

# Floors Etc

The Easy Guide to Flooring

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Issue 01

Flooring 101



Floors Etc™  
[www.floors-etc.com](http://www.floors-etc.com)





## HARDWOOD

Hardwood is the oldest Flooring category among all and with time it evolved into an intricate and exciting product.

This discerning homeowner decided she wanted something that would set her home apart. She envisioned something rustic, durable, and unique; something with a flood of character, but not too over-the-top.

She explained her vision to Floors Etc. and we immediately went to work. The end result is simply stunning, if we do say so ourselves. We expertly installed custom-crafted walnut, antiqued by hand to give it just the feel the homeowner was after.

[READ OUR GUIDE](#)

# THE EASY GUIDE TO HARDWOOD

Hardwood is an excellent pick for many people. It's easy to clean and is known to stand the test of time, but with so many options and intricacies, making the perfect pick for your home can be overwhelming—let our guide take care of the guesswork.

## SPECIES AND COLORS



### OAK

*Enduring quality*

In two varieties: **red oak**, from light brown to pinkish red with a swirling pattern, and **white oak**, which has a tiger stripe grain with yellow rays and flecks. Its durability and abundance, make Oak an affordable option without sacrificing quality.

01



### WALNUT

*Natural elegance*

A straight-grained hardwood that ranges from chocolate brown to yellow. It's a very strong and stable wood that can take intricate carving with a beautiful natural color great for bringing a sense of antique elegance to any space.

02



### MAPLE

*Versatile affordability*

A creamy white hardwood, maple is an ideal choice for those wanting a lighter floor, however, because it takes dark stains well, it serves as a great alternative to mimic pricier, darker woods like cherry and mahogany.

03

## SOLID OR ENGINEERED

### SOLID



Comprised of only one wood, usually  $\frac{3}{4}$  inches thick, it is durable and long-lasting but needs regular care and maintenance to avoid damage. It can expand and contract as temperatures fluctuate. Sensitive to moisture and humidity, it should not be installed below grade. Mostly installed as a nail down or glue and nail with wider planks.

### ENGINEERED



Comprised of multiple layers for stability and resistance to expansion & contraction. It's recommended for wider planks and more suitable for our climate. It's durable and temperature resistant, even in rooms with radiant heat, moisture & concrete subfloors. Mostly installed as a glue down but also as a nail down or floating with click and lock system.



**PINE**

*Casual classic*

Pine is defined by its dark knots and a distinct yellow color, a straight grain and is ring-porous, so the grain's growth rings appear as darker brown lines throughout. Because of these grain variations—it lends itself to a more rustic, casual look.

**04**



**HICKORY**

*Country sophistication*

Hickory's auburn shading and grain pattern of red, brown and tan tones creates a rustic appearance for a country, estate-style feel. With mineral streaks and knots, its sophisticated and unique look translates to an unparalleled level of authenticity and quality.

**05**

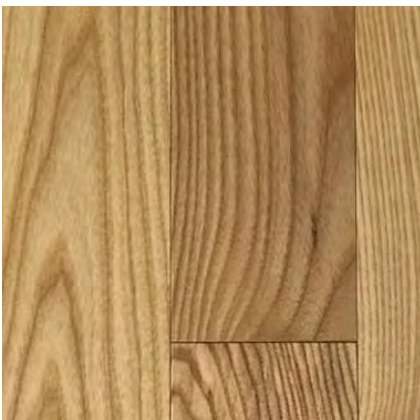


**BIRCH**

*Functional style*

With a creamy white to yellowish color, complimented by a wavy grain of reddish brown, birch delivers a medium and even texture. Durable and abundant, it is one of the more affordable hardwoods and its timelessness truly looks great in any home.

**06**



**WHITE ASH**

*Natural chic*

Light in color, sometimes with a whitish hue, ash is a medium hardwood that can stand up to heavy traffic but also feels soft underfoot. Its natural color is stylish on its own, but its softer hue makes it more susceptible to dirt when unstained.

**07**

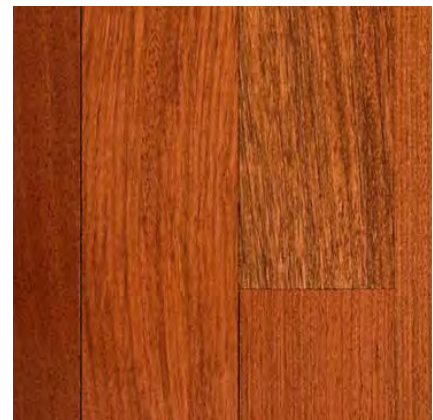


**BEECH**

*Lasting durability*

Beech comes in a pale cream color with red or brown tones and a fine, straight grain that takes well to stain. Harder than other woods of the same color and more affordable than those of the same hardness, it is a durable and versatile choice.

**08**



**BRAZILIAN CHERRY**

*Rich beauty*

A rich reddish brown that darkens with age, cherry's natural beauty makes it a more expensive choice but incomparable in uniqueness and aesthetic. With a straight and satin grain, its small dark flecks make its markings truly beautiful and distinct.

**09**



**ACACIA**

*Eye-catching variation*

Eco-friendly acacia is a dynamic & durable hardwood, without the price tag of similar exotic species. It's luxurious brown is accented by a vibrant display of defined knots and tones of red, bronze, blonde & gold. Each plank has a bit of variance, this inconsistency giving its eye-catching look.

**10**

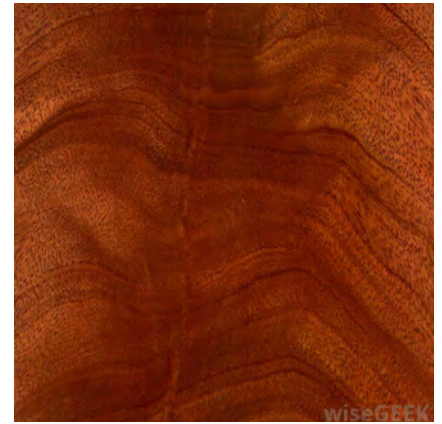


**CYPRESS**

*Rustic refinement*

This hardwood has a honey gold to brown heartwood and a cream colored sapwood complimented by darker knots throughout. With beautiful color variation and a closed grain, the highly stable cypress adds a rustic touch to any space while delivering a refined and exotic warmth.

**12**



**MAHOGANY**

*Exotic beauty*

Characterized by its rich brown-red color and striped look, Mahogany is well-known for its hardness and long-life. As it only grows in tropical environs, Mahogany's cost is higher than that of domestic woods, but it is less liable to warping, shrinking, swelling, and twisting than other woods.

**11**

## CHOOSING YOUR FINISH

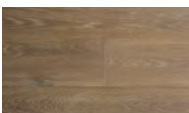
### SITE FINISHED

The finish is applied on-site after installation and staining, offering a higher level of customization and is an especially good option if you want to apply a custom stain to your floors.

### PREFINISHED

Prefinished hardwood flooring comes ready to install. This means no mess, no dust from sanding, no harmful odors, and no required drying time, as the flooring is finished at the manufacturing plant.

#### FINISH OPTIONS



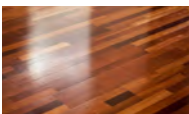
**MATTE**

10-25% Luster. The least amount of sheen possible and the most flat and clean-looking option. The most low-maintenance choice, matte wood hides dirt and scuffs better than higher gloss options, making it great for high-traffic areas and homes with kids and pets. It delivers a casual, country-chic flair.



**SATIN**

30-40% Luster. The next level up from matte, satin offers some sheen without being too glossy and is still comparatively easy to maintain. Giving a classic and contemporary feel, it delivers a neutral effect to your space making it a great background for any interior aesthetic.



**SEMI-GLOSS**

45-55% Luster. Glossier and more reflective than satin floors, semi-gloss finishing provides the second highest amount of shine for a hardwood floor but because of this, more visibly shows dirt and scratches making it more suitable to lower-traffic areas. Less modern than other options, it delivers a refined look and needs regular cleaning and maintenance to stand up over time.



**GLOSSY**

65-75% Luster. The highest sheen level offered, glossy finishes are typically reserved for specific spaces such as bowling alleys and gyms but are sometimes used in residential spaces and on exotic woods. Requiring the most maintenance of all options, they show every scratch and bit of dirt but with the right level of care and attention, deliver a uniquely beautiful finish.



10 | Acacia