

# 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)



# OUR PROMISE

*At Floors Etc. we don't just cover floors,  
we cover details. From concept to installation,  
you've got our ear and we've got your back.*

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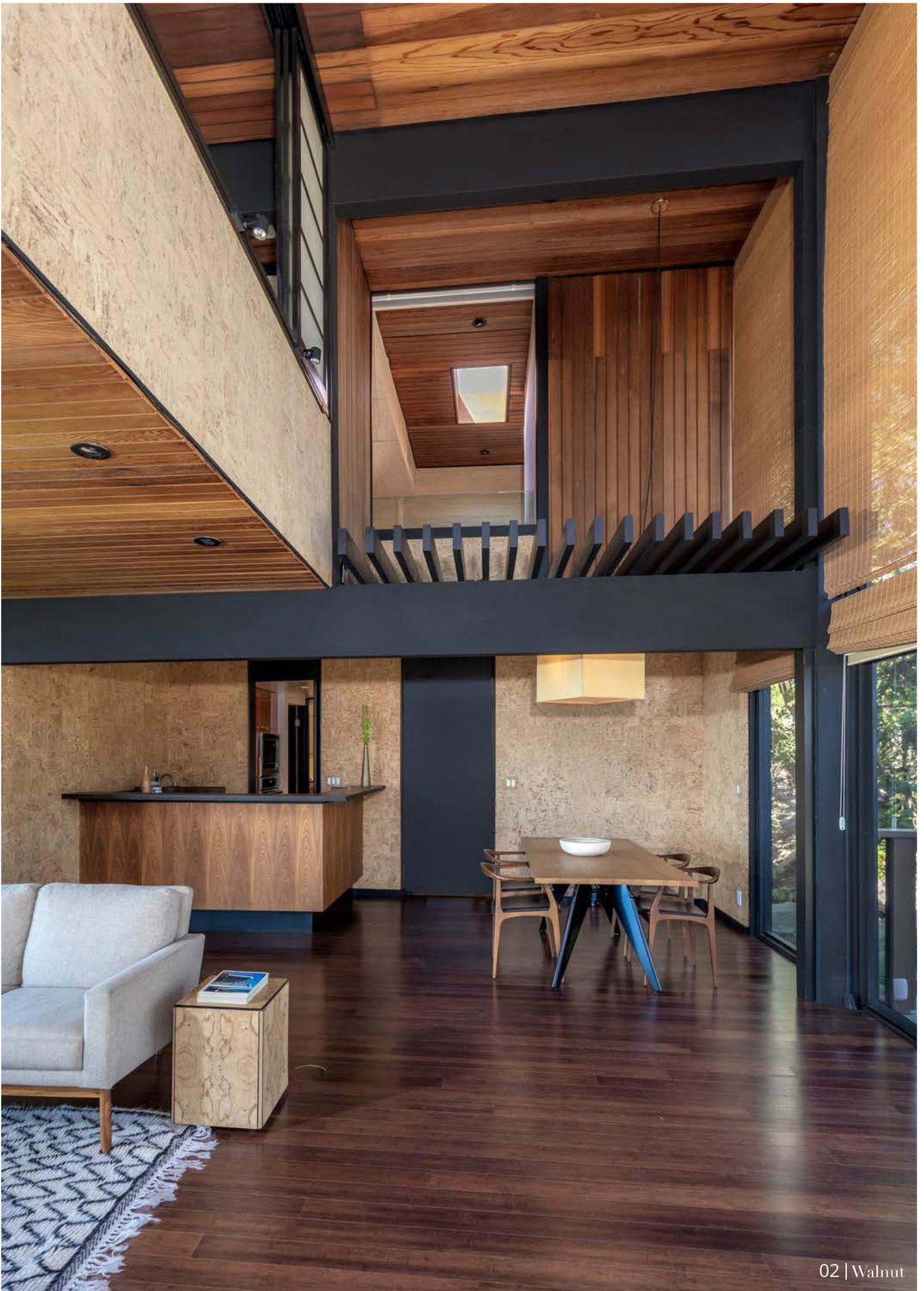
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01 | Oak



## 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.

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# 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

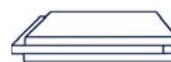
## SOLID OR ENGINEERED

### 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



## TILE & STONE

Classic, versatile, and indestructible—tile is a beautiful choice for any area of your home. Consider tile and stone for much more than your bathroom floor and kitchen backsplash, because the design options are endless.

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# THE EASY GUIDE TO TILE & STONE

Tile and stone add natural beauty and timeless elegance to any space. They offer endless options which enable you to create a room that shouts, this is my style, and this is my home. We've broken down the specifics:

## TILE OPTIONS

### CERAMIC

#### BEST FOR:

*Walls*

Suitable mainly for wall applications, such as bathrooms, kitchens and other spaces, ceramic can be the most cost-effective option and it offers a wide variety of colors, textures and shapes. It's easy to install, clean and maintain.

Offered in **glazed** and **unglazed** options where glaze allows to achieve more vivid colors.



### PORCELAIN

#### BEST FOR:

*Floors, Walls, Backsplashes,  
Bath and Kitchen Tile*

Fabricated using natural clay to emulate the look of natural stone, brick or wood but without the maintenance or cost. Porcelain is highly durable, versatile and easy to care for. It comes in a wide range of colors, textures and sizes. It performs well in high-traffic areas and can even be used outdoors because of its minimum absorption of moisture.



### GLASS

#### BEST FOR:

*Walls, Backsplashes*

Glass tile effortlessly creates a clean minimalist effect in your bathroom, kitchen, laundry room or wherever you choose to install it. Recognized for its great stain resistance and known durability, glass tile is best installed in small quantities as a compliment to any room's aesthetic in your home.



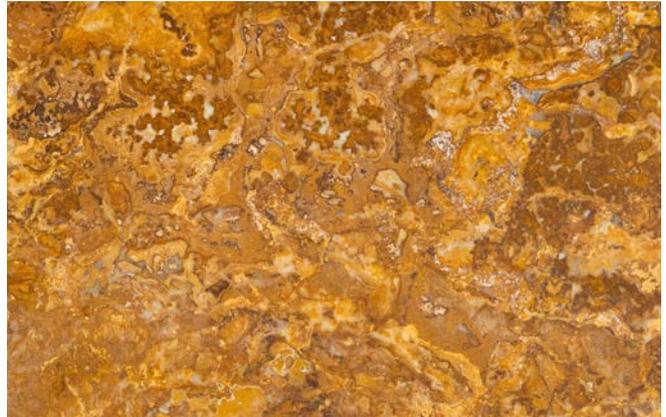
STONE OPTIONS

## NATURAL STONE



**MARBLE**  
*Old World Elegance*

The most familiar natural stone, marble adds elegance and refinement to any space. No piece is the same and every cut delivers a precisely unique texture. It is costly and relatively soft compared with other stones so can stain easily and must be looked after.



**TRAVERTINE**  
*Natural Beauty*

A form of limestone, Travertine forms unique patterns and textures no other stone can offer. Commonly found in earth tones ranging from almost white and pale ivory to deep shades of red and brown, this natural mineral embodies distinct design.



**GRANITE**  
*Rich Durability*

Perfect for hard surface applications, Granite's durability and low maintenance makes it a great choice for high-traffic areas and kitchen countertops. It has smaller flecks in the surface but it can vary in color richness and visual depth, every stone is naturally unique.

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## CEMENT TILE

**BEST FOR:**

*Floors, Walls*

A versatile option that can provide unique colors and designs. Cement tiles are made by hand, one at a time, using mineral pigments, cement, a mold, and a hydraulic press. With that process tile is expected to have slight imperfections, which give them character and depth. Cement floors need to be sealed and are best for low traffic areas.







## CARPET

From the rolling hills of New Zealand and Axminster in England to right here in the United States our unique range of luxury carpets will guarantee your space a custom feeling of relaxation and productivity.

Searching for the perfect mix of durability, style, comfort, and value seems pretty impossible at first glance, but that's just what this homeowner set out to achieve. Using a contemporary hotel she had visited as inspiration, we worked together with her designer to try and make her dreams a reality.

As you can see, the final product is breathtaking. We settled on a tufted nylon in a color called "Engagement." It's edgy, cozy, contemporary, and best of all, kid-friendly without sacrificing an ounce of style.

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# THE EASY GUIDE TO CARPET

Of all the flooring options, carpeting offers an incredibly wide price range to meet all stylistic choices. With synthetic and natural fiber options, you can achieve any look for any cost and Floors Etc. is here to help you along the way and make any necessary specifications.

## STYLE OPTIONS

## SYNTHETIC FIBERS

### NYLON

The most popular synthetic option, nylon is especially durable and resistant to wear which allows it to retain its appearance over time. Although lacking inherent stain-fighting properties, most options offer a stain-resistant treatment to provide this important advantage.

### TRIEXTA POLYESTER (PTT)

PTT (Polytrimethylene Terephthalate) is a polyester fiber with better resilience than PET. Mohawk's PTT is called Smartstrand whereas Shaw's is called Corterra. PTT has excellent inherent stain resistance, although it is susceptible to dry and oily soil substances. It is also soft.

### POLYESTER (PET)

Polyester is known for its luxurious look, feel and wonderful selection of bright, bold colors and styles. Many of the super-soft carpet introductions feature polyester fiber. Polyester (PET) carpet styles are ideal for lower traffic areas such as bedrooms, offices or TV rooms.

### OLEFIN (POLYPROPYLENE)

Olefin offers good stain and moisture resistance, but scores below nylon and polyester for wearability and resilience. Unlike nylon, it can easily crush and lose texture. It won't absorb water, so is ideal for installations where mildew is a concern like basements and outdoor carpet or rugs.

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## NATURAL FIBERS

### WOOL

The ultimate in carpet, wool is truly natural with natural benefits: soil & flame resistant, soft & luxurious to the touch, non-allergenic, and resilient enough to perform in high traffic areas without wear. However, it absorbs moisture and can be prone to mold and mildew in damp areas.

### SILK

A soft, shiny fiber produced by the silkworm caterpillar for cocooning. People make yarn from this fiber and weave fabric and is very durable and flashy when painted. Silk weaving began in China 4,600 years ago, and greatly improved in Europe between the 16th and 20th century.

### COTTON & LINEN

Plant-based yarns that have been woven from the early ages, they absorb moisture & expel heat and don't generate static electricity. Cotton & Linen have great paint adherence but damage if exposed to mold or sunlight for long. They are more durable when dry & easily crease.



### SISAL

Sisal is a durable natural fiber, which meets day to day use expectations but is softer than other plant-based fibers. All sisal carpets are made of 100% natural plant fibers woven on the latex base. It is inherently anti-static, anti-bacterial, sound-absorbing, flame-resistant and elastic.

# PILE TYPE

## CONSTRUCTION METHODS



### LEVEL LOOP BERBER

Carpet fibers are bent into loops and attached to the backing creating a stylish finish with a soft feeling underfoot and a low profile in a range of different styles and patterns. Both a very durable and stain-resistant option.



### MULTI-LEVEL LOOP

A Multi-level loop pile usually has 2-3 different loop height that are attached in a varied way to the backing to create pattern effects while providing a recognizable level of durability and a more casual aesthetic.



### CUT AND LOOP

Carpeting that combines both cut pile and loop pile construction methods in attaching fibers to the carpet backing, combining the best qualities of both pile types. Good for high-traffic areas and hiding dirt and stains.



### CUT PILE

Made by cutting the yarn tips to create an upright pile for a more luxurious and formal look. It achieves its durability through a higher twist rating and tuft density which allow the carpet to hold its shape and wear for longer.

## QUALITY FACTORS AND DETAILS

Carpet quality is determined by a multitude of factors that, taken together, determine how a carpet will look and perform over time. Two of the most important factors in determining this are fiber and construction. Construction quality is determined by two factors:

### WEIGHT

Weight indicates how many fibers are present in the carpet. The more fibers, if all other factors are even, the heavier the weight, the higher the quality of the carpet.

### DENSITY

Density shows how many fibers are in the pile and how closely packed those fibers are. The denser, the better. You can “field test” density with your fingers — if you can feel the carpet backing, the carpet isn't very dense.





## VINYL

Chic and sleek, yet resilient and cost-effective—constant technological advances offer vinyl products that are indistinguishable from natural products like wood, stone, and more. Vinyl flooring is a robust choice, and with the right product selection and installation, it is a beautiful choice

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# THE EASY GUIDE TO VINYL

With easy maintenance and affordable versatility, vinyl is a great choice for any budget. An ideal choice for homes with pets or children, this flooring is comfortable underfoot and incomparably easy to look after.

## LUXURY VINYL FLOORING



### LUXURY VINYL PLANK

*LVP*

Creates a natural hardwood look. This type of vinyl is comparatively similar in style to the hardwood options it emulates.



### LUXURY VINYL TILE

*LVT*

Emulating stone and ceramic tile, LVT provides an affordable alternative to natural stone and tile while delivering the same look.

## CORE MATERIAL

### PRIMARY OPTIONS

All vinyl flooring is made with one of four primary materials. Two of such composites (listed left); WPC and SPC, are particularly durable and moisture resistant but also more expensive. Composite core (CC) and solid PVC (PVC) options are still around today but with competitive pricing and innovative technology, the difference in price is minimal while the difference in quality is maximal.

#### WATER-RESISTANT DURABLE OPTIONS



#### WOOD POLYMER COMPOSITE CORE (WPC)

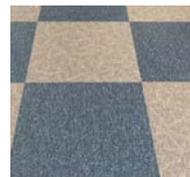
The perfect mix between laminate and vinyl, this is a blend of wood dust and PVC and is water-resistant. WPC is softer than SPC and is a great option for those looking for a quiet underfoot.



#### STONE POLYMER CORE (SPC)

As opposed to plastics and PVC's, this core uses a stone or limestone material for its base. SPC cores are quite strong and rigid, making them excellent for withstanding scratches and dents.

#### CLASSIC OPTIONS



#### COMPOSITE CORE (CC)

While it lacks the wood fiber blend, this layer mixes PVC with calcium carbonate or other limestone filler. It's waterproof while offering a lighter weight.



#### SOLID PVC (PVC)

This core material is much like composite core, but offers a different ratio of blended materials. It offers PVC resin to create a stronger substance.

INSTALL OPTIONS

# INSTALLATION

## GLUE DOWN

Using an adhesive to bond your vinyl selection to the subfloor, glue down installation guarantees stability and ensures flooring retains its look over time.

## CLICK AND LOCK

Engineered with a locking system connecting planks as you lay them, click vinyl guarantees an easy install. As floating floors, these systems are portable and can be lifted and repurposed any number of times.

## LOOSE LAY

Loose Lay installations are fast and forgiving. Tiles can easily be replaced and repurposed, and the subfloor can be accessed later as needs arise. It can be installed with no locking mechanism, and often requires less prep work and less cleanup.



## BENEFITS OF VINYL



## SHEET VINYL

BACKING OPTIONS

### FELT

Felt back vinyl must be installed with permanent adhesive so it sticks to the subfloor, otherwise it could curl up at the ends. It also needs to be stored in the installation room for 24 hours to let it acclimatize to the room conditions. An installation of felt back vinyl is not recommended for area with potential moisture issues.

### FIBERGLASS

The most popular choice in sheet vinyl due to its simpler loose-lay installation. It can be installed with releasable adhesive or no adhesive at all, making it easy to repair should your floor become damaged. Fiberglass also doesn't have the curling problem felt has, and it won't shrink, crack or warp with exposure to handling or the elements. This type of construction provides a more resilient, cushioned feel underfoot.



Floors Etc.  
Flooring 101

2020

Everything, covered.