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Idea Interior Design

Natural Wood VS. Performance Flooring

Wood flooring has been used in homes for centuries. Despite shifts in style and trend, it has never stopped being popular. Wood always matches in vogue colors and aligns with infinite design choices. With today's technology, wood and wood-look floors can be installed in any room and are easy to care for.

Natural wood

Natural wood products are made of 100% wood. This includes solid wood as well as engineered wood and other natural materials like bamboo and cork.

Natural Wood floors have the added benefit of not harboring allergens, microorganisms or harmful pesticides that can be tracked in from outdoors. In addition, dust, mold and animal dander contamination is minimal in homes with wood floors, which can significantly improve indoor air quality.

Performance Flooring

Laminate/Vinyl flooring is made of wood and/or manufactured materials. This includes Luxury Vinyl Tiles/Planks, Laminate, and other non-wood flooring

Installation

Both hardwood and vinyl flooring can be installed by a proficient DIYer with access to the necessary tools and equipment. Vinyl flooring is easier to install. A professional installation, however, will usually offer the best results.

Hardwood flooring can be installed onto a level wooden subfloor or a cement foundation. Hardwood does not forgive an uneven subfloor structure as well as vinyl because wood can bend over time. An expansion gap is necessary around the perimeter of the floor to allow the boards to swell and contract from moisture.

While a perfectly level floor is not necessary for vinyl flooring, a perfectly clean surface is. Vinyl may be installed onto wood, concrete, or on a layer of existing flooring. Vinyl planks or tiles have a peel and stick backing and are also glued to the floor surface. This can make them difficult to remove if remodeling is desired.



Solid Hardwood



Vinyl



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Styles/Designs

Porcelain Tiles

Stone Look: Mimics the look of stone. Ex. White Marble

Wood Plank Look: Mimics the look of wood.

Pattern: Includes various graphics and designs.

Contemporary: Modern looking tile. Ex. Concrete

Saltillo: Made from materials in Mexico. Typically orange, and has a handmade, southwest look.

Quarry: Has an "earthy" look. Ex. Gray color

Outdoor Look: Recreates the look natural stone. Ex. Flagstone Look (the look of small stones grouped together)

Polished: One of largest sellers. Technically a finish that reflects light, but also considered its own category.

Different Finishes Available

Matte and high gloss finish

Polished & High Gloss Look: Has a shiny finish. Reflects light.

Installation

Stripping the floor or wall

Applying a crack isolator if needed (prevents future cracks)

Applying a primer like Primer-T

Applying a self-leveling underlayment (levels the floor)

Applying mortar to floor or wall, back of tile, and backer board

Installing backer board

2) Set: Mortar is used to set tile on a floor or wall. Spacers are also applied to create space between tile.

3) Grout: Grout is used to fill the gaps between tile to ensure they are held in place.

4) Seal and Maintain: Sealers and cleaners are used to keep tile looking fresh after the install.

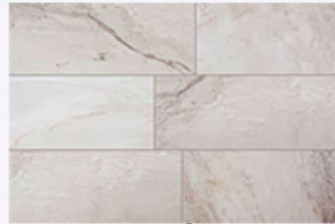
Grout

Grout fills the gaps between tile.

Premixed grout is easiest to use.

Grout is available in sanded, unsanded, or a hybrid mixture.

It is very important that the customer selects their grout color carefully as it can affect the overall look of the project.



Stone Look



Wood Plank Look



Pattern



Contemporary



Saltillo



Quarry



Outdoor Look



Polished