

## MOUERY'S FLOORING


---

417.883.4720

[www.MouerysFlooring.com](http://www.MouerysFlooring.com)


[flooring417@gmail.com](mailto:flooring417@gmail.com)

2516 W. Battlefield Rd  
Springfield, MO 65807

 [facebook.com/MouerysFlooring](https://facebook.com/MouerysFlooring)

 [instagram.com/MouerysFlooring](https://instagram.com/MouerysFlooring)

 [pinterest.com/MouerysFlooring](https://pinterest.com/MouerysFlooring)

 [houzz.com/pro/MouerysFlooring](https://houzz.com/pro/MouerysFlooring)

 [bit.ly/Mouerys-Youtube](https://bit.ly/Mouerys-Youtube)

# MOUERY'S FLOORING

Carpet | Hardwood | Vinyl | Rugs





417.883.4720

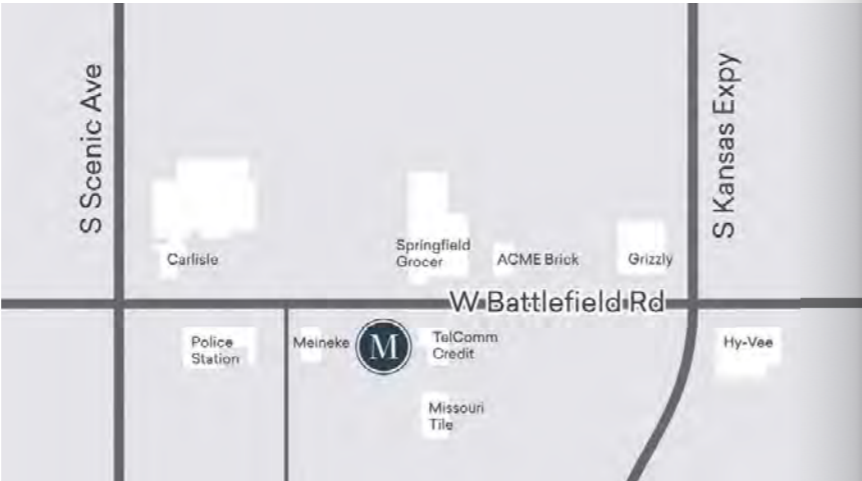
[www.MouerysFlooring.com](http://www.MouerysFlooring.com)

[flooring417@gmail.com](mailto:flooring417@gmail.com)

2516 W. Battlefield Rd  
Springfield, MO 65807

**HOURS:**


M-F 8am-6pm  
Sat 9am-2pm




 [facebook.com/MouerysFlooring](https://facebook.com/MouerysFlooring)

 [instagram.com/MouerysFlooring](https://instagram.com/MouerysFlooring)

 [pinterest.com/MouerysFlooring](https://pinterest.com/MouerysFlooring)

 [houzz.com/pro/MouerysFlooring](https://houzz.com/pro/MouerysFlooring)

 [bit.ly/Mouerys-YouTube](https://bit.ly/Mouerys-YouTube)

**MOUERY'S FLOORING GUIDE**

Why Mouery's	3
Our Team	6
Commercial Flooring	10
<b>HARDWOOD</b>	13
Wood Stock	14
Solid vs Engineered	17
Janka Hardness Scale	18
Hardwood Finishes	19
Best Cleaning Practices	20
Custom Flush Floor Vents	23
Tips for Updating Flooring	24
Focus on the Floor	26
<b>LUXURY VINYL</b>	31
About Luxury Vinyl	32
DIY Luxury Vinyl Installation	34
Sheet Vinyl & Laminate	36
<b>CARPET</b>	39
Carpet Fibers	40
Carpet & Rug Pads	42
<b>RUGS &amp; MORE</b>	44
If the Rug Fits	46
Capel Rugs	48
Cowhide Rugs	50
Home Décor	51
How to Style Your Space	53
Styling Stairs	62
Frequently Asked Questions	64
Types of Transitions	66
0% Financing	67

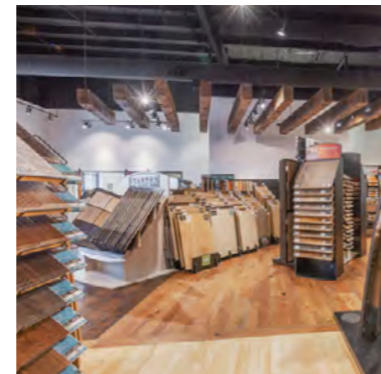
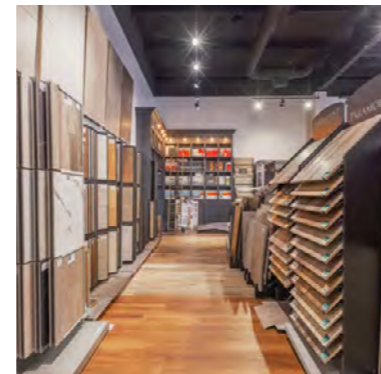
# MOUERY'S

## FLOORING

Carpet | Hardwood | Vinyl | Rugs



VISIT OUR  
SHOWROOM  
& EXPERIENCE  
THE DIFFERENCE.



see more at  
[MOUERYSFLOORING.COM](http://MOUERYSFLOORING.COM)

# Why Mouery's?

## SIMPLICITY

We simplify the floor buying experience from start to finish. Our knowledgeable, commission-free team is eager to help you navigate through our entire selection of 100+ in-stock flooring products and endless special-order options to help you find the perfect floor for your vision, lifestyle and budget.

## STYLE

We are persistently searching for the latest trends in the flooring and interior design industry, and we pride ourselves on having on-trend, high quality products not found anywhere else.

Whether you're building your dream house or updating your current home we have the floor to tie the entire space together. Our goal is to help you find the flooring that provides you both form and function, because after all, life happens on the *floor*.

## EXPERTISE

We're hooked on educating ourselves on the flooring industry and passing that knowledge along to our customers. We have been Springfield's top choice for flooring since 2006.

We are a certified WOCA oil-finish craftsman store, and a BONA professional dealer. Our owner Rick Mouery is certified with the National Wood Flooring Association. He was also named 40 under 40 by Wood Floor Covering Magazine for leadership in the flooring industry, as well as 40 under 40 by the Springfield Business Journal.

We wouldn't be who we are today though without our highly skilled installation crews. They are clean cut, efficient, take pride in their work and their attention to detail is unmatched.



The Mouery Family

Carpet

Hardwood

# MOUERY'S

FLOORING

2516



Meet Our Flooring Experts...



**Rick Mouery**  
OWNER

Rick is constantly sharing his passion for all things flooring with our entire team here at Mouery's Flooring. He brings the best flooring products, education and advice to 417 land. He also oversees operations, staff, and plays a role in our on-site estimating.



**Elisabeth Mouery**  
CHIEF FINANCIAL OFFICER

Elisabeth oversees the showroom design and helps with product selection. She also handles all of our finances and business operations behind the scenes.



**Andrea Green**  
SHOWROOM MANAGER

Andrea oversees the showroom floor. She works closely with customers to help them select their dream floors and ensure they have a smooth floor-buying experience.



**Alyssa Phillips**  
MARKETING MANAGER

Alyssa manages our online presence, including everything from social media to website design. She also writes all of our flooring blogs and assists customers on the showroom floor.



**Brady Loker**  
INSTALLATION MANAGER

Brady manages our multiple crews of highly skilled professional flooring installers. He works closely with customers to schedule all of our flooring deliveries and installations. After the job is complete, Brady ensures that you are happy with your new flooring.



**Brandyn Phillips**  
INVENTORY SPECIALIST

Brandyn tracks our large selection of ever-changing flooring inventory and supplies. He also plays a role in our on-site measuring.



**Dalton Krawczyk**  
PURCHASER & FINANCIAL ASSISTANT

Dalton orders all of our in-stock and special-order products and assists with financial matters. He also plays a role in our estimating process and assists customers on the showroom floor.



**Cody Tubbs**  
ESTIMATOR

Cody brings 18+ years of flooring installation experience to our team. He plays a huge role in on-site estimating and is a great resource for any installation questions.



**Madison Koerner**  
SHOWROOM CONSULTANT

Madison works closely with customers and product reps to create an educational and positive customer experience. Let her help you find the perfect floors (and rugs) for your space!



**Chance Phariss**  
SHOWROOM CONSULTANT

Chase uses his background in construction to assist customers. He helps customers both in the showroom and on jobsites.



**Mark Bosovik**  
ESTIMATOR

Mark is one of our on-site flooring estimators. He assesses job sites, takes measurements, and helps answer flooring installation questions on site.



**Preston Fields**  
WAREHOUSE & DELIVERY

Preston is our muscle! Thanks to him, all of our flooring products get to the right spot at the right time! He also helps maintain our efficient warehouse.



Hallmark Floors

FEATURING

Organics Collection

Solid or Engineered  
Nu-Oil Finish  
Naturally Aged  
10-Step Reclaimed Design  
Hand-Crafted, Sawn Cuts



NAMED THE FACE OF HARDWOOD BY 417  
MAGAZINE FOR 6 YEARS AND COUNTING

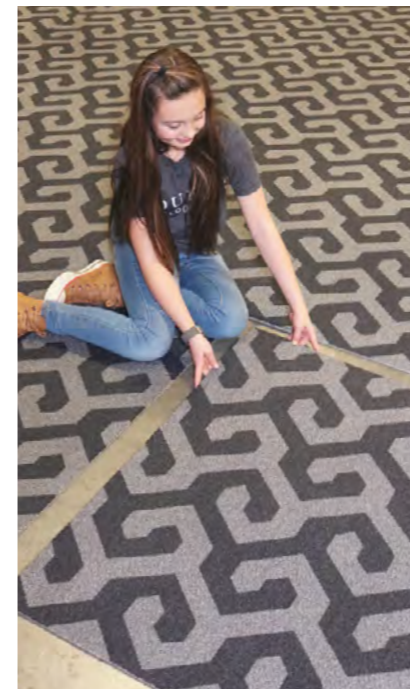


2016-2021

MORE THAN RESIDENTIAL

# Commercial Flooring

BIDDING | FREE ESTIMATES | ON-SITE MEASUREMENTS  
DESIGN ASSISTANCE | QUALITY INSTALLATION



## Pro Tip

Milliken Carpet Tiles are perfect for many commercial jobs, and are made of high-quality, 6.6 nylon (the strongest strand of nylon). They have an attached pad backing and come in oversized dimensions (39.5" square). Because of their large size they often can be loose laid. We carry a large selection of these versatile tiles in-stock.



Ambiance — Emira Hickory

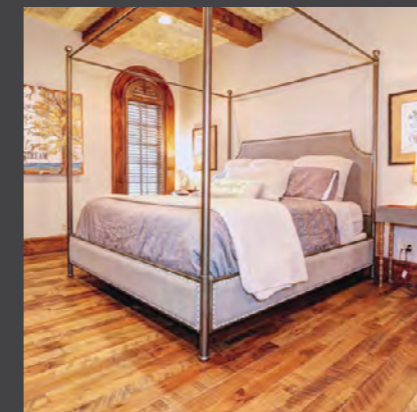
NOTHING SAYS HOME LIKE

# Hardwood

Wood has been used as a primary flooring material for centuries. It provides a resiliency and warmth that is unique among flooring options, and hardwood floors are a living organism that actually work to clean the air in your environment! Thanks to modern finishes, updated manufacturing processes, and species knowledge, the current offering of hardwood floors is more resilient and durable than ever before. Hardwood floors are also loved for the neutral aesthetic backdrop they provide, and for increasing the value of your property!

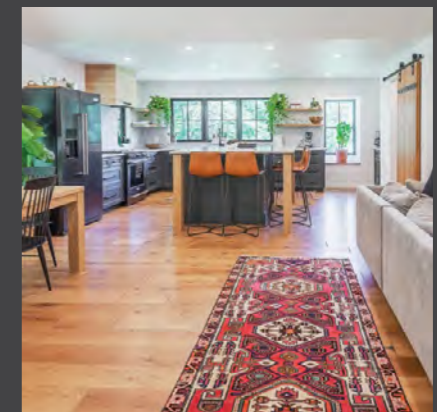
## Hardwood Products We Offer:

### SOLID HARDWOOD



Organics — Tulsi

### ENGINEERED HARDWOOD



Canoe Bay — Key West



# 100+ In-Stock Products

AVAILABLE WITH SAME-DAY TURNAROUND

At Mouery's, we provide a wide variety of products at various price points. Our in-stock items are constantly changing, but always full of numerous on-trend flooring options. All flooring types are purchased in bulk, stored in our warehouse and available same-day at exceptional prices.




Engineered Hardwood by

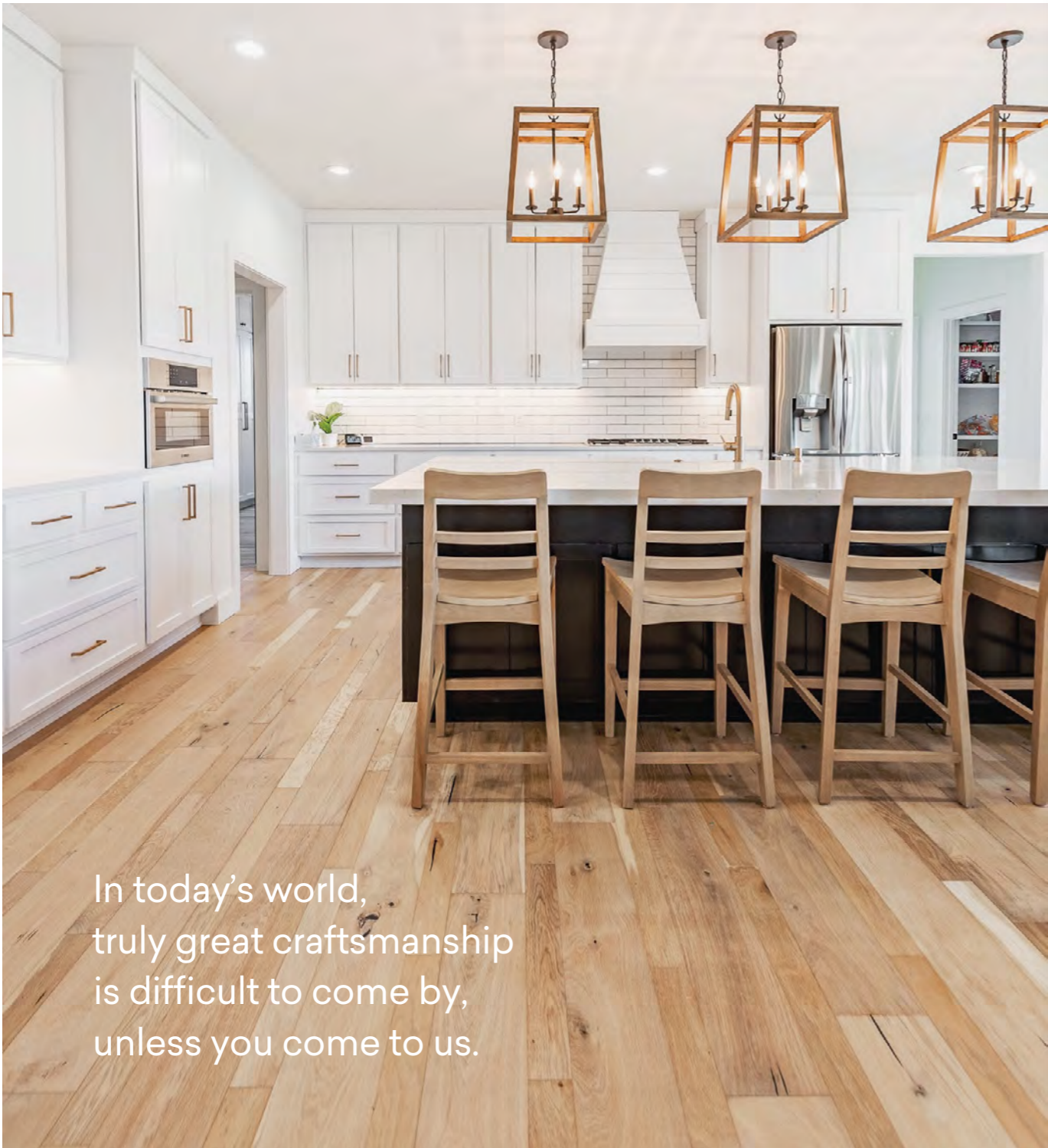
Canoe Bay  
Hardwood Collection

Pictured: **Infield Hickory**

85% of boards are up to 8' in length

True Handscraped by Prisoners in Tennessee

 Made in the USA



In today's world,  
truly great craftsmanship  
is difficult to come by,  
unless you come to us.

Reclaimed Oak — Weathered Oak



 [facebook.com/regalhardwoods](https://facebook.com/regalhardwoods)

 [instagram.com/regalhardwoods](https://instagram.com/regalhardwoods)

 [pinterest.com/regalhardwoods](https://pinterest.com/regalhardwoods)

# Solid vs. Engineered Wood

ANSWERS TO OUR MOST FREQUENTLY ASKED QUESTIONS

## Solid Hardwood



These are the  
exact same  
wood!

## Engineered Hardwood



Top layer is real hardwood  
Several thin wood plies  
glued together

### WHAT'S THE DIFFERENCE?

Solid hardwood is one solid piece of  $\frac{3}{4}$ " wood milled with a tongue and groove.

Engineered hardwood has layers of wood stacked in a cross-grain configuration and topped with a thinner piece of solid hardwood.

Both solid and engineered hardwood are beautiful and can increase the value of your home. The maintenance on both solid and engineered is the same (depending on the finish).

Due to the dimensional stability of the core, engineered hardwood is a better choice when wanting anything wider than a  $3\frac{1}{4}$ " plank. Solid hardwood is a great choice when you are trying to match up with existing floor height or love the look of a narrower planked hardwood.

### SHOULD I CHOOSE SOLID OR ENGINEERED WOOD?

The purpose of the different core in engineered hardwood is for dimensional stability. Whether on a tree or in plank form, hardwood has the tendency to expand and contract with moisture differences.

Solid hardwood can only be nailed down above grade, meaning over a crawl space, over a basement, or upstairs. Engineered hardwood can be nailed, floated or glued, and can handle areas with higher moisture, such as basements or concrete subfloors.

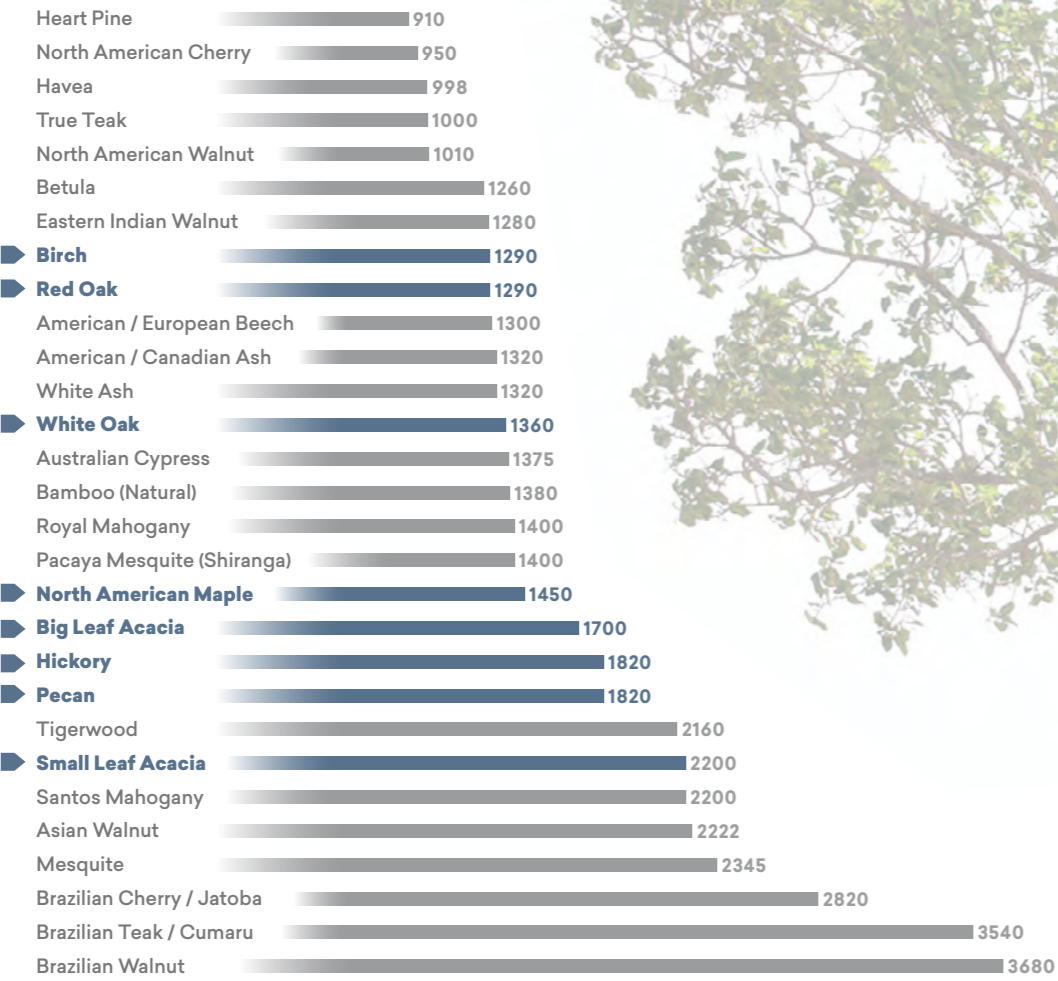
Both solid and engineered hardwood come in a variety of species, stain colors, and styles. Engineered hardwood is available in wider planks than solid hardwood due to the dimensional stability of the core.

# How Hard is a Wood Floor?

## THE JANKA SCALE

This rating scale is used to compare the relative hardness of various types of wood. The Janka Hardness Test measures the force required to drive an 11.28 mm steel ball into the wood until the diameter of the ball is embedded in the wood. No steel ball? Just try the scale below!

► We've marked our most popular hardwoods.



# Hardwood Finishes

## FOR BOTH SOLID AND ENGINEERED WOOD

### URETHANE VERSUS OIL-FINISHED HARDWOODS

All of the hardwood floors found in our showroom are considered prefinished hardwoods, meaning the stain and finish have already been applied to them and they are ready for installation, no on-site sanding and finishing needed.

The two main categories of hardwood flooring finishes are urethane finishes and oil finishes. A urethan finish is the same finish applied to a sand and finish floor but has some added perks by being applied in the factory.

For starters most urethane finishes have an aluminum oxide additive giving the finish a much harder surface than the urethane alone. The urethane finish is often sprayed onto the boards in thin layers allowing for optimal coverage and then cured at a high temperature to ensure the finish is essentially baked on.

Because the finish is applied topically the floor is sealed. There is never a reason to oil or wax a urethane finish floor in the future.

An oil finished hardwood is one where the finish is not topically cured. It is when an open grain hardwood has an oil solution that is often wet mopped into the grain of the wood to harden and protect it from the inside out.

It is important to understand that each manufacturer has their own types of urethane finish and oil finished flooring that may each require slightly different maintenance. Reference our finishes chart for more details on caring for your hardwood floors.

### Pro Tip

Use felt pads under furniture legs to prevent your new hard surface flooring from scratching.

### FINISHES & CARE DETAILS

### BEST CARE PRODUCTS:

#### O2 Finish

This factory finish requires a final coat of the Solidfloor Ultimate Hardwax oil after installation and before use.



#### HS Finish (High Solid Oiled Floors)

The last coat of finish has been applied in the factory and does not require a coat after installation. You can add another coat for extra protection, but it isn't required.



#### Lacquer Finish

No need to finish with oil. Lacquer finish is a little bit thinner and penetrates the wood grain. It has a visually clearer finish.



#### Nu Oil

Final coats of finish are applied in a two-step process in the factory for ultimate stain and wear resistance.



#### WOCA Oil

Final coats of oil are applied in the factory. There is no need to apply additional oil after installation.



#### UV Cured Finish

Final coats of oil are applied and cured in the factory. There is no need to ever re-apply oil to these floors.



#### Urethane Finish

Has Aluminum Oxide or similar hardeners added to the finish. All coats are applied and cured in the factory.



# Best Cleaning Practices

## HOW TO CARE FOR YOUR NEW FLOOR

### BONA

- First, use the dust mop attachment and sweep over floors to pick up any loose dirt or debris.
- Then spray the floor with the Bona Professional Series and mop clean with the microfiber mop attachment.

### PROCARE

- First, use the dust mop attachment and sweep over floors to pick up any loose dirt or debris.
- Spray the floor with the ProCare Series and mop clean with the microfiber mop attachment.

### WOCA

- Clean wood floors regularly with a vacuum or broom.
- Shake Natural Soap container carefully before use.
- Mix a cleaning solution of 3 oz. Natural Soap per gallon of lukewarm water.
- Using a well-wrung mop made of 100% cotton yarn, damp mop the floor with the natural soap mixture.

### WOCA OIL REFRESHER

- Clean wood floors regularly with a vacuum or broom.
- Dilute WOCA Oil Refresher with lukewarm water:
  - For traditionally-oiled floors: 6oz Oil Refresher per gallon of lukewarm water.
  - For factory UV-oiled floors: 3oz. Oil Refresher per gallon of lukewarm water.
- Damp mop floor using the same cotton twist yarn mop.
- Leave the floor to dry for about 2 hours before use.

### SOLIDFLOOR

- Clean floors of dust and debris by either vacuuming without a beater bar or using the dust mop attachment on your mop head.
- Dilute the Solidfloor Wood Cleaner with hot water (200 ml to 10 liters). Clean with a damp cloth or mop and let air dry.

### SOLIDFLOOR ULTIMATE HARDWAX OIL

- Shake well before using. Spray oil onto small sections in an even coat and use a T-bar to spread oil evenly with the grain of the wood.
- Then use a white terrycloth to absorb any excess oil; this should also be done with the grain.
- Ultimate Hardwax oil must be used immediately after flooring installation and then repeated annually or as needed as floors begin to look dull.

### NUOIL

- Clean floors of dust and debris by either vacuuming without a beater bar or using the dust mop attachment on your mop head.
- Spray the NuOil Cleaner onto the floors and mop clean with a microfiber mop for daily cleaning.
- Allow floors to dry for 15–20 minutes before use.
- Apply NuOil ReNu every four months.

### CORETEC ENCORE

- Clean floors of dust and debris by either vacuuming without a beater bar or using a dust mop attachment on your mop head.
- Spray Coretec Encore onto the floors and mop clean with a microfiber mop.

### LAMINATE & LUXURY VINYL CLEANING

- Recommended cleaners for laminate include Bona and ProCare.
- Recommended cleaners for luxury vinyl and sheet vinyl include Bona, ProCare, and Coretec Encore.

Superior quality since 1995. Enjoy our variety of flooring products ranging from 6" to 9.5" wide planks, European and French Oak, Maple and Hickory, with beautiful UV oil, UV urethane, and UV lacquer finishes. Our flooring products provide rich and beautiful surfaces for your home decor.

Better Flooring Better Living  
dm-flooring.com

**D&M**  
FLOORING



Modern Craftsman Collection in 9.5" Belvedere



# Custom Flush Floor Vents

MADE OUT OF ANY HARD SURFACE FLOORING  
AVAILABLE IN OUR SHOWROOM

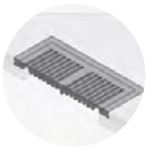
Before you finish your flooring project, consider matching your air vents with our custom flush air vents. These are available for all hard surface flooring options including solid, engineered, luxury vinyl and laminate. Each floor vent is custom made from the flooring of your choice and creates a seamless luxurious look in your home. Order yours today!

FLOATING FLOORS  
LAMINATE & LUXURY VINYL

HARDWOODS  
SOLID & ENGINEERED



**FLUSH VENT**  
A flush vent is installed at the same time as the floor installation. As its name suggests, it creates a flush look for the vent and frame. It is available for most major flooring lines in standard and eggcrate grate options.



**FLUSH VENT OR SURFACE VENT**  
A surface vent drops into duct openings with the overlap resting on the floor. This option covers any possible rough edges from installation. It is available for most major flooring lines in standard and eggcrate grate options.

# Tips For Updating Flooring

## PERFECT PAIRINGS FOR PRE-EXISTING WOODWORK

### VARIATION IS KEY

When looking for a new floor, look for a floor with variation in color. Typically when a floor has a higher variation, it's more likely that one of the tones in the floor will coordinate well with your existing cabinetry, allowing the space to look like one cohesive thought. Rarely do you want your floors and cabinets/existing wood finishes to be the exact same.

Some of our favorite high variation hardwood floors for pre existing gunstock/honey oak wood work is natural hickory, natural acacia, and our in-stock Raphia to name a few.

We go into hundreds of homes a year, and one question we are repeatedly asked is "How do I update my floors, when I have existing stained cabinetry and trim that I do not want to replace." This question is typically in reference to gunstock or honey oak stained cabinetry, which is very prevalent here in The Ozarks. We're here to let you know that it IS possible, and here's a few tips to help you out!

### BRING IN A CABINET DOOR, DRAWER, OR PIECE OF TRIM

It's amazing how you can look at your own home every single day, then get in our showroom and instantly forget what "shade" of gunstock oak you have. Bringing in a cabinet door, drawer, or piece of trim will help us to find potential floors with similar tones to match your existing wood work.

### TAKE SAMPLES

The lighting in our showroom will be different than your lighting at home. We always recommend taking a few samples home with you to see how they look in your atmosphere. If you take your first round of samples home and don't love it, take pictures and bring them back! Any of our commission-free team members will be happy to guide you in the right direction. It may take a few tries, but we want to help you find a floor that you will love for years to come.

### FINAL THOUGHTS

At the end of the day, it's your home, and you should choose the floor you love! These are just a few tips to help you along the way if you're considering updating your floors but you're not sure where to start.



Virtue Oak



Natural Hickory



Natural Hickory



Antique Pine



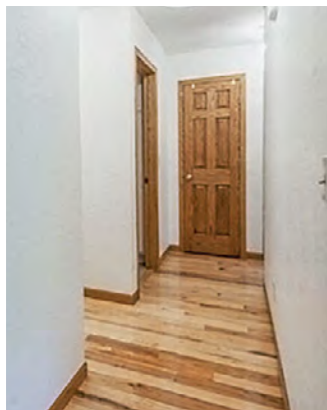
Natural Hickory

### Pro Tip

Read more articles like this on our website at: [mouerysflooring.com/mouerys-blog](https://mouerysflooring.com/mouerys-blog)



Vendao Oak



Natural Hickory



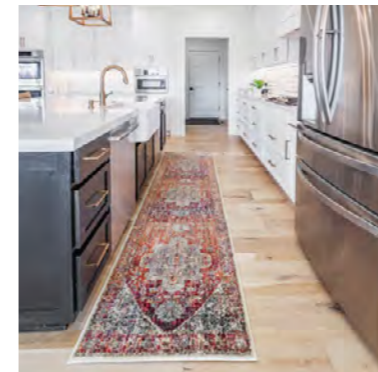
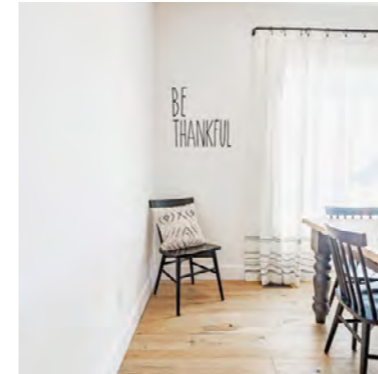
Natural Acacia



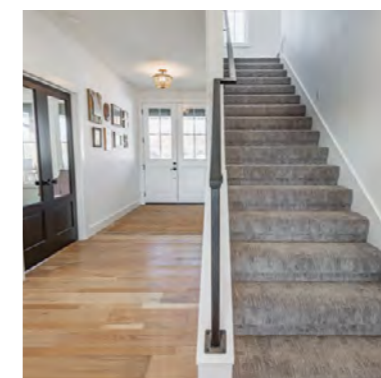
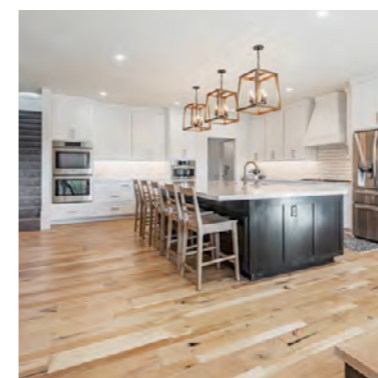
Raphia

FLOORING, DESIGN, & INSTALLATION

# Focus on the Floor



★★★★★  
“We purchased our hardwood floors AND our carpet for our entire home at Mouery's. Excellent customer service! The staff went above and beyond to help get us a great deal. Then we bought rugs there to finish off the look of our new home. Can't recommend them highly enough!” —Trevor



**Floors:** Regal Hardwoods, Reclaimed Oak Collection Color Weathered Oak—European Oak Engineered Hardwood

**Entry Rug:** Marak—Natural 5.3'x7.7'

**Carpet on Stairs and Upstairs:** Mohawk Natural Textures Collection Color: Jasper Smartstrand Carpet

**Living Room Rug:** Opal 03—Grey | Beige 7.9'x10.5'

**Kitchen Runner:** Javari—Berry Sunrise 2.6'x12'

**Master Bedroom Rug:** Evie—Ivory | Spice 9.2'x13'



# Milano Natural White Oak

IN-STOCK ENGINEERED HARDWOOD  
A MOUERY'S SPECIALTY

Our Milano Collection is a 3/4" thick engineered hardwood, perfect for meeting up with ceramic tile.

Its 3mm veneer is durable, and can handle refinishing if necessary.



**SOUTHWIND**  
CARPET & HARD SURFACE

## Authentic Plank

**Authentic Plank is the ultimate waterproof flooring.**

A high-density core, commercial grade wear layer, and sound deadening attached pad are combined to offer the toughest and quietest product on the market. The 9x60" plank features an enhanced V-groove bevel to complement the EIR (Embossed In Register) technique that details every grain, knot and natural feature of the wood pattern.

### SPECIFICATIONS

- 8mm thick, 9" wide, 60" long
- 20 mil urethane wear layer with double UV coating
- 2mm vinyl top layer
- 4.5mm composite core
- 1.5 IXPE underlayment attached
- Detailed texture and grain
- V-groove painted bevel
- 29.92 square feet per carton



Authentic Plank—Old English





Plus Premium — Gusto Oak

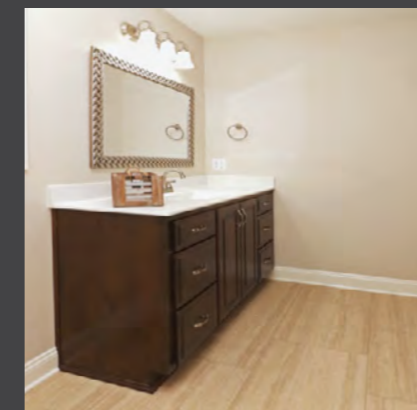
FLOORING REIMAGINED

# Luxury Vinyl

Modern luxury vinyl is arguably the most well-rounded floor. It is kid-proof, pet-proof, water-proof, and some even say life-proof! It can be installed anywhere from your living room to the airport, and is one of the easiest floors to install without a professional. Its resemblance to natural wood and stone products offers a worry-free solution to traditional hardwood or tile floors.

## Luxury Vinyl Products We Offer:

### LUXURY VINYL TILE



Pro Plus Enhanced — Libra

### LUXURY VINYL PLANK



Moda Living — Front Row

# About Luxury Vinyl

IT'S NOT WHAT YOU THINK!

WPC and SPC are the two most well-known compositions of luxury vinyl. They are both extremely durable, and the only difference between the two is their core.

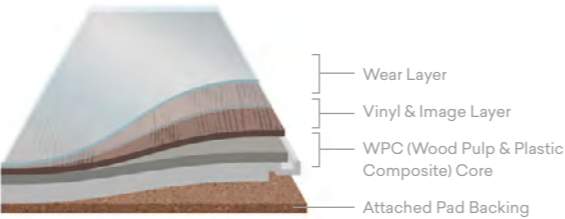
- WPC luxury vinyl has a wood pulp and plastic composite with foaming agents, making it slightly softer underfoot compared to SPC.
- SPC luxury vinyl is made of a stone & plastic composite.
- Neither is likely to dent, but SPC luxury vinyl is less likely to dent than WPC.
- WPC luxury vinyl sounds slightly denser underfoot.
- Our premium hard surface underlayment, Whisper Step, can be added under any luxury vinyl product in order to give it a more solid sound underfoot and eliminate any hollow sounds.

Coretec Stone has created some new luxury vinyl visuals that look extremely realistic compared to tile and stone, without the hardness, coldness, or grout maintenance that comes with those flooring types. The finish on Coretec Stone is slightly different than traditional luxury vinyl wear layers. It has a proprietary coating, similar to the way that a porcelain tile would be finished.

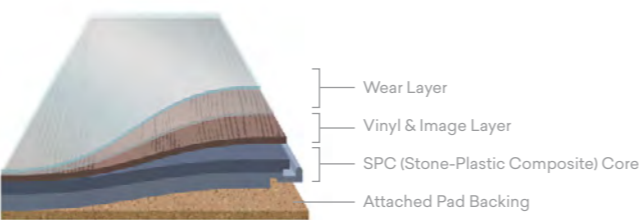
## Pro Tip

Not all luxury vinyl products are created equal. We focus on products with at least a 20mil wear layer, and a strong locking system. A high-quality luxury vinyl is the key to having a long-lasting, durable floor.

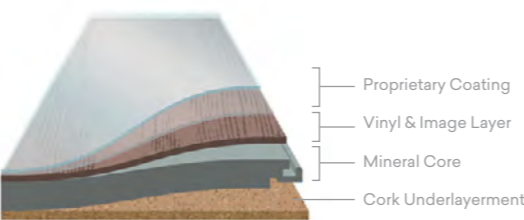
## WPC Vinyl (WOOD PLASTIC COMPOSITE)



## SPC Vinyl (STONE PLASTIC COMPOSITE)



## Coretec Stone



Coretec Plus HD — Mont Blanc Driftwood

KID PROOF | PET PROOF | WATER PROOF | LIFE PROOF

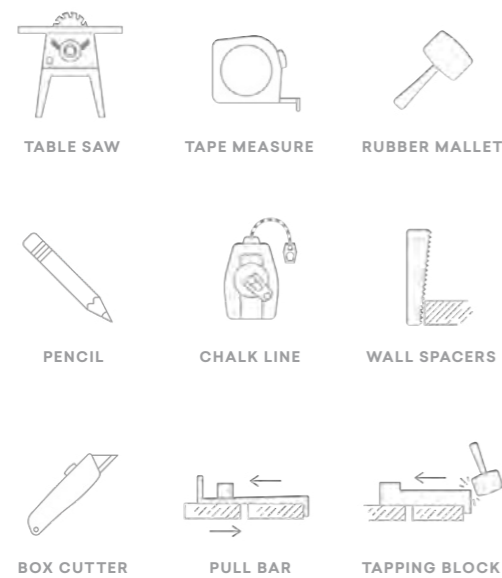
# DIY Luxury Vinyl Installation

IT'S NOT AS DIFFICULT AS YOU MIGHT THINK!

## BEFORE YOU BEGIN

- Do not install cabinets or fixed objects on top of the floor.
- All sub-floors must be clean, flat (smooth), and dry prior to installation.
- High or low areas exceeding 3/16" in a 10' radius must be corrected.
- Leave a 1/4" (6mm) expansion gap around the entire perimeter of the installation and any transitions to adjacent flooring materials.

## SUPPLIES



## 1. MEASURE

Begin by measuring the width of the room, and divide the total width of the room by the width of the plank. Adjust the first row width so that you finish with at least a half a width of a plank on the far wall.

## 2. MARK

Set up a starting line for the first row by measuring the width of the (adjusted) plank. Add 1/4" to this number and mark the floor at each end of your starting wall, approximately 6" away from the corners.

## 3. CHALK

Using a chalk-line, carefully snap a line between these 2 points. Check to make sure there will be approximately 1/4" between the edge of your first row of planks and the wall. This is covered by the baseboards and/or quarter round.

## 4. FIRST ROW

For the first row of planks, the short tongue should be facing the wall. The first row should start 1/4" from the wall, with the last plank to finish 1/4" from the opposite wall. We recommend that you use temporary spacers to keep the floors away from the walls, as the floor will shift during installation since it is a floating floor. Place spacers every 2-3' along the starting wall, plus at the end of each of the starting rows so panels do not shift when set into place.

## 5. END JOINTS

Assemble the end joints by inserting the tongue on the short side of the plank at an angle of approximately 45 degrees, and lower it into place. Continue in this manner until the first row is complete.



## 6. SECOND ROW

To start the second row, use the remainder of the plank of the first row if it is longer than 12". Otherwise, cut a new plank in half and proceed. To ensure the structural integrity of your floor, it is highly recommended to always stagger the end joints from row to row by at least 8".

## 7. ADD PLANKS

Install one plank at a time, so that the end with the large lip is exposed to receive the next plank. Using a tapping block, gently tap on the block until the ends of the planks lock together, and repeat for the rest of the row. Do not use too much force when tapping the planks together, as this may damage the locking profile.

For the final piece in row, use a pull bar to pull it tight and lock the end profiles. Do not strike directly on the locking profile to tap the pieces together, as this may damage the locking profile.

## 8. FINISH SEAMS

In the case where you are unable to angle the planks (e.g. under a door frame or radiator), you can cut away the locking edge of the lip of the bottom groove by using a utility knife. Run a bead of Seam Sealer along the now-modified tongue and groove. Tighten the planks gently with the use of a pull bar and rubber mallet.

## 9. DOOR FRAMES

If a door frame must be undercut, lay a piece of flooring next to the door frame with the patterned side facing down. Undercut the door jamb with a saw, then slide the plank under the door jamb with the patterned side facing upward.

Please note that the floor must be allowed to expand under the door jamb and the recommended expansion gap must be repeated.

## 10. FINISHING UP

Ensure that there is a minimum of a 1/4" gap around the entire floor perimeter and any obstacles. Measure and cut the last panels to fit so that there is a minimum 1/4" gap along the last wall as well.

*Products may differ. Please refer to the manufacturer's installation instructions for your flooring.*

## Pro Tip

Pull planks from a minimum of 3 different boxes during installation to assure an even distribution of colors and sizes.

# Sheet Vinyl

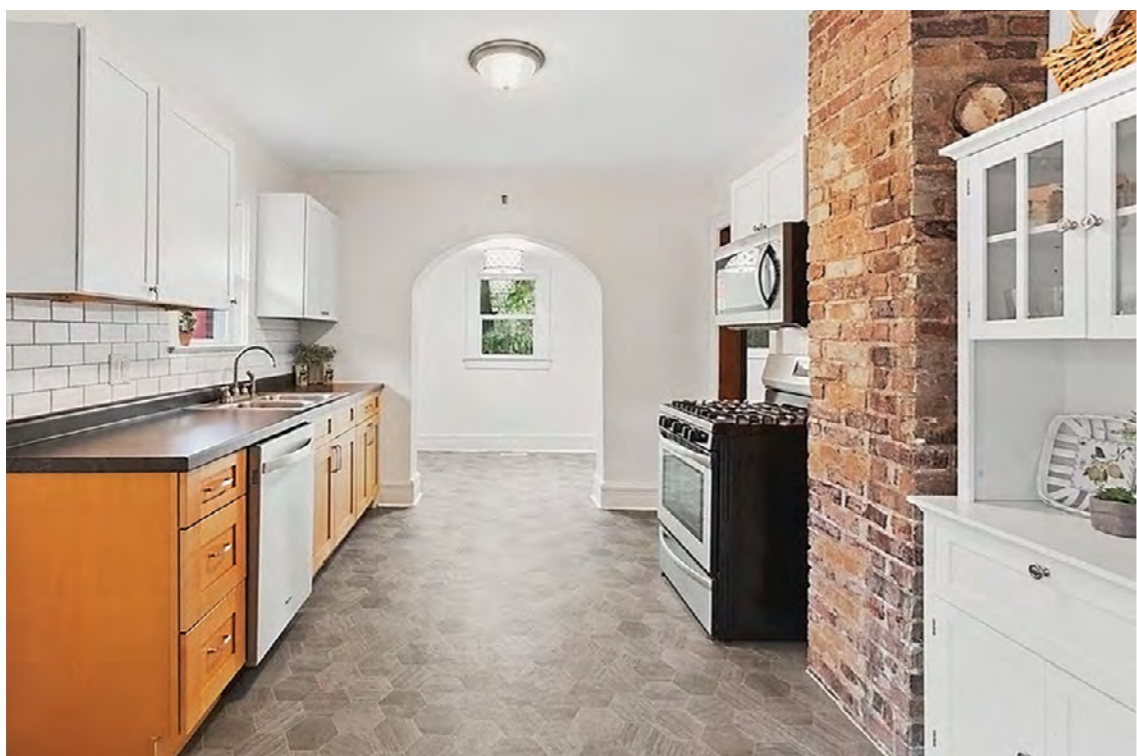
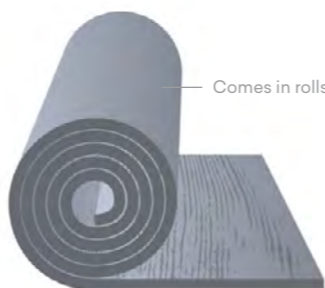
## REALISTIC PATTERNS THAT PERFORM

Sheet vinyl is vinyl flooring that is manufactured into a sheet and then turned into a roll. Typically, these rolls are 6–15 feet wide. They are composed of 4–6 different layers that can include gel, foam, protectant, resins, urethane, gloss, fiberglass, and wood pulp. Sheet vinyl comes in a number of different styles including wood plank look, tile or stone look, and decorative look.

Sheet vinyl is slip and dirt resistant. It is one of the only cushioned hard surface options, and is easy to disinfect. It can be glued down, or some can be installed “loose-lay” without any adhesive. A well-constructed sheet vinyl is a good value that will be durable, easy to maintain, and fun to live on!

### Pro Tip

To get a painted tile look at a fraction of the cost, try a patterned sheet vinyl!



Revive — Hive Swarm Silver

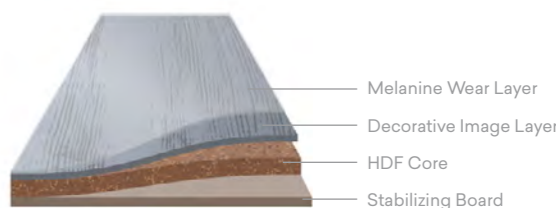
# Laminate Flooring

## MORE OPTIONS FOR A WOOD FLOORING AESTHETIC

Laminate flooring is a kid, pet, and allergy-friendly hybrid floor covering made of a particleboard wood core. It is a floating floor that comes in planks with a locking system, and it must be installed over a laminate pad.

Today, a well-constructed laminate floor is one of the most durable and environmentally-friendly floors you can find. But first, you have to find the well-constructed laminate! At Mouery's, we value quality and focus on name-brand laminate products with 12mm thickness, a plastic melamine finish, and a spill shield top layer. Not all laminate is created equal, and it is important to know how your product is made.

The laminate flooring you find at Mouery's is made with low VOCs. It actually resists dents and indentations and is scratch-resistant. It is low maintenance, easy to clean, and super durable. Remember to ask about the premium laminate pad to help insulate, sound-proof, and resist moisture even further.



Caribbean Sea — Nevis



Restoration — Nantucket Seashell



*Karastan*

LIVE BEAUTIFULLY

It's never been about a single pattern or trend. Karastan carpets are crafted to be timeless pieces that fit perfectly within your home. With inspired designs, flawless craftsmanship, and long-lasting materials, Karastan is made for a life lived beautifully.

COMFORTABLE & COZY

# Carpet

Modern carpet traces its roots to ancient times, when cultures passed hand-tying and knotting skills from generation to generation. Today, carpet is one of the most fundamental and beautiful parts of the modern home interior. In fact, it remains the most popular flooring choice! It offers warmth, softness, and texture, and it is the quietest flooring option.



Sedona—Granite

# Carpet Fibers

HOW TO MAKE THE BEST CHOICE FOR YOUR HOME

## Pro Tip

We recommend having carpets professionally cleaned with hot water extraction every 18 months. This could be a requirement on some carpets to keep your manufacturer's warranty redeemable.



### Wool

**STRENGTHS**  
Most durable fiber type.  
Inherently stain resistant.

**WEAKNESSES**  
Typically more expensive than synthetic fibers.



### Nylon

**STRENGTHS**  
Extremely durable fiber.

**WEAKNESSES**  
Typically prone to staining, though can be combated with a stain guard.



### Triexta (SmartStrand)

**STRENGTHS**  
Solid fiber that can't absorb stains. Extremely durable like a nylon.

**WEAKNESSES**  
Difficult to dye in the manufacturing process, sometimes causing the carpets to be dull in color.



### Polyester / PET

**STRENGTHS**  
Inherently stain resistant. Typically more affordable.

**WEAKNESSES**  
Weakest fiber type, prone to crushing and matting.



## The best in soft-surface cleaning

We stock the Karastan KSC-7500, the vacuum most carpet manufacturers recommend for all wool and soft-style carpets.

**MOHAWK**

**SmartStrand**  
FOREVER CLEAN™



The only carpet protection and warranty covering all pets. All accidents. All the time.



# Carpet Pads

## A HIDDEN BUT CRUCIAL FEATURE

Carpet padding is often overlooked, but is a very important part of your carpet purchase. Carpet padding is also called underlay, as it serves as the foundation where the carpets are installed. The main purpose of carpet padding is to protect your carpeting. The pad keeps the underside of your carpet from wearing against the bare floor. It also helps the impact of heavy furniture and foot traffic, dampens sounds, and works as an insulator.

Picking the correct thickness, density, and protectants on the pad is vitally important. It can help extend your warranty, protect against pet accidents and spills, lessen allergies, and even help resist wear patterns!

### Pro Tip

There is a premium rubber pad that can go under hard surface flooring to help insulate and reduce impact noise. Ask us about Whisper Step!

## Whisper Step®

Used under hardwood, luxury vinyl, and laminate.

Are You Using the Best Underlayments?



### Karastep Perfection

- Composition: Virgin foam froth
- Moisture Barrier
- 9 lb
- 7/8" thick
- Extends warranty if used under Karastan carpets



### Victorious

- Composition: Memory Foam
- Moisture Barrier
- 10lb
- 7/8" thick
- Can extend warranty if installed under Shaw carpets



### Mohawk Smart Cushion

- Composition: Memory Foam
- Moisture Barrier
- 8 lb
- 7/8" and 3/8" thick
- Can extend warranty if used under some Mohawk carpets

### Varsity

- Composition: Rebond
- 8 lb
- 7/8" thick

### Synthetic

- Typically used under wool or commercial carpets
- 32 oz
- 1/4" thick

### Cobalt

- Composition: Rebond
- 6 lb
- 7/8" thick



Used under premium carpets.

THE FINAL TOUCH

# Area Rugs

Rugs have a history rooted in ancient times. But thanks to new construction and fibers, the rug world has completely changed. Elements of color, design, texture, fiber type, construction, size, and cleanability factor into today's choices. Rugs can soften hard surfaces, divide and define spaces, help hide dirt, and have the power to completely transform your home!



Available In-Stock

ALL SIZES & STYLES



Magnolia Home by Joanna Gaines



ED Ellen Degeneres



Justina Blakeney



Chris Loves Julia

# If the Rug Fits

## PULLING A ROOM TOGETHER JUST GOT EASIER!

Rugs aren't simply for decoration—they are a wonderful organizational tool! Follow this helpful guide to creatively use rugs to arrange furniture and give your rooms a beautiful flow.

### MEASURE

Determine the dimensions of your room with a measuring tape. We can't emphasize the importance of this enough! Outline the area where you want your rug, and consider the location of doors and how they will open. Do these simple things up-front and you can buy a rug with confidence.

### OPTICAL ILLUSIONS

Rugs can create an optical illusion; make this work in your favor! An undersized rug makes the room appear smaller and disconnected. When in doubt, go for the bigger size. It will unify the furniture and make the room appear bigger than it actually is.

### 18 INCHES OF FLOOR

Keep at least 18" of bare floor exposed by the rug's edges. This is a classic rule that works for almost all rooms. If your room is smaller, then feel free to bend this rule a bit to meet your needs. The key is to get the proportions of the space right.

### BEND THE RULES

With all this said, remember that these are standard rules for standard rooms. If you have an unusual room layout or furniture arrangement, you'll have to be flexible. Ultimately, if you think it looks good, go for it!

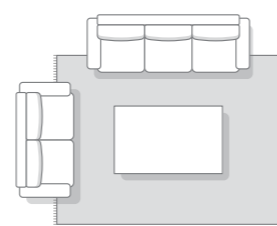
### Pro Tip

Use our in-stock rug assist pad to help prolong the life of your area rug, protect your hard surface floor, and keep your rug from slipping.

## LIVING SPACES

8x10, 9x12, 12x15

Front legs only on rug



At least 6" space  
on all sides

8x10, 9x12, 12x15

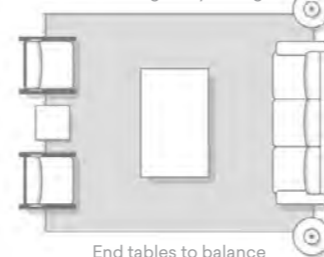
For larger room sizes



All legs on rug

8x10, 9x12, 12x15

Front legs only on rug



End tables to balance  
the arrangement

## BEDROOMS

TWIN: 8x10, 9x12



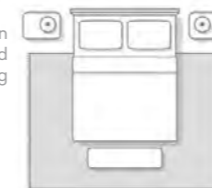
Leave at  
least 8"  
space  
open

Size of rug may depend on size  
of room and number of beds

FULL: 5x8

8" between  
nightstand  
and rug

Nightstands do  
not overlap rug



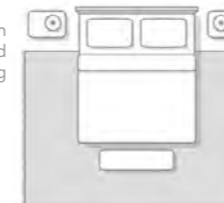
Leave at  
least 8"  
space open

Rug extends horizontally to  
either side of bed

QUEEN: 8x10

8" between  
nightstand  
and rug

Nightstands do  
not overlap rug



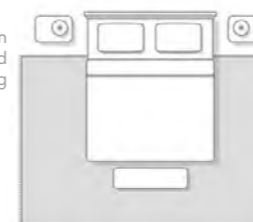
Leave at  
least 8"  
space open

Rug extends horizontally to  
either side of bed

KING: 9x12, 12x15

8" between  
nightstand  
and rug

Nightstands do  
not overlap rug

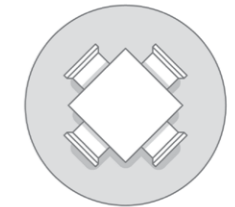


Leave at  
least 8"  
space  
open

Rug extends horizontally to  
either side of bed

## DINING AREAS

4 CHAIRS: 8x8 ROUND



Leave at  
least 1 ft of  
floor around  
rug

Place all chairs on the rug

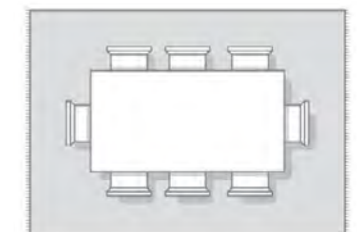
4-6 CHAIRS: 8x10



Leave at  
least 1 ft of  
floor around  
rug

Place all chairs on the rug

6-8 CHAIRS: 9x12, 12x15




Leave at  
least 1 ft of  
floor around  
rug

Place all chairs on the rug



NOW STOCKING ALL SIZES AND  
STYLES AT MOUERY’S FLOORING

 Handmade in the USA

Define your design with our broad range of Capel Rugs in custom shapes and sizes. Any braid can be made to order in the eight shapes we offer. To broaden the options, you can order a custom size up to 18'x24' — all using exceptional materials and made in the USA.

CONCENTRIC

Our concentric braids feature unique yarn placement for a shadowbox effect.

SQUARE

Practical, versatile, and hard-to-find in area rug shapes, our square braids create a striking look.

BASKET

Braided baskets are perfect to organize, store, and carry all sorts of things.

ROUND

Our round-shape braids have an authentic, handcrafted appeal. Round is a smart choice for dining rooms and kitchens.

CROSS-SEWN

Cross-sewn braids are sewn horizontally rather than top to bottom, mimicking the look of hand-loomed rugs.

OVAL

Oval is the traditional shape of the Capel braid and still remains the most popular today.

RUNNER

Braided runners add warmth and softness to hallways and stairs.

VERTICAL RECTANGLE

A contemporary braided look with the braid running from top to bottom. A narrow border of braid is sewn around the outside of each rug for a finished rug.





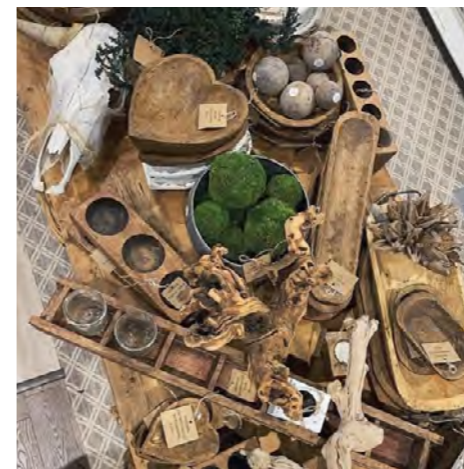
## Featured Favorite

CREATING STYLE WITH NATURE  
USING COWHIDE RUGS

Come shop our many sizes, organic styles, colors, and prices!  
All of our cowhides are authentic from Brazil.

# Home Décor

NOW AVAILABLE IN OUR SHOWROOM



While you're in our store, take time to browse our latest hand-crafted home decor goods. These items are one-of-a-kind, and are often made of reclaimed items. Our offerings include sugar molds, brick molds, dough bowls, bull skulls, botanicals, baskets, driftwood, preserved greenery, authentic Australian sheep skins, and more.



HOW TO

# Style Your Space

---

From Farmhouse to Boho, our styling guide will provide tips to craft your home (and especially your flooring!) around a style that is truly "you." Along the bottom of each page, you'll also find a list of flooring features to look for that best fit the look.

INCLUDING:

Farmhouse

Modern

Rustic

Industrial

Traditional

Boho



Modern Craftsman — Lakeside

# Farmhouse

Farmhouse style is a fresh take on the country living inspired aesthetic. It is known for its warmth and simplicity, characterized by natural textures and materials like wood or galvanized steel. Soft white tones are often indicative of farmhouse style as well as pairing vintage items with new.

FLOORING STYLE REFERENCES

- Wire Brushed
- Light to Medium Tone
- Wide Planks
- Fill Marks
- Flat Weave Carpet
- Aged



Organik — Minera (Builder: Travis Miller, Travis Miller Homes. Designed by: Lisa Clary, Kim Wood Designs)

# Modern

The modernist seeks an edited artistic environment. Minimal and contemporary accessories are warmed up with textures and colors. The modernist embraces the idea that form should follow function while eliminating unnecessary detailing.

FLOORING STYLE REFERENCES

- Smooth Grain
- Neutral Wool Carpet
- Narrow to Mid Width Plank
- High Gloss
- Preferred Species: Maple
- Abstract Rugs



Organics — Moroccan

# Rustic

Rustic style features texture and raw materials, embracing organic elements like wood and natural stone accents. Decorative items are often unpolished and distressed. This aged, organic aesthetic is commonly used in contemporary cabins, southwestern, mediterranean and coastal style homes.

FLOORING STYLE REFERENCES

- Hand-Scraped
- High Variation
- Cowhide Rugs
- Neutral Rugs
- Chatter Marks
- Preferred Species: Hickory



Canoe Bay — Key West

# Industrial

Industrial style combines an aesthetic from old-world warehouses with contemporary urban details. This style is often emphasized in modern lofts with exposed ductwork and concrete floors. Industrial style also appreciates raw, unfinished elements with an eye towards multiuse and repurposing.

FLOORING STYLE REFERENCES

- Warm Tones
- Reclaimed Oak
- Fumed Furnish
- Heavy Texture
- Patterned Carpet
- Dark Brown or Gray in Color



Bedford Wool — Earl Grey (Designed by: Gina McMurtry, GMI Design Group)

# Traditional

A Traditionalist approaches home design with an eye towards polished and stately styles. You appreciate long-established historic details and classic shapes. Furniture choices typically include refined adornment and embellishment. This style seeks timeless craftsmanship and often incorporates ornate trim work and brass accents.

FLOORING STYLE REFERENCES

- Medium-High Gloss Level
- Hand-Knotted Rugs
- Dense Solid-Colored Plush Carpet
- Narrow to Medium Plank Width
- Smooth Finish
- Preferred Species: Oak



On-site sand and finish (Designed by: Charity Scott, Refine Studios)

# Boho

Boho style involves an eclectic mix of natural elements with many patterns and textures. Boho embraces informal and unconventional decor elements such as woven textiles, unique shapes and exotic plants. You appreciate quirky details, rich colors and mismatched patterns lovingly layered among playful collections.

FLOORING STYLE REFERENCES

- Low-Looped Carpet
- Earthy Tones
- Character (Knots and Grain)
- Natural Variation
- Cowhide Rugs
- Medium-Wide Planks



**ANDERSON**  
**TUFTEX™**

Floors designed with intention  
and crafted with care.



ONLINE  
NEW  
INTROS

CANE GARDEN | CHARCOAL

SHOP OUR INSPIRING STYLES OF  
**BROADLOOM CARPETING**



ONLINE  
PURE LIFE  
CATALOG



**PURELIFE**  
ALL NATURAL RUGS & BROADLOOM

MARTINIQUE | BEIGE

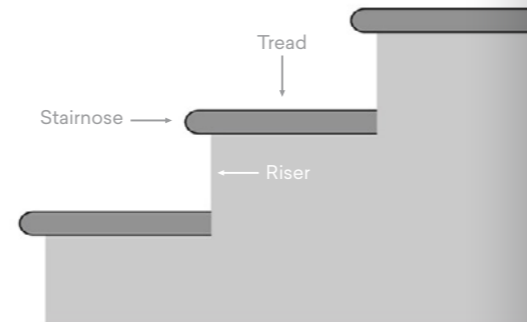
WWW.KALEEN.COM | @KALEENRUGS | 888.452.5336

# Styling Stairs

## A “STEP” IN THE RIGHT DIRECTION

A staircase can serve more purpose than just connecting two levels of the home. We love transforming a boring staircase into a focal point. In this blog we're excited to show you a few of our favorite stair case trends.

Whether you are building or remodeling, your staircase will likely start as a plywood frame. There are three key elements we will be referring to, so we want to make sure you are familiar with them.



## HARD SURFACE FLOORING ON STAIRS

Solid hardwood, engineered hardwood, luxury vinyl plank, and laminate can all be categorized as hard surface flooring. Hard surface flooring is a beautiful option for stairs, here are a few of our favorite hard-surface flooring stair projects.

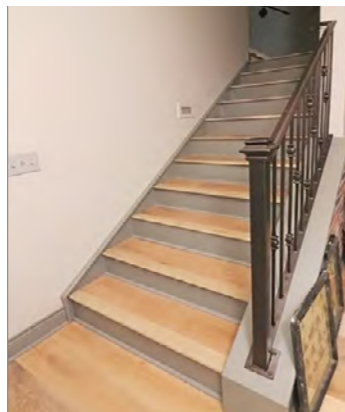
Each of these options are showcasing wood, but keep in mind you can achieve the same look with any hard surface flooring product. While hardwood flooring on stairs is a beautiful and timeless option, it can tend to be slightly slicker than carpet and often quite a bit more expensive.



### WOOD TREADS + RISERS

There's no doubt we love hardwood flooring and that's no exception on the stairs. Hardwood is a beautiful, durable and timeless option for the stairs.

This look is achieved by securing the hardwood flooring onto the risers and stair treads and finishing it with a matching stair-nose.



### WOOD TREADS + PAINTED RISERS

We love the way this light European oak hardwood pops against the grey risers!

This look is achieved by painting the risers and securing down the engineered hardwood flooring to the stair tread and finishing with a stair-nose.



### WOOD TREADS + PAINTED RISERS + RUNNER

Adding a runner to a staircase with wood and painted risers is the perfect way to add a pop of color or texture. We can custom make stair runners out of carpet or we have a large selection of runners in-stock and available for special order in our showroom, including styles from Magnolia Home and Loloi.

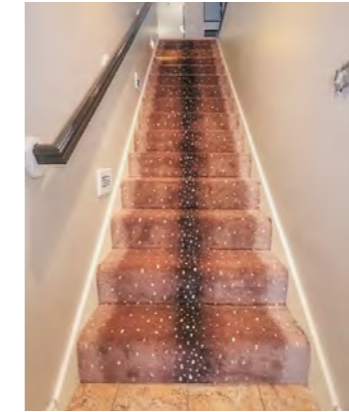
## CARPET ON STAIRS

Carpet on stairs is your other stair flooring option. It tends to be a little more slip-resistant and affordable. Here are a few of our favorite looks with carpet on stairs and some tips & tricks to help you choose a durable stair carpet.



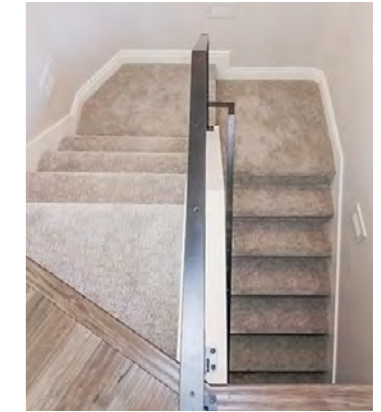
### GO BOLD

If you think about your staircase carpet like you would an area rug, the result will be a beautiful focal point! A patterned carpet like this one is made in a looped construction, meaning it will wear exceptionally well because the fibers are twisted and pulled down tight.



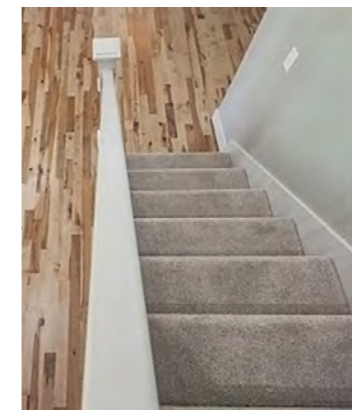
### PRINTED PLUSH

If you're still wanting a unique look but something a little more neutral we love animal print carpet on stairs. This antelope print carpet is the perfect balance of durable and beautiful.



### TONAL TEXTURE

If a tonal textured carpet is more your style we're loving this modern cut & loop style carpet. Bonus points if it's a SmartStrand carpet making it stain-proof!



### PLUSH

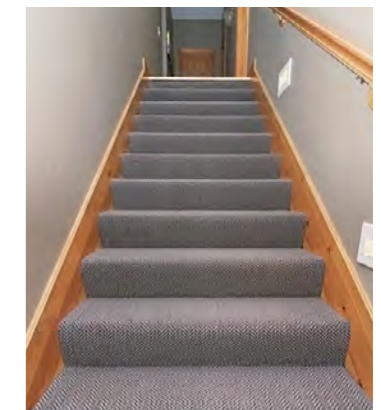
Plush carpets tend to show the most wear on stairs, but if you love that look, we recommend going with a dense, low pile. The shorter the tufts of fibers, the less they will show crushing. We also recommend more durable fiber types, like nylon or SmartStrand.



### HOLLYWOOD VS. WATERFALL INSTALL ON STAIRS

One thing that can change the over all look of carpet on stairs is the way it's installed. If the plywood stair frame has a lip, the stairs will be installed "Hollywood style" this is where the carpet wraps around the lip of the stairs.

If the plywood stair frame does not have a lip (square frame) then the carpet will be installed "waterfall style" where the carpet hugs the frame closely at a 90 degree angle.



WE'RE HERE TO HELP!

# FAQs



## New Construction

### ESTIMATES

You can start by emailing your floor plan Adobe file (PDF) to [flooring417@gmail.com](mailto:flooring417@gmail.com), and specifying which products you would like in each space. Once interior walls are framed, we can do an on-site measurement and give you a final, itemized estimate.

### WHEN TO INSTALL

There is a different point in the building process to install each type of flooring:

**Hardwood**—After sheetrock and painting, but before cabinets and baseboards.

**Carpet**—Usually one of the very last things, after sheetrock and painting, and after baseboards.

**Floating Floors**—These should be installed after sheetrock, paint, and cabinets, but before trim. Expect quarter round up against cabinets.

### FLOORING ACCLIMATION

Your HVAC will need to be on and running for at least one week before floors can start acclimating. The floors should be left to acclimate with the HVAC system on for 3–5 days.



## Remodeling

### FURNITURE

All furniture will need to be removed from the areas that will be getting new flooring. We can move furniture if you are unable to, but you will want to ensure all small personal items are removed, and all cords and wires are disconnected. Our installers will move only the larger furniture pieces.

### WHEN TO PAINT

If possible, we recommend painting after all flooring and baseboard work is finished in hard surface areas. Painting can be done before carpet. Keep extra paint for touch-ups.

### REPLACING WITH THINNER FLOORING

Going from a thicker product to a thinner product will create a small gap under door frames and under existing trim. This can be combated by either adding quarter round to existing trim, removing existing trim and moving it down slightly, or building up the existing subfloor to the height of your original flooring. If you choose to simply move the existing trim downward, you will still have a slight gap remaining under door jambs.

### REPLACING WITH THICKER FLOORING

Going from a thinner product to a thicker product will necessitate that baseboards be removed and reapplied slightly higher.

### SAVINGS TIPS

There are a few options for savings! You can choose to remove the existing flooring yourself, remove and replace your own trim, move existing furniture, or even lay your own flooring (if you are a DIYer!).

### TIMELINE

If you are in a hurry for your flooring, you're in luck! We stock heavily in all flooring types. But if what you're looking for is not in stock, we can typically have special order products delivered to our showroom within 2 weeks. Our installation schedule varies based on the time of year, but typically we schedule our installs out between 2–4 weeks (busy seasons could be from 6–8 weeks).

# Types of Transitions

THE FINISHING TOUCHES MATTER THE MOST.

Choosing the right transitions is just as important as the floor itself. Below is a helpful guide for the intended use of most common transitions.

*Additional rubber and metal transition options are also available.*



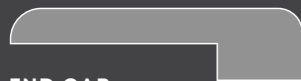
## T MOLD

Used to transition between two floors set at the same height.



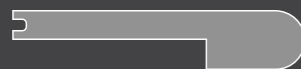
## REDUCER

Used when two floors of different thicknesses come together.



## END CAP

Used to finish off a luxury vinyl or laminate floor.



## ROUNDED STAIR NOSE

Used to provide a rounded ending to each stair.



## QUARTER ROUND

Used to fill the gap where baseboards or cabinets meet the floors.



## VERSAEDGE

An overlapping stair nose for vinyl used on stairs.



## STAIR TREAD

Used as an all-in-one solid piece stair tread for luxury vinyl or hardwood.



## SLIM TRIM

A versatile vinyl transition that can act as a reducer, T-molding, or end cap.



## SLIM CAP

Transitions vinyl to carpet, masonry, or doorways.



# Floors Today

Let us make your floor dreams a reality  
with 0% same-as-cash financing!

Mouery's offers 6, 12, 18, and 24-month financing options for a convenient way to pay over time. These offers are good toward anything purchased through our store.

APPLY ONLINE AT:  
[mouerysflooring.com/financing](https://mouerysflooring.com/financing)

# Notes

Write down your project's measurements and any flooring you're considering!

# Life Happens on the Floor.

