

# WOOD FLOOR BUSINESS

D18/J19

Empowering Wood Flooring Professionals



## How Wood Floors Are Made

Shou Sugi Ban Explained  
Will Waivers Hold Up?  
Moisture Mysteries



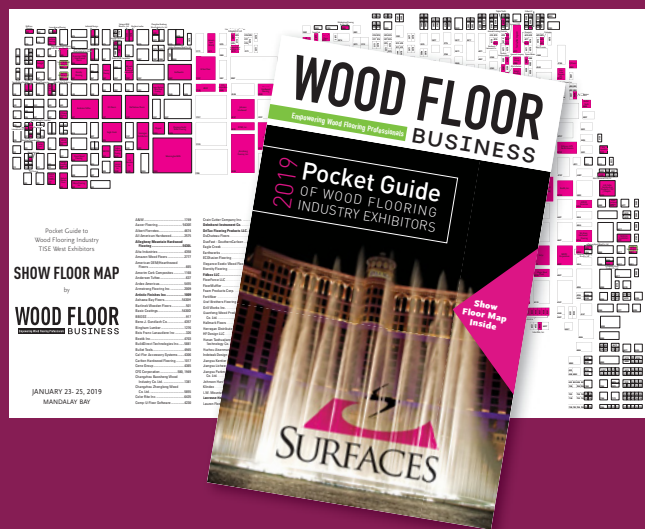
# SURFACES

## EXHIBITOR SHOWCASE

The International Surface Event is slated for Jan. 22–25 (with the trade show Jan. 23–25) at the Mandalay Bay Convention Center in Las Vegas, where flooring industry professionals from around the world will gather to explore and exhibit products, network with fellow pros and learn more about the trade.

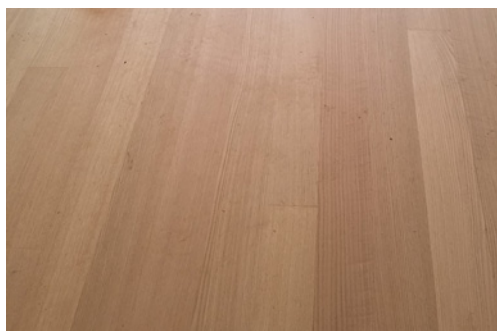
TISE 2019 will feature 450,000 square feet of exhibit space, and the following exhibitors—all advertisers in this issue—will give you an idea of where to get started.

If you're on the hunt for educational opportunities, the annual event is also packed with seminars, which begin Jan. 22 and feature topics including "Building Your Business: Creating Your Business Management Plan," "Techniques to Talk Crazy Customers (or anyone else) off the Ledge," "Flooring Website Strategies



for 2019," and more. You can also check out numerous product demonstrations scheduled throughout the event.

The show floor can be overwhelming, so WFB offers a handout—the 2019 WFB Pocket Guide—featuring a listing of all wood floor industry exhibitors, including a show floor map highlighting where they can be found. Stop by the WFB booth—6673—to get your free 2019 WFB Pocket Guide.



### Allegheny Mountain Hardwood Flooring

**Booth 5430J**

Allegheny Mountain Hardwood Flooring's Northern Appalachian Red Oak Rift Only is less expensive, has more availability, and has smaller medullary rays than white oak, the company says.

[hickmanwoods.com](http://hickmanwoods.com)



### Artistic Finishes Inc.

**Booth 849**

Artistic Finishes' new Engineered Stair Nose fits with flooring that measures  $\frac{1}{2}$ ,  $\frac{9}{16}$ ,  $\frac{5}{8}$  and  $\frac{3}{4}$  inch thick and is designed to create the perfect finish every time, the company says. No minimums are required.

[artisticfinishes.com](http://artisticfinishes.com)



### DriTac Flooring Products LLC

**Booth 4519**

DriTac 7800 Supreme Green 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. Supreme Green is easy to clean off the surface of wood flooring, wet or dry, the company says.

[dritac.com](http://dritac.com)