

 *Impressions*
FLOORING COLLECTION®

BUYER'S GUIDE

YOUR RESOURCE FOR ALL THINGS FLOOR






YOUR QUESTIONS ANSWERED


With hundreds of wood species and thousands of colors to choose from, finding the perfect floor for your space can seem impossible!

We are here to help! Within these pages, you will find answers to common questions that may arise when you are trying to find your perfect floor.

Our goal is to equip you with the most flooring knowledge possible so that you can rest easy knowing that the floor you choose is exactly the one that fits your needs.

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FLOORING INDEX

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3/4" • Six Side Seal®

N Newport Series

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3/8" • Wide Width • Wire Brushed

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PREFINISHED VS UNFINISHED

Solid prefinished wood flooring is made the same way as solid unfinished wood flooring; the difference is that unfinished flooring gets bundled and shipped without the finishing process, which happens in the home after installation. Prefinished floors are stained & finished before being delivered to the home and are a complete flooring product as soon as the last board is laid.

PREFINISHED HARDWOOD

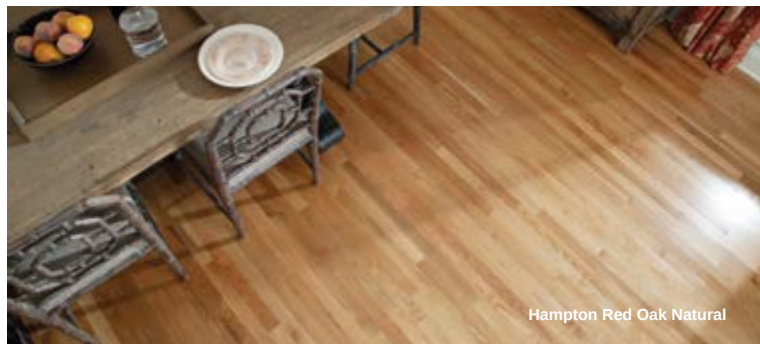
- Floors are stained and finished in the factory
- Quicker installation process
- Greatly reduces the chance for mistakes or damage during installation because there is no need for sanding or staining on site
- No other expenses to worry about when delivering a completed hardwood product
 - » Extra Labor for staining & sanding after installation
 - » Stains
 - » Finishes

UNFINISHED HARDWOOD

- More control in the customization of hardwoods
 - » Grade
 - » Color
 - » Width Variables
 - » Thickness Variables
 - » Stain
 - » Finish
- Can be somewhat of an inconvenience when installing a flooring remodel because staining and sanding requires evacuation of household and more work time than prefinished installations



Portsmouth Ambient



Hampton Red Oak Natural

GRADING OF UNFINISHED WOOD

Grade can be best described as the visual look of the natural wood. Grade is evaluated along a wide spectrum that ranges from very uniform in appearance (without knots or other standout characteristics) to significant color variations, short lengths, open knots, streaks, worm holes, wane, and other terminology used to describe wood's natural features.



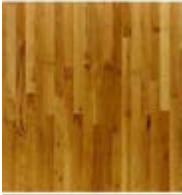
CLEAR GRADE

Hand-selected for color uniformity. It does not allow for knots and the board is harvested primarily from the center of the tree. (See solid flooring cuts)



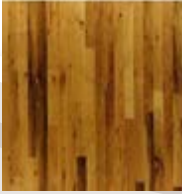
SELECT GRADE

Considered a premium grade for domestic species. Allows tight knots and pinworm holes. Color variation includes Heartwood & Sapwood.



NO. 1 COMMON GRADE

Also known as "natural grade". Contains prominent color variation and allows for open knots and cracks under 1/2" in diameter.

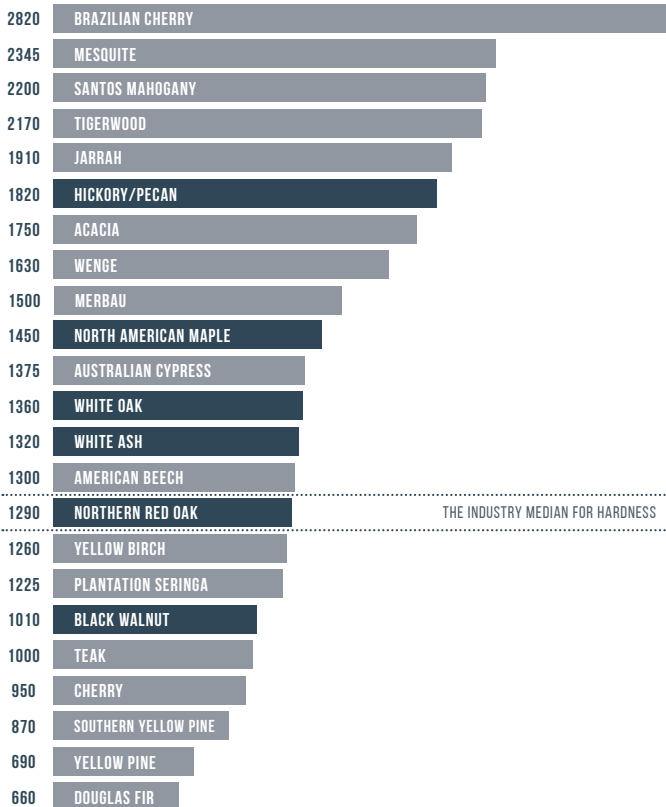


NO. 2 COMMON GRADE

The perfect grade for those looking for character marks and contrasting colors. Allows for large open knots and cracks along with high color variation.

JANKA HARDNESS SCALE

HARDEST



HARD

MYTH OR FACT

COLOR IS THE ONLY THING I SHOULD CONSIDER WHEN BUYING NEW FLOORS

MYTH | Species of wood should be a huge consideration when looking for hardwoods for a particular project. For example, some wood species are less dimensionally stable than others making them more susceptible to damage from environmental changes. Also, some species of wood are softer, making them more likely to scratch or dent.

SOLID HARDWOOD



Solid flooring, as the name would indicate, is a solid piece of hardwood milled into flooring. Solid flooring comes 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. When comparing an Engineered Hardwood Floor to a Solid Hardwood Floor, it is the thickness of the wear layer (sandable surface) that is important.

E H H N N P S *(all Plain Sawn)*

MYTH OR FACT

ALL HARDWOOD FLOORS ARE CREATED EQUAL.

MYTH | Beware of products that are advertised at a low price point, like the ones you see from many large retailers. There is a reason why that flooring is priced so low. Price doesn't only impact your total cost; it also impacts quality and performance.



SOLID FLOORING CUTS



0-35°



Part 1

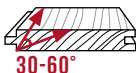
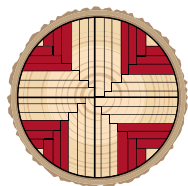


PLAIN SAWN

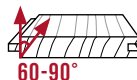
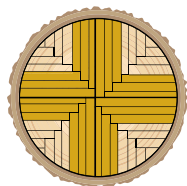
- Also known as Flat Sawn
- Most Popular
- Growth rings between 0-35°
- Face of board has “cathedral” grain pattern
- Most efficient

LIVE SAWN

- Mixture of **Plain**, **Quarter**, & **Rift** flooring cuts
- Drying process requires extra attention
- More stable than Plain Sawn
- Very little waste
- Unique with a lot of character



30-60°



60-90°

RIFT SAWN

- Very “clean”
- Grain pattern is linear
- Growth rings are typically between 30-60°, with 45° being optimum

QUARTER SAWN

- Growth rings are between 60-90°
- White Oak is popular species in this cut
- Most stable cut



- » Together called “R&Q” (Rift & Quarter)
- » Solution to previously wasteful process
- » Takes longer than the Plain Sawn cut

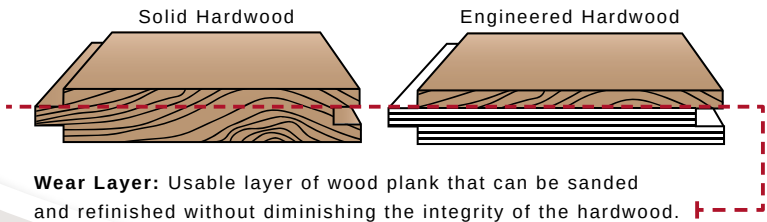
Part 2



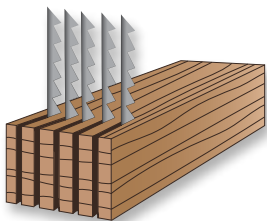
ENGINEERED HARDWOOD



Engineered flooring is a veneer of real hardwood applied to a core. Most cores are made of wood but some are HDF (high-density fiber). Engineered hardwood 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 the thickness of the **wear layer** should be considered when comparing price. Remember, it's the sandable surface that you are really paying for.



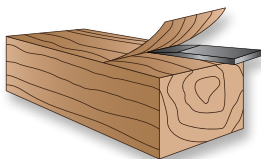
ENGINEERED FLOORING CUTS



P

SAWN FACE

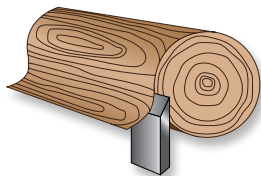
Sawn face cuts are made by cutting the log into thick blanks and then set on edge and sent through a multi-blade saw, so that the slices are more perpendicular to the growth rings. These Sawn Face cuts are used to make solid wood flooring, but are also used to create the real wood veneer, which is used as a wear layer on engineered hardwood floors.



C

SLICED FACE

Sliced face cuts features the same beautiful look as sawn face veneers. Also, it is the second most common way to create a wood veneer, it's just in thinner layers (3mm or less). The best way to perform this cut is to cut it into thick blanks and then vertically cut from top to bottom, This method creates less stress on the veneer during the slicing process and makes it stronger while providing maximum stability for a variety of environments.



B

F

T

ROTARY PEEL

The rotary peel cut style has a very different look than Sliced or Sawn cut. Rotary cut top layers accentuate the natural grain pattern and have a more pronounced appearance. The cut is performed by spinning the log and peeling off a continuous sheet.

EDGE/END PROFILES

Edge and End are terms used to describe the way the sides of the individual hardwood boards are cut. The **edge** refers to the long sides of the board while the **end** refers to the short sides.



SQUARE EDGE/END



The edges/end of this type of floor meet up with each other so there is no bevel but instead creates a uniform surface between the boards. The benefit of having a square edge/end flooring product is that it looks like a site-finished installation (meaning it looks like it has been installed, sanded and finished in your home). Boards with a square edge/end fit flush together on all four sides of the wood to give the floor a seamless and sleek transition between the individual boards.



MICRO BEVEL EDGE/END



This type of edge/end is the most commonly used edge/end in the industry. Micro Bevel is a smaller version of beveled and is therefore less noticeable. You might hear words like "eased", "kissed" and "micro-v" to describe micro bevel when looking at different flooring options. This type of edge/end is the most versatile when it comes to complementing home decor and looks great with any style.



BEVEL EDGE/END



Beveled edge/end were the first style to emerge when prefinished wood became popular. A beveled edge/end will have the most distinctive groove and can clearly be seen in your floor. This style perfectly complements rustic and country designed homes. The flooring that often offers a beveled edge/end is one that is Hand Scraped or Wire Brushed.

MOULDING PROFILES

Moulding accessories are the finishing touch to your flooring remodel. The ones shown here are the most common types of mouldings used in the industry and what they are generally used for.



QUARTER ROUND

- Finishing trim along baseboards
- Conceal expansion gaps



BABY THRESHOLD

- Join two flooring surfaces of different heights with a small change in floor level



REDUCER

- Join two flooring surfaces of different heights with a large change in floor level



T-MOULD

- Join two flooring surfaces of the same height

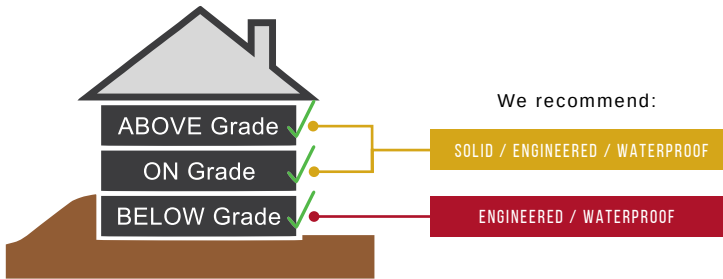


STAIR NOSE

- A clean strip to stair edgings and stair landings

ABOVE/ON/BELOW GRADE

Installing hardwood floors below the manufacturer's recommended grade level can result in issues like warping, buckling and even cracking.



ABOVE GRADE refers to any level of the house that is at least 18 inches above the ground, or surface of the earth. These levels are not as prone to absorbing ground moisture, so they are ideal for most types of flooring.

ON GRADE refers to the ground level of a house. While the ground level is less likely to damage hardwood floors from excess moisture, there is still a possibility if you live in an area with extreme heat and moisture conditions. Engineered hardwoods can hold up better than solid hardwoods to year-round weather conditions on grade levels.

BELOW GRADE refers to a house's level that is below the earth's surface, such as a basement or the lower level of a split-level house. The soil beneath the ground is constantly absorbing water and can lead to more indoor humidity in below grade spaces. Since engineered hardwoods are more stable than solids, they are the best wood floor option for these spaces.



ACCLIMATION



A wood floor will continue to absorb and release moisture from the air. As it does, the planks will expand and contract to accommodate the space needed for the moisture. What this means is that a new floor will need a certain amount of time to get used to the moisture in the air of your home. We never recommend simply bringing the flooring in and installing it that day. Always follow the manufacturer's guidelines to properly acclimate your flooring prior to installation.

- Never unload or transport flooring in rain, snow, or excessive moisture conditions.
- Do NOT store flooring where there is no climate control (no heat or A/C).
- Flooring should not be delivered until the home has been closed in with windows and doors and until cement work, plastering, and all other "wet" work is completed and dry. Concrete must be at least 60 days old.
- Climate control in the home must be maintained with the temperature between 60-75 degrees Fahrenheit and humidity within 35-55%.
- Do NOT install until flooring is fully acclimated to minimum installation requirements for moisture content. Using a moisture meter to help find out the moisture content. The difference between subfloor and plank must not be more than 2% on plank and 4% on 2-1/4".



Once your new flooring has been delivered to the home, lay the wood in a grid-like pattern (as pictured) for a couple of days to several weeks. Be sure to ask your retailer for specific guidelines for your floor.

For best results, **remove** all flooring from boxes & wrapping plastic.

HOW TO BUY YOUR IMPRESSIONS FLOORING

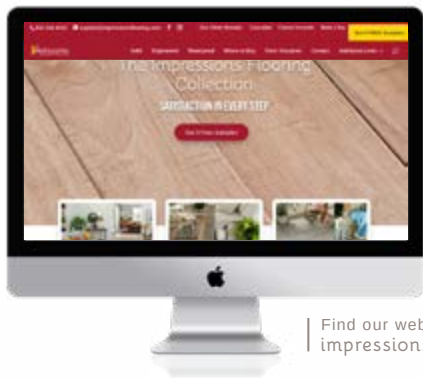


Newport Tigerwood

1

FIND YOUR PERFECT FLOOR

We know the process of finding a new floor can seem overwhelming. We hope to make the process easier and fun with our new website that shows all of the colors in our prefinished flooring lines, from Solid & Engineered Hardwoods to our Waterproof Rigid Core!



Find our website at impressionsflooring.com

BROWSE. FIND. SAMPLE.

GET 3 FREE SAMPLES

We want to make sure you get the perfect floor for you. **Browse** our flooring products, **find** some colors & styles you like. Then you can **sample** up to 3 colors and have them delivered right to your door!



ROOM VISUALIZER

See our floors in your home with our room visualizer tool! Take a picture, upload it to our website and start browsing!



SCAN THE CODE
TO USE THIS TOOL

MY FAVORITE IMPRESSIONS FLOORS

Ex.	Series Name: <i>Elegance</i>	Color: <i>Wheat</i>	★★★★★
	Series Name:	Color:	☆☆☆☆☆
	Series Name:	Color:	☆☆☆☆☆
	Series Name:	Color:	☆☆☆☆☆
	Series Name:	Color:	☆☆☆☆☆

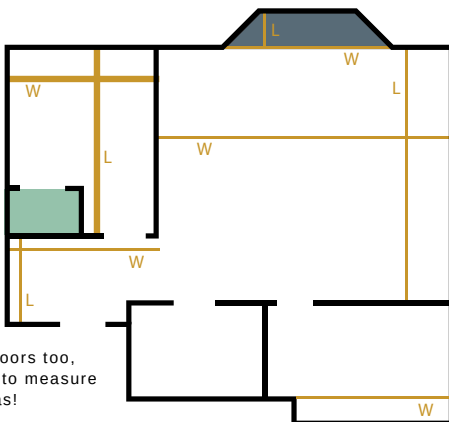
2

MEASURE & CALCULATE

The best way to measure the amount of flooring you need is to think of every part of the room as rectangles. If you find the area of each rectangle the room is broken down into, you can just add them all together to figure out how much you need!

▶ 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. Measure these areas as simple shapes to ensure that you are ordering enough flooring.

▶ Closets have floors too, so don't forget to measure any closet areas!



Wood flooring is sold by the square footage. However, you must keep in mind that when measuring for hardwood floors, it is important to add a minimum of 5% overage for cutting and fitting. Use the formulas below to ensure you order enough flooring for your renovation.



Width x Length = Area of Rectangle

Sum of All Rectangles = Total Flooring Area

Total Flooring Area x 5% overage = Overage

Area + Overage = Square Feet to Order

FLOORING CALCULATIONS

$$(\text{WIDTH} \times \text{LENGTH}) = \text{SQ FT} + \text{MINIMUM OVERAGE} = \text{TOTAL SQ FT}$$

			5%*	
			5%*	
			5%*	
			5%*	
			5%*	
			5%*	
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			5%*	
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			5%*	
			5%*	
			5%*	

* Some jobs will require more than 5% overage

SQ FT TO ORDER

3

GO TO A DEALER



You have found your new Impressions floor. You have measured and calculated the amount of floor you need to order for your renovation. Now, you are ready to find one of our many Authorized Impressions Dealers in your local area!

HOW DO I FIND MY LOCAL DEALER?



SCAN THE CODE
TO FIND IMPRESSIONS
DEALERS IN YOUR AREA!

or find this page at
impressionsflooring.com/where-to-buy



Once you have typed in your zip code, you will be able to contact and locate the dealers nearest to you! From there, any of the recommended dealers will be happy to help you with pricing, delivery, and installation!

MAINTAINING YOUR FLOORS

DO



- Put mats at all entry doors and sinks. Use felt pads on the legs of all furniture and chairs. This is an easy way to catch dirt and avoid scratching your floor.
- Use a reliable brand name hardwood cleaner, preferably one that makes hardwood flooring.

DON'T



- **Don't** use oil soaps, waxes, or furniture polishes. This will create a build up on your floors that will actually hold dirt rather than giving the look and feel of a clean floor.
- **Don't** use vinegar and water or ammonia-based products. These products break down the floor's finish and will eventually damage it to the point where it will have to be refinished.
- **Don't** use steam mops. A steam mop pushes water down into the floor which can cause bubbles in the finish.
- **Don't** run your vacuum cleaner with the beater bar turning on your floors. Keep dust, dirt, and debris off of the floor because it acts as sandpaper when walked on.

MYTH OR FACT

MOISTURE IS THE ENEMY OF HARDWOODS.

FACT | Before you install your new hardwood floors, take time to safe guard your home against moisture that can cause swelling, cupping, or buckling. Also, remembering that levels of your home that are below grade are more suseptible to moisture fluctuations. For these areas, it is recommended to use engineered hardwoods because they are more stable than solid hardwoods.



SCAN THE CODE

TO LEARN MORE ABOUT HOW TO
CARE FOR YOUR FLOORS

or find this page at
impressionsflooring.com/floor-care



Cape Neddick Straw





SATISFACTION IN EVERY STEP



SCAN HERE
To See Our
Floors In Action!

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