



Schmidt

CUSTOM FLOORS INC.

"Crafting Beautiful, Naturally"

Hickory Hill Homes

N8 W22590 Johnson Drive • Waukesha, WI 53186 • 262-547-8763 • www.schmidtflooring.com

Schmidt Custom Floors, Inc.

Wood Flooring Contractors

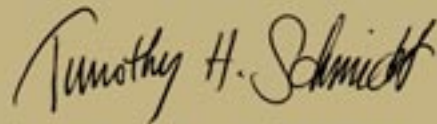
Thank you for considering Schmidt Custom Floors for your hardwood flooring needs. We will satisfy you with our design sales staff, professional craftsmen and friendly customer service. Many of our employees have been part of our team for 10-25 years.

Your new wood floors will create warmth, natural beauty and durability that will last a lifetime. Wood floors are one of the best investments you'll ever make and will add value to your home. Proper maintenance, care, and environmental control of your home, will keep your floors looking beautiful for years.

Your floors will be coated with the highest quality finishes in the industry. Our state-of-the-art business systems assure a timely complete flooring experience. Let us help you create the perfect floor for you!

Enjoy the natural beauty of new wood floors! If you have any questions regarding a new wood floor, please feel free to call us. Thanks for the opportunity to do business with you!

Sincerely,



Tim Schmidt
President

Commercial Projects

*"Crafting Beautiful, Naturally"
For Your Business*



Brookfield Square Mall



Fred Astaire Dance Studios



Gym Floor

Schmidt Custom Floors has a Commercial Division which specializes in wood flooring for union or nonunion projects.

- Restaurants
- Churches
- Gym Floors
- Condo Projects
- Apartment Buildings
- Dance Studios
- Shopping Malls
- Retail Stores



University Club Towers Health Club



- Family operated business since 1968 founded by Robert Schmidt. Today managed by his son, Tim and son-in-law, Jeff.
- Committed to Quality and your satisfaction is our #1 priority
- Free Estimates on Residential and Commercial Projects for every budget
- Visit the largest designer showrooms in Wisconsin for a wide variety of species from all around the world
- Competent and Helpful design staff to assist you
- Large varieties of custom *unfinished* wood to be job sanded/stained/finished
- Guaranteed Quality with NWFA Certified Craftsmen in:
 - Installation
 - Restoration of old floors
 - Sanding
 - Atomic Dust Free Sanding
 - Finishing
 - Refinishing with top quality finishes
- Largest selection of quality *Prefinished* Wood Products
- Eco friendly & FSC Certified LEED credits for products and finishes with the most-up-to-date environmentally controlled warehousing
- Professional Repair specialists
- Large selection of parquets, borders, medallions, and custom unique designs
- Bring in your ideas and your plans and we'll help you get started!

Schmidt Sports Floor Division offers Tarkett Sports Flooring in both wood & synthetics!

Our goal at Schmidt Custom Floors is to craft beautiful, quality floors installed professionally in your home, above and beyond industry standards!



What is a NWFA Certified Craftsman?

Our craftsmen at Schmidt Custom Floors are certified! Our men have passed a "hands on" training given by the N.W.F.A. (National Wood Flooring Association): instructors and a written exam that challenges their knowledge of acceptable subfloors, moisture contents, spacing of joists, installation procedures, sanding procedures, types of finishes, repair work, etc. ... This assures that every floor is professionally crafted according to NWFA guidelines.

Easy to Clean Wood Floors

Maintaining your wood floors is not difficult:

Keeping your hardwood floors looking beautiful is easy. Today's hardwood floors can be cared for with minimal effort, and in most cases, a little preventative maintenance will keep hardwood floors looking beautiful for years.

DO All hardwood floors should be cleaned regularly.

- **Sweep, dust mop, or vacuum** to remove dirt and grit. If your vacuum is an upright, then use the hard surface setting.
- **Damp mop** floors as needed. Clean with **Schmidt Custom Floor cleaner** and water solution let **air dry**. **Various mops are available at Schmidt Custom Floors**. Make sure mop cover is squeezed out of excessive water. Large spills that remain on the floor could damage the finish. For best results, damp mop floor in the same direction as the boards are installed.
- **Place rugs at all entrances**. Rubber back rugs may discolor the floor. Rugs will help keep dirt and grit from scratching the floors finish. Remove rugs, if they become very wet, dry before placing them back. Use throw rugs & small area rugs inside entrances to minimize dirt & water.
- **Scratching can also be prevented** by placing **floor protector pads (EZ Glides)** (highly recommended) on the bottom of any furniture that is resting on the wood floor. These are very important for chair legs and furniture that are moving across the floor. Clean EZ Glides periodically & replace as needed. We offer 3 different sizes. If using roller chairs, we recommend purchasing rubber wheels made for wood flooring at catercity.com.

Beyond these general guidelines, there are different wood flooring finishes that require different care, such as waxed and oiled floors. It is important to use the right product to protect and prolong the life the floors!



Stop in and pick up supplies@

Schmidt Custom Floors

N8 W22590 Johnson Drive

Waukesha, WI 53186

262-547-8763

or

www.schmidtflooring.com





*You are making a smart choice by choosing
Schmidt Custom Floors!
We are committed to
quality and your satisfaction.*

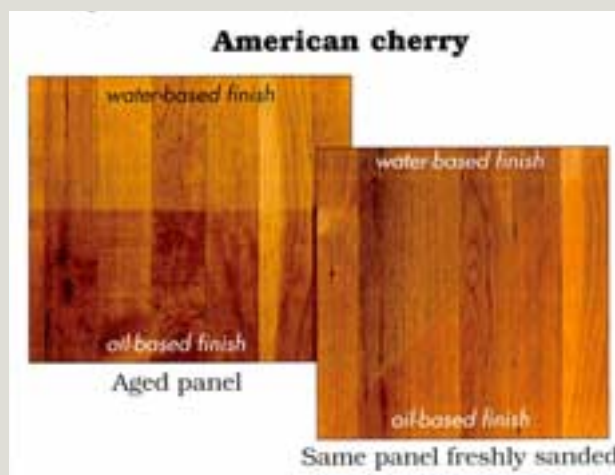


*Wood flooring increases the value of your home
and ages beautifully.*

- Don'ts**
- **Do NOT Wax your finish or use oil soaps on the floors.** The wax and oil cleaners will build up on the floor and we will *not* be able to do a future buff 'n' coat!
 - **Do NOT use a household dust treatment on your mop,** as this may cause your floor to become slick or dull the finish. It will also leave a film that can impair bonding of future re-coats.
 - **Do NOT walk on floors with cleats, ice skates, or damaged high heels.** These can scratch the finish and dent the floor.
 - **Do NOT drag furniture across floors or roll a refrigerator on floors without sufficient protection.** (Use Luan or thin plywood & appliance dolly.)
 - **Do NOT allow dogs or other animals on newly finished floor for 48-72 hours.**
 - **Do NOT use water on a newly finished floor for one week!**
 - **Do NOT put rugs or carpet on newly finished floor for one week!**
On all cherry floors we recommend, placing rugs 3 months after your floor has been finished, to allow color change to occur. (see below)

COLOR CHANGES IN WOOD FLOORING

Whether finished or unfinished, wood changes color over time due to oxidation and exposure to light. Some species darken in color over time, while others lighten. There is no set value for "color fastness" of a species, so contractors and their customers need to be aware of how much change they should expect from the species they choose. Certain species, including American cherry, Brazilian cherry and many imported species, are especially notorious for their tendency to change color. A demonstration of this change is shown below. The panels on the left for each species show how the wood had aged since originally being sanded and finished for this publication in 1994. The panels on the right are the same panels as they appear now after being freshly sanded and finished in 2004. It is important to note that all panels shown on the following pages are shown freshly sanded and finished. Some color change is to be expected for all species, and a drastic change can be expected for some.



Wood is:

Beautiful

Warm

Elegant

Classic

Long Lasting

Restorable

Natural

Renewable

Recyclable

Versatile

Remodeling/Restoration of your old floor

- Sand existing floor and/or change the color for a new look
- Remove old carpet and vinyl
- Install unfinished or prefinished wood flooring whichever fits your household needs
- Install a new medallion or insert a border



Ideal Homes *Wood over in-floor heat*

We can handscrape your existing wood floor for a new rustic look.



Handscraped Flooring



Newland

Prefinished Flooring

Guidelines For Your New Wood Floors

Recommendations after floors are finished with Water-based finish:

- Wait 4 to 6 hours before walking on floors with stocking feet and after 24 hours for shoes.
- Allow 48 hours for furniture and pets.
- Do not drag furniture across floors or roll refrigerator on floors without sufficient protection. (Use Luan or thin plywood & appliance dolly.)
- Do NOT use water for one (1) week on your new floors!
- Have your floors buffed and re-coated every 2-5 years as needed.
- Allow (1) week to put down rugs. We recommend rotating position of rugs for first six months.

Recommendations after floors are finished with Polyurethane:

- Wait 10 to 12 hours before walking on floors with stocking feet and after 24 hours for shoes.
- Allow 72 hours for furniture and pets.
- Place carpets or area rugs after one (1) week.
- Do NOT use water for one (1) week on your new floors!
- Have your floors buffed and re-coated every 2-5 years as needed.

New Prefinished Flooring:

- Use the recommended cleaning products made by the flooring manufacturer, (available at Schmidt Custom Floors)



Ascent Building Solutions



Wood Flooring Expansion and Contraction

Unlike other floor coverings, wood floors can last the lifetime of the building. Home owners who want them to last, however, should note the number one enemy of a hardwood floor: moisture. Wood floors naturally expand when moisture is present and shrink when it is not. Whether the reactions are a problem depends on the severity of the situation. Following are some of the common results when water and wood floors combine.

GAPS BETWEEN BOARDS: Almost every wood floor endures some expansion and contraction as seasons and humidity levels plummet, boards shrink and spaces appear between the boards. In dry months, gaps can easily develop to the thickness of a dime on a typical solid 2-1/4" oak floor, with light-colored woods making the gaps appear larger. Wider plank floors also will have more movement & show gaps more. These spaces are to be expected and usually close up as the season changes and moisture returns to the air. To reduce the degree of change, home owners can add moisture to the air during the dry months, by installing a humidifier in the the furnace.

CUPPING: As with gaps between boards, both cupping and crowning are natural reactions to moisture and should not be a concern if they occur only to a minor extent. More severe cases, however, indicate a serious moisture problem.

Cupping



"Cupping" describes a condition in which the edges of a board are high and its center is lower. Humidity is usually the culprit, although cupping also can happen after water has been spilled onto the floor and absorbed into the wood. The moisture causes the wood to swell, crushing the boards together and deforming

Maintaining Your Environment: Wood floors need to have a consistent level of humidity between heating seasons in all living areas. Excessive swings in humidity will cause hardwood floors to swell, shrink, cup, crack and have excessive gaps between boards. The use of humidifier and/or dehumidifier systems is recommended where inconsistent humidity levels occur. Not only will it affect your wood floors but your doors and cabinet doors also. We recommend 40-45% humidity level. **Expansion and contraction can be minimized greatly by controlling your environment. Furnaces equipped with power humidifiers (in winter) and running dehumidifiers (in summer) help minimize the changes.

them at the edges. In order to repair the floor, the cause of the moisture must be identified. Most often, indoor humidity must be controlled. Other causes could include situations such as a plumbing leak in the basement, which can allow moisture to migrate up into the subfloor and the wood flooring.

Once the cause of the moisture is controlled, cupping usually can be reversed. Oftentimes the floor may naturally dry out and improve over time. Fans may be necessary to speed the drying process. After the floor has dried, it may be necessary to recoat the floor with finish, or to sand and refinish the floor.

CROWNING: "Crowning" is the opposite of cupping: The middle of the board is higher than the edges of the board. This can occur when the surface of the floor encounters moisture. More often, it results when a floor has been sanded too soon after it has cupped. When this happens, the top edges of board are sanded off, and thus are lower than the rest of the board when it returns to a normal moisture content.

Crowning



BUCKLING: Buckling is one of the most extreme reactions to moisture than can occur with a hardwood floor. It happens when the floor literally pulls away from the subfloor, up to heights as high as several inches. Fortunately, buckling is an uncommon occurrence, usually happening only after a floor has been flooded. Even in such cases, it is possible that a floor can be repaired instead of being totally replaced.

Preventing Moisture Problems

Controlling humidity is the most important factor in preventing problems with moisture and your wood floor.

New Wood Flooring for Your Dream Home

- Let us help you create the perfect floor for you and your lifestyle
- Versatile wood flooring can be used in many applications and in every room of your house!
- Bring in your ideas and plans and lets get started!



Wood over concrete



Pre-scraped Flooring

We can also custom pre-scrape flooring for desired scrape & bevel.



Barenz Bldrs.

Hand-scraped Flooring

Today's wood floors are affordable. Over time, wood floors maintain their value. When other flooring options are looking tired and worn out, wood floors will still look beautiful and timeless.

Select the Perfect Wood

Wood flooring has come a long way in the past few years. Today, there are more styles, colors, and species of wood flooring available than ever before. Whether you're looking for traditional Oak, rustic Pine, exotic Wenge or trendy Bamboo, you're sure to find a color and style to fit your décor.

Wood flooring is available in more than 50 species, both domestic and exotic, spanning the spectrum of color options, hardness, and price ranges.



Exotics

Brazilian Cherry
Brazilian Teak
Cumaru
Santos Mahogany
Brazilian Walnut (IPE)
Wenge
Tigerwood
Sapele
Amendoim
Merbau
Bamboo
Cork

Domestic Woods

Red Oak
White Oak
Maple
Hickory
American Cherry

American Walnut
Birch
Beech
Ash
Pine

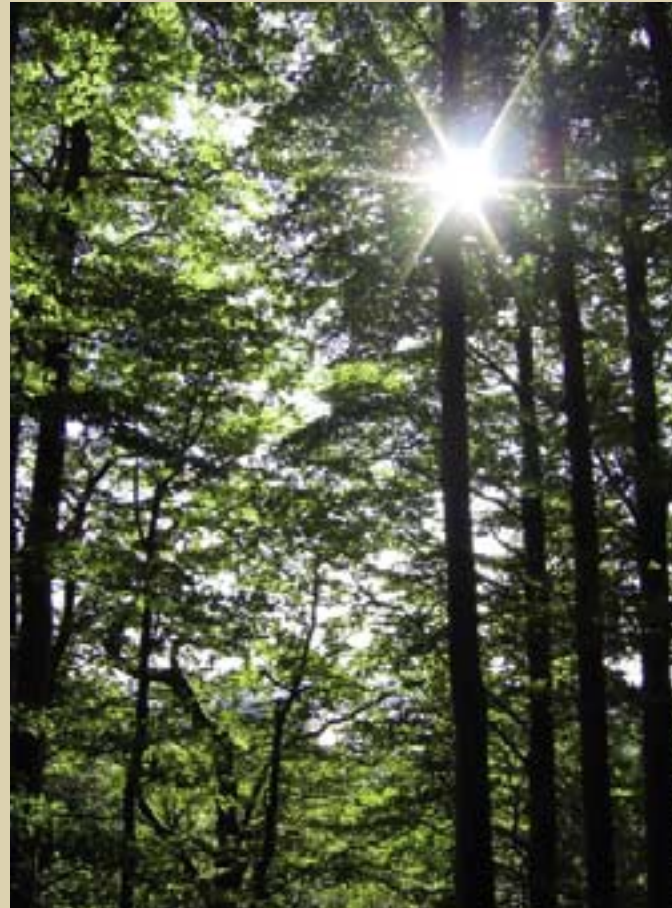


Medallions



Parquet Flooring

Wood is a natural renewable resource and recyclable!



According to U.S. Forestry Service, there are more trees in America's forests today than 100 years ago.

Wood floors are ecologically friendly. Since it is a natural resource, wood is both renewable and recyclable. Old wood from ships, warehouses, barns and other structures often find a second life in wood flooring.

Schmidt Custom Floors purchases quality milled wood flooring from Wisconsin mills.

US Lacey Act, directly impacts anyone dealing in wood flooring and other wood products because it prohibits the import, sale or trade of wood and other forest products that are harvested illegally. All products used at Schmidt are Lacey compliant.

Leading allergists agree that wood floors are the perfect choice for a healthy home!

"Crafting Beautiful, Naturally"

Water-borne finishes are elegant, clear, and durable and have very little toxic fumes. They are non-yellowing and will not change color over time, highlighting the true beauty and elegance of your wood floor.

Water-borne finishes are environmentally safe with low VOC's (Volatile Organic Compounds) and very little toxic fumes. You don't have to move out of the house during refinishing. As the finish dries, water, not toxic solvents, evaporate leaving the protective polyurethane coating on the wood.



FSC Certified Products are available.

Optional:

Atomic Dust Containment System (DCS)

The most advanced Dust Containment System for sanding your hardwood floor

What is the Atomic Dust Containment System?

Mounted on a truck or trailer, the separate dust collector is powered by a 27-HP water-cooled Kawasaki engine. A 2-inch hose connects the sander, edger and buffer to the vacuum system located in a truck or trailer.

The innovative concept of the Atomic system, having a 27-HP engine outside of the customer's home significantly increases airflow. The result is a dramatically more powerful system, providing complete evacuation of the dust that is generated from the total sanding process.

Why dust containment?

As consumers have become aware of their dust-free sanding choice and don't want to put up with the mess, dust containment has become an expected service.

The Atomic DCS is the ultimate for dust-free floor sanding equipment available, and will provide you these benefits:

- Increased customer satisfaction - eliminates the nightmare of dust throughout the home. Dramatically reduces cleaning.
- Quality results by eliminating airborne dust which will settle back down to the floor and finish
- Healthier environment which reduces wood dust, a known carcinogen, and old finishes and chemicals that are being removed.
- Atomic is the most advanced and powerful way to minimize the amount of dust created during the sanding process.
- Traditional hardwood flooring sanding is typically an extremely dusty process, which can add dust to your air ducts and your home.

*We are a certified Lead-Safe Renovator



**Refinish your hardwood floors
without the dust...
and without toxic fumes**

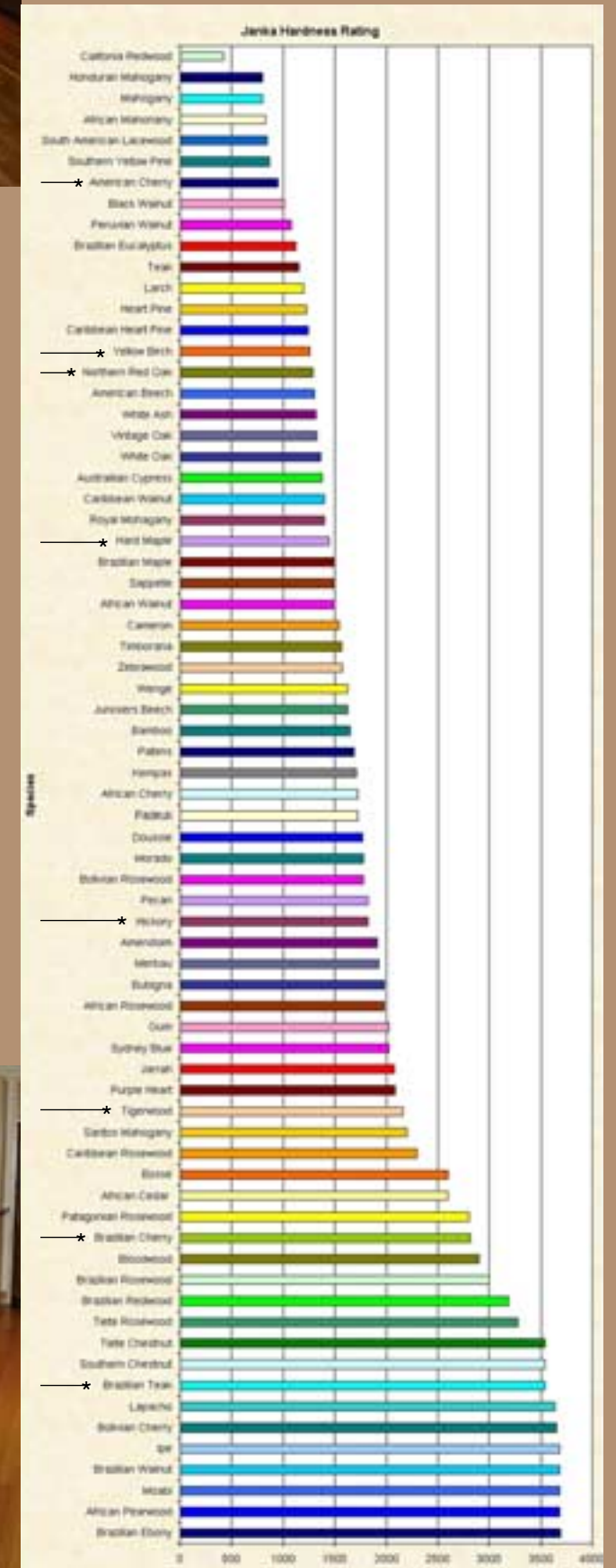
Flooring For You!



With wood, the possibilities are endless. You can achieve unique, one of a kind looks with custom stains and finishes. Consider not only the species of wood but the grade, width and texture also. For a more formal clean look consider the clear or select grade. For a more rustic look check out 2nd and 3rd grades which have more character with knots and color variation, (also called common grade.) Create different rooms with textured handscraped wood of different varieties. Plus you can always add a decorative border to define a room or a medallion in your grand entry for extra pizzazz.



Choosing the style that is best for you is an important decision, and will be based on a variety of variables including your lifestyle, your decorating style, and the area in which you live.



EXPECTATIONS

Schmidt Custom Floors

A good understanding will help insure your appreciation of your new or refinished wood floor. No matter how hard we try or how many years of expertise we have, there are some things out of our control due to the nature of wood floors. Here is a brief explanation of what you can expect from your wood floor.

1. **Wood flooring selection:** Wood, as a natural product, varies from piece to piece. That is why it is so interesting and full of character. Wood is milled from a tree and graded by pin knots, character marks and color variations. Your wood floor is installed in your home and is crafted from thousands of individual different pieces of wood.
2. **All floors will dent.** In spite of the term "hardwood", flooring can dent by heavy objects falling onto it. In this brochure we offer a hardness rating for wood. A combination of hardwood and a durable finish will create a floor that can last as long as your house. Medium to large dogs will cause scratching & denting (we recommend the hardest species of wood to help.)
3. **A floor without gaps between the boards, or within the parquet floor.** Although your new floor may start tight together, as a natural product it will continue to absorb and release moisture. This natural process will cause the flooring to expand and contract from season to season resulting in small gaps between some of the pieces in your floor. Expansion and contraction can be minimized greatly by controlling your environment. Furnaces equipped with power humidifiers (in winter) and running dehumidifiers (in summer) help minimize the changes.
4. **Standard sanding system.** Our equipment has a dust collection system. However, it is far from dust free. Homeowners are responsible for dust control and final clean-up. We also offer the **Atomic Dust Containment System Option**, which is virtually dust free. The scheduling for the Atomic is limited and there is an added cost to use it. If you are interested in using the Atomic and your job hasn't been scheduled for it, please call our office as soon as possible. The Atomic dust free system is highly recommended in existing homes.
5. **The finish process.** Each piece of flooring sands differently depending on how it was sawn (flat or quarter-sawn) making it virtually impossible for a complete "table-top" surface. But rest assured, your floor will be sanded and made as smooth and even as it can be. Some woods like maple, beech & birch cannot be stained dark without getting blotchy. Water popping process can help to get desired color but you should understand stainability of chosen wood. Since your floor is being finished in your home, it is not possible to achieve a sterile environment. Some dust particles will probably fall into the freshly applied top finish, however, they may not even be noticed, as they are so minute. The time-of-day schedule is determined the night before the coats of finish are put on your floors. If you need to know an estimated time frame for those coats you may call the day before between 3 and 4:00 p.m.
6. **Painted woodwork.** If woodwork is painted, some touch-up is to be expected. This touch up is to be done by others. If base shoe is left on when we sand your floor, there will be a line of stain and will most likely need to be repainted.
7. **Buff and Recoat Process.** A buff and recoat will give you added protection, revitalize the sheen on your floor and fill small surface scratches. It will **not** remove gouges, dents, deep scratches or heel dents. Again, the schedule is determined the night before the coats of finish are put on your floors. If you need to know an estimated time frame for those coats, you may call the day before between 3 and 4:00 p.m.
8. **Moisture in wood.** Schmidt Custom Floors always measure the moisture content of the flooring and will monitor the moisture content of your home to make sure both are within the standards set by the National Wood Flooring Association. We also take all measures possible to avoid storing, delivering, installing or maintaining floors in the presence of moisture or dampness. Our flooring is stored in a heated and humidity controlled warehouse to further assure the best possible product environment.

We hope that we have helped you understand what the wood floor process is and the wonderful options you have. We have great expectations for your floor and we treat every floor as they should be treated, custom-made and made just for you.

Sincerely,



Bob Schmidt, CEO and Founder



Kingsway Bldrs. -
Custom design with round ribbon boards



Kingfogl Builders - Room with border and center installed on a 45° angle

"2010 Commercial Floor of the Year"

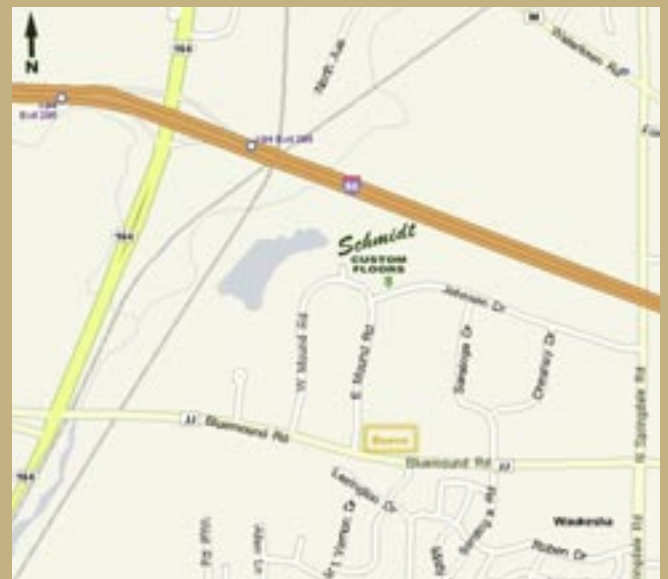
Awarded to us by National Wood Flooring Association



Come See Schmidt Custom Floors!

We are located just outside Milwaukee, near the Waukesha County Airport.
Coming from Milwaukee - 94 west exit #294. Left - Go to top of the hill which is HWY JJ.
Turn left onto HWY JJ - Go to 2nd stop light which is Springdale.
Turn left onto Springdale. Go to 1st stop light which is Johnson Dr. Turn left.
We are at the end of the block on the right side. (See detailed map below)

N8 W22590 Johnson Drive, Waukesha, WI 53186 262-547-8763 Fax 262-547-8868



Hours:

**Monday-Friday
8:00am - 4:30pm
(Or by appointment)**

**Saturdays
By appointment only**