



FROM RIVERS TO HOMES

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THE COMPANY: Founded in 1997 by Gord Black, Logs End specializes in reclaimed logs lost from the timber drives on rivers and lakes in eastern Ontario and western Quebec. “We use divers that rope each log individually. They are pulled up by hand as to not disturb the river bottom,” says Rob Black, vice-president sales and marketing. “From there we cut, dry, and mill these logs into custom wide plank flooring.”

ALL ABOUT QUALITY: If you are looking for quality, you can be assured at Logs End. “A strength of ours is that we take care of all the reclaiming, manufacturing and sales of the product so we can keep control over the quality and what we produce,” Rob says. “Logs End’s reclaimed side is a big part of our business, but we also produce many other types of hardwood flooring, trim and mantels to have an option for every project.” They take control of every stage of the process. If you want something unique and well-made, the company may be for you. “Our clients have the ability to customize any floor to their particular project,” Rob says. “I think people also look to us to produce an environmentally responsible product. We operate with zero waste at our mill even down to the wood shavings that go to local farms.”



NOT ONE TREE FELLED: When asked what makes the business stand out, Rob replies. “Utilizing old growth wood without cutting a single tree down for our reclaimed collection is a big one. We also have an award-winning showroom that is set up more like a house than anything.”

TRENDS: There’s always a trend in interiors, Rob says. At Logs End they see a lot of distressed flooring. “Engineered flooring is really growing as well for its stability. We produce an engineered product that is able to be sanded multiple times and can really be installed in any condition. This is really helpful for the condo and three-season cottage market. As far as colours go, a lot of earthy tones and greys have been big. I’ll never get tired of our natural birch though.”

LOOK FOR YOURSELF: “My biggest thing is always come see the showroom,” says Rob. “It’s a hidden gem that seems to always inspire good ideas.”

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