



# Gaylord Hardwood Flooring

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Length . Finish . Service . Since 1985

Customer Information Booklet

# A letter from our founder

At Gaylord Hardwood Flooring we're experts in two things – hardwood flooring and customer service. From the beginning, I've taken the time to learn every facet of the industry. This includes:

- 30 years in the lumber and wood products industry.
- Graduated from the National Hardwood Lumber Association lumber grading school.
- Ministry of Natural Resources certified Ontario Log Scaler.
- Dry Kiln Operator certification
- 6 years working for two of the largest players in the hardwood industry.
- National Wood Flooring Association certified hardwood flooring installer/inspector.

My business has been taking pride in delivering quality hardwood products and outstanding customer service for over 25 years.

Since 1985, we have been impressing customers with our quality products, honesty, and excellent customer service.

Our pre-finished domestic, exotic, and engineered hardwood floors are the highest quality products on the market.

Simply put, we make a better product than the competition.

At Gaylord, we know that to make the best product, you need the best wood. It doesn't get any simpler than that. Our competi-

tors use lower quality lumber and cut pieces between the knots. We use a higher quality lumber with fewer defects to cut out, resulting in longer flooring lengths and a better looking floor. It's that simple.

Have an idea? Can't find what you need? We'll make it custom for you.

Since we're in control of every element of our manufacturing process, we're also able to run special orders for our customers. From colour to species to width, we can make your vision a reality. We've been providing designers and their customers one-of-a-kind prefinished hardwood flooring since we've been in business.

Custom installation? No problem.

We have more NWFA certified installers than any company in Canada, and they're all among the best flooring installers in North America. Unusual pattern? Unique situation? No problem. If you've got a custom design, we'll help you get it done.

And the best part?

All of our products are tested at every stage of the manufacturing process. If we see a product that we know a client won't love, it doesn't leave the production line.

As we like to say, if it's not good enough for your floor, it doesn't

go out the door.

At Gaylord, we take pride in the consistency of our product and service. Our customers know they're getting the best, every time, in every way. The moment a customer walks in our showroom, they deal with the most knowledgeable staff in the industry.

In the rare instance of an issue or concern, we guarantee to rectify the problem immediately. Ultimately, we're an honest family business. We fully and completely stand behind our products – after all, it's our name on the boxes.

We know people like our products and service because they tell us every day. And since the majority of our business comes from customer referrals, we know your job is as important as the customer who told you about us.

So I invite you to take a few minutes, find out about our products, and let us show you why Gaylord Hardwood Flooring has been synonymous with quality since 1985.

Sincerely,



Lewis Gaylord  
Founder and President

**Gaylord** Hardwood Flooring



## Our Principles

### Length.

At Gaylord, we follow very strict quality control procedures for our hardwood flooring. By using high-grade Ontario lumber, we produce longer lengths than our much larger competitors, by over 12 inches. Gaylord Hardwood Flooring comes in boxes eight feet in length with flooring pieces up to eight feet. A Gaylord hardwood floor comes with a lifetime structural warranty.

### Finish.

Our ten-coat titanium-oxide polyurethane finish is the most durable, clearest and scratch-resistant finish on the market. Stains applied on woods such as maple and birch have clarity and do not appear blotchy like most competitors. The Gaylord finish is guaranteed by a 40-year warranty.

### Service.

Gaylord has always taken pride in its high level of customer satisfaction. Our customers routinely take the time to let us know how much they enjoy the Gaylord experience. At Gaylord, we know our future growth depends on the positive feedback of our clients.

*Our flooring lengths are the longest.*

*Our finish is the most durable.*

*Our service is second to none.*

Walnut. Natural

## Domestic Flooring

Gaylord Hardwood Flooring features the longest lengths and toughest finish in the industry, backed by a lifetime structural warranty and 40-year finish warranty.

### Domestic Species

- Ash
- Cherry
- Hickory
- Maple
- Oak
- Walnut

### Features

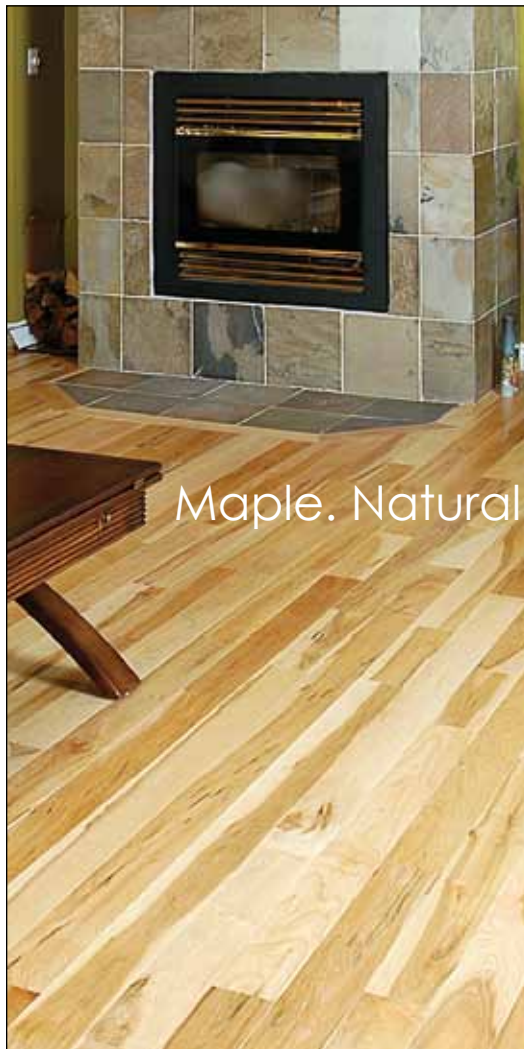
- average length of 40-48" (competitor length averages 20-27")
- boards reaching up to 96" (competitor's boxes are usually less than 84" in length)
- available in widths up to 5" (most competitors offer up to 3.25")
- 10-coat titanium-oxide finish
- 40-year warranty



Hickory. Circa 1850



Cherry. Natural



Maple. Natural



Oak. Natural



# Engineered Flooring

Gaylord Engineered Hardwood Flooring is designed for use over concrete, radiant floor heating and below-grade applications.

## Engineered Species

- Ash
- Santos Mahogany
- Hickory
- Jatoba
- Maple
- Red Oak
- White Oak
- Rift Oak
- Quartersawn Oak
- Walnut
- Cherry
- Ipe
- Cumaru

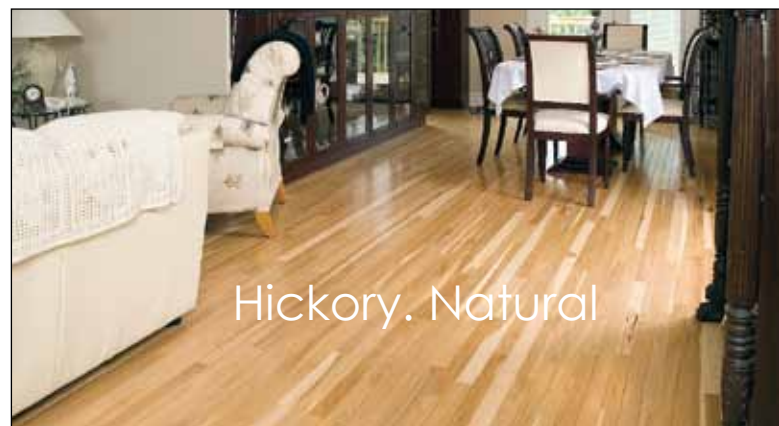
## Features

- Lengths up to 96"
- Custom lengths up to 12 feet
- Average length of 40-48"
- 3/16" wear layer
- 4" width in stock at all times (Oak, Maple, and Hickory)
- Special order available up to 10"
- 3/4" total board thickness so it meets flush with stair nosings, tile, etc.
- 11-ply construction
- 5x more stable than solid hardwood
- Nailed, stapled, floated, or glued
- Can be installed over concrete and/or radiant heat
- Can be used in condominiums

## Profile



Ash. Natural



Hickory. Natural

## Specialty Flooring

As a recognized innovator within the industry, Gaylord Hardwood Flooring is continually developing new flooring styles and stains for a wide range of applications.

### Specialty Products

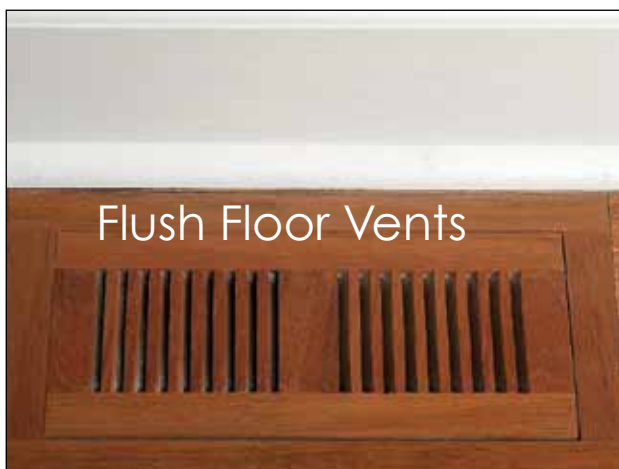
- Wide-Plank
- Walnut
- Livesawn Oak
- Quartersawn Oak
- Birdseye Maple
- Cherry

### Specialty Accessories

- Flush Floor Vents
- Reducers
- Stair Nosing
- Medallions
- T-molds
- Borders



BirdsEye Maple



Flush Floor Vents



Livesawn Oak  
Circa 1850

# Exotic Flooring

Gaylord Hardwood Flooring is a leading retailer of exotic flooring products. We've taken the time to cultivate relationships with major suppliers of exotic woods from around the world. Our purchasing ability allows us to offer exotic flooring at great prices.

Our exotic flooring comes with our 10-coat titanium oxide finish and 40-year warranty.

## Species

- Jatoba
- Sucupira
- Tigerwood
- Cumaru
- Ipe
- Santos
- Mahogany

## Grades

Gaylord has two grades of exotic flooring:

**Santa Maria** - Santa Maria is the ultimate in elegance. Each piece is clear and free of any imperfections. The lengths are 1-7 feet with an average length between 36 and 40 inches. Depending on the species, there is very limited colour variation.

**Villa Nova** – Villa Nova is beautiful flooring with a unique, rustic character. Between 60-70% of the pieces are free of imperfections but have more colour variation than Santa Maria. The flaws can consist of knots, worm holes, calcium deposits, sound cracks and minor milling issues. The lengths are 1-7 feet with an average length of 24 inches.



Sucupira. Natural



Cumaru. Natural

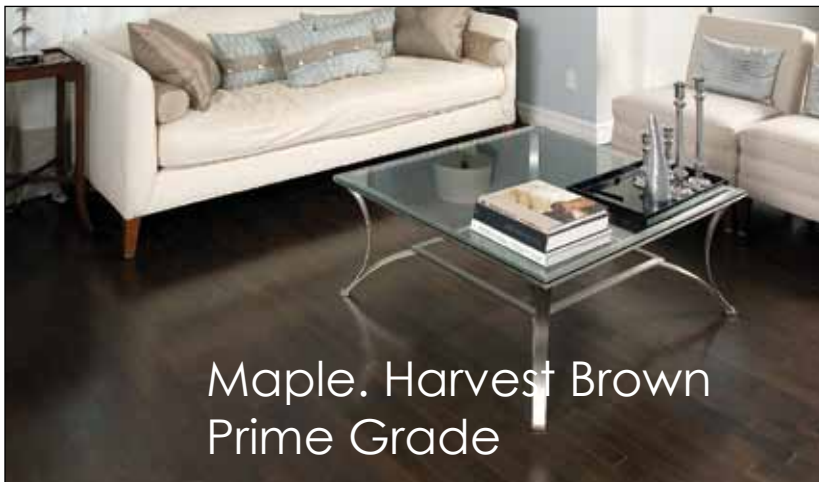


Jatoba. Natural

## Domestic Flooring Grades

Gaylord Hardwood Flooring supplies its products in three grades based on the characteristics of the flooring. Keeping in line with our

promise of the longest lengths in the industry, every grade of flooring has an average length of 40-48 inches and lengths up to 8 feet.



Maple. Harvest Brown  
Prime Grade

### Prime Grade

- No knots or defects
- Slight colour variation in some species
- 2-3% waste



BirdsEye Maple. Toffee  
Country Grade

### Country Grade

- Pieces chosen for character with small knots and character
- 5% waste



Hickory. Valley Legacy  
Distressed Grade

### Distressed Grade

- Like country grade with small knots and character
- Wire-brushed, textured surface with a low-sheen finish
- Available in open-grained woods
- Hickory, Oak, Ash



Cumaru. Natural



Maple. Truffle



Maple. Toffee



Hickory. Bleached



Livesawn Oak. Russet

Don't just take our word for it...  
See what our clients say about us.

**“represent our industry as the best...”**

“On behalf of the National Wood Flooring Association, congratulations! You will be receiving the Wood Flooring of the Year award during the NW-FA's convention in Long Beach... chosen by your peers to represent our industry as the best.”

**Ken Schumacher . National Wood Flooring Association Chairman**

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**“amazed at the quality...”**

“I am amazed at the quality and breadth of your products and look forward to working with you in the future...”

**Margot Austin . Senior Design Editor . Style at Home**

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**“Gaylord beats all other suppliers...”**

Gaylord beats all other suppliers, in terms of quality (finish, length) and service - hands down. We are happy to have them as our hardwood supplier, and would recommend them to anyone who asks. ”

**Amanda Waghorn . Luxart Homes**

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**“custom stain was a great find for us...”**

“Your company's ability to custom stain was a great find for us. It took several iterations to come up with the right colour stain but we certainly appreciate the efforts by your staff to get it right...”

**Ralph & Susan Moore . Oshawa . Ontario**

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**“beautiful work...”**

“Thank you for your beautiful work. I really appreciated all you have done for me and my clients greatly appreciate your hardwood flooring.”

**Gary Erickson . Erickson Architects**

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**“quality products and service...”**

“We feel confident sending our kitchen and bath clients to Gaylord, knowing they will receive the same quality products and service we received.”

**Sandy Sikma . Sikma Interiors**

When purchasing Gaylord Hardwood Flooring, our customers rest assured knowing that the product they have purchased not only looks great and performs well, but is a sound environmental decision.

## How is **Gaylord Green**?

We make effective use of our wood waste.

- 1 million BTU wood burner heats our dry kilns
- Our own wood pellets heat our 12,000 square foot showroom.
- Waste from our milling plant is used in horse farms for bedding

We manufacture flooring using mostly locally grown hardwoods.

We use a 0% VOC finish on our flooring.

Solar Panels cover the entire roof of our Tweed showroom.

All of our exotic woods from Brazil are certified from sustainable forests.

## How is Domestic Hardwood Flooring Green?

Most of the environmental impact a product has on the environment is from transportation so domestic flooring is by far the most "green".

- 15 of the world's largest container ships produce more emissions than all of the automobiles in the world. The truth is, imported products such as bamboo are far from green.

Hardwood forests can be sustainably harvested.

- Average annual net growth is greater than average removals.

Hardwood floors are healthy.

- Indoor air quality is excellent with wood floors.

Hardwood floors save natural resources.

- They use less water and energy to produce than any other flooring.

Wood is a renewable resource.

- While it takes most hardwood trees 40-60 years to mature, the inventory planted today won't be needed for 100-plus years.

Wood floors last hundreds of years.

- No need to be repeatedly replaced like other flooring options.

Wood reduces landfill waste.

- Used wood floors can be burned as fuel or recycled.



## Visiting Our Showroom

To offer our customers an easy decision-making process, our 12,000 square-foot showroom showcases our products and unique installation patterns in household settings. Our showroom has been voted 'best trade showroom' several years running by the Ottawa Home Builders Association.

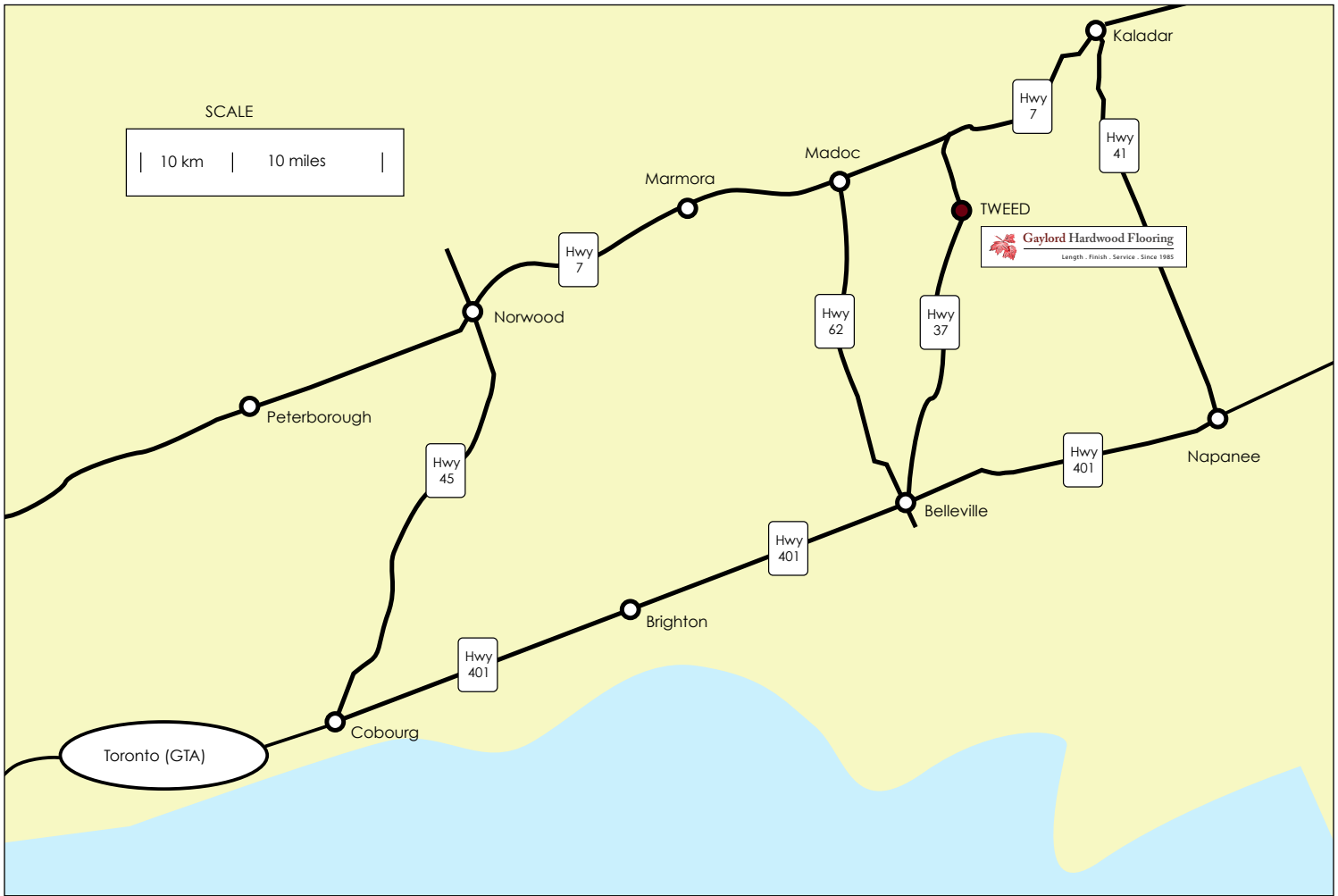
Helpful, and professional staff are available to answer questions at any time. They have the knowledge and the time to provide guidance to a customer from the start to the finish of their hardwood flooring purchase.

A visit to the showroom gives customers the confidence to make good decisions. Take-home samples are available to ensure a perfect match with a customer's home decor.



"An inspirational showcase of all your products..."

Margot Austin, Senior Design Editor  
STYLE AT HOME Magazine



Can't make it to Tweed? **We'll come to you!**

If you are unable to make the trip to our award winning 12,000 square foot showroom, we have a mobile showroom which is every bit as nice as most flooring showrooms.

Look for it in a town near you.

- Our mobile showroom is 24 feet long and has plenty of hardwood displays to suit any client.
- Heating and Air Conditioning inside.
- Can be booked for Open Houses, Model Home Openings, or to have for the weekend at your Design Centre.



# Frequently Asked Questions - FAQs

What customers **need to know** before making a purchase.

## Where does your lumber come from?

The majority of the lumber we use is from Ontario. We occasionally buy lumber from Ohio and Pennsylvania and work with a sawmill in New Brunswick. Our exotic flooring comes directly from a mill in Brazil.

## What is the average length of floor per carton?

Board length is very important to produce a beautiful floor, especially in a large room. 1' and 2' lengths of flooring produce a choppy unattractive floor. Be sure to ask what length of box the flooring is packed in. Some boxes are only 3' and 4' in length. These short boxes provide you with short pieces of flooring. At Gaylord, our flooring is packed in 8' boxes with random pieces up to 8' long. The average length of our Prime flooring is between 40" and 48", the longest lengths in the industry.

## How durable is the finish?

Durability is important when purchasing a prefinished hardwood floor. Many imported floors have no durability - only 3 coats of finish. Test finish with 150 grit sandpaper - you will quickly see how durable the finish is. Test the surface finish adhesion by firmly pressing the edge of a coin against the finish - a quality finish will dent, but not come off. Gaylord floors have TEN coats of titanium oxide-polyurethane, strengthened using the latest Nano technology.

## What is the waste factor of the flooring?

Most retailers suggest that you allow a 10% waste factor, which indicates boxes contain unusable flooring.

Industry standards allow up to 5% defective flooring in the boxes. Because the Gaylord Hardwood Flooring lumber is a higher grade, our waste factor is between 2% and 3% in our Prime Grade. This reduces the installer's sorting time to find what is usable. This lower waste factor lowers the cost/sq.foot of installed flooring.

## Which product is better? Prefinished or site-finished?

With our prefinished hardwood flooring you end up with a perfect finish and great stain consistency. With site finished you never achieve a near perfect finish because everything in the air at the time of the finishing becomes part of the finish (dust, dirt, etc). The stain is not consistent with site finished because it is done by hand and there are so many variables affecting the stain consistency and colour (temperature, sunlight, etc). Prefinished flooring is guaranteed for 40 years and 10 coats of finish are applied. Site finished usually only has 2-3 coats of a much softer finish with no guarantee. Prefinished is much easier for installation as you just install the floor and it's done. For site finished the floor is installed and then three coats of finish must be applied with sanding in between coats. It is very messy and can leave a homeowner out of their home for days. Prefinished has a small micro bevel which is beneficial when seasonal shrinkage occurs because it hides the spaces between boards to a certain extent. When site finished boards shrink the finish comes apart leaving a very jagged edge between boards.

## Which is better; solid or engineered flooring?

Neither. They are just meant to be used in different applications. Both

have roughly the same wear layer and the same 10-coat titanium oxide finish. Engineered is used mainly for applications below grade, over radiant heat, directly on concrete, or in condominium buildings. Engineered flooring looks the same as solid hardwood. It is real wood on the surface, but is five times more stable than solid hardwood. This makes it an excellent choice for areas with high humidity.

## We live near the water. Can we install hardwood flooring?

If you live on the lake and your home is climate and humidity controlled than you should have no issues. In a new home, the conditions outside are irrelevant. New homes are so air tight and advanced that there are a number of things you can do to control your humidity regardless of the humidity level outside.

## What wood and finish would be best for dog owners?

Although we have the hardest, most durable finish in the industry, dents and scratches are sometimes unavoidable. A big factor in minimizing dents or scratches in your floor is the hardness of the wood itself. The harder the wood the more durable it is. For pet owners, Gaylord offers a low-gloss "dog finish" that does not show scratches as much as a higher-gloss finish. Our "distressed" finish is another popular option. Before it is finished it goes through a wire-brushing phase - more than any dog would put it through. The resulting uneven patina and low-gloss finish hide even the worst scratches.

## How far do you deliver?

We have sent flooring all over the world including Bermuda, Italy, and Costa Rica. Locally, we deliver using our own trucks from Montreal to Windsor and north to Sudbury. Outside this region we typically recommend an LTL transport company.

## Does flooring need to sit in my home for 2 weeks?

Acclimation is a myth few people in the hardwood flooring business understand but is very important. During acclimation your home should be **normal living conditions**. If you have the flooring sitting in a new home full of moisture for two weeks it will cause numerous issues such as width variations, cupping, etc. If the flooring picks up moisture on site and is then installed you will have spaces when the home reaches normal living conditions. There are some situations where you would want your flooring to pick up moisture on site such as in a cottage that will always be exposed to high humidity. Each situation is different. Make sure to talk to a professional about acclimating your flooring to your home's conditions.

## What type of subfloor does the flooring need?

Installation of either a 5/8" plywood subfloor or a 23/32" OSB is vital, otherwise squeaking and deflection become an issue. No matter what anyone recommends, 5/8" OSB is not an acceptable subfloor.

## What underlay should I use below my flooring?

Gaylord recommends a product called Aquabar, which is similar to a tar paper but without the odor. It slows the transfer of moisture into the hardwood flooring from the subfloor but does not completely stop it all together which is ideal. Do not use felt or wax paper, even if recommended by an inexperienced salesperson. Felt paper absorbs

moisture and will cause your floors to swell and cup. Wax paper can cause condensation where the moisture is coming up through the subfloor from the basement.

## Does Gaylord warranty their installers' work?

Many suppliers do not supply or warranty the installation. Qualified installers have a huge impact on the floor's structural stability and they ensure that the end look of your huge investment is excellent. At Gaylord Hardwood Flooring we supply installers and fully warranty their work.

## Who do I call if I have a problem with my flooring?

Are you purchasing from a retailer who buys from a distributor who buys from a manufacturer? At Gaylord, you deal with only one party for any problems - and we're not happy until you are!

## What is the return policy?

Most retailers purchase from a distributor and do not allow returns - and if they do, they charge a restocking fee as high as 35%. At Gaylord, we give a 100% refund on any unopened cartons returned within 30 days from date of purchase. Return policy does not apply to custom orders and Final Sales items.

## Flooring Maintenance Instructions

**Although your prefinished hardwood floor offers high durability and easy maintenance, it is not indestructible. In order to maintain and preserve the beauty of your floor, the following tips should save you time and worry:**

- o Sweep your floors or use a dust mop daily. Do not use a household dust treatment. This will dull the finish of your floors.
- o Never damp mop or use water-based products on a wood floor.
- o Clean your floor's coated surface with a lightly dampened cloth. Rinse the cloth after this cleaning, re-install it on the mop. Spray a small amount of a recommended cleaning product on the cloth, according to the manufacturer's directions, and apply to the floor once again. Use a few sheets of paper towel to remove any excess.
- o Do not use oil-based cleaner, saddle soap-type cleaner, or vinegar and water on the flooring. Instead, purchase a recommended floor care kit. Gaylord sells a complete cleaning kit, 28 oz spray bottles as well as a 4-litre cleaning spray.
- o Clean light stains with a damp cloth.
- o If there appears to be a waxy build-up on the floor, use mineral spirits to clean the area. Once done, repeat the regular cleaning procedure.
- o Avoid using mops or cloths that leave excessive water on the floor. Never let a spill of water dry on the floor. Clean only when necessary and only in soiled areas.
- o Control humidity levels by use of a dehumidifier or humidifier.



Gaylord Hardwood Flooring . 228 Victoria Street North . Tweed, ON . K0K 3J0

[www.gaylordhardwoodflooring.com](http://www.gaylordhardwoodflooring.com)

