



STEP *inside*

PHOTOGRAPHY **NESO BASARA**
STORY **DENISE WILLSON**

THE PLACE: For more than 35 years, **Value Wood Floors Ltd.** has been showcasing, selling, and installing beautiful flooring in the Greater Toronto Area. For general manager Robert Barnsley, expressing the beauty not only in his products, but in his customers' experience, is all-important. "Our showroom is designed to be a cosy, inviting environment," Robert says. "We don't work on commission, so there is no feeling of pressure for our clients, and our sales staff are extremely educated regarding flooring and installation. Our focus is on quality products, so our customers feel comfortable in what they are purchasing from our store."



Robert Barnsley
and Gordon Main



THE STYLE: The main focus at Value Wood Floors is hardwood flooring and installation. They also offer engineered hardwood, laminate, porcelain tile and vinyl flooring. Robert believes vinyl is currently the workhorse of the flooring industry. Today's vinyl imitates hardwood almost exactly, yet it's 100 per cent waterproof and extremely durable, making it ideal for bathrooms and basements. "Hardwood is beautiful, but not always the best option for the space," Robert explains. This unique attention to customer needs, not just aesthetically pleasing options, further illustrates Value Wood Floors' commitment to quality service.

THE TREND: Wide plank hardwood flooring is back in vogue, with white oak being particularly popular for its natural colour and unique graining. European white oak in long planks is ideal for large spaces, and neutral colours, such as greys and browns, are great for hiding wear and tear. Traditional patterned floors, like chevron and herringbone, are also making a return. Flooring is taking its rightful place as a home's design feature, not just a necessary element.



THE FUTURE: To offer customers more options, Value Wood Floors plans to increase the size of its 2,000 sq. ft. showroom. The additional space will showcase custom designs, sanded finishes and custom colours and patterns. "We consistently work with designers and builders throughout the GTA," says Robert. "They know our reputation for offering quality products and top-notch service, and enjoy working with us." It's obvious why. A commitment to quality is evident in everything they do.

WHERE: 106 Advance Rd., Toronto
416.247.5110 | valuedwoodfloors.ca **OH**