



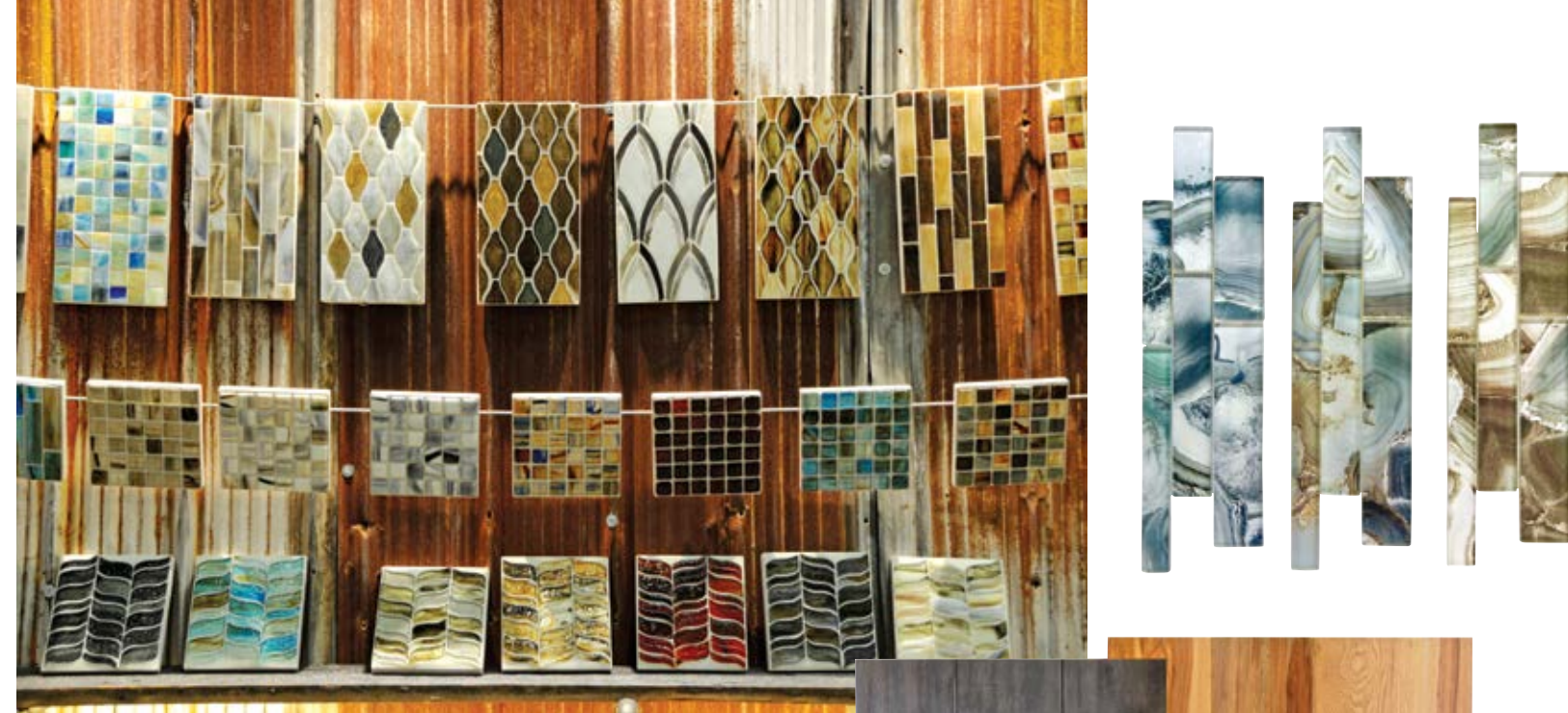
Owner Doug Belsey

FOCUS ON FLOORING

PHOTOGRAPHY **WALTER FRANCZYK**

THE PLACE: Just south of Peterborough's Lansdowne Street, in an unassuming strip plaza on Rye Street, is the home of one of the most remarkable stores in which anyone will ever set foot. When entering the showroom of **Focus Flooring Centre**, shoppers are greeted with a stunning array of funky tile displays, rusty metal walls, fish tanks, enormous barn beams, a water wall feature and a unique selection of all types of flooring and wall tiles. If you can't find what you're looking for at Focus Flooring, then chances are it doesn't exist.

THE PRODUCTS: Store owner Doug Belsey has travelled the world sourcing unique flooring and tile suppliers. "Our goal is to bring our customers an array of choices that they just wouldn't see anywhere else," he says. "We believe that having a home that is uniquely yours is important to people. We have installed hundreds of kitchen backsplashes that are one-of-a-kind, a true expression of personal taste. Hardwood floors, unique tile selection, carpeting and a huge array of the newest, most popular flooring choices, it's all here."



THE STYLE: From rustic, wide-plank hardwood flooring to contemporary stainless-steel tile, the huge selection has something for everyone. Choices expand well beyond the big box store selection – that cookie-cutter style that looks just like your neighbour's. "I've never seen anything like this before," is an expression commonly heard when people are shopping at Focus Flooring.



Design Specialist Nicole Young

WHAT'S HOT: Waterproof vinyl planks have been a huge seller. "They have terrific graphics, accurately depicting hardwood flooring and ceramic tile patterns," says Doug. "They're easy to install, very durable and they're waterproof. What's not to like?"

FAVOURITES: "I'm loving the encaustic cement tiles, beautifully patterned tile, available in the traditional encaustic cement version or in a more modern porcelain construction. Both are beautifully patterned and our selection is huge."

GET THERE: 774 Rye St., Unit 6, Peterborough 705.876.0795 | focusflooringcentre.com **OH**