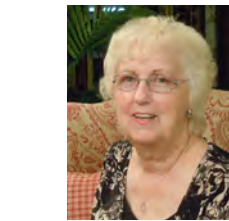


# Endless Options... UNDER FOOT



by **Linda Hersh**  
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people and pets. Healthy choices in flooring are readily available and can make a difference for allergy and asthma sufferers. Hard surface flooring is the choice for many allergy sufferers. Hardwood, tile, stone, cork, bamboo, linoleum, and laminate flooring have little to no off-gassing because they use mostly, if not all, natural materials in their production. Hard surface flooring is also much easier to clean and doesn't harbor harmful bacteria and dust mites. Many of you probably don't realize that you support a greener environment by choosing quality long-lasting floors. For many of us it is just a natural desire to own quality. The exciting thing is we are helping our society and environment by fulfilling this desire. This is called *Life Cycle Analysis* designed for extended life cycle to reduce costs per year and impact on the environment.

**H**ow do you go about choosing the flooring that is going to fit your style of living? Perhaps you are concerned about the health of your family and want to make environmentally sound choices, or you have a pet or two that can, occasionally, make a mess. The wise consumer heads to a full-service flooring center for advice and information.

## Many Shades of GREEN

What does *GREEN* really mean when it comes to floor coverings? Trying to compare the greenness of one flooring product to another is like trying to compare people—each will excel in his own way. Choosing products that not only provide a healthy environment for the family, contribute to a sustainable planet and are of lasting value can be simplified if you remember three questions to ask before you purchase. These have to do with source, indoor air quality and, life cycle analysis.

“Indoor air quality” is one of the leading reasons for choosing green products. Research gives evidence that the type of flooring in a home can make a difference in the health of

The *Source* of green products comes with many different attributes. Find out where the material is coming from, and how it is made or harvested. Carpet made from natural substances or recycled materials have substantially reduced the impact of petroleum usage.

Bamboo flooring is made from a renewable resource. It is one of the best green choices for floors. Look for bamboo that meets all the qualifications mentioned above. The newest addition to bamboo is strand woven bamboo. This is much harder and more stable than the horizontal or vertical bamboo. The look of strand woven bamboo has quickly become a preferred choice.

When you are shopping for flooring products that are environmentally sound, don't be shy when confronting the experts with questions about the many shades of green.

## Attention Pet Owners

Having pets comes with many joys. It also comes with certain responsibilities. Taking care of your pets includes taking care



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Step through the doors at 40 Glenbrook Road in Leola and you will be immersed in a flooring showroom that sparkles with creativity and color. Owners Amos and Steve Stoltzfus are brothers from a family of ten children, and their idea for a successful flooring business developed from the experience attained as flooring installers for many years.

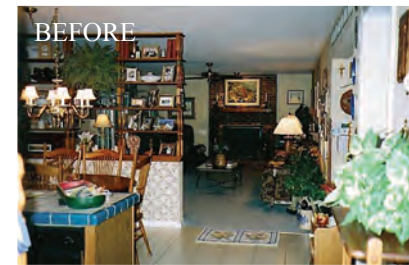
The FlorHaus slogan “More Than Floors” is a clue to what lies in the imaginations of the company team. Not your everyday experience with a flooring retailer, FlorHaus has made creative use of monthly “events” such as the recent Ladies Tea Night and has sparked a new interest among customers and the sales team.

High-end design features without the expensive price tag are appreciated by customers. The sales and design team contributes many years of flooring experience to each project and, since FlorHaus employs its own installation crew, the entire project is subject to constant attention by store personnel.

Sanding and finishing new and existing hardwood floors is another specialty at FlorHaus. By using a dust containment system when sanding, homeowner's concerns for other surfaces are eased. The non-toxic, long lasting, “crisp” Swedish finishes used by the FlorHaus professionals leaves behind sparkling hardwood floors and enthusiastic customers.

of the floors they walk and sleep on. At the same time, you want floors that look good despite exposure to animal claws, pet dander and general wear and tear. In other words, if you have an animal for an indoor friend, you need floors that are pet friendly AND owner friendly.

If you are sharing your living space with your pets you should be asking some of these questions before purchasing a new floor. What are my best options for scratch resistance, for health and comfort, and cleaning





and maintenance? And, of course, the final question is, is this the best value within my budget.

Being environmentally conscious, you will need a floor that is safe for people and pet families and the environment. Look for products that are *FSC certified* with no formaldehyde added, low to no VOCs, extended life cycle, eco-friendly maintenance, renewable, recyclable, and low toxicity and off-gassing. Keeping your pet's nails trimmed is always an important maintenance that will help keep your floors beautiful longer and your pets happy.

When looking for hardwood flooring you will want to choose hand scraped or distressed. If your pet, or whoever it may be, adds a scratch or dent to the floor it will only add to the original character of the floor. Laminate is one of the better choices for scratch resistance and is often very affordable. It is very easy to clean and maintain, although laminate is not always the best choice for moisture resistance. Because of its hard and smooth surface it can be difficult for pets to find traction. To avoid accidents like running into walls and furniture it is recommended that you put area rugs down at doorways and active paths of your pets.

Tile and vinyl are the perfect choices for pets that occasionally have those "oops" moments. Its moisture and stain resistance makes clean up tolerable. Carpet has long been one of the most economical choices. A carpet's softness and warmth appeals to many homeowners and their pets, but allergies force some people to avoid it. When choosing carpet that your pets will live on, ask for carpet with lifetime stain warranties and made from natural substances that have tested a 60% reduction of off gassing in homes.

Spend less time maintaining and updating your floors, and more time enjoying your pets by installing pet friendly flooring.

### Options Turned Into Solutions

Whether you are renovating your home or planning to decorate a new one, finding the solutions that meet your needs and requirements can be as



## Adding Color to Your Home

**Color trends** come and go, flooring styles get reborn into the latest trendy designs and fashions.

A good example of today's fashion colors is chocolate brown with turquoise blue. Blue, voted as the favorite color in America, is undeniable. It is a color that can easily be warm or cool in its own right, based on its hue and tone as well as other colors paired with it (chocolate browns add warmth and depth, and give the feeling of permanence). In the 1870s scientists prescribed blue light to help treat nervous conditions and other ailments. While blue will likely not cure what ails you, it is soothing and calming, and brings out our deepest emotions, typically those that make us happy and friendly.

Color impacts our lives in many different ways and it can create a home you feel proud of and welcome in. If you're like most people, you probably feel as though you don't know how to add color to your home. But, don't short change yourself! Instead of leaving the decision up to your neighbor or the salesman at your local home center, consult with a color and design specialist to avoid making expensive and disappointing choices.

Before you embark on recreating any space in your home, it is important to first become aware of all colors and themes around you. Adding an area rug in a room is easy and inexpensive. The rug—being the inspiration for the room—ties all the colors together.

One of the best places to get ideas for your color scheme is to visit specialty flooring or furniture stores. Stores like this usually have specialists on staff who know how to use color, are up to the minute on the trends and can provide you with the items you'll need to complete the design of your room.

After you've chosen your colors, try them out in the space before making a commitment. A 3" sample may appeal to you when you're in a store, but the same color in your home may look all wrong. Don't be shy about asking your retailer for larger samples to take home. Create a file of samples (paint chips, fabric swatches, carpet, etc.) that you can take with you when shopping for the other elements in the room. It is difficult to remember color. If you don't have samples of those items, try to match the colors to something else for reference.

Adding the right colors to your home is like adding the right ingredients to your favorite recipe. You just know when it's good!



BEFORE

simple as a visit to your local flooring retailer. Once there, ask about all the options available with an eye to your particular project. Bring your measurements and your ideas and expect creative suggestions for color matching and coordinating as well as for products that take living in your home to a new level.

R&A

## At Home in Living Color



When decorating, coordinating your color scheme can be the difference between **WOW!** & *Ho-hum.*

Consult with the professional staff at FlorHaus and take advantage of the full range of services offered. **Start living in color!**

**FLORHAUS**  
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