

# Wood Flooring 101



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PRESENTED BY:





# Welcome to Wood Flooring 101

Whether you're remodeling a single room or building your dream home, choosing a wood floor is one of the most impactful decisions you can make. It affects how your space looks, feels, and functions for years to come.

This guide is designed to simplify that process. Based on expert advice from seasoned professionals, including Chris from our team at Tongue & Groove, we've created a practical, no-nonsense overview to help you make informed decisions with confidence.

We cover everything from eco-conscious choices and wood species to finish types, style ideas, installation tips, and long-term care. Let's get started.

# Species, Grade & Cut: The Look and Feel

Every wood species has unique characteristics.

Key factors include:

- Hardness: Affects dent resistance (e.g., oak vs. maple)
- Stability: How well it handles humidity swings
- Photosensitivity: How much it changes color with sunlight

Grain pattern and board grade influence both appearance and performance.

Rustic grades hide wear better, while clear grades suit modern aesthetics.

If you have dogs or kids, a rustic grade with more knots can actually hide wear and tear better.



# Solid vs. Engineered vs. Prefinished vs. Site-Finished

Here's a breakdown of the most common product types:

01

## SOLID HARDWOOD

Great longevity, but sensitive to moisture.

02

## ENGINEERED

More stable, great for basements or condos.

03

## PREFINISHED

Factory-finished; quicker install, consistent look.

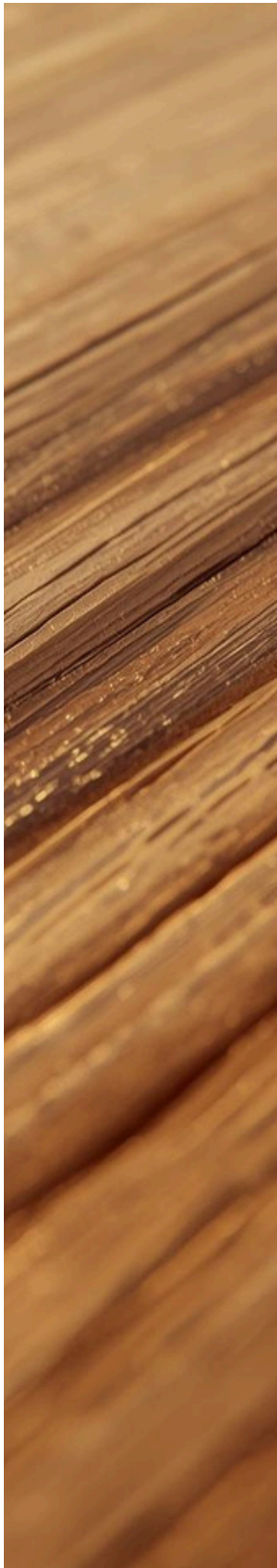
04

## SITE-FINISHED

Finished in place; fully customizable.



Our sales are split nearly 50/50 between site-finished and pre-finished. There's a time and place for both.



# The Importance of Finish

Finish protects your floor and impacts maintenance.

No finish is fully scratch-proof, but new technologies are improving every year.

## CONSIDER:

- ✓ Durability (scratch, water, and chemical resistance)
- ✓ Sheen level (matte, satin, gloss)
- ✓ VOC content (off-gassing)



# Surface Considerations: Color, Size & Wear Layer



Think of your floor as the design foundation. Short, choppy boards may signal a budget product and affect visual impact.

## CONSIDER:

- ✓ Color variation: Helps unify varied wood tones in your home
- ✓ Board length: Longer boards = more premium look
- ✓ Wear layer: Thicker = more refinish potential (in engineered wood)



# Design & Layout Options

Don't want plain planks?

Try:

- **Diagonal layouts**
- **Herringbone or chevron patterns**
- **Borders and inlays**

A little goes a long way—use accent areas to elevate your design without overwhelming it.

# Eco-Friendly Flooring: What It Really Means

Eco-friendly is a buzzword, but in flooring, it can be confusing. Is bamboo sustainable? What about adhesives and finishes that off-gas?

There's a lot of good intention but also a lot of bad information around eco-friendly flooring.

True eco-conscious flooring considers:

- Harvest practices (sustainable forestry)
- Local sourcing (less transport impact)
- Indoor air quality (non-toxic finishes & adhesives)

Solid hardwood remains one of the most eco-friendly choices when sourced responsibly.



# Installation Essentials



1

Acclimation time

2

Subfloor conditions

3

Adhesives and underlayments

4

Installation methods (nail,  
glue, float)

# Maintenance & Long-Term Care



Avoid common pitfalls:

- Never drag heavy furniture
- Use cleaners recommended by your flooring expert
- Place rugs at entryways to trap dirt

Wood floor care is actually simple. Avoid overcomplicating it, and you'll enjoy your floors for years.

# Pre-Purchase Checklist

Before you meet with a flooring expert, ask yourself:

- ☑ **What's the scope of my project?**
  - ☑ **How much square footage?**
    - ☑ **What's my budget?**
    - ☑ **Do I need stairs covered?**
  - ☑ **What width boards do I prefer?**
    - ☑ **What's my timeline?**
- ☑ **Do I want clean & contemporary, or rustic & character-grade?**
  - ☑ **Do I have pets or kids?**

The clearer you are, the better your flooring partner can help.



# About us

At Artistic Flooring, we're dedicated to providing high-quality flooring solutions with unmatched craftsmanship and care. For over three decades, we've proudly served the Virginia Beach and Hampton Roads communities, offering a personalized approach to each project, from the moment you walk into our showroom to the final installation. Our team's commitment to excellence and attention to detail ensures that every floor we install adds beauty and value to your home.

As a family-owned business, we take pride in delivering a seamless and enjoyable flooring experience, treating every customer's home as if it were our own. Whether you're looking for hardwood, luxury vinyl, or custom stair treads, we are here to help you create the perfect space, one floor at a time.



## Our history

Our journey began over 30 years ago with a passion for high-quality craftsmanship and a dedication to bringing beautiful, durable flooring solutions to homes across Virginia Beach and the Hampton Roads area. Founded by Billy Kraus, who still plays an active role in the business today, Artistic Flooring has grown from a small operation to a trusted name in the local community.

From day one, Billy's vision was to create a family-run business that valued integrity, craftsmanship, and customer care above all else. Over the years, Artistic Flooring has become known for its personalized service and commitment to getting every job done right the first time. Today, our family continues to take a hands-on approach to each project, ensuring that every customer receives the same level of attention, whether it's a simple repair or a full flooring renovation.

Artistic Flooring is more than just a business—it's an extension of our family. We take great pride in being a part of our community and helping homeowners create spaces where memories are made. Our legacy is built on trust, word-of-mouth referrals, and satisfied customers, and we look forward to continuing this tradition for many years to come.

# Final Thoughts

Congratulations! You now have the knowledge to make smarter wood flooring decisions. From eco-friendliness to layout to maintenance, you're equipped to ask better questions and avoid costly mistakes.



**BOOK AN APPOINTMENT**

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