITIONAL WORKFLOWS

Avi Hadad is the owner of Avi's Hardwood Floors in California. His 20 years of experience span all aspects of the flooring industry, including cleaning, refinishing, installation, and design. Avi also has particular expertise in marquetry and scrollwork, in which he uses traditional tools and techniques.

Avi values the craftsmanship and rich heritage that support traditional flooring techniques, so a high-tech solution like Shaper Origin might not at first seem like a natural fit for his company. But he finds that Origin can augment his hard-won skills and expertise, rather than supplanting them. Avi says that "you have to understand marquetry and inlay technique" before you can effectively use Origin in these contexts.

Origin also provides major benefits when working onsite. The tool's precision and rapid cutter retraction give him the confidence to work on finished, installed

pieces without worrying about the potential for damaging mistakes that can cost significant time and money. Avi also finds Origin's dust extraction system to be invaluable when working onsite, when dust management is particularly vital. Connecting a vacuum hose to a traditional plunge router can make it difficult to see your cut while working. But "Origin's screen allows me to keep an eye on my cut," he says.

For a recent custom floor installation in San Pablo, Avi designed a series of interstitial inlays that he placed periodically across the floor. This double inlay required dozens of cuts at a small scale, necessitating a high degree of repetitive precision. Avi used his Origin to cut both the reliefs and the

inlay pieces, following up with hand tools. He designed a simple jig to cut his reliefs, making registration simple, precise, and efficient. "I like how Origin does the bulk of the work and then I go in with my [hand] tools so there is still that human touch."

Despite its technological innovation, Avi thinks of Origin as just "an awesome addition to my arsenal of tools." It doesn't supplant a flooring expert's intelligence, technique, or expertise; it simply augments these qualities. Because it's so versatile, the tool slots seamlessly into a wide variety of workflows, streamlining complex tasks and bringing reliable precision to repetitive tasks. "I'm not getting any younger," Avi says, "and I don't like spending time on repetitive cuts." With Origin, Avi Hadad is able to spend more time on the specialized techniques and skills that set him apart from the competition. ■

See
Avi Hadad at work
with Origin

Visit

<https://www.youtube.com/watch?v=-HN6oTVGxIk>



MOLD

What Water and Humidity Can Leave Behind

Torrential rains, plumbing problems, foundation damage, or drainage issues all can lead to flooding in a home. The Federal Emergency Management Agency (FEMA) declares flooding is the most common natural disaster in the United States. The Pew Charitable Trusts cited that federal flood insurance claims averaged \$1.9 billion each year from 2006 to 2015. If you haven't already, at some point you may deal with mold in a customer's home.

Mold is a microorganism that lives all around us. It can make its way inside the home via windows, doors, vents, shoes, clothes, or the family pet. The United States Environmental Protection Agency (EPA) explains that mold is usually only problematic if the spores begin growing indoors where there is moisture. These places can include paper, wood, carpet, cardboard, ceiling tiles, insulation, drywall, upholstery, and food. Indoor locations with high humidity levels,

such as bathrooms and basements, are the prime breeding grounds.

The Centers for Disease Control and Prevention (CDC) notes that mold may look like spots and have a strong, musty smell. They estimate there could be anywhere from tens of thousands to more than three hundred thousand species of fungi. Most of the time, the EPA does not find sampling to be necessary if visible growth is present.

MOLD EFFECTS

According to the CDC, here are a few of the ways being exposed to mold could affect your health:

1. Nasal stuffiness, throat irritation, coughing or wheezing, eye irritation, or even skin irritation.
2. Reactions may be more severe for people who are allergic to mold, including fever or shortness of breath.
3. Serious infection of the lungs can occur in people who have weakened immune systems or chronic lung diseases.
4. Research on all of the ways it can impact health is ongoing.

BIGSTOCK ©



KEEP CONTACT TO A MINIMUM

There are some precautions you can take if working in an environment where there is mold:

1. Protect your breathing with a respirator. The Occupational Safety and Health Administration (OSHA) says it must fit properly to be effective and recommends an N-95 respirator to avoid mold.
2. Wear long gloves, long pants, and a long-sleeved shirt if you must clean and remove mold.
3. Cover your eyes with goggles to keep from exposing them to mold or mold spores.
4. See the story on page 56 for more details on utilizing a professional company to handle restoration work.



BIGSTOCK ©

It's important to remove mold when it is growing inside. The CDC recommends repairing leaks to prevent mold growth, keeping humidity levels low, and cleaning up within 24 to 48 hours after a flood. Dry out the house, open windows and doors, and use fans and dehumidifiers to remove moisture.

Further, the Asthma and Allergy Foundation of America (AAFA) notes that reactions to mold may

either happen immediately or can show up later with nasal congestion or worsening asthma over time. Outside of a disaster scenario, they suggest preventing mold in the home by using an exhaust fan in the bathroom during showers, checking windows for condensation, making sure water

drains away from a house, and keeping gutters clean to avoid leaks in the roof.

See below for additional resources, and if you have any existing health issues that have the potential to be complicated by mold, discuss them with your health care provider. ■

FEATURED CATEGORY: BEST PARQUET/INLAY APPLICATION

Filip Redant of Atelier Passe Partout began his career by restoring stringed musical instruments. As time passed, he worked with an organ builder, and then eventually developed an interest in restoring antique furniture. Discovering his passion, he decided to start his own business.

A movable masterpiece

By Burt Bollinger



All photos courtesy of Atelier Passe Partout

“I worked for several years as a flooring subcontractor before deciding to go my own way as a traditional parquet craftsman,” says Redant. “By choosing to work with solid parquet only, I know I’ve excluded a large part of the market; however, I can focus on what I love. I believe solid parquet or traditional parquet is, in quality and possibilities, far above all other types of parquet flooring. Solid plank flooring with tongue and groove is, of course also of excellent quality, but I find the tongue-and-groove system less suitable for difficult patterns or motifs,” explains Redant.

Redant says his passion for traditional parquet also comes from its long-term durability and the potential ease of restoration. “The most beautiful parquets that I know today, installed inside numerous mansions and palaces, demonstrate they can last hundreds of years. Moreover, damaged solid parquet can almost always be restored,” says Redant.

For this Best Parquet/Inlay Application winning floor, Redant used 22 types of wood to create an intricate, hand-made parquet floor.

“Every single piece of the floor was hand-crafted. Neither a CNC nor a laser was used; hence, no two pieces are the same. My design also grew during the execution, and the big challenge was making every single piece of wood fit together while ending up a well-balanced whole,” explains Redant.

Leaning on his past doing the restoration of musical instruments, many of the types of wood Redant used for his installation are common in

that field, including flamed ash, ebony, mahogany, and rosewood.

Other woods used in the floor are on the CITES list, which means they can no longer be exported, although existing stocks can still be used. Some of these woods include Rio-rosewood, and Cuba-mahogany. Redant says he has long had a policy of acquiring exceptional pieces of wood, and thanks to that, he still owns a considerable stock. It was this stock that he was able to pull from for his award-winning installation.

In Redant’s design, some of the most beautiful and rare types of wood from all over the world collide with more common types of wood, such as teak, walnut, and cherry. The floor also features intricate brass inlays and a satin finish, both oil-based and waxed. After assembling all the parts, the entire panel has been sanded and finished off with oil and a layer of wax.

Redant designed the 60-square foot nail down, glue down floor as a removable whole. While currently installed in a private residence, the floor can be moved and put on display as needed. He says he did this to show the floor to as many people and potential customers as possible.

“I wanted to inspire people to consider a floor like this in their own homes. Those who see it have enthusiastic reactions. When the light hits the floor, the brass glows even more than the wood with the soft shine of the wax. It’s very satisfying and quite gorgeous. We’re delighted with the outcome of this beautiful, carefully executed masterpiece,” says Redant. ■

“By choosing to work with solid parquet only, I know I’ve excluded a large part of the market; however, I can focus on what I love.”

– Filip Redant of Atelier Passe Partout

CATEGORY DETAILS:

Entries in this category include any hand-cut parquet pattern, medallion, marquetry, or intarsia inlay.

WHAT MAKES THIS FLOOR UNIQUE:

The floor contains 22 species of wood and brass inlays, and was installed in a private residence in Belgium. All pieces are solid wood with a thickness of 9mm at subfloor. The oak mosaic thickness is 8mm.

SUPPLIERS:

Wood: Filip Redant, Holz Bois

Adhesive: Bostik

Sanding Equipment: Bona, Festool

Finish: Bona

INSTALLATION TYPE:

Nail-down, Glue-down

FLOORING TYPE:

Solid

FLOORING STYLE:

Parquet

FLOORING FINISH:

Job site Finished

FINISH SHEEN:

Satin

FINISH TYPE:

Oil-based, wax

SPECIES:

European Oak, Plane Tree, Ebony, White Ebony, American Cherry, American Walnut, Belgian Walnut, Moulmain Teak, Rio-Rosewood, Mahogany (America), Mahogany (Cuba), Satin Wood (East India), Rosewood, Maple, Flamed Maple, Ashwood, Flamed Ashwood, Afzelia Dousse (Africa), Merbau, Wenge, Snakewood, Imbuva

SQUARE FEET:

60

Wood Floor Facts

GREENHOUSE EFFECT/HVAC SYSTEMS

Improper usage, inoperable systems, or inadequate HVAC systems can add moisture to the job site and create poor conditions for the wood floor. To minimize this concern, follow these general guidelines:



1. During humid seasons and in humid climates (when the average RH remains above 50 percent), dehumidification systems may be necessary if air-conditioning alone does not control the RH levels within the facility.
2. During dry seasons and in arid climates (where the average RH remains below 30 percent), supplemental humidification may be necessary in the facility to sustain adequate RH levels.
3. Rooms where HVAC vents are closed-off and are not conditioned to the same temperature and humidity levels as the rest of the interior space can result in sub-climates within the facility, which can have adverse effects on any adjoining floors within the facility.
4. When air conditioning and heating systems are not used or are completely shut down for an extended period of time, the air exchange necessary for the performance of the facility and the wood floor is sacrificed. Sunlight through windows can generate heat, creating abnormal humidity levels, which may fluctuate from day to night. Floors will shrink or swell due to this limited air movement and inconsistent humidity levels. Controlling the atmosphere during and after the installation is critical to avoid issues caused by what is defined as the greenhouse effect.

More-detailed information about the greenhouse effect and HVAC systems is available in the NWFA Problems, Causes and Cures publication C200.

DOMOTEX asia/*CHINA*FLOOR

Asia's Hub for Flooring

24-26 March, 2020 - 22nd Edition
Shanghai-China

domotexasiachinafloor.com

VNU | 万耀企龙



Deutsche Messe



Build Your Dream Group

DOMOTEX
asia *CHINA*FLOOR



Castanea spp. genus

The Castanea spp. genus (chestnut) contains about 12 species, and is in the beech family (fagaceae). Chestnut trees are primarily grown in the Eastern United States, Europe and Asia. Often referred to as American chestnut or sweet chestnut it is often sold as “wormy chestnut.”



ORIGIN:

Commercial quantities of American chestnut were once harvested from New England to northern Georgia. American chestnut was attacked by blight in the early 1920’s wiping out nearly three billion mature trees. This blight was caused by an accidentally introduced Asian bark fungus. The wood is resistant to decay, but the dead trees were then damaged by insects, leaving holes and discoloration. These trees once stood upwards of 120’ tall with 5’-7’ diameter trunks. American chestnut is both rare, and relatively valuable. Most Chestnut sold today is salvaged from old structures and sold as reclaimed lumber.

USES:

Used in flooring, furniture, decorative millwork, and cabinetry.

COLOR:

The heartwood can be a light to medium greyish brown that darkens to a reddish brown with age. The sapwood can be pale white to light brown.

GRAIN:

The grain is straight, spiraled, and/or interlocked with conspicuous growth rings. Ring-porous grain with narrow rays.

HARDNESS (JANKA):

Averages 540

DIMENSIONAL STABILITY: ABOVE AVERAGE

Chestnut has a dimensional stability factor of 3.4 percent (radial) and 6.7 percent (tangential), meaning this species may shrink/swell up to 6.7 percent of its given width, depending on how it’s cut, when going from green (30 percent MC) to oven-dried.

DIMENSIONAL CHANGE COEFFICIENT:

Average = .00116 (radial),
.00234 (tangential)

SPECIFIC GRAVITY:

Average = .48

NAILING:

Very easy to work with, but has a tendency to split easily. The air compressor PSI will need to be reduced to avoid tongue splitting. Use of 18 gauge cleats work best.

SANDING:

Chestnut sands very easily. Follow standard grit progression sequence. The final grit used is normally higher than other domestic species. Chestnut stains and finishes very nicely.





ALL IMAGES BIGSTOCK ©

SUSTAINABILITY:

Chestnut is not listed in the CITES appendices or on the IUCN (International Union for Conservation of Nature and Natural Resources) Red List of threatened species.

INTERESTING NOTES:

Chestnut is widely cultivated today for its edible seeds. Chestnut seeds have been cultivated for more than 4,000 years. The United States produces only one percent of the planet's chestnut production. To the early Christians, chestnuts symbolized chastity. Chestnuts are the only nuts that contain vitamin C. The Christmas song, "Chestnuts Roasting on an Open Fire" was written in 1945 by Mel Tormé, then later sung by Nat King Cole in 1946.

The chestnut tree of One Hundred Horses grows on Mount Etna in Sicily, and is the largest and oldest known chestnut tree in the world. It is between 2,000 and 4,000 years old and 190 feet in circumference.

SOURCES: The Wood Database; Copyright © 2008-2016, Eric Meier | Wood Handbook (Wood as an Engineering Material), USDA Forest Products Laboratory

LUMBER BRINGS EVERYTHING TO LIFE.

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Natural hardwoods.**

Natural hardwoods offer the sustainability, authenticity and comforting natural beauty of a material derived straight from our soil. The multi-generational staying power of quality hardwoods are a part of our homes and our life stories. We're proud to be America's largest and only coast-to-coast hardwood lumber producer.

NWH NORTHWEST
HARDWOODS

northwesthardwoods.com

2020

NWFA EDUCATION SCHEDULE

TRAINING WHEN & WHERE YOU WANT

FIRST QUARTER

February 11 - 13	Basic Installation	St. Louis, MO
March 3 - 5	Basic Sand & Finish	St. Louis, MO
March 3 - 5	Intermediate Installation	Deerfield Beach, FL
March 24 - 26	Intermediate Installation	Tualatin, OR
March 24 - 26	Intermediate Sand & Finish	Wauwatosa, WI

SECOND QUARTER

April 7 - 9	Intermediate Installation	St. Louis, MO
April 14 - 16	Intermediate Installation	St. Jerome, Quebec Canada
May 12 - 14	Intermediate Installation	Bowling Green, OH
May 19 - 21	Intermediate Sand & Finish	St. Louis, MO
June 2 - 4	Basic Installation	New York City, NY
June 2 - 4	Intermediate Sand & Finish	Tualatin, OR
June 11	Engineered Wood Flooring	Peshtigo, WI
June 16 - 18	Intermediate Installation	Clarksville, TN
June 16 - 18	Intermediate Sand & Finish	Bowling Green, OH

THIRD QUARTER

August 4 - 6	Basic Sand & Finish	New York City, NY
August 25 - 27	Basic Installation	Chicago, IL
August 25 - 27	Intermediate Sand & Finish	Clarksville, TN
September 1 - 3	Problems, Causes, Cures - Inspections	St. Louis, MO
September 1 - 3	Intermediate Installation	Delta, BC Canada
September 15 - 17	Intermediate Installation	Charlotte, NC
September 15 - 17	Intermediate Sand & Finish	Deerfield Beach, FL
September 21 - 25	Inspector School	St. Louis, MO

FOURTH QUARTER

October 6 - 9	Advanced Installation	St. Louis, MO
October 13 - 15	Intermediate Sand & Finish	Delta, BC Canada
October 27 - 29	Intermediate Sand & Finish	Charlotte, NC
October 27 - 29	Advanced Finish	Bowling Green, OH
November 10 - 12	Advanced Finish	St. Louis, MO
December 1 - 3	Basic Sand & Finish	Chicago, IL

NOTE: Bold indicates certification testing available

CHECK YOUR KNOWLEDGE

nwfa RESOURCES

HOW DID YOU DO?

See suggested NWFA University

learning path on page 80.

Answer key is on page 97.

- 1. Which term best describes what happens when pieces of the flooring are no longer in contact with the substrate?**
 - A. Peeling
 - B. Bubbles
 - C. Buckling
 - D. Shrinking
- 2. What is the difference between cupping and buckling?**
 - A. Cupping in flooring can always be repaired, while buckling almost always requires flooring replacement
 - B. Cupping is primarily caused from too dry conditions, while buckling is primarily caused from too wet conditions
 - C. Buckling is primarily caused from too dry conditions, while cupping results primarily from too wet conditions
 - D. Cupping results from slow moisture attrition from underneath, while buckling indicates a fast, massive amount of moisture attrition
- 3. Which defines crowning?**
 - A. Pieces of the flooring are no longer in contact with the subfloor
 - B. A seasonal separation between individual boards occurs naturally
 - C. The center of the piece of flooring (across its width) is lower, and the edges are higher
 - D. The center of the piece of flooring (across its width) is higher, and the edges are lower
- 4. It is common for gaps or separations to appear throughout a wood floor from one season to the next.**
 - A. True
 - B. False
- 5. Which is not a characteristic of abnormal gaps in solid wood flooring?**
 - A. They are the width of a dime
 - B. They were present when the floor was installed
 - C. Do not close during seasonal changes
 - D. Improper nailing schedule

Inspiring Careers in the Hardwood Flooring Industry

NWFA Hosts Hands-On Event with Festool

By Burt Bollinger

The National Wood Flooring Association (NWFA) and power tool manufacturer, Festool, recently partnered for an interactive four-day event designed to attract new skilled labor into the wood flooring industry. Held in early October, the event was a one-of-a-kind educational experience that drew high school students from all around the region to NWFA's Headquarters in Chesterfield, Missouri, to learn about careers in the wood trades.

The gathering featured a variety of hands-on demonstrations, networking opportunities, and information on how they could easily create a career path in the wood flooring industry. Students also had the chance to learn more about the NWFA's "Wood Flooring Specialist" Apprenticeship Program, as

approved by the U.S. Department of Labor. The program gives apprentices a path to connect with potential employers, discover careers in the wood flooring industry, and receive on-the-job training with related classroom instruction.

"The Festool Hands-On Event was a great way to attract new talent into our industry," says Michael Martin, NWFA President & CEO. "We hoped to inspire and inform students about the many potential career options that exist within the wood flooring industry, including our apprenticeship."

Kayleen McCabe, a general contractor, vocational advocate, and host of DIY Network's *Rescue Renovation*, was also on-hand to inspire attendees to explore a career in the trades. McCabe stressed the fact that skilled trades are in high demand. At the same time,





many students have a difficult time finding stable jobs that don't require increasingly expensive higher-education degrees.

"The rising demand for trade professionals is outpacing vocational training. The skills gap is a real problem right now, and experiences, where high school students can learn both about the tools of the trade and profession itself, are tremendously empowering," says McCabe. "Attendees were able to see for themselves that there are wonderful career opportunities out there in the industry waiting for them."

Brent Shively, Festool's North American Product and Application Trainer, believes in-person educational experiences are an

ideal way to reach and inspire the next generation of tradespeople.

"Festool is currently traveling all over the country to get students to not only become aware of our products; but also to let them know about the many career opportunities that are available for them," explains Shively. "Through an event like this, we show students that they can work with good products, make good money, and have careers in rewarding fields like the hardwood flooring industry."

DuraSeal, PowerNail, Electro Plastics Inc. (STEP Warmfloor), and Lockwood Distributors were also on site to help educate students. ■

"The rising demand for trade professionals is outpacing vocational training. The skills gap is a real problem right now, and experiences, where high school students can learn both about the tools of the trade and profession itself, are tremendously empowering."

– Kayleen McCabe, a general contractor, vocational advocate, and host of DIY Network's Rescue Renovation



NWFA Online University: Featured Learning Path



104 Sales: Controlling Moisture Learning Path

In this learning path, you will learn about proper acclimation and conditioning requirements, wood and concrete subfloor underlayments and moisture inhibitors, and moisture-related wood floor issues that can arise from an imbalanced relationship between moisture content and wood.

This learning path is a part of the Certified Sales Advisor track. Upon completion of this learning path, you may purchase the corresponding open badge that can be displayed on resumes, social media sites, e-mail signatures, and more.

Completing the full Sales track in NWFA University (9 learning paths total) will earn certified professionals two (2) CCUs.

For more details, visit nwfa.org/nwfa-university.aspx.

NWFA Hands-On Training: Upcoming Dates

February 11-13, 2020

Basic Installation
St. Louis, Missouri

March 3-5, 2020

Basic Sand & Finish
St. Louis, Missouri

March 3-5, 2020

Intermediate Installation + CP Testing
Deerfield Beach, Florida

March 24-26, 2020

Intermediate Installation + CP Testing
Tualatin, Oregon

March 24-26, 2020

Intermediate Sand & Finish + CP Testing
Wauwatosa, Wisconsin

April 7-9, 2020

Intermediate Installation + CP Testing
St. Louis, Missouri

May 12-14, 2020

Intermediate Installation + CP Testing
Bowling Green, Ohio

May 19-21, 2020

Intermediate Sand & Finish + CP Testing
St. Louis, Missouri

Visit nwfa.org for a full list of training classes.

PRODUCT FOCUS

Tools/Moisture Meters/Supplies



See our ad on page 57.

ALBERT BAUPRODUKTE GMBH

Floorotex

The No. 1 in floor protection. The slightly adherent mat with a breathable protective film is suitable for the temporary protection of parquet and hardwood floors. The 2 mm thick nonwoven material protects the floor against scratches and imprints. The underside contains a special adhesive which prevents the nonwoven material from slipping.

floorotex.com



BONA

Battery Powered Adhesive Applicator Gun

Bona's Battery Powered Adhesive Application Gun allows for easier and quicker installation. A single charge will last more than 3,000 linear feet.

bona.com



BROOKHUIS

Pinless Handheld Moisture Meter

The pinless handheld moisture meter from Brookhuis offers the highest reliability and flexibility for the flooring professional. The meter offers a resolution of 0.1%, a measuring accuracy of 0.5%, and measuring range of 2-30% MC (up to 60% for construction materials). Variable thickness setting and a 50 reading memory is standard.

brookhuis.com



CALFLOR

Flooring Installation Kit with VersaBlock

All new kit for multiple flooring profiles. Each element of this kit is built with the installer in mind, whether it be a pro or avid DIYer. VersaBlock is equipped with 2 edges, making it suitable for flooring thickness 3.5 mm to 12 mm+.

cal-flor.com



See our ad on page 84.

DELMHORST

ProScan Pinless Moisture Meter

Delmhorst's ProScan Pinless Moisture Meter is the must-have compact, lightweight tool designed for flooring installers and inspectors to measure moisture in wood flooring and subfloors. Know your materials are properly dried and ready for installation. 1. Built-in species correction. 2. Rugged one-piece sensor. 3. Measures %MC without damaging the sample.

delmhorst.com



See our ad on page 95.

DRITAC

Adhesive Sausage Dispensing Gun

DriTac's Adhesive Sausage Dispensing Gun offers efficient, user-friendly application of DriTac 7300 SureBond and DriTac 7700 Easy Clean wood flooring adhesive sausages (20 oz.). Boasting increased durability and tool life, this manual drive caulk gun can be used to address floor repairs, inlays, stair treads, moldings, borders, medallions, and more.

dritac.com

PRODUCT FOCUS



EASY GROOVE TOOLING LLC

Router Bits

Easy Groove® router bits are for job site created T&G floor joints. They feature a top-bearing design, durable C2 carbide tips, heat-treated alloy arbors and replaceable cutter heads. The bits are sized for 3/4", 1/2" and 5/8" thick flooring. The company also produces an inlay router bit and 5/8" spline.



FANG IND LLC

Fang Tool

The Fang tool pulls misfired staples or cleats, and it sinks those too low to pull. It pries flooring away from the baseboards and can close gaps in the field. Fang also removes leftover staples when removing an old floor, and contractors can utilize its unique chisel feature for shaping boards and tapping out damaged boards without lifting adjacent boards.

fangind.com



FLOORING PRO FASTENING

L-Cleats 16GA & 18GA

Flooring Pro Fastening is dedicated to producing top-quality fasteners at a lower cost. Our focus is on the needs of the flooring industry professional. Wide head eliminates misfires. Master-Flex collation prevents waste due to break up. Superior point design. Our cleats are proudly made in North America.

fpfastening.com



FORTIFIBER

Aquabar "B" and HWD-15

Fortifiber offers a variety of products installed below floors that protect from moisture vapor and that have passed California's rigid Indoor Air Quality standards. We offer sound-rated products for quiet, comfortable living. Additionally, the line includes surface protectors so other trades don't damage your hard work and trample your reputation.

fortifiber.com

See our ad on page 93.

WELCOME TO THE EVOLUTION OF THE MOISTURE METER



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- BLUETOOTH CONNECTIVITY -

FEEDBACK DATALOGGER



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MOISTURE ENCOUNTER



- DUAL DEPTH FUNCTIONALITY -
- IMPROVED SENSOR PADS -



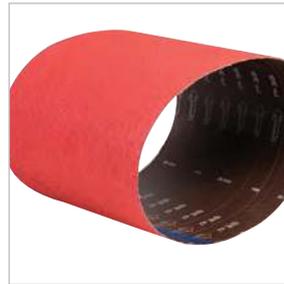
See our ad on page 59.

LIGNOMAT

Moisture Meters

Lignomat offers a complete line of pin and pinless moisture meters. Trade marks are accuracy, durability, and user-friendly design. Flooring applications require pin and pinless meters. Pinless meters can measure many floor planks in a short time. Pin meters accurately pinpoint moisture distribution within the floor and subfloor.

lignomat.com



MERCER INDUSTRIES

Ceramic Floor Sanding Belts

Self-sharpening Premium Ceramic Floor Sanding Belts from Mercer Industries provide longer life, 50% more than Zirconia, and minimal loading. Finger joints prevent scratching and a poly-cotton cloth supports the aggressiveness of the material. These belts are able to manage bi-directional sanding and are ideal for pre-finished floors.

mercertool.com



MIRKA

Deros

MIRKA® Deros, an advanced random orbital electric sander using brushless DC motor technology, provides a virtually dust-free sanding system when combined with Mirka's revolutionary Abranet® abrasives, and dust extractor. This virtually dust-free system provides a cleaner work environment, better control over the job, and a higher-quality finish.

mirka.com



OSHKOSH DESIGNS

Oshkosh Designs Tools

Self-aligning Corner Chisel cuts 90° corners with a hammer. Spring loaded and has a 3/8" edge and 3/4" depth capacity. Pattern Cutting Router Bit is a top-mounted bearing for routing medallion templates. The 1/4" shaft is 3/8" long and 1/2" in diameter.

oshkoshdesigns.com



See our ad on pages 1 & IBC.

PALLMAN

GECKO STAR 2.0 Edger

The Pallmann GECKO STAR 2.0 edger is the newest Pallmann sanding machine. This lightweight yet powerful edger features easy adjustment of wheels to provide the correct sanding pressure for any project. Dual lights allow for enhanced job site visibility and the low decibel rating motor provides job site comfort. Hook and Loop skirt attachments provide excellent dust containment.

pallmann.us



PRIMATECH

534FN

Primatech's 534FN is part of its professional grade wood flooring tool lineup. This 15 gauge, 34-degree finish nailer has a lightweight magnesium body, quick jam release, depth control, and an adjustment for either sequential or contact firing. Endless possibilities for hardwood flooring, baseboards, casings, and moldings.

primattech.ca



PROKNEE

Kneepads

The Proknee Corporation's commitment to going green has always been about designing and producing durable kneepads built to last. Unlike most kneepads on the market with a limited life span and completely disposable, your custom made, custom fit Proknee® kneepads can be repaired and rebuilt many times over.

proknee.com



RHOPOINT HOLDINGS LTD

Novo-Gloss 60 Glossmeter

Measure the gloss of hardwood flooring with the Rhopoint Novo-Gloss 60 Glossmeter. Always achieve a consistent quantifiable finish. Suitable for use by: Wood flooring manufacturers – distributors – dealers – installation contractors and inspectors.

rhopointamericas.com

PRODUCT FOCUS



See our ad on page 67.

SHAPER TOOLS

Origin

Origin makes accurate fabrication portable, flexible, and affordable. Using a visual marker system called ShaperTape™, Origin tracks its position relative to the workpiece. As you cut, Origin adjusts for human error and keeps your cut precise and repeatable.

shapertools.com



See our ad on page 82.

TRAMEX LTD.

TRAMEX Moisture Encounter ME5

- Dual Depth penetration for comparative of surface and core moisture and elimination of substrate influence when testing coverings.
- Bluetooth connectivity to IOS & Android app.
- Improved sensor pads for greater repeatability of results.
- Robust enclosure with rugged ergonomic design.

traxmeters.com



See our ad on page 19.

WAGNER METERS

Smart Logger™

Monitoring ambient temperature and humidity conditions at your project can help you avoid costly damage now as well as time-consuming callbacks later. The Wagner Meters Smart Logger™ temperature and relative humidity data logger and the Smart Logger™ app are your eyes on the job site 24 hours a day.

wagnermeters.com



See our ad on page 2.

WOODWISE

WOODWISE Tools

WOODWISE's unique line of tools and accessories were designed by professionals for professionals to help save time and money. Learn more about our Dust Collection Bags, Easy-Sand Stair Tread Extension, Felt Edger Pads, Nail Set, Nap Savers, Paper Retention Bolt, Putty Knives, Scrapers, Trowel, Stair Jig, and White Oak Test Kit.

woodwise.com.

DELMHORST
MOISTURE METERS



SKILLED FLOORING
PROFESSIONALS



WORRY-FREE
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PRODUCT FOCUS

Maintenance Products & Recoat Systems



ABSOLUTE COATINGS

PolyCare Hardwood Floor Cleaner

PolyCare Hardwood Floor Cleaner is a unique formula that cleans effectively, contains no harsh solvents or soaps. Absco Clear 1K Floor Finish uses Advanced Resin Technology, it's crystal clear, scuff resistant and has excellent adhesion, flow, and leveling without a catalyst. Trusted products used by professional floor installers/refinishers. absolutecoatings.com



ADVANTAGE COATINGS

ACT 1

ACT 1 waterborne finish is a clear single-component that works great over stain. The eco-friendly formula provides a high-durability, fast drying, and exceptionally resilient wood floor coating without the need of an external crosslinking agent. ACT 1 is an eco-friendly low-VOC waterborne finish.

advantagecoatingstech.com



AMERICAN SANDERS

TimberBond

TimberBond is a single-component bonding layer used to prepare wood floors for dust-free recoating. When applied to a clean floor, TimberBond chemically prepares the surface for finish coating and ensures superior adhesion. This water-soluble bonding agent dries in one hour and is to easy clean-up. americansanders.com



ARBORITEC

Arboritec Cleaner

Arboritec Cleaner is a neutral cleaning product specially formulated to provide the ultimate care for oiled and lacquered floors without leaving any residue. Using the right cleaner extends the life of your floor and helps maintain its original look. Contains no solvents and is environmentally friendly.

arboritec.com



BONA

Bona Recoat System®

When finish has been removed by the friction of daily foot traffic in the home, use the Bona Recoat System®. The system removes contaminants, rinses the floor clean, and refortifies the floor with a coat of Traffic® or Traffic HD®. Recoat every few years to maintain the hardwood floor's protective layers.

bona.com



CIRANOVA USA

Maintenance Products

Ciranova produces a complete range of universal maintenance products for wooden floors. Wooden floors treated with waterborne finishes and oiled floors can all be maintained and refreshed by using one of the Ciranova maintenance products. Discover the complete range.

ciranovausa.com

PRODUCT FOCUS



CLOU

Oil Care

Soap free, oil emulsion based on natural raw materials. Oil Care cleans, refreshes, and protects oiled surfaces, in only one working step. No soap scum. Prevents oiled floors to go grey.

clou.de



See our ad on page 95.

DRITAC

"Green" Engineered Wood Floor Repair Kit

DriTac's "Green" Engineered Wood Floor Repair Kit is specially formulated to repair hollow spots, voids, and popping conditions beneath multi-ply engineered plank hardwood flooring installations, eliminating the need to replace the boards. It features a green, zero-VOC and zero-solvent pressure-sensitive adhesive that cleans up easily with a damp cloth.

dritac.com



DURASEAL

DuraClear Max

Count on DuraClear Max to deliver the ultimate look and protection. A Greenguard Certified, non-ambering, 2K technology that delivers maximum performance in scratch, moisture, and chemical resistance. With excellent flow and leveling, it's a breeze to apply. And with its longer pot life, there's less waste. It offers superior coverage for better efficiency and a faster return to service.

duraseal-wb.com



ENDURA

Ultra-Premium Water-Based Urethane Wood Finish

Ultra-Premium Water-Based Urethane Wood Finish is breakthrough technology improving product performance that simplifies product application and maintenance. Endura is a highly durable single-component finish, has no mixing and no pot life issues, and rivals 2-part finishes for overall performance.

nclonline.com



GLITSA

Glitsa Clean

Glitsa Clean wood cleaner is a water-based pH-balanced cleaner that rejuvenates the luster of wood floors without leaving a dulling residue. Glitsa Clean has a clean, fresh scent and is available as a ready-to-use quart spray bottle, and quart and gallon concentrates.

glitsa.com



HARDWOOD INDUSTRY PRODUCTS

EZ Pro Injector Repair System

The EZ Pro Injector Repair System was designed to fill voids (hollow spots) and fix those pesky squeaks for good. Specially formulated, pre-mixed, injection grade adhesive for either solid or engineered wood flooring. Your fill hole is only the size of a toothpick, so it's almost undetectable. User-friendly and EZ to clean up.

hardwoodindustryproducts.com



JUNCKERS HARDWOOD

Wood Care Products

Junckers offers a wide selection of Wood Care products specially developed for use in private homes, commercial buildings, and sport or activity areas worldwide. All products are designed to help maintain a healthy indoor climate, be kind to the environment, and to complement timber as a natural raw material.

junckers.com



LENMAR WOOD FINISHES

ClearCoat Pro

Lenmar® ClearCoat PRO interior waterborne floor finishes feature one- and two-component topcoats and sealers, all specially formulated to provide superior durability and beautiful protection for hardwood floors. Available in a variety of formulas, these fast-drying finishes allow for quick return to service and are ideal for commercial and residential applications.

lenmar-coatings.com

Maintenance Products & Recoat Systems



MOHAWK FINISHING PRODUCTS

Hard Fill Kit

Mohawk's Hard Fill Kit contains all the products and tools needed to repair minor and medium defects in wood and rigid plastic in a handy carrying case. Recommended for repairs on floors, tops, fronts, sides, doors, drawers and wood surfaces.

mohawk-finishing.com

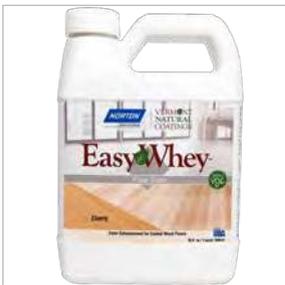


NATIONAL HARDWOOD FLOORING & MOULDING

Castle Flooring Tall Oil Finish #0216

Our Tall Oil Finish #0216 is a water-based, non-yellowing, emulsion specifically formulated to work on wood treated with reactive stains. For hardwood floors, furniture, and woodwork. Excellent stain resistance. It preserves the color of the treated wood while producing a beautiful, natural, matte finish. Made in the USA.

nationalhardwood.com



NORTON | VERMONT NATURAL COATINGS

EasyWhey Floor Color

Norton | Vermont Natural Coatings EasyWhey Floor Color easily restores or changes the color of pre-finished flooring. EasyWhey, available in six color options, is easy to apply, has no odor, dries quickly, and multiple coats can be applied to build color without streaking or masking the grain of the wood.

vermontnaturalcoatings.com



OSMO

Maintenance Oil

Osmo Maintenance Oil clear matte (3079) and clear satin (3081) are ideal for the maintenance of all wooden flooring treated with Polyx®-Oil. It is highly recommended for commercial interiors and restores the protective surface without any sanding. The Maintenance Oil is accessible within 3-4 hours and suitable for regular use.

osmo.de



P&G - SWIFFER

WetJet Wood Spray Mop

Swiffer WetJet Wood Spray Mop was designed with hardwood floors in mind to give you a great clean. The unique dual-nozzle sprayer gives you greater control over solution dispersal. The Quickdry solution loosens dirt and lifts it off the floor, pulling dirt and grime into the WetJet pad and locking it away for good.

swiffer.com

See our ad on page 53.



PALLMANN

PALL-X BOND

Pallmann PALL-X BOND recoat adhesion system is a two-component waterborne bonding agent for recoating factory-finished or site-finished wood flooring. PALL-X BOND is designed to provide an optimum bonding surface between existing and new finish coats without abrading in most cases.

pallmann.us

See our ad on pages 1 & IBC.



PG HARDWOOD FLOORING INC.

Pre-Oiled Maintenance Kit

The PG Hardwood Pre-Oiled Maintenance Kit was developed especially for frequent maintenance of an oiled wood and can be used alternately with Pre-Oiled Floor Regenerator. It is composed of vegetable oils derived from coconut and soy. It contains no solvent or aggressive product, and it prevents oiled wood from drying.

pgmodel.com



REAL MILK PAINT CO.

Half & Half

Half & Half from Real Milk Paint Co. is 100% non-toxic, natural, and a plant-based wood finish. It is a polymerizing oil that permanently cures in the wood. Made with a mixture of Pure Tung Oil and Citrus Oil Solvent, this matte finish is durable, easy to apply and maintain.

realmilkpaint.com



ROBERTS

10-33 Universal Repair Kit

The Roberts 10-33 Universal Repair Kit quickly repairs scratches, cracks, dents, and other damage to your wood floors, molding, counters, cabinets, and furniture. Containing five colors of custom mix for the perfect shade, the acrylic latex putties are safe, easy to sand, quick drying, and accepting of top coat staining finishes.

robertsconsolidated.com



RUBIO MONOCOAT

Universal Maintenance Oil (UMO)

Rubio Monocoat Universal Maintenance Oil (UMO) is a maintenance product to refresh wood that has been treated with Rubio Monocoat Oil, as well as to upgrade surfaces finished with other oils. UMO will nourish the wood, give it a fuller look (satin sheen) and increase liquid resistance.

rubiomonocoatusa.com



SOEST

Soest (UV) Coating Line

Soest (UV) Coating Line. Compact machine line to roll-coat finish hardwood floors with stain, (UV) oil or (UV) lacquer. Easy to operate and easy to clean.

soestbv.com

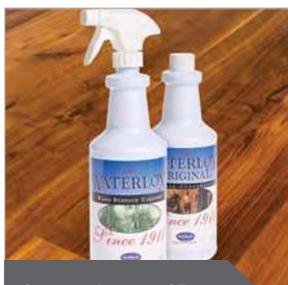


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uveeco.com



WATERLOX

Wood Cleaners

Waterlox has the right cleaner for the right situation. Use our Wood Surface Cleaner for everyday cleaning, such as countertops. For larger surfaces, such as floors, you can use our Original Cleaner Concentrate. Both products are safe and effective and proudly made in the USA.

waterlox.com

See our ad on page 95.



WOCA

WOCA Maintenance Oil

Diamond Active

WOCA Maintenance Oil Diamond Active restores and renews prefinished and site finished oiled flooring. Prep with WOCA Intensive Wood Cleaner and buff in WOCA Maintenance Oil Diamond Active for a dustless refinish. Renew instead of replace. 4 hour dry time. ~1075-1350 sf/2.5L can. 3 days for full cure.

wocausa.com



WOODWISE

Hardwood Floor Cleaner

Woodwise Hardwood Floor Cleaner is biodegradable and phosphate-free. It lifts the dirt without leaving a residue, dries fast, and contains no oils or waxes that attract and hold soil. Available in a Terry Mop Kit, 1-quart ready-to-use spray, and in three sizes of concentrate: 1-gallon, 1-quart, and a 4-ounce trial size.

woodwise.com

See our ad on page 2.

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COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
National Wood Flooring Association	5339O	Twelve Oaks Forest Products Inc.	1245
Nature Flooring Industries Inc.	1109	Ua Wood Floors Inc.	2507
North American Association of Floor Covering Distributors	700	US Floors	1737
Oasis Wood Flooring	657	USG	3249
Pacific Solutions	550	Valinge Innovation Sweden AB	437
Panaget	1163	Villagio Floors Inc.	2823
Penn Wood Products Inc.	5339D	Wagner Meters	4019
PPG	411	Waterlox Coatings	5339M
Preverco Hardwood Flooring	1451	WE Cork Inc.	228
Primatch	4378	Wickham Hardwood Flooring	4537
Proknee Corporation	5113	World Floor Covering Association (WFCA)	2057
Provenza Floors Inc.	937	Xpress Global Systems Inc.	4121
QFloors	457	Zamma Corporation	1137
Quality Craft Home Improvement Products	6347		
Reliance Hardwood Flooring	5339F		
RFMS Inc.	209 & 1749		
Rollmaster Software	215 & 2829		
Roomvo	357		
SaveMyFlooring.com	5339E		
Shonox, HPS North America	4719		
SEM Group	1329		
Sheoga Hardwood Flooring	5339N		
Sherwin-Williams	429		
Sika Corporation	4207		
SLCC Enterprise Inc.	2847		
Sound Seal	4747		
Sunco Floors LLC	523		
Swiffer	4937		
Titebond	4029		
Tools4Flooring.com	4371		
Torlys Inc.	1237		
Tramex Meters	4459		

VISIT NWFA AND MEMBER COMPANIES

NWFA will be exhibiting at TISE Jan. 28-30, 2020 at the Mandalay Bay Convention Center in Las Vegas. Several member companies will be joining us in the NWFA Pavilion, located at booth 5339O. Together, we'll be showing new products, conducting hands-on demos, and showcasing the latest trends.

This NWFA Member Exhibitor Listing is as of 11/4/2019. Companies in BLUE are advertisers in this issue. For a description of what they are displaying at TISE, see the TISE Exhibitor Showcase starting on page 93. Visit intlurfaceevent.com for the latest exhibitor listing.

HFM ADVERTISER/TISE EXHIBITOR PRODUCT SHOWCASE



See our ad on page 57.

ALBERT FLOOROTEX

Booth 4562

The No. 1 in floor protection. The slightly adherent mat with a breathable protective film is suitable for the temporary protection of parquet and hardwood floors. The 2 mm thick nonwoven material protects the floor against scratches and imprints. The underside contains a special adhesive which prevents the nonwoven material from slipping.
floorotex.com



See our ad on page 84.

DELMHORST INSTRUMENT CO.

Booth 4374

J-2000: The most popular meter of contractors and inspectors in the wood flooring industry. With built-in wood species, temperature, and electrode pin correction, along with memory and statistics, the J-2000 is a great value. Add the 26-ES hammer electrode and you have a rugged and versatile package to handle any wood flooring application.
delmhorst.com



See our ad on page 95.

DRITAC

Booth 4337

DriTac 8801 CoverGuard is a 1.85mm semi-rigid protective foam that provides scratch and dent resistance for newly installed floors and surfaces. CoverGuard is breathable, allowing free air flow of surface moisture, while preventing the penetration of spills. Boasting anti-crush mechanical properties, in addition to a tear resistant fused-film layer, CoverGuard can protect concrete, stone, tile, wood, linoleum, furniture, countertops, and much more.
dritac.com



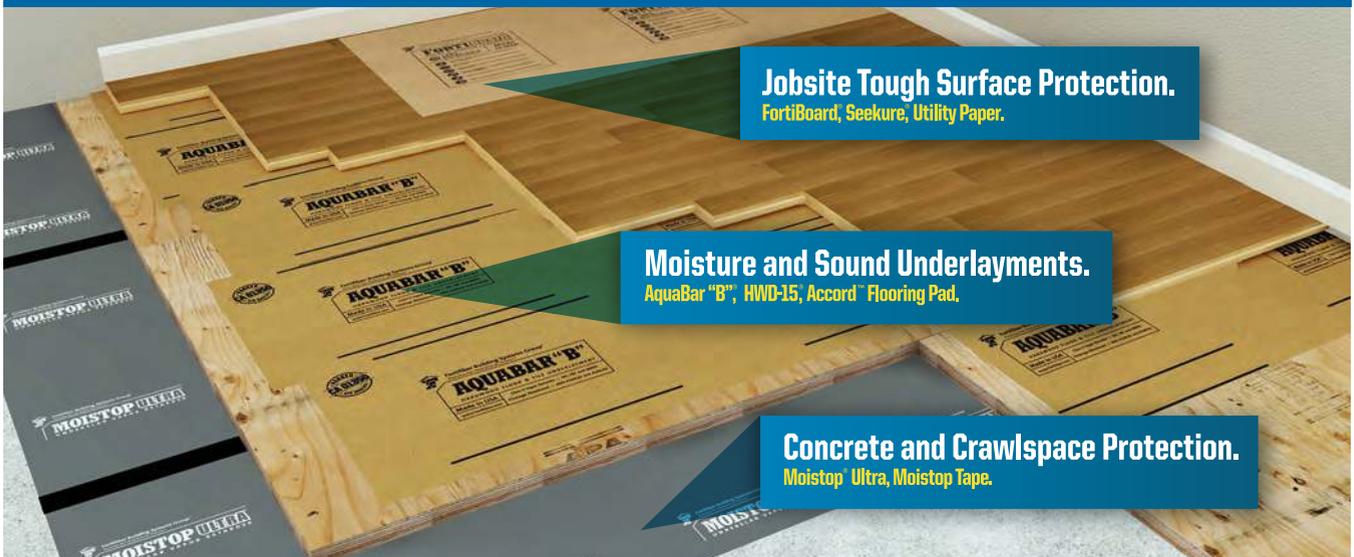
See our ad on page 93.

FORTIFIBER

Booth 5339B

Fortifiber offers a variety of products installed below floors that protect from moisture vapor and that have passed California's rigid Indoor Air Quality standards. We offer sound-rated products for quiet, comfortable living. Additionally, the line includes surface protectors so other trades don't damage your hard work and trample your reputation.
fortifiber.com

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HFM ADVERTISER/TISE EXHIBITOR PRODUCT SHOWCASE



See our ad on page 27.

HARO HAMBERGER FLOORING GMBH & CO. KG Booth 5339C

The HARO engineered floor product lines offer a wide assortment of premium floorboards for every requirement and purpose. Quality and sustainability are the foundation on which our company and our floors are based. As Germany's leading engineered wood floor manufacturer, we see ourselves as an innovation driver for the whole industry.
haro.com



See our ad on page 59.

LIGNOMAT USA Booth 4275

Lignomat offers a pinless and RH moisture meter specifically suited for engineered flooring, bamboo, and concrete. The Ligno-DuoTec BW dual-depth, pinless moisture meter allows measuring engineered flooring. The meter includes RH connector for measuring the RH in the concrete using ASTM F2170 standard. Plus, special calibrations for bamboo approved by the manufacturer. 800.227.2105.
lignomat.com



See our ad on the Back Cover.

MAPEI CORPORATION Booth 5847

Planiseal PMB is a one-component, moisture-curing, polyurethane compound that was designed to provide moisture vapor emission protection for wood and bamboo flooring on damp concrete substrates. It also serves as a bonding agent and moisture barrier system for self-leveling underlayment when applied in a double-coat method with dry sand.
mapei.com



See our ad on page 53.

P&G - SWIFFER Booth 4937

Swiffer WetJet Wood Spray Mop was designed with hardwood floors in mind to give you a great clean. The unique dual-nozzle sprayer gives you greater control over solution dispersal. The Quickdry solution loosens dirt and lifts it off the floor, pulling dirt and grime into the WetJet pad and locking it away for good.
swiffer.com



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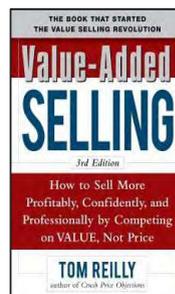
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See our ad on page 94.

QFLOORS

Booth 457

Revolutionary new cloud software QPro POS+ (starting at only \$50 per month) is game-changing for the smaller dealer. Streamline your operations with the most flexible, user-friendly, mobile product this industry has ever seen. Stop by the QFloors booth for a demo of this affordable yet mind-blowing software. qfloors.com



See our ad on page 82.

TRAMEX METERS

Booth 4459

Welcome to the Evolution of the Moisture Meter. Visit us and see the latest in Tramex Moisture Meters including the Concrete CMES and the MES with Dual Depth penetration allowing for a comparative of surface and core moisture and elimination of substrate influence when testing coverings. tramexmeters.com



See our ad on page 19.

WAGNER METERS

Booth 4019

Wagner Meters proudly introduces the new Orion® series as the next generation of pinless moisture meters featuring accuracy, versatility, and quality that can't be found in other meters. There will never be a need to return your Orion to the factory for calibration thanks to an individually paired On-Demand Calibrator. wagnermeters.com



See our ad on page 95.

WATERLOX COATINGS

Booth 5339M

Waterlox has the right cleaner for the right situation. Use our Wood Surface Cleaner for everyday cleaning, such as countertops. For larger surfaces, such as floors, you can use our Original Cleaner Concentrate. Both products are safe and effective and proudly made in the USA. waterlox.com

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BONA

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Bona is now offering a new Bona DriFast® Stain color fan deck. This all-in-one tool showcases the full line of colors in the Bona DriFast Stain collection in a single, easy-to-use compilation. The fan decks are red oak swatches with stain on one side and stain coated with Bona Mega ONE™ on the other side.

bona.com



TITEBOND

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titebond.com



BRUCE®

Hydropol™

Hydropol™ is an engineered hardwood infused with proprietary technology to resist water for up to 36 hours so that it can be installed anywhere, including kitchens, bathrooms, basements, mud rooms, and entryways.

bruce.com



TRAMEX

Concrete Moisture Meter

The TrameX Concrete Moisture Encounter is a non-destructive meter for measuring moisture content instantly in concrete slabs per ASTM F2659 and giving comparative or equivalent readings in other cementitious floor screeds. The meter allows the user to make multiple tests over a large area in the shortest possible time.

traxmeters.com



DEWALT

ToughCase+ Accessory Storage Sets

DEWALT announces new ToughCase+ Accessory Storage Sets; customizable solutions for bit storage. They feature easy bit removal and clear lids so that users can see through to the container's contents. Available in four sizes, they come with a proprietary latch system to connect to each other for optimized storage space.

dewalt.com

To be included for consideration in the New Products section of *Hardwood Floors* magazine, please send a high-resolution image and 50-word description to libby.johnston@nwfa.org.

nwfa RESOURCES

CHECK YOUR KNOWLEDGE

Answer Key

Questions on page 77.

1. Answer C - Buckling
2. Answer D - Cupping results from slow moisture attrition from underneath, while buckling indicates a fast, massive amount of moisture attrition
3. Answer D - The center of the piece of flooring (across its width) is higher, and the edges are lower
4. Answer A - True
5. Answer A - They are the width of a dime

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CONTACT

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 337.794.9232

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Turning THE PAGE

The thing that sets *Hardwood Floors* magazine apart is its connection between you and the wood flooring industry. Your business is our business. And we take great pride in providing content that helps set industry standards and makes a difference in your day to day work life.

The other thing that sets us apart is a commitment to professionalism. This issue marks a new beginning for us. First of all, we are now BPA audited which means that our circulation list is verified by a third party, providing our advertising partners with proof that they are truly reaching their target audiences.

Secondly, we've made some updates to the management of the publication. Libby Johnston has been promoted to Publisher and Vice President of Media. After three years of building NWFA's relationships with our advertisers and the media, it's a promotion that is well-deserved and sets a fresh tone for the magazine. Similarly, Katie Schenk has been promoted to Advertising & Media Manager.

We've also added in new content specialists, web expertise, and design talent with the hiring of Burt Bollinger as Editor, Nick Baker as Digital Editor, and Rhonda May as Creative Manager.

You will continue to see interesting stories about the people who make up this colorful industry and exclusive educational content. As we finalize the new NWFA Installation Guidelines, new standards will be brought to life in every issue of the magazine, providing you with the technical

knowledge to be successful in the field. There will be an ongoing focus to keep sharing business best practices that can be easily applied to your company, whether it is big or small.

Our audience's needs are ever-evolving, and we want to be your go-to resource. Expect to read more analysis of data to provide planning insights for your business, and articles that take a deeper dive into the issues that are top of mind among NWFA members.

Further, hardwoodfloorsmag.com will be updated and new tools will help you keep up to date on the latest news and products. From a design perspective, key elements of stories will "pop" so that they are simple to digest and provide understanding at a glance. You also now have the chance to listen to the news and gain in-depth insights from industry experts via a new podcast, NWFA Wood Talk.



We are continually making enhancements that demonstrate the value of this publication and that help you view the latest industry information where you want it; whether it's in print, online, on your phone, or in your inbox. At the end of the day, however, we need you to talk to us about what you want to see on the pages of *Hardwood Floors*.

Send us your company and product news, as well as ideas for stories. After all, as a member of the NWFA and the wood flooring industry, this is your magazine designed to address your issues of the day. Reach me anytime at michael.martin@nwfa.org or contact the magazine directly at news@hardwoodfloorsmag.com. ■

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