

# YOUR FLOORING GUIDE



Thanks for Shopping Local!



860 Dunraven Street, Estes Park, 80517 ♦ 970-577-9855

# CARPET

## WHAT TO KNOW

### 1. MATERIAL MATTERS

One of the most important decisions when buying carpet is deciding which fiber type is right for you, your family, and your situation. **Refer to our chart** on the next page to find the right fit.

### 2. CONSTRUCTION MATTERS

There is more to carpet than just fiber type. Things such as backing, adhesive, stain blockers, and how the carpet is dyed can all contribute to the overall quality of the product.

### 3. INSTALLATION MATTERS

When installing different types of carpet, there are special considerations to take into account. For instance, wool carpet should only be installed by someone who's experienced so the seams will be as unnoticeable as possible. We believe we have some of the best installers in Colorado. **Read our Google reviews** to see why we're the highest rated flooring store in Estes Park.

**PARK FLOORING**

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# CHOOSING A MATERIAL

Feature	Polyester	Triexta	Nylon	Wool
Price	Low-Mid	Mid	Mid-High	Mid-High
Lifespan (In Years)	3-10	10-15	10-20	15-25
Stain Resistance	Very High	High	Low-Mid	Mid
Natural	No	No	No	Yes
Air Quality (Low VOC's)	Good	Better	Good	Best
Eco Friendly	Better	Better	Good	Best

## Most Comfy



Cut-Pile



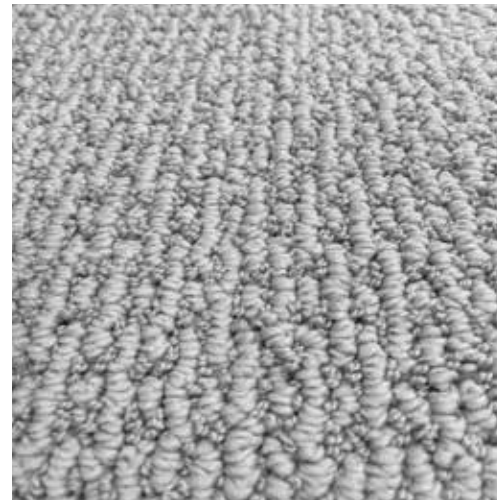
## Most Stylish



Cut-And-Loop



## Most Durable



Berber/Loop



# WHICH FIBER IS RIGHT FOR ME?

## Polyester

If you have an area that needs carpet and is low-traffic, or you plan on moving or changing the carpet within 10 years, or if **saving money and preventing stains** are your top priorities, then polyester could be a great budget-friendly option for you.

## Triexta

If you want a fantastic value for your money which provides **great wear resistance, excellent stain resistance and luxurious softness** at a reasonable price, consider triexta. This option is great for people with kids and pets.

## Nylon

If you want a proven winner which provides excellent durability and blocks stains, nylon carpet treated with a stain blocker is your answer. This fiber is widely regarded the best in the industry due to its track record of good performance over long periods of time. This option is also great for people with kids and pets.

## Wool

If you are very sensitive to air quality, prefer **natural** materials, want an **eco-friendly** option, and/or are looking for an **extremely durable** carpet that could last you a quarter of a century, wool is the carpet material for you.

This is barely scratching the surface of what there is to know about carpet. We recommend that you **speaK with a flooring specialist** who is an expert in the subject and is sure to help you find the right carpet for your situation.

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# LVP

(Luxury Vinyl Plank)

# WHAT TO KNOW

**TIP:** LVP Flooring is waterproof so it's perfect for kitchens and bathrooms.

## 1. DETAILS MATTER

Certain elements can contribute to a more realistic-looking plank. Things such as beveled or pillowed edges, patterns that are embossed-in-register (see next page,) plank width, and plank length all play a role. Deciding which features are most important to you can help narrow down the wide variety of options.

## 2. CONSTRUCTION MATTERS

Besides the features that make the planks look pretty, there are also aspects of plank construction which can affect the performance of the flooring. Wear layer, overall product thickness, underlayment, and the core construction are all factors to consider.

## 3. INSTALLATION MATTERS

Although LVP is considered a relatively easy DIY project, there are some aspects a less experienced person might miss. For instance, there are different patterns to follow when offsetting planks to achieve a nice look. Preparing the subfloor is essential to proper LVP installation and sometimes requires a practiced hand. While some people may do well DIY-ing their LVP installation, we offer installation services so you can relax while we ensure your flooring is expertly installed.



# LVP: CONSTRUCTION AND FEATURES

## WEAR LAYERS

Below you can see the differences in sizes of wear layers. A wear layer is a protective film on the top of a plank of LVP which prevents scratches from damaging the look of the plank. Wear layers are measured in mils, which are not the same as millimeters. 1 mil = .01 inches. These wear layer illustrations are to-scale if you are looking at this page printed at 100% scale on letter-sized paper.

<b>6 MIL</b>	Will work for households with low activity levels.
<b>12 MIL</b>	Suitable for most households.
<b>20 MIL</b>	Excellent choice for people who have an active household with kids and/or pets.
<b>22 MIL</b>	Surpasses scratch resistance needed in most residential spaces.
<b>30 MIL</b>	Not very common. Used for extremely high-traffic commercial spaces.

## EMBOSSING



Planks that are embossed-in-register have texture which matches the grain and knots of the plank. This makes it look and feel more realistic.

## CORES: WPC VS. SPC



WPC cores are made with wood and polymer. They tend to have better sound absorption, are slightly warmer, and are slightly more comfortable.



SPC cores are made with stone and polymer. They are more dent-resistant with a higher PSI rating than a WPC core. SPC products are typically more cost-effective.

# BEVELS

Bevels can have a huge affect on the look of LVP flooring. Some people prefer flooring without bevels due to ease of cleaning. Some people prefer the look of micro bevels. We tend to think pillowed bevels look the most realistic to real hardwood flooring.



No Bevel



Micro-Bevel



Pillowed/Integrated Bevel

# PLANK SIZE

Historically, real wood planks have been more expensive the wider and longer they are. The same goes for LVP. Because most real wood floors used to use 2-1/4" wide planks, the more narrow an LVP plank is the more traditional it tends to look. Wider planks tend to read as more contemporary. Longer planks tend to look higher end than shorter ones, and perhaps a bit more realistic as well.



4" x Random Length LVP



9" x 72" LVP

# LAMINATE

## 1. DETAILS MATTER

Just like LVP, there are certain features that can make laminate look more realistic. Many people find that laminate often looks more realistic than LVP because it tends to have better and deeper embossing. The quality of print and the amount of different plank patterns can affect the realism.

## 2. CONSTRUCTION MATTERS

Laminate's longevity is determined in part by the way it's constructed. Laminate is made with a melamine wear layer which offers superior scratch resistance rated on a scale of AC1-AC6, with 6 being the best. The core can be made with wood particles and sometimes resin is added to offer more water resistance.

## 3. INSTALLATION MATTERS

With any flooring, proper installation is crucial. We have the installers to do the job right. It's important that the subfloor is prepped correctly so that the planks have a flat surface to lay on. Using the right underlayment is also important. Working with a professional can help you avoid the pitfalls you may have not even known that you need to consider!



# LVP vs. Laminate

## Which is Right For Me?

### LAMINATE

- ◆ Water Resistant at Best
- ◆ Usually Less Expensive
- ◆ Exceptional Scratch Resistance
- ◆ Not recommended for wet areas
- ◆ Sometimes looks more realistic.

### LVP

- ◆ Waterproof
- ◆ Usually More Expensive
- ◆ Typically less scratch proof than Laminate.
- ◆ Ideal for wet areas

## SUPERIOR SCRATCH RESISTANCE

Laminate flooring is constructed of high-density fiberboard attached to a printed image of wood plank with a top layer of melamine resin. This top melamine layer is usually more scratch resistant than the top wear layer of LVP, which is typically made of PVC. Laminate scratch-resistance is described using the abrasion class rating system. Something that is rated AC3 or higher is quite scratch resistant. AC6 is currently the highest level available on the market, though there are not many products that have this rating. AC5 is considered exceptionally scratch resistant. LVP scratch resistance is rated differently: in MILs. A thicker wear layer is the LVP equivalent to a higher AC rating.

### 1. SPECIES MATTERS

Species is one of the top considerations when it comes to choosing wood flooring. Some species are not advisable for people living in Colorado. Some species may not be right for your lifestyle. There are a number of factors that your average person might not even think to consider when choosing a wood species for their flooring. **Refer to our “wood species” page** to learn more.

### 2. CONSTRUCTION MATTERS

There are two main decisions to make when purchasing hardwood: engineered vs. solid and prefinished vs. site sanded and finished. Additionally, you may also want to consider plank size. Anything over 5” wide incurs additional installation costs. Solid hardwood can’t be installed on concrete because it needs to be nailed down. We recommend that you **speak to a specialist** who can help you find the right type of wood flooring.

### 3. INSTALLATION MATTERS

Hardwood installation is not a DIY project for most people. It is extremely important to have an experienced installer help with your hardwood installation. We have skilled installers who understand all of the aspects of wood flooring installation which are necessary to consider to achieve the best possible outcome.

# HARDWOOD OPTIONS

## SITE SAND AND FINISH VS. PREFINISHED

We offer both prefinished wood flooring and site sand and finish services (SS&F.) Site sand and finish wood projects involve having unfinished hardwood installed in your home which is then sanded and stained to the color of your choice. This gives you total control over what species, color, grade and size you want your flooring to be. SS&F is a longer installation process which requires you to be out of the home for about a week. It's typically more expensive than installing pre-finished flooring. However, SS&F flooring allows for easier refinishing and plank replacement in the future. It is a good upfront investment. It also produces a smoother look with no bevels.

## WHAT IS ENGINEERED HARDWOOD?

Engineered hardwood is a prefinished floor coated with a scratch resistant top layer made from aluminum oxide. The next layer is a veneer of hardwood which gives the plank its appearance. It can be many different species. Below the wood veneer, the core is made of plywood or wood composite materials. These give the whole plank rigidity and support.

## ENGINEERED VS. SOLID

- Refinishing not recommended
- Offers a unique and high-end look at a lower cost.
- Better for Radiant Heat
- More dimensionally stable. (Less gapping between planks)
- Larger plank widths available.

- Can be refinished many times and therefore last for decades.
- Will never delaminate (this is when engineered top layer separates from the plank itself.)
- A natural and organic flooring type.
- Easier to repair if necessary.

# WOOD SPECIES

Wood flooring hardness is rated by a system called the Janka Scale. Each wood is assigned a number based on how many pounds of force is required to push a .444" diameter steel ball halfway into the wood. We have listed some of the most common wood flooring types below ranked by hardness. We have also given a brief overview of each species.

HARDER



**-Hickory** 1820 LBF Very hard and scratch resistant, beautiful and unique look with high-contrast planks.

**-White Oak** 1360 LBF White oak is the second most popular oak species when it comes to hardwood flooring. It has a beautiful light tone and is a durable flooring option. It is typically a bit more expensive than red oak. Perfect for staining due to being a somewhat "Blank Canvas." Whereas red oak is more limiting because it can only go so light.

**-Red Oak** 1290 LBF It's fair to say that red oak is the most popular type of wood flooring. It is an affordable wood which stains easily and is quite dimensionally stable.

**-Walnut** 1010 LBF American walnut has a beautiful, distinct, dark appearance. It is somewhat soft, so extra care should be taken to prevent scratches and dents. It is a relatively expensive wood flooring option.

SOFTER

**-Eastern White Pine** 380 LBF There are other types of pine wood flooring that are harder than eastern white, but this is the most common type of pine flooring out there. It is incredibly soft and prone to scratching.

It is a fact of life that most homes in Colorado do not meet the humidity requirements to keep wood flooring within warranty. We live in a very dry climate and it's important to understand this before buying hardwood floors. Because of this, it is normal to have some gapping between wood planks. Additionally, some tropical species (such as acacia) are not the best options for Colorado because the climate is too dry.

## 1. SPECIES MATTERS

There are a few aspects of tile material selection which you may not have even considered. Do you know the difference between porcelain and ceramic tile? We've broken down some of the most common tile materials so you're educated throughout your tile-hunting experience.

## 2. USAGE MATTERS

Not every tile works everywhere. Tile that is rated for use on a wall may not be strong enough for a floor. Tile rated for use on a floor might be too heavy to go on a wall. Not all tiles are suitable for wet areas, and just because a tile is rated for a backsplash doesn't necessarily mean it could be used in a shower or a pool. It's important to check that a tile can be used for the area you need it in before making a purchase.

## 3. INSTALLATION MATTERS

Installing tile well requires a high level of experience and knowledge of the material. Some electrical, plumbing, and drywall installation knowledge may also be required. We typically don't recommend trying to install your own tile. It's also difficult to find an installer to hire that you know can be trusted to do the job **right**. Once tile is installed, it cannot be fixed or altered. Let us connect you with our expert installers, so you can rest assured that your project will be well-executed.



# TYPES OF TILE

## CERAMIC \$ VS. PORCELAIN \$\$

- ◆ Made of gray ceramic clay
- ◆ More affordable than porcelain
- ◆ Lighter than porcelain
- ◆ Better for walls and backsplashes

- ◆ Made of white porcelain clay
- ◆ Much tougher than ceramic; harder to break
- ◆ Withstands weather and temperature fluctuations better
- ◆ Better water resistance

## Glass \$\$\$

- ◆ Difficult to cut; prone to chipping
- ◆ Easy to clean grime off but...
- ◆ Streaks can occur when cleaning
- ◆ Cool look

## Travertine \$\$\$

- ◆ Made of natural travertine stone
- ◆ Because it's so porous regular sealing is crucial
- ◆ Beautiful natural look
- ◆ Fire and heat resistant

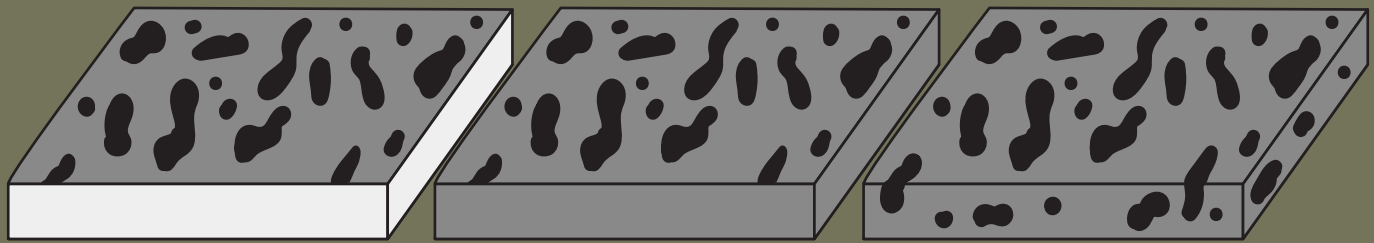
## Slate \$\$\$\$

- ◆ Made of natural stone
- ◆ Cool rustic look
- ◆ Extremely durable; hard to break or crack
- ◆ Needs to be sealed regularly

## Marble \$\$\$\$\$

- ◆ Made of natural marble stone
- ◆ Must be sealed regularly
- ◆ One of the most beautiful natural materials
- ◆ Extremely durable; hard to break or crack

# WHAT IS THROUGH-BODY?



**Standard**

**Color Body**

**Through-Body**

When a standard tile is chipped on top, the white or gray body of the tile becomes exposed, which sticks out like a sore thumb from the pattern applied to the surface of the tile. Color body and through-body tiles are designed to solve this issue. Color body tiles have cores which are the same color as the pattern applied to the top of the tile. This helps to disguise any chips that may occur. One step further are through-body tiles which have patterns that continue throughout the core, so if the tile is chipped it will be even more well disguised. Neither color body nor through body tiles are very common, though color body is more common than through-body. This is because it is more expensive to manufacture tiles using these methods. A through-body or color-body design is an indicator of quality.

# WHAT AFFECTS TILE COST?

The cost of tile is determined by how difficult and expensive it is to produce. Starting with the material, the more difficult it is to make or source the higher the price. Next, the more intricately the tile is cut, the higher the cost. For instance, a geometric mosaic with lots of small pieces would likely cost much more than a 12" x 12" floor tile (perhaps around 10-30 times as much). The thickness of the tile will also contribute to the price of a tile. Having multiple materials in one sheet of mosaic tends to increase price. Lastly, when looking at floor tiles, the large format sizes (such as 24" x 48") tend to be more expensive than smaller-format tiles.

**Talk to an expert to find the right tile for YOU**

**970-577-9855**