



Pictured: Esteem Mocha

# Buyer's Guide to Hardwood Flooring

Expand your knowledge on hardwood flooring.

 *Impressions*  
HARDWOOD COLLECTION  
[ImpressionsHardwoodCollection.com](http://ImpressionsHardwoodCollection.com)

## All hardwood floors are not created equal.

Beware of products that are advertised at a low price point like the ones you see from many of the large retailers. There is a reason why that flooring is priced so low. Price doesn't only impact total cost, it also impacts quality and performance. Many of these low priced options are imported engineered floors with soft cores and very thin wear layers. Simply put, these flooring options are more susceptible to damage like indentation caused by normal use (like walking on them with shoes) and once damaged, they cannot be sanded.

## All hardwood flooring options are not suitable for all installation applications.

Be careful to buy hardwoods that are correct for your installation application. For example, solid hardwood flooring is not suggested for "wet areas" or below grade such as basements or full bathrooms. Kitchens are okay with some extra precautions relating to protection from moisture exposure or water spills.

## Prefinished vs. Unfinished

Solid prefinished flooring is made exactly the same ways as solid unfinished flooring. The difference is, unfinished flooring gets bundled and shipped without the finishing process, which happens on the jobsite after installation. The primary benefit to prefinished flooring is you eliminate the sanding and finishing aspect, which can greatly reduce the amount of mess. It can also be completed in a much shorter time period.

The primary benefit to unfinished flooring is a greater range of choices relating to style, color, and even species of flooring.

## Engineered vs. Solid

Solid flooring, as the name would indicate, is a solid piece of hardwood milled into flooring. Solid flooring does come in a variety of thicknesses, but  $\frac{3}{4}$ " is most common. The sandable surface of  $\frac{3}{4}$ " solid hardwood is approximately  $\frac{1}{4}$  of an inch (0.236") or 6 millimeters. So when comparing an engineered hardwood floor to a solid hardwood floor, it is the thickness of the wear layer (sandable surface) that is important. Typically 5 millimeter is about as thick as you will find.

Engineered flooring (not to be confused with high pressure plastic laminates) is a veneer of real hardwood applied to a core. Most cores are made of wood but some are HDF (high density fiber). Engineered floors are ideal for installation below grade in areas such as basements where you may experience slightly higher humidity levels. This is due to its greater stability resulting from its multi-ply construction. Engineered flooring is available in a variety of thicknesses, but it is the thickness of the wear layer that should be considered when comparing price. Remember, it's the sandable surface that you are really paying for.



Pictured: Berkshire Gunstock

## Species specific issues

Flooring choices usually revolve around appearance (color, texture, etc. . .) but there are lots of things to consider when choosing a species of wood for your home. For example, some wood species are less dimensionally stable than others making them more susceptible to damage from environmental changes. Some species of wood are softer making them more likely to scratch or dent, so care must be taken when choosing the species of wood as well.

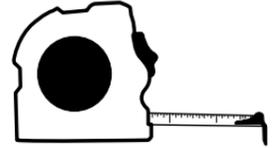
Who would have thought that choosing a hardwood floor could be so complex? Well, there is a lot to consider beyond total cost if you wish to get the most value for your investment. The good news is you do not have to go it alone. The Experts at Impressions Hardwood Collection are here to help!



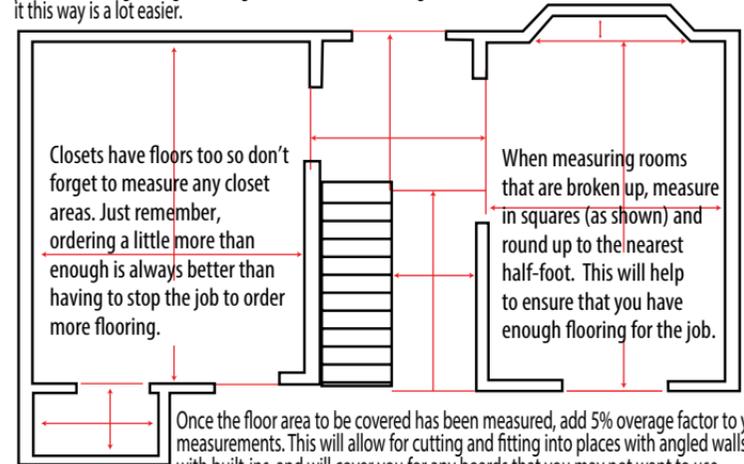
Pictured: Cape Cod White Oak

# 1

## MEASURE



If you have to measure around an alcove or piece of built-in furniture that requires cutting boards at an angle, you create larger pieces of waste wood (overage). Measure these areas of your room as a square to ensure that you are ordering enough flooring. And besides, measuring it this way is a lot easier.



Closets have floors too so don't forget to measure any closet areas. Just remember, ordering a little more than enough is always better than having to stop the job to order more flooring.

When measuring rooms that are broken up, measure in squares (as shown) and round up to the nearest half-foot. This will help to ensure that you have enough flooring for the job.

Once the floor area to be covered has been measured, add 5% overage factor to your measurements. This will allow for cutting and fitting into places with angled walls or with built-ins, and will cover you for any boards that you may not want to use.

# 2

## CALCULATE



Wood flooring is sold by the square foot. However, you must keep in mind that when measuring for hardwood floors, it is important to remember to add 5% of overage for cutting and fitting. Use this convenient formula to help you as you measure your rooms.

### Square Footage Calculator

(Width x Length + 5% overage = Square Footage)

(Width \_\_\_\_\_ Feet) X (Length \_\_\_\_\_ Feet) = \_\_\_\_\_  
Square Feet

(Square Feet \_\_\_\_\_ Feet) X (0.05 Overage) = \_\_\_\_\_  
Total Overage

(Square Footage \_\_\_\_\_ Feet) + (Total Overage \_\_\_\_\_) = \_\_\_\_\_  
Square Feet To Order

See next page for space for notes and more calculations

Actual square footage may be affected by packaging.

ImpressionsHardwoodCollection.com

# 3

## GO TO DEALER



Congratulations—you're even closer to the floors of your dreams! Bring this with your measurements, to an Impressions retailer and see just how easy it is to add value to your home and find Satisfaction In Every Step.

### My Favorite Impressions Floors include:

• Collection name \_\_\_\_\_ Color \_\_\_\_\_

• Collection name \_\_\_\_\_ Color \_\_\_\_\_

• Collection name \_\_\_\_\_ Color \_\_\_\_\_

My wall color is \_\_\_\_\_

The color of my furniture is \_\_\_\_\_

Multiple widths available in selected collections.





Satisfaction In Every Step.

Pictured: Elegance Wheat