



2016-18

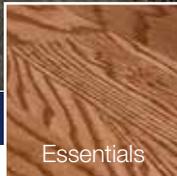
Wood Floor Styles and Trends

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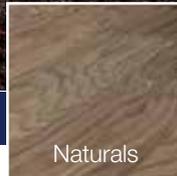
nwfa
National Wood
Flooring Association
www.woodfloors.org



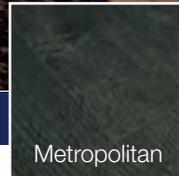
2016 Bona DriFast® Stain Collection



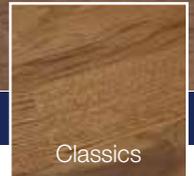
Essentials



Naturals



Metropolitan



Classics

A new design collection that will have everyone wagging.

Welcome to our world of exceptional hardwood floor design. Bona DriFast® Stain captures the most on-trend design ideas for your home. Speak to your flooring contractor to see all 26 choices in our four lifestyle collections.



*Reclaimed H&H Hardwood Floors
Nail-Down Solid Plank, Jobsite Finished, Satin Water-based
Antique Red and White Oak, Alternating Widths (3", 4", 5" and 6")*



Why wood floors?

- 4** Environmental benefits
- 5** Health benefits
- 6** Durability & ability to refinish for decades to come
- 7** Competitive benefits with other surfaces

Which wood floor is right for my home?

- 8** Which species is right for me?
- 9** Site-finished or factory-finished?
- 10** Engineered or solid?
- 11** Glossy or matte?
- 13** Strip, plank, or parquet?

How do I care for my wood floors?

- 14** Wood is natural, care includes moisture management
- 15** Maintenance do's and don'ts
- 16** Kids, dogs, and cats, oh my!
- 17** Troubleshooting and repair
- 18** Recommended maintenance schedule
- 18** Tools & Resources

Wood floors add natural beauty and timeless style to any décor. Whether your home is traditional or contemporary, brand new or centuries old, wood floors will adapt to your changing lifestyle and decorating style, which makes them a good long-term investment that will increase the value of your home. Today's wood floors also are easy to maintain and help improve indoor air quality. Learn more about how this environmentally friendly flooring option can be a lifestyle investment for your home.

— Michael Martin,
CEO of NWFA

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Why wood floors?



Mannington Pacaya
Mesquite: Lava,
featured in 3"/5"/7"
random width planks

▲ Environmental benefits

Wood floors offer a variety of environmental benefits. They are a renewable flooring option because trees can be replanted to replace those harvested. In the U.S., for every tree harvested, another 1.66 is planted, which means standing volume is significantly greater today than just a few decades ago. Because wood floors can last for many generations, they require fewer raw materials—and produce less landfill waste—than other flooring options. During their service lives, wood floors also sequester carbon dioxide, and when they reach the end of their service life, they can be recycled for other uses or burned as fuel.



Bona DriFast Stain Collection, Cherry (water popped) on Red Oak

▲ Health benefits

Wood floors improve indoor air quality. They do not harbor allergens, microorganisms or harmful pesticides that can be tracked in from outdoors. Mold, dust and animal dander is minimal as well, which makes wood floors a healthy flooring alternative.



▲ Durability & ability to refinish for decades to come

Wood floors are extremely durable. They can stand up to the busy lifestyles of today's modern family and continue to look beautiful for decades.

Wood species are rated for hardness and durability. Are you part of a retired couple living alone, or a busy family with young children and pets? The Janka Scale gives a good indication of how a wood species can be expected to perform based on your lifestyle. You can learn more at <http://woodfloors.org/janka.aspx>.

Over time, when your wood floors start to look a little dull, they can be renewed through a process called recoating. This involves applying new finish to renew luster. Small dents and scratches can be repaired after years of use as well through sanding and refinishing. Both options can make your existing floors look like new again.



Mannington Smokehouse Maple: Fumed



*Mohawk Woodside
Hickory series:
Coffee Hickory*

▲ Competitive benefits with other surfaces

Homes with wood floors sell faster and for more money than homes without wood floors. Real estate agents indicate that identical homes with wood floors can sell for up to 10% more. Wood floors also offer you long-term value that other flooring options simply cannot. When maintained properly, they can last hundreds of years, providing a great long-term value. Wood floors literally can last for the lifetime of your home.

Which wood floor is

right for my home?



Mannington American Oak: Leather, 5" and 3" combo

▲ Which species is right for me?

The species you select will depend on your style, budget and personal preferences. More than 50 domestic and imported species of wood flooring are available to achieve your unique look. As a general rule, light woods will make a room appear more open and airy, medium woods will make a room feel warm and cozy, and dark woods will make a room feel stately and refined. Check out all the options at <http://woodfloors.org/gallery.aspx>.



Mohawk Timberline Oak series: Oxford Oak



▲ Site-finished or factory-finished?

Both site-finished and factory-finished wood floors have benefits and advantages. Choosing one over the other will depend on the level of customization you want to achieve, and your personal preference.

A site finish is one that is applied on the job site, in the room where the floor is being installed. This method offers the most customization. The trade-off, however, is that you will need to allow time for the finish to dry, during which time you will not be able to walk on your floor.

A factory finish is one that is applied at the factory, long before it reaches your home. This method offers the least customization. The benefit is that you will be able to walk on your floors immediately after they are installed.

▲ Engineered or solid?

Both engineered and solid wood floors are made using real wood, but each has different uses based on where you want to install it.

Solid wood floors are made using one solid piece of wood. The thickness of the wood can vary, but generally ranges from 5/16" to 3/4". Solid wood flooring can be used in any room that is above ground. One of the many benefits of solid wood flooring is that it can be sanded and refinished many times during its service life.

Engineered wood floors are manufactured using multiple layers of wood veneers. The layers that you can't see can be of the same species, a composite material, or different species. The top layer, which is the only layer that is visible, uses high-quality wood. The grain of each layer runs in perpendicular directions, which makes it very dimensionally stable. This means that the wood will expand and contract less than solid wood floors during fluctuations in humidity and temperature. Engineered wood floors can be used in any room in a home, including those below ground.

▲ Glossy or matte?

The sheen of your wood floor is a matter of personal preference. Gloss finishes offer the most shine and will reflect the most light, semi-gloss finishes offer some shine and will reflect some light, and matte finishes offer the least shine and will reflect the least light. The less sheen, the less you will notice small scratches and other wear that is normal with wood floors.

Mannington Mountain View Hickory: Random Smoke, planks offered in a mixture of 3 1/4", 5" and 6 1/2" widths



Water-based finishes are applied to the surface of the floor. They are typically clear and are very durable.

Oil-based finishes are applied to the surface of the floor. They are amber, will turn yellow over time, and are very durable.

Moisture-cured finishes are applied to the surface of the floor. They can be clear to amber in color and are extremely durable.

Natural oil finishes can be penetrating oils or hard wax oil finishes. They penetrate into the pores of the wood to achieve a durable, long-lasting finish.

UV finishes are applied to the surface of the floor at the factory and can also be applied on the job site. They use UVa and UVb light to cure the finish instantly with no dry time. They are extremely durable.

Conversion varnish finishes are applied to the surface of the floor. They are clear to slightly amber and are extremely durable.

Wax finishes are the oldest floor finish in use today. They are applied in thin coats and soak into the pores of the wood. The coats are buffed and harden to form a protective penetrating seal.

Strip, plank, or parquet?

Hardwood floors are manufactured in three styles: strip, plank, and parquet. Each style is available in a variety of species, colors and widths, so choosing the right style simply is a matter of which look you prefer.

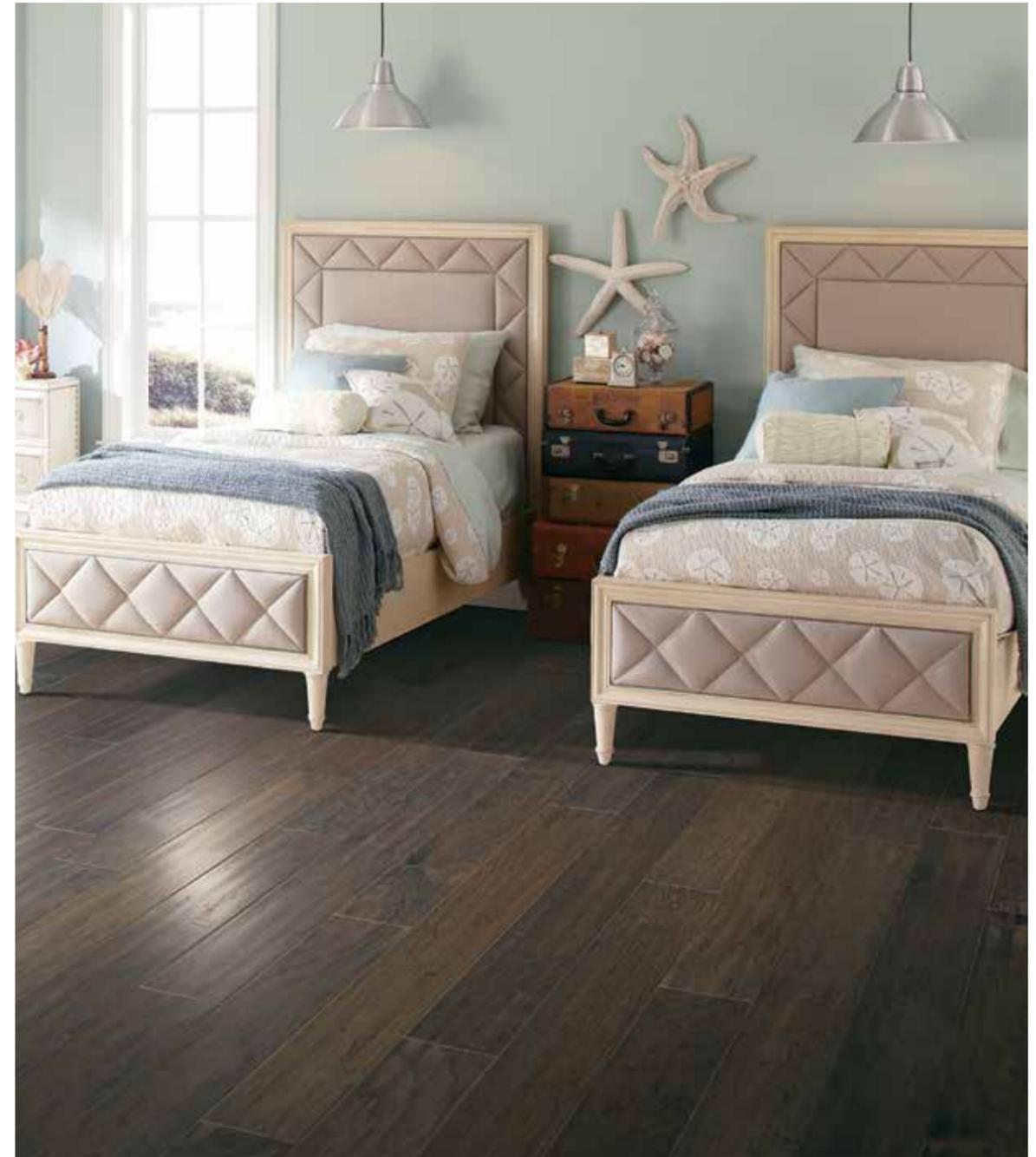
Strip flooring is less than 3" wide, and creates a linear effect in a room, often making the room appear larger. Strip flooring generally is considered "traditional" wood flooring.

Plank flooring is equal to or greater than 3" wide. While plank flooring is linear like strip flooring, its wider widths often create a more casual look.

Parquet flooring can vary in size, and usually generates a geometric, non-linear look. Parquet flooring can be very simple in design or complex.

Check out each of these options at <http://woodfloors.org/styles.aspx>.

Mohawk Woodside Hickory series: Greystone Hickory



Bona Waterborne Finish

How do I care for my wood floors?

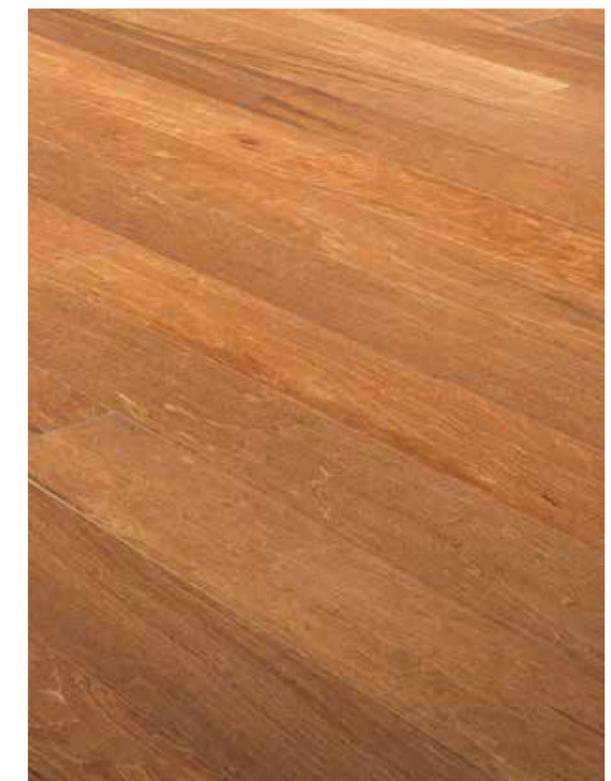


▲ Maintenance do's and don'ts

Wood floor maintenance is quick and easy. Routine cleaning involves sweeping, dust mopping, or vacuuming using the bare floor setting to remove dust and dirt. Clean spills immediately with a dry or slightly damp cloth. Don't use wet mops or steam mops, which will damage the finish or even the wood over long periods of time.

To avoid scratches, place breathable throw rugs at all entrances, put floor protector pads on the bottoms of the legs of any furniture that comes into direct contact with your floors, and avoid walking on the floors with sports cleats or high-heel shoes.

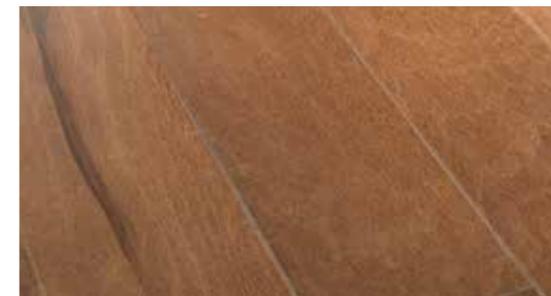
When the floor begins to look a little dull, use a wood floor cleaner recommended by your installer to maintain finish. Use the product as directed, and only use products recommended by your contractor, flooring manufacturer, or finish manufacturer. Using the wrong type of cleaning product could damage the finish, and possibly the wood.



*Mohawk American Designer series:
Burnished Caramel*

▲ Wood is natural, care includes moisture management

Wood is a natural product that responds to its environment. It is a hygroscopic material, which means that it will lose or gain moisture until it is in equilibrium with the air surrounding it. In dry conditions, such as during winter months when heating systems are in use, wood floors will shrink, which will result in gaps between floor boards. In wet conditions, such as during summer months when humidity is higher, wood floors will swell. This is a normal reaction of wood floors that will occur from season to season. You can minimize these changes in your wood floor by maintaining your home between 60-80 degrees Fahrenheit and 30-50 percent humidity year-round.





Mohawk
Timberline
Oak series:
Oxford Oak

▲ Kids, dogs, and cats, oh my!

Today's wood floors are designed to withstand the traffic of busy family life. For pets in particular, you can minimize scratches by putting breathable rugs at all doors to minimize dirt and debris being tracked in from outdoors. You also should trim their nails regularly, but need to understand that scratches can and will happen with pets. When scratches do occur, they most likely will be in the floor surface only, and are easy to repair.



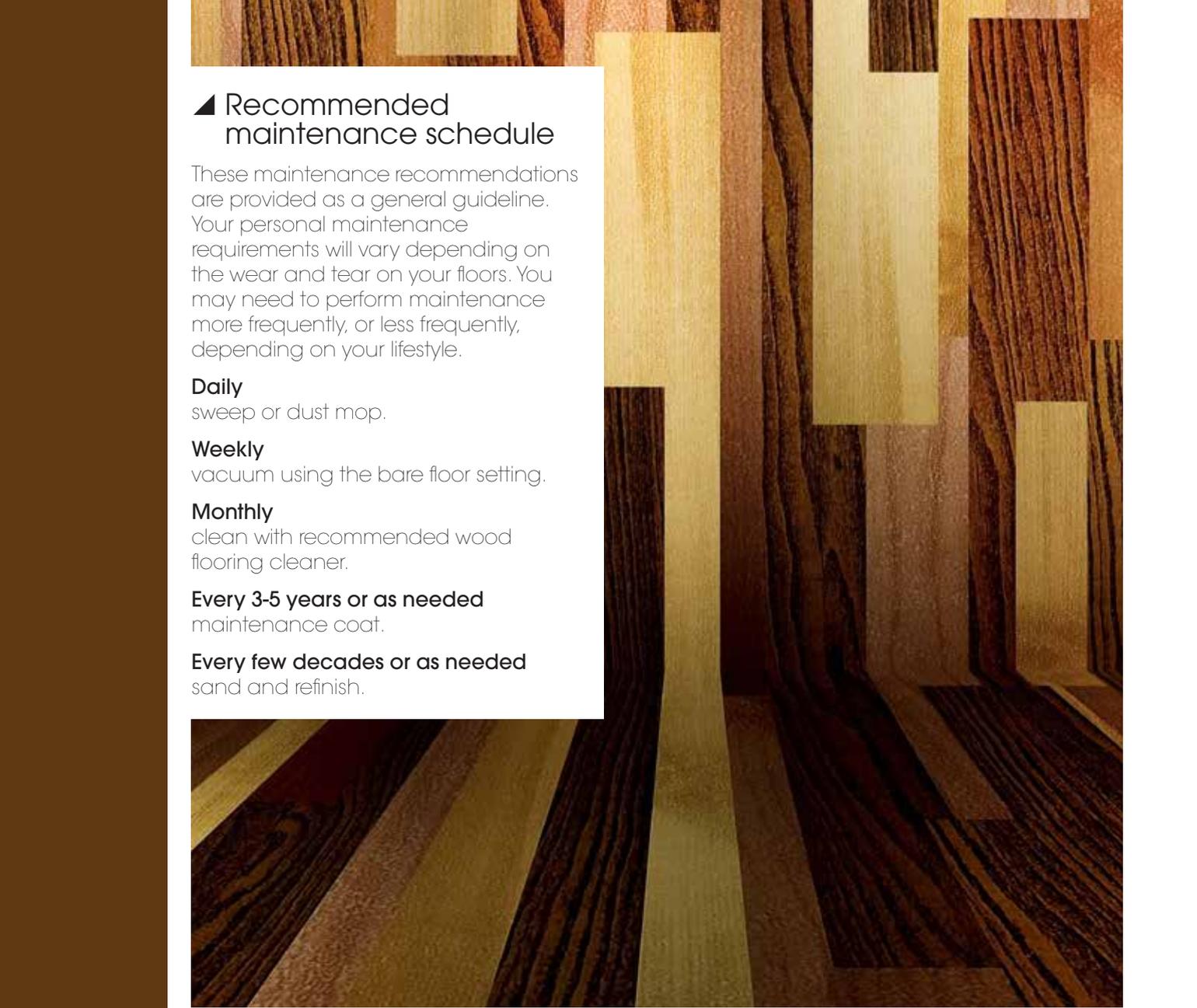
Mannington Mercado Oak: Silver



Bona DriFast Stain Collection, Red Mahogany on Red Oak with Walnut inlay

▲ Troubleshooting and repair

Over time, you may experience subtle changes in your wood floors that you are not sure how to repair. These changes can include things like squeaks, gaps that don't close with seasonal changes, pet stains, or finish wear in high-traffic areas. These issues can usually be repaired by a certified wood flooring professional. You can find one in your area at <http://woodfloors.org/find-a-professional-2.aspx>.



▲ Recommended maintenance schedule

These maintenance recommendations are provided as a general guideline. Your personal maintenance requirements will vary depending on the wear and tear on your floors. You may need to perform maintenance more frequently, or less frequently, depending on your lifestyle.

Daily

sweep or dust mop.

Weekly

vacuum using the bare floor setting.

Monthly

clean with recommended wood flooring cleaner.

Every 3-5 years or as needed

maintenance coat.

Every few decades or as needed

sand and refinish.

Tools & Resources

Whether you are installing new wood floors, or want to refinish wood floors that have been in your home for many years, you have many resources available to help you with your decision-making.

Examine what new floors might look like in your home by visiting <http://www.woodfloors.org/design-room.aspx>

Explore all the design possibilities with wood floors on Pinterest by visiting <http://www.pinterest.com/nwfa>

Evaluate the skills of wood flooring artists worldwide at <http://www.hardwoodfloorsmag.com/photo-gallery>

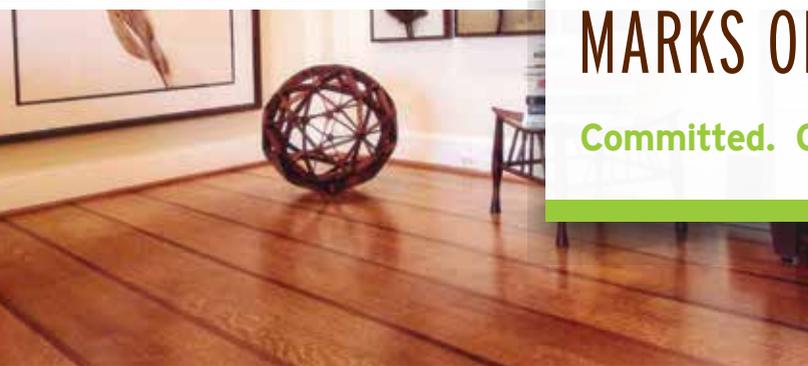
Engage with a certified wood flooring professional near you at <http://www.woodfloors.org/find-a-professional-2.aspx>

Find the wood flooring companies and products you need at <http://www.hardwoodfloorsmag.com/resourcebook>



LOOK FOR NWFA MARKS OF EXCELLENCE

Committed. Consistent. Certified.



Your home likely represents your single largest investment, so when it comes to your wood floors, you want the assurance of working with professionals who have access to the industry's latest guidelines, standards, products and training.

NWFA MEMBERS HAVE ACCESS TO ALL THIS, AND MORE.



Look for the NWFA/NOFMA seal to identify wood flooring products that meet and exceed industry standards for wood flooring grade and appearance. For more than 100 years, the NWFA/NOFMA seal has been synonymous with wood flooring excellence: <http://www.nwfa.org/nofma-standards.aspx>.



Look for the NWFA RPP seal to identify wood flooring products that are sourced from renewable forests. NWFA RPP manufacturer products are verified through third-party audits to ensure raw materials in their supply chains are responsibly managed and harvested: <http://www.nwfa.org/rpp.aspx>.



Look for the NWFACP seal to identify wood flooring experts committed to their trade. NWFACPs have industry experience, attend training, take tests, and participate in continuing education to increase their industry knowledge and expertise: <http://woodfloors.org/certified-professional-search.aspx>

WOOD FLOORING CHECKLIST

- Type:**
 Solid Engineered
- Style:**
 Strip Plank Parquet
- Color:**
 Light Medium Dark
- Origin:**
 Domestic Imported
- Species:**
-
- Finish Method:**
 Jobsite Manufacturer
- Finish Type:**
 Wax UV
 Water-Based Oil-Based
 Moisture-Cured
 Conversion Varnish
 Natural Oil
- Sheen:**
 Gloss Semi-Gloss Satin Matte
- Certifications:**
 NOFMA RPP NWFACP
- Notes:**
-
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NWFA seals provide the assurance you need to purchase and hire with confidence. www.woodfloors.org





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