

Derr Flooring Co.



INSTALLATION ALERT

ATTENTION: FLOORING INSTALLER / MAINTENANCE CONTRACTOR

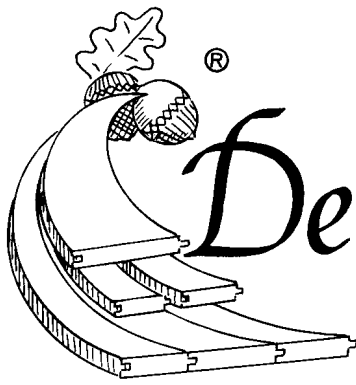
Before you begin installation or perform maintenance of any flooring product,

Be Sure To:

- {1} Read Manufacturers Installation Instruction Provided In Every Box Of Material. If None Are Found, Call Your Supplying Dealer Or Derr Flooring Co. Account Executive Immediately.
- {2} Only Use Manufacturers Recommended Maintenance, Installation And Floor Care Products. Different Formulated Materials May Damage The Floor You're Working On, and possibly Void The Warranty.
- {3} **Stop**...≈ Check Grade, Specie, Finish, Pattern, Milling, Color, Texture, Footage And Moisture Content **BEFORE** Beginning Work. (**Remember:** ≈ It Is Your Responsibility To Install / Maintain The Proper Product. The Flooring Manufacturers **WILL NOT** Pay Labor Cost.)
- {4} **STOP**... ≈ Check All Job Conditions **BEFORE** Beginning Any Flooring Work. Pay Special Attention To The Substrate Conditions And The Presence Of Moisture.
- {5} "**DRY-LAY**" Parquet & Border Patterns, "**Rack**" Plank Or Strip Flooring Patterns. Be Sure Parquet Patterns Are Fully Understood Before Spreading Adhesive. Distribute Long And Short Pieces Of Plank Or Strip To A Pleasing Pattern Before Nailing.
- {6} Always Work From A Variety Of Different Cartons Or Bundles To Insure A Proper Product Mix.

**BE SURE ALL CONDITIONS ARE CORRECT BEFORE
MAINTENANCE OR INSTALLATION BEGINS.**

**REMEMBER. ≈ YOU ARE THE FINAL INSPECTOR
TO INSURE A TROUBLE FREE JOB!!**



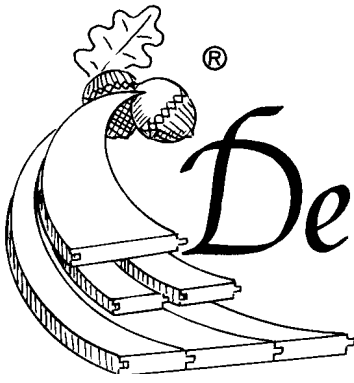
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DID YOU KNOW?



An automobile has a load of approximately 30 lbs. per square inch. An elephant exerts a load of approximately 60-100 lbs. per square inch; however, ladies' high-fashioned heels can seriously damage all types of floor covering. A 125 lb. woman wearing these heels exerts in excess of 2,000 lbs. pressure per square inch. These shoes can dent hardwood, vinyl & rubber floors, chip ceramic tiles and puncture carpet and pad. This is the return of a problem that our industry encountered 20 years ago. It was not then, nor is it now, considered to be a manufacturing defect of floor covering materials by any of the floor covering manufacturers.



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UNDERSTANDING

HARDWOOD FLOORING

PRODUCT GROUP:	<ul style="list-style-type: none"> (1) Strip (2) Plank (3) Parquet 	<ul style="list-style-type: none"> Lineal look – widths up to 2-1/4” Lineal look – widths 3” and wider Block type patterns
CONSTRUCTION:	<ul style="list-style-type: none"> (1) Solid (2) Engineered 	<ul style="list-style-type: none"> Pieces of “solid wood” throughout Multiply “layers” of wood glued at 90 degrees to each other in a “cross grain” construction <ul style="list-style-type: none"> (a) Rotary-cut veneers – “lathe type”, peeled (b) Solid top veneer – “sawn cut”, sliced
EDGE PROFILE:	<ul style="list-style-type: none"> (1) Square (2) Eased (3) Beveled 	<ul style="list-style-type: none"> “Nontapered” edge “Slight” bevel or tapered edge “Deeper” bevel or “V” groove
SURFACE TEXTURE:	<ul style="list-style-type: none"> (1) Smooth (2) Distressed 	<ul style="list-style-type: none"> Flat, nonundulating surface “Wirebrushed” rough surface
TYPE OF FINISH:	<ul style="list-style-type: none"> (1) Unfinished (2) Prefinished 	<ul style="list-style-type: none"> Kiln dried raw wood Urethane: surface “Plastic” coatings Penetrating: “In the Wood” finish, wax topping Impregnated: “Injected” plastic / dye Aluminum Oxide: Ceramic or aluminum oxide crystals mixed in the urethane finish
INSTALLATION:	<ul style="list-style-type: none"> (1) Naildown (2) Gluedown (3) Floating 	<ul style="list-style-type: none"> Adhered to the subfloor with nails or staples Adhered to the subfloor with adhesive Not attached to the subfloor but pieces glued to each other to create one complete “panel”

HOW TO SELL HARDWOOD FLOORING

STARTING POINT FOR THOSE NEW TO THE BUSINESS: Don't try to learn all products you display in the store! Select a few "key products" that will simulate product "groups" and learn them well. The following will guide you towards making those selections.

Recommendation	Product Example
1. Pick A ¾" Naildown Solid Strip, Square Edge With A Urethane Finish	Bruce Sterling Strip Harris Signature Plus
2. Pick A ¾" Naildown Solid Strip, Eased Edge With A Urethane Finish	Bruce Laurel Strip Harris Capital Strip
3. Pick A ¾" Naildown Solid Strip, Beveled Edge With An In The Wood Finish	Bruce Fireside Plank
4. Pick A 5/16" Gluedown Laminated Plank Or Parquet	Bruce Glencove Plank Or Bruce Jeffersonian
5. Pick A 1/4" Gluedown Solid Parquet	Bruce Voltaire
6. Pick A Floating Floor	Any Tarkett Longstrip
7. Pick An Impregnated Product	Permagrain Timeless II Bruce Wearmaster

Follow These Basic Steps For Making The Proper Sale.

1. Determine what type of room(s) the customer is considering using hardwood flooring.
2. What Grade Level: Above____ On____ Below____
3. What Type of Subfloor: Plywood____ Concrete____ Other_____
4. How much and what type of traffic will the floor receive?
5. Does customer prefer a Prefinished or an Unfinished floor? (Note: Explain the advantage / disadvantages and maintenance recommendations.)
6. Type of look: Strip____ Plank____ Parquet____ Custom____
7. Does customer prefer: Square Edge____ Eased Edge____ Beveled Edge____
8. Determine specific product likes to minimize choices.
9. Price "the job" (including trim, maintenance product, etc.), not each individual item, to avoid giving customer a "shopping list".
10. Adjust price, where necessary, by selecting "similar products" to fit customers budget.



MOST COMMON COMPLAINTS OR OBJECTIONS

SPACES BETWEEN PRODUCT:

“Minor hairline cracks” are considered to be normal during the winter heating months. Larger spaces that do not close up in the humid summer months could be a problem caused by one or more of the following:

1. Material was installed “too early” in the construction stage
2. Material was installed over a “damp or wet” subfloor or a wet, damp, basement or crawl space.
3. Material stored in a damp environment.
4. Lack of homeowner maintaining proper relative humidity “levels” (45% to 55% year round) or lack of any humidifiers.
5. Improper nailing schedule on the flooring material and/or the subfloor -- not enough nails.
6. An “uneven subfloor” or movement in the subfloor due to “settling of the structure.
7. Installing nail-down products in the “same direction” as the joists instead of across the joists.
8. “Green or Wet” flooring material.
9. Washing the floor.
10. Not insulating over heating plants.

CUPPING:

Edges of product have curved upward leaving a “dish-type” appearance.

1. Moisture from below the floor and improper expansion space restricting the floor’s outward movement. Use a dehumidifier.

CROWNING:

Edges of product have curved downward leaving a “hump-type” appearance.

1. Sanding a “cupped” floor before allowing moisture content to return to normal and floor to “flatten-out.”
2. Excessive moisture on or above the surface of the floor.

BUCKLING:

Floor material has “peaked.”

1. Not enough expansion space plus excessive moisture following installation.
2. Not nailing every row or not enough nails.

MOST COMMON COMPLAINTS OR OBJECTIONS (continued)
PAGE #2

CROSSPULL:

End of boards of offset "fishtailing"

1. Improper nailing pattern - nails not within 2" to 3" from the end joint.
2. Subfloor movement.

SQUEAKS / CREAKS:

Noise from the floor.

1. Squeaks are caused by boards moving up and down the nail shank. Floor had probably "cupped" at some time and flattened out.
2. Creaks are caused by boards moving up and down against one another due to an insufficient number of nails being used or subfloor movement.

MAINTENANCE RELATED PROBLEMS:

1. Never use water to maintain the floor. Use the manufacturer's recommended products.
2. Avoid spills under potted plants.
3. Felt-type floor protectors under chair and table legs will eliminate scratches and indentations.
4. "High or spiked" heel indentations are caused by the lifts wearing out, allowing the steel rod to puncture the finish and/or flooring material. Maintained lifts can help "minimize" indentation problems.
5. Throw rugs are highly recommended in kitchens in front of the sink and oven where most spills or splattering occur. Use walk-off rugs at entryways.
6. Urethane finished floors must be "recoated periodically" when wear patterns begin to appear. This will eliminate messy and costly sanding and refinishing jobs.
7. Vacuum, dust mop, or broom sweep to remove grit from the surface. This will substantially reduce abrasions and scratching.