

Timber *Topics*

Making the most of merchant sales throughout the year

April 2024

Hardwoods: a great flooring option

Stock up to satisfy hardwood flooring orders



Hardwood flooring is an increasingly popular choice for homeowners looking to add a touch of luxury to their home, making it a great stock choice for merchants.

Hardwood flooring comes in both solid and engineered forms – the best one to choose depends on where the flooring will be used, the anticipated wear and tear and how humid the space is. A hardwood floor is durable and resistant to dents and scratches. Engineered hardwood floors are more stable especially in wider planks, which makes them ideal for use with underfloor heating.

Many species of temperate and tropical hardwoods are suitable for use as flooring, or can be obtained as parquet blocks. These include European & American White Oak, American Black Walnut, Oak, Iroko and Sapele. With engineered wood flooring, hardwoods are incorporated into the top 'wear layer' of the flooring 'sandwich', mirroring trends in solid hardwoods.

Hardwood finishes

Multiple finish options are available. For solid hardwood floors, the finish can be sanded



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or unsanded, waxed/varnished or oiled. Engineered wood flooring can be oiled or lacquered, depending on preference.

A lacquered finish may be better in a kitchen to seal moisture out. UV filters can be incorporated into some coatings to help retain the original wood colour over time. Certain hardwoods accept coatings well; others resist having a coating applied.

To boost flooring sales merchandising is key, so you can display the various products and finishes at their best. Some suppliers also offer merchandising units and marketing collateral.

Ask a TDUK member supplier for any advice: use the Find Your Timber Partner search function on the TDUK website to help you find a good local supplier.

TDUK's Merchant Guide to Selling Timber is packed with helpful information about all common timber products, including flooring, where they should be used, and top tips on how merchants can upsell and maximise their timber sales. You can download your copy of the Merchant Guide to Selling Timber at www.timberdevelopment.uk



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