

# TESORO WOOD FLOORING 101



[Tesoro Luxury Engineered Hardwood Flooring](#) is specially designed, handcrafted, and selected to offer the most beautiful wood flooring in the market today! In order for wood flooring to be fully enjoyed it must first be understood, and this begins with a good education for both the installer and the homeowner to ensure expectations are understood and that it is installed professionally.

The National Wood Flooring Association (NWFA) is an educational organization that is devoted to both the installer and consumer alike. We highly recommend consulting NWFA Wood Flooring Installation Guidelines for more complete details at [www.nwfa.org](http://www.nwfa.org)

According to the NWFA:

*One of the many benefits of Wood Flooring is that, when installed and maintained properly, it is one of the only flooring options that can last for hundreds of years. In fact, there are documented Wood Floors in Europe that date back more than five centuries. Also – most Wood Flooring can be maintained and restored to its original appeal after decades of wear and use.*

*Wood flooring is available in a wide range of options, including species, widths, thicknesses, shapes and sizes, and even different levels of hardness and dimensional stabilities. Each of these options necessitates an understanding and careful consideration for proper installation of the products. There are a number of processes that must be correctly undertaken as part of a professionally installed luxury wood floor.*

**[Of all the types of flooring \(wood, tile, stone, laminate, LVP, or carpet\) - wood floors are shown to add the highest value and resale value to any home. Wood flooring is timeless!](#)**

Let us now look at some of the defining aspects of wood flooring and what some of these terms really mean, especially when considering [Tesoro Luxury Engineered Hardwood Flooring](#).

## **1. What is the difference between Hardwood and Softwood, and which one is more durable?**

### **• Hardwood vs Softwood**

- Most people would define hardwood as being typically derived from deciduous trees, which means they have large broad leaves that they lose each fall, and that softwood is typically derived from gymnosperm trees like conifers and other evergreen trees.
- Although the woods from these evergreen trees are classified as a “softwood” the wood itself is not actually soft and may feel just as hard as its hardwood counterpart!
- The trees that fall into the hardwood category tend to grow slower making their wood denser and noticeably heavier.
- Hardwoods can also attribute their density to the water delivery systems within the trees. The broad leaves, along with the loss of them, cause the tree to evaporate more water unlike

the gymnosperm trees that retain more water by having the needle like leaves and shorter delivery routes.

- **Durability**

- The Janka Scale is the standard for testing the hardness of wood.
- The Janka Scale measures the pounds by force (lbf) needed to create a dent in a particular wood. The higher the pressure needed, the higher the rating of the wood.
- The Janka scale can provide great insight into the durability of your flooring outside of the hardwood and softwood terms. For example, the Balsa wood is categorized as a hardwood due to the growth style of the tree but holds a Janka rating of only 67 lbf, while Juniper pine is considered a softwood while holding a Janka rating of 680 lbf.
- The test is done by using a steel ball that is less than ½” in diameter and pressing it into the wood until it reaches half of the wood’s depth.
- For more information on the Janka testing please visit [Durability | National Wood Flooring Association | NWFA \(www.woodfloors.org/durability/\)](http://www.woodfloors.org/durability/)

## **2. What types of wood are used in wood flooring?**

- The most popular type of wood flooring is Oak. Oak is boasted for not only its durability but also its affordability and color range since there are also different types of oak.
- White Oak is the most popular variation of Oak used in the USA and tends to be a little denser than Red Oak.
- The other most common types of wood used for wood flooring are:
  - Maple
  - Hickory
  - American Cherry
  - American Walnut
  - Ash
  - Heart Pine
  - Cedar
  - Southern Yellow Pine

## **3. What is engineered hardwood, and how is it *real* wood?**

- Engineered hardwood flooring planks are composed of a high-quality plywood core which is completed with a layer of hardwood on top.
- The top layer of the engineered hardwood is called the veneer. Veneers can be cut from many different types of trees to make the finished top of the engineered hardwood flooring.

[Now Available NATURALUX - Visit our website for more information.](#)

We are excited you are promoting Tesoro Wood Floors, and we know your customers will be very happy when they are installed correctly! If you have any further questions consult the Tesoro Guidelines, the NWFA Guidelines or call Bill Behr at 407-448-5128.