



WOOD-CONCEPTS

DESIGN CREATE CONSULT SUPPLY

## **Custom Floors and the Different Finishes - Important Information to know and discuss with your client**

85% of what Wood Concepts (a Division of SMH Wood Products) ships is Custom. We are a to the trade operation only, so we find that as you work with your clients it is important to be educated and understand the following information when working with custom wood flooring. It is just as important that this information is discussed in detail with your client as expectations, when dealing with wood as a natural product, need to be managed in order for the project to be successful.

### Finishes:

**Hardwax Oil Finishes:** It is important to know that a newly finished hardwax oil finishes oxidize for a period of 30 days after application. 7- 14 days after the final application of oil the final color will oxidize, and with proper ventilation, the flooring can be cleaned with the recommended cleaner. All maintenance products should be purchased at the time of order to ensure that the appropriate cleaner is being provided.

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The finish can appear to have more of a slight sheen when newly applied and this will flatten out.

**Tung Oil Finishes:** Though cured enough to clean with the recommended cleaner 14 days after finish has been applied with proper ventilation/air flow, custom finished Tung Oil floors are not fully cured until 30-90 days after application.

**Urethane Finishes:** Newly finished Custom Waterbase Urethane floors, unless coming off of a UV Line, are 100% cured with 7-10 days of application, at which time the use of the recommended cleaner can be used.

**Reactive Stains:** It is important to know that reactive stains will oxidize and darken 10% over a period of 30 -60 days. Reactive Stains do just that, they react with the natural tannins in the product. It is important to know that tannin varies from board to board, so the color though using the same formula, will vary from order to order. This is a custom process and most of the process is done by hand.

**Stains / Dyes:** It is important to know that the color of the actual wood has as much to do with the color as the stain/dye that is being applied. Though the same formula is being used, the uniqueness of each floor should be appreciated.

**Fuming:** Fuming is a product of ammonia reacting with the tannins of the wood. Variation should be expected and appreciated for what it is.

**Custom Samples/ Finishes:** All samples that have been produced over one year ago has been exposed to elements that change the color of the floor. It is important to understand that each CUSTOM Job is exactly that. Custom and Unique. Each one of these floors is unique. As stone is different from different parts of the same quarry , wood flooring in grain, color and variation will vary from tree to tree. This is the inherent beauty of a true wood floor and should be appreciated for its one of a kind look. Though the same formulas will be used as your

approval sample, the color will always vary slightly as this is a custom process, and most of the process is done by hand.

Line Manufactured Floors with Stains: Though these types of floors are finished with stains/dyes, using formulas that are programmed into a machine, color can vary slightly from order to order, due to using different batches of the same type of wood. This is similar in the carpet industry where dye lot to dye lots can vary slightly and stone quarries where the same type of stone can vary from the same quarry.

The expectations of the flooring grain, color consistency and grade are sometimes unrealistic when working with a natural product.

For a more uniform and consistent product, should this be what you are looking for, it is recommended that you look into more of a synthetic product where the consistency due to large volume production and inventoried quantities are more consistent and controlled due to the overprocessing of the product.

## WHEN THE FLOORING HAS BEEN COMPLETED --IMPORTANT INFORMATION