

# Flooring Trends Reliable Suppliers & Installers Across Horry & Georgetown Counties

by Cynthia Mendenhall

Choosing the right flooring is essential to any residential or commercial project. In addition to the finished floor covering, the use of the correct subflooring can help determine the longevity and endurance of the completed home or business. In this issue, we highlighted four respected companies that continue to be relied on and trusted by local new construction and remodeling contractors, as well as property management companies and homeowners throughout Horry and Georgetown Counties.

**Flooring Panda** has served the Grand Strand area well since first established in 2004, under the name of The Flooring Depot of Myrtle Beach. In January of 2018, the name change represented the desire to expand and diversify their customer base to include more production and contract work for local homeowners. General Manager Tracy Hancock explained the shift, "A few years ago, 90% of our business was builders. Now we offer a wide range of options to help homeowners and remodelers



Tracy Hancock

as well." The company still does a lot of custom work for builders of residential and commercial properties. This change in focus has included continual improvements to their Conway showroom where what's hot is always on display.

And the hottest product in flooring now is Luxury Vinyl Planks, or LVP. In the past 2-3 years, this floor covering became very popular in commercial offices. Last year, Flooring Panda noticed significant interest in the residential market. Jaime Pando, Owner and President of the company



Jaime Pando

has watched LVP progress greatly through the years. He stated, "It looks like wood, feels like wood, but is a scratch-resistant, waterproof laminate. LVP is child- and pet-friendly and requires very little maintenance to keep in looking new." The advances in this product have been phenomenal and just keep advancing all the time with many colors and designs available.

In addition to LVP, Flooring Panda offers porcelain tile which accounts for about two-thirds of sales. Tile is such a perfect fit for beach homes and they install a lot of it in the area, mostly in bathrooms and kitchens. "It's a traditional look that is always popular with local homeowners," Tracy said.



And while wood vinyl planking may be catching on quickly for all areas of the home, porcelain tiles will always be a hit in bathrooms. Jaime shared an interesting insight: As more and more folks are gravitating from the north, seemingly with money to spend, they are bringing different trends with them. The most noticeable trend lately is the large number of requests Jaime and his team have had for heated floors when installing porcelain tiles in bathrooms. "This is something we hadn't seen here until lately, but with this age demographic it's a luxury they desire," Jaime further explained.

Flooring Panda is not limited to flooring alone. They also provide materials and installation of tiled showers, fireplaces, backsplashes, and exterior coverings of columns and more. One of the most requested items from builders are the impressive master showers which are so popular now.

Floor coverings and tiled finishes are a necessary part of any build or remodel. Why not let a local company with a proven record assist you in your selection? Flooring Panda's motto is "simple, elegant, yours," and Mr. Pando shared why: "We help individuals by making their decisions simple with elegant materials that reflect their personality.



Flooring Panda General Manager, Tracy Hancock (far left) & inside sales representative, Mindy Berry (middle) talk with a couple in the showroom located @ 864 Kingswood Dr. off of Hwy. 544 behinds Suds carwash.

We always try to give the best advice to our customers on more fixed products. I want people to love it today and love it in 20 years." Stop by one of their showrooms, in Conway or Shallotte, NC, to view all your options and allow the experts to guide you through the process of choosing materials that will give a timeless quality to your home or business.

### Durastrand pointSIX Small Taper – Huge Advantage

Flooring specialists will tell you mistakes made during installation of a flooring system can result in costly callbacks and may ultimately cause ongoing issues for the homeowner. One very important component of the flooring system is the quality and installation of the sub-floor. Here are some steps you can take to reduce the chance of sub-flooring issues during installation.

(Continued on page 14)

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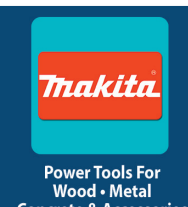
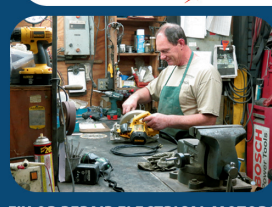
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### Panel Spacing and Fasteners

Taking care to install the sub-flooring panels according to the APA's (The Engineered Wood Association) E30 Installation Instructions, or the appropriate building code and design professional's specification, is key to success. One stipulation is to leave a 1/8-inch gap on the 4-foot ends of the panel to provide enough space for expansion and to prevent buckling. Correct spacing between panel ends will absorb most of the expansion that occurs as panels acclimate to ambient moisture conditions.

Fasteners must be 3/8" from edges and corners to ensure panels



stay flat to the joists. Typical fastener spacing is 6" o.c. maximum along the 8-foot edges and 12" o.c. maximum in the field of the panel, but always follow the design professional's specification.

### Storing Panels Correctly on the Jobsite

Sub-flooring panels should be stored correctly on site to assure optimum performance of your sub-flooring. Whenever possible, it is recommended that panels be stored under a roof to minimize moisture absorption. If storing panels under a roof is not possible, make sure panels are kept off the ground and supported using at least three 4x4s. Cover the sub-flooring loosely with a plastic sheet or tarps to protect the flooring from



moisture and ensure there is good ventilation.

### Choosing the Right Sub-Floor Panels

Your sub-flooring panels could be exposed to inclement weather through the building process. Choose a sub-floor that is equal to the task. That's where Durastrand pointSIX has a distinct advantage.

This innovative panel features a patented taper on 4-foot and 8-foot edges designed to be effective against edge swell. If the floor is exposed to moisture, the tapered edges have the space to expand and become flush with the surface without ridging, eliminating the need to sand joints and increasing productivity.

Durastrand pointSIX's proprietary blend of resins and waxes blocks moisture, so sub-floors go down flat and stay that way. Norbord knows this to be true because it has been used by builders for years in the Pacific Northwest. In one test the Durastrand pointSIX panels were flooded with water for 14 days. They dried straight



with no edge swelling. Durastrand pointSIX comes backed by a 1-year no-sand guarantee and 50-year limited warranty.

Durastrand pointSIX has no core voids or knots and will not delaminate. These premium sub-floor panels contain no added urea-formaldehyde resin and are CARB (California Air Resource Board) exempt. Engineered for strength, durability and overall performance, this sub-floor lets you build in any weather. Durastrand pointSIX premium sub-floor guarantees you hold your edge, rain or shine. **PLEASE SEE BACK COVER OF THIS ISSUE FOR MORE INFORMATION ON NORBORD'S NEW Durastrand pointSIX PRODUCT.**

J & S Flooring has provided Pawley's Island, Murrell's Inlet, Litchfield, and the entire Grand Strand area with quality name brand products with exceptional service at affordable prices for over 25 years. Catering to both homeowners and building contractors, J & S Flooring has a 10,000 square foot showroom and warehouse, located in Georgetown, which allows them keep a lot of stock on hand for cash and



carry projects. They also have a full sample showroom on site. They offer carpet, wood, tile, waterproof flooring, and materials for complete kitchen and bath remodels.

One of the biggest trends in the flooring industry is WPC, waterproof flooring. "It has taken over the market; it's crazy how much we're selling these days—almost 60% of all sales now," Owner Gregg Pierce noted. "The flooring has a vinyl wear layer and clicks together with beautiful wood or tile visuals. It is scratch-resistant and



waterproof, very durable, not as cold as other floors, and easier to install,

(Continued on page 16)



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**Gregg Pierce**

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*~Bob McCarley  
Coastal Builders*

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# Brothers Pool

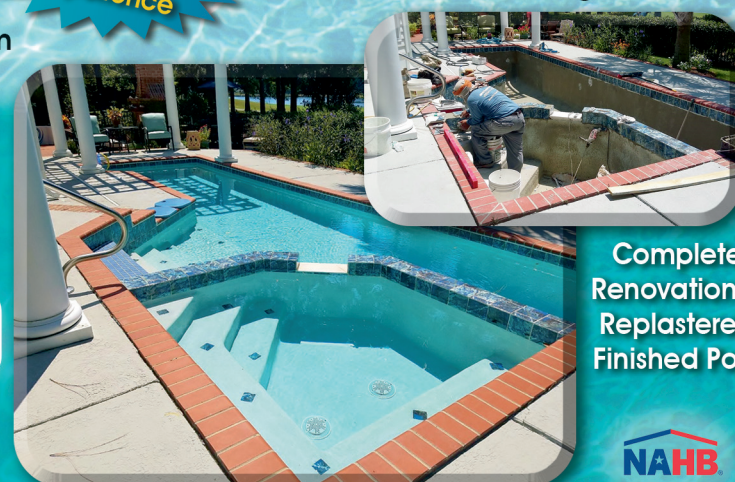
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repair, and replace. Plus, it costs less than most hardwood floors.” Mr. Pierce offers waterproof flooring from about a dozen manufacturers and has installed it in multiple projects, including \$2 million dollar homes and everything in between.

Another trend Mr. Pierce has noticed is the desire for custom shower upgrades, especially those in master baths. “People are remodeling or renovating bathrooms, creating larger walk-in showers, adding benches and multi head showers, accenting with glass and tile,” he explained. People of all ages are buying older homes,

gutting them, and creating what they want. Those customers typically design dream kitchens and baths in their remodel. J & S Flooring also supplies to general contractors of commercial properties, as well as dozens of custom homes each year.

By being a member of the “Abbey Carpet and Floor” buying group, they get to offer customers hundreds of options including “Abbey” exclusive products. That affiliation also helps protect the pricing for their customers, gives better preference options in colors and styles, and extends warranties. This includes a 60-day no questions asked guarantee.

Your flooring choices dramatically affect the comfort and look of your home or business; you need to make the best choices possible. J & S Flooring understands this type of investment requires finding a company that provides both service and skill. “The box stores are great if you need a hammer or a piece of sheetrock, but flooring is one area that requires great service and unmatched skill,” Mr.

Pierce explained. Pierce’s showroom staff of seven will guide you through the decision process; his installation department of twenty will install your product professionally every time. “Some of these guys have been with me a very long time—they know what they are doing,” Pierce added.

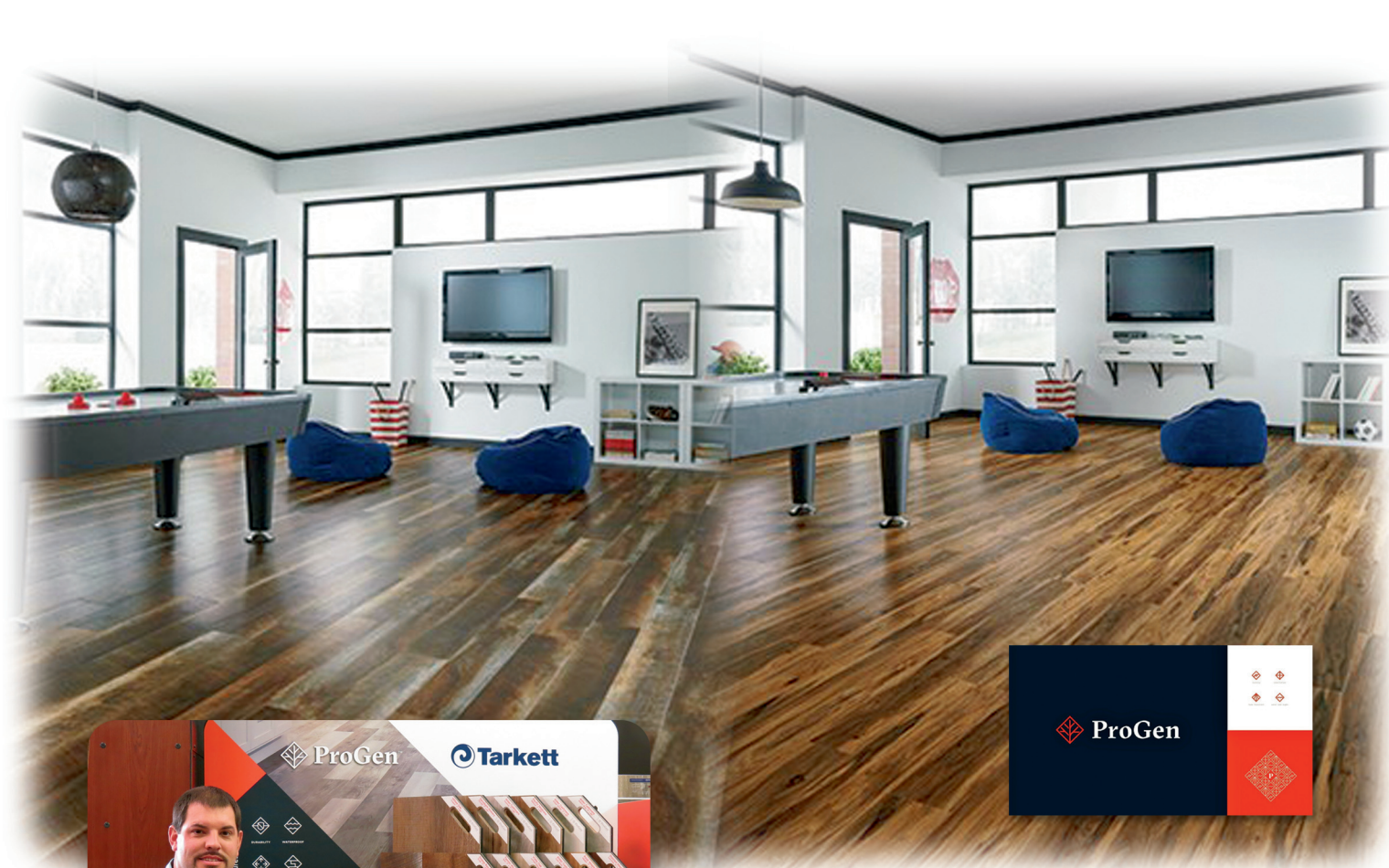


J & S Flooring is located @ 2104 S. Fraser St. in Georgetown.

Word of mouth referrals and returning customers continue to help J & S Flooring grow. Their continued BBB Rating of A+ is proof of their desire to always go above and beyond what their customers expect. “We offer fair pricing, we send experienced installers out, and we stand behind everything.” And, in the end, isn’t that what everyone wants? ■



Gregg Pierce



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“Waccamaw Floor Covering has been handling the whole house flooring installations in my homes for nearly 15 years. This includes the tile backsplash and the tile in the showers. They have high quality installers who do a great job. I feel extremely comfortable sending my homeowners to Bryan and Charles Squires and I would highly recommend Waccamaw Floor Covering to any residential or commercial building contractor, as well as homeowners looking for quality and professionalism.”

Mickey Howell - Howell Homes, Inc.