

WOOD FLOOR

D17/J18

BUSINESS

Empowering Wood Flooring Professionals

After the Flood



Preparing for Disaster
Tool Reviews
Surfaces Exhibitor Showcase

A BIG Bet

THE INTERNATIONAL SURFACE Event takes place Jan. 30–Feb. 1 at the Mandalay Bay Convention Center in Las Vegas, and it’s big—like 445,000 square feet of exhibition space big. If you’re unsure where to start, here’s a collection of exhibitors—all advertisers in this issue—worth making a beeline toward.

But TISE isn’t only a trade show. It’s also full of education sessions that cover an encyclopedia of topics. Seminars start Jan. 29 and include “On Trial for Moisture-Related Flooring Failures II,” “How Flat is Flat? Surface Preparation for Installation,” and “Wood Floor Claims—Evaluations and Inspections.” There will also

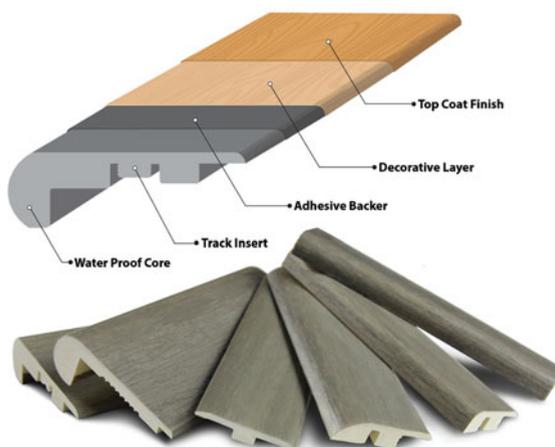
be plenty of on-floor demonstrations.

If it’s your first time, it can be a lot to take in. Stop by the WFB kiosk in the media alley (5D) and pick up the WFB Pocket Guide. It includes a listing of all the wood flooring industry exhibitors, along with a color-coded foldout map highlighting their locations on the trade show floor. It’s a great way to get your bearings and ensure you’ll get to see the companies most important to your business.



Allegheny Mountain Hardwood Flooring Booth 5430L

Allegheny Live Sawn features a unique mix of plainsawn and rift-and-quartered flooring available in red oak and white oak with engineered or solid construction. It comes in lengths up to 12 feet and widths up to 12 inches. Allegheny uses only lumber that it cuts and dries itself to ensure the wide planks and long-length boards are top-quality, the company says. Live Sawn is also available in herringbone. alleghenymountainhardwoodflooring.com



Artistic Finishes Inc. Booth 1009

Artistic Finishes offers a wide variety of waterproof core accessories. Enduracor is a durable, water-resistant and versatile solution featuring an exclusive four-layer design, making it one of the most technologically advanced accessories on the market, the company says. artisticfinishes.com

DriTac Flooring Products LLC

Booth 4637

Supreme Green DriTac 7800 provides subfloor moisture control with no testing required and a lifetime warranty. This five-in-one “green” hybrid polymer wood flooring adhesive offers sound and moisture control, isolates cutback adhesive and provides crack suppression, the company says, adding that Supreme Green is easy to clean off the surface of wood flooring, wet or dry.

dritac.com



Fidbox LLC

Booth 4582

The HMbox monitors the job site and substrate pre-installation, and the Fidbox (embedded into the floor) monitors the product, substrate and job site post-installation. These pre- and post-installation tech tools save the contractor time, money, aggravation and possible litigation, the company says. The devices create reports that can be printed or emailed to the flooring manufacturer, builder, homeowner or whomever has interest in the data they collect.

fidbox.net



Delmhorst Instrument Co.

Booth 4274

Delmhorst Instrument Co. offers a full line of moisture meters for flooring professionals who need to accurately measure moisture in wood floors and subfloors, and measure RH in concrete according to the ASTM F2170 Standard. Delmhorst meters can help prevent flooring failures before and after installation, the company says.

delmhorst.com



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