

Meta-Floor-Osis: 5 Big, New Changes in the Flooring Industry

Our specialists over at FlooringSelect.com have just flagged us on a number of new and unique developments in the flooring industry. Because we love your home-related pieces, I wanted to convey the following five flooring trends to see if you'd be interested in incorporating these into an end of 2009/early 2010 story. Or you might want to flesh out one in particular.

FlooringSelect.com offers more than 2,000 different flooring options and is one of 200+ sites run by CSN Stores, the third-largest online retailer of home goods in the U.S.

I'd be more than happy to set up an interview with Andrew Pierce, CSN's Flooring Expert, to talk more in-depth about any of the bullets below or to discuss what's new, what's changed, and where flooring is going...



- **The Cork Floor:**
Cork is emerging as the popular new flooring option for '09 and beyond. A natural insulator, cork is ideal for basements and breezy rooms. The material is also water and bug resistant and its soft surface provides extra give, making it perfect for highly trafficked areas. "Though not a traditional choice for bathrooms, its barefoot-friendly feel and moisture resistant makeup are two reasons why cork flooring is popping up in bathrooms across the country," adds Pierce. (Check out FlooringSelect's [wide selection of cork flooring](#)).
- **Distressed Flooring:**
Hand-scraped, distressed flooring is thriving as homeowners look to give new, modern homes a more classic and traditional look and feel. Also, "because distressed flooring will help maintain the 'aged appeal' of a room," says Pierce, "this style has proven an essential part of 'old home' renovations." (Browse [BR-111](#) for distressed hardwood samples).



- **Brazilian Cherry and Other Exotic Woods:**

As the variety of flooring continues to grow, new styles and colors start to materialize. For '09 and '10, "Brazilian Cherry is proving to be the trendy choice for designers and renovators" adds Pierce. Other exotic woods, such as Beaujiais Cherry and Tiete Chestnut, are gaining recognition amongst homeowners, too. (Mohawk Flooring offers a [variety of Brazilian Cherry](#) options).

- **The Bamboo Revolution:**

"As homeowners explore new ways to go green, bamboo flooring has become the eco-friendly choice for flooring," says Pierce. Bamboo is considered one of the planet's fastest-growing plants and, when cut correctly, doesn't need to be replanted; it will simply regenerate. Due to the increased popularity of this material, manufacturers have also worked to ensure that bamboo is just as appealing as hardwood. ([Shaw Hardwood](#) is a leader in bamboo flooring).



- **Flooring-In-A-Day:**

"In the past, flooring often required a contractor. But now, more and more DIY-ers are tackling their flooring renovations themselves," says Pierce. And, through click clock flooring tiles – flooring that can be snapped together and glued down – taking only a day or two to complete. (For weekend warriors, Pierce recommends [Engineered Click-Lock Hardwood Flooring](#) by Home Legend).

Thanks again for your consideration and please let me know if you have any questions or would like high-res images or more information. We'd also be more than willing to explore photo-shoot opportunities and send over select samples. You can reach us via email at PR@CSNStores.com.