

*4 Key Factors when Shopping for Hardwood: Function. Style. Species. Texture.*

When it comes to hardwood flooring, your options are nearly limitless. While each type of wood offers a distinctive look and color, they all have unique physical attributes that should be considered. This is why it's important to consider the floor's function and the species of wood, among other factors.

**Function:** Function is among the most important factors to consider. Each of the questions below will help you choose the hardwood flooring that's ideal for your needs.

What areas are you doing?

Do you have pets? Kids? Other considerations?

How would you classify the climate of your home? Dry or humid? Cold or warm?

Do you have any special concerns?

**Style:** When it comes to hardwood style, color may be the first thing you think of. But board widths, and texture options can also make a bold statement while contributing to the overall function of the floor.

**Species:** Whether you prefer the bold and exotic, timeless and traditional, or something full of rustic character, there are a number of wood species available to fit your life and your style. Not every species or style is right for every home, so be sure to consider function in your decision-making.

**Texture:** We offer an extensive selection of flooring in various textures that all can add unique character, personality, and function to your floor. Whether you like high-gloss, matte, smooth, wire-brushed, hand-scraped or distressed, let our experts help you find what's right for your lifestyle.

*Why Choose Christian Flooring?*

**Helpful flooring specialists:** Our knowledgeable, no-pressure team will help you find the perfect fit for your home and budget.

**Incredible in-store selection:** Discover hardwood flooring with the function, style, species, and texture you desire.

**Free measure service:** We'll professionally measure your home to eliminate any surprises.

**Lifetime installation guarantee:** Our in-house installation experts provide fast, precise service that is guaranteed for the life of your floors.

**Peace of mind:** Our stellar reputation and numerous awards are proof that our customers love us and that we love them.

**Flexible financing:** Ask about our options to find what's right for you.

*The*  
**SMART,  
SIMPLE,  
INSPIRING GUIDE TO**  
*Buying Hardwood Flooring.*

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(585) 340-6230

**GREECE**  
4655 Ridge Rd W  
(585) 352-1170

**WEBSTER**  
657 Ridge Rd  
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### *Quality Matters*

Determining the quality of wood begins with a few key factors:

**The Jenka Hardness Scale:** A helpful tool for determining the hardness of a species. But remember, hardness does not always equal scratch and dent resistance. Scratches and dents often only impact the finish – not the wood itself. That’s where choosing the right finish and texture comes in.

**Finish type:** The type of finish on a wood floor makes a difference in how it wears and how it looks. From gloss to matte, and everything in between, your options are nearly endless.

**Grading:** Lower grade woods often present more of the natural characteristics of the species and have a higher waste factor, which is important when considering cost. Higher grades have a more consistent look, an even mix of long and short boards, and have less waste overall.

“I’ve lived in Upstate NY all of my life. The summers are hot. The winters are freezing. And if you’ve had hardwood floors, you likely know that expansion and contraction can take its toll. That’s why engineered hardwood is a smart choice. The top layer is real hardwood. The material used on the bottom resists expansion and contraction better than traditional hardwoods ever could.”

-Christian Flooring CEO, Chris Curts

#### **IT’S IMPORTANT TO KNOW WHAT YOU’RE BUYING:**

Do not buy a floor based on its warranty. They generally only protect you against manufacturer’s defects. Daily wear and tear, scratches, expansion, and climate-related problems aren’t covered. In fact, 95% or more of claims are often not covered by the warranty.

### *Construction Matters*

Solid hardwood has been around for centuries, but it’s not always perfect for modern life. That’s why we offer a wide range of engineered hardwood options. Engineered hardwood flooring is real hardwood – made from several wood layers glued together and topped with a solid, 100% hardwood face. This gives you the look and feel of solid hardwood, without many of the compromises it often presents.

#### **WHY ENGINEERED HARDWOOD IS A SMART CHOICE:**

- Usually more cost effective
- Often more stable and durable than solid wood
- Less prone to shrinking, expanding, and shifting
- Can be installed in a wide variety of methods and applications
- Available in more species, style, width, and color options than solid wood
- Can be refinished

### *Installation Matters*

Proper installation is not only essential for your manufacturer’s warranty, it’s necessary for your peace of mind. This is why we at Christian Flooring employ our own team of installation specialists. They work to our standards and we stand behind their work with a lifetime installation guarantee.

#### *Tip:*

Choose a retailer that installs and stands behind the products they sell. If they hand you a list of third-party contractors, they’re often not legally responsible or accountable beyond the sale of the materials.