

A FLOOR FOR EVERY SPACE

SELECTING THE RIGHT FLOORING
SOLUTION FOR YOUR PROJECT

URBAN
SURFACES

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NATIONAL SALES MANAGER

COURSE # US-6

PROVIDER # 10028553

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COURSE DESCRIPTION

This course explores how channel-specific needs drive flooring design and material selection. In this course, we will examine the flooring needs for multifamily, commercial, and single-family residential applications and learn to match flooring solutions to performance, aesthetic, and budget requirements for each of these project types. Participants will gain insights into resilient and wood flooring options that meet diverse project demands and market expectations.

COURSE OUTLINE

01

Market Needs and Product Recommendations

02

Luxury Flooring Build Up

03

Apply Flooring Strategies to Real-World Design Scenarios

04

Case Studies

PRESENTER



BRANDON CUTLER

National Sales Manager, Urban Surfaces

- Brandon Cutler is a seasoned professional in the field of surface design and installation.

MARKET NEEDS & PRODUCT RECOMMENDATIONS

01



EVERY MARKET HAS UNIQUE NEEDS

- Flooring selection should align with occupant needs, owner goals, and design priorities.
- Partner with manufacturers who offer tailored product offerings that balance performance, design, speed to market, and value.



MARKET NEEDS OVERVIEW

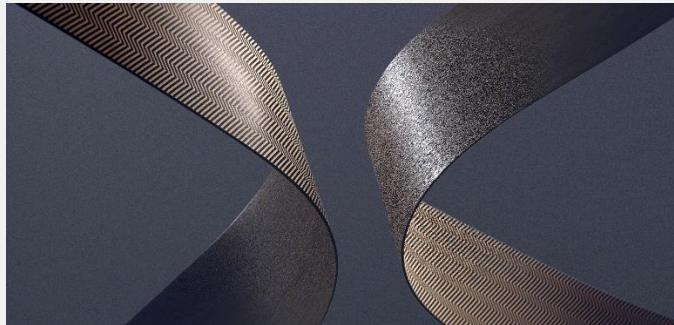
MULTI-FAMILY

Durable, Stylish,
Budget Friendly



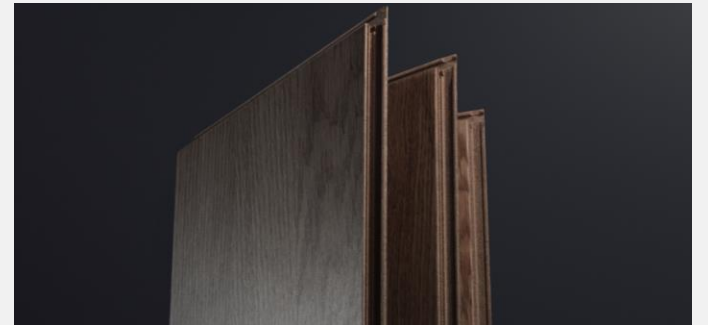
COMMERCIAL

Visually Impactful,
Low Maintenance



SINGLE FAMILY

Premium Aesthetic,
Durable, Easy to Clean





MULTI-FAMILY

MULTI-FAMILY MARKET SNAPSHOT

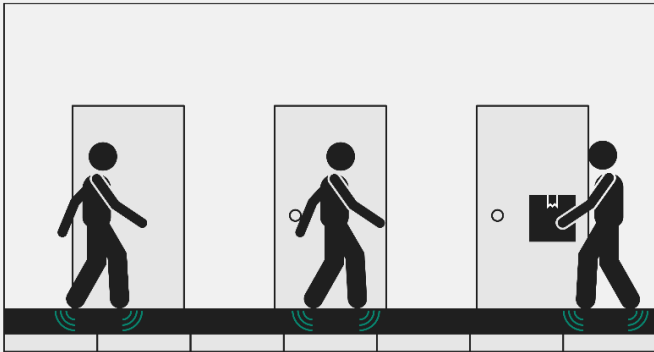
- Demand for rental housing remains strong post-pandemic.
- Approximately 1.628 million housing units were completed in 2024.*
- Rental units increased 12.4% compared to 2023.
- Apartment construction saw a 50-year high in 2024.



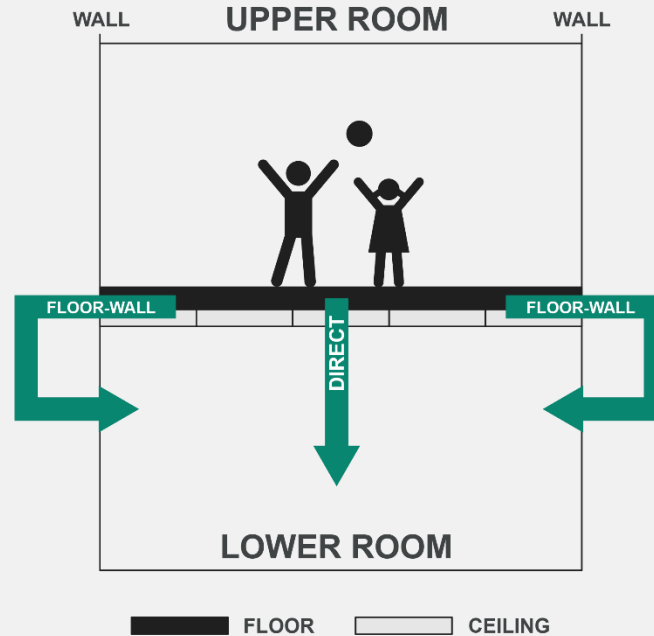
*Source: U.S. Census Bureau

MULTI-FAMILY PERFORMANCE NEEDS

High durability in high-traffic environments



Acoustic control between vertically stacked units



Budget-conscious materials for large-scale installs



MULTI-FAMILY DESIGN TRENDS

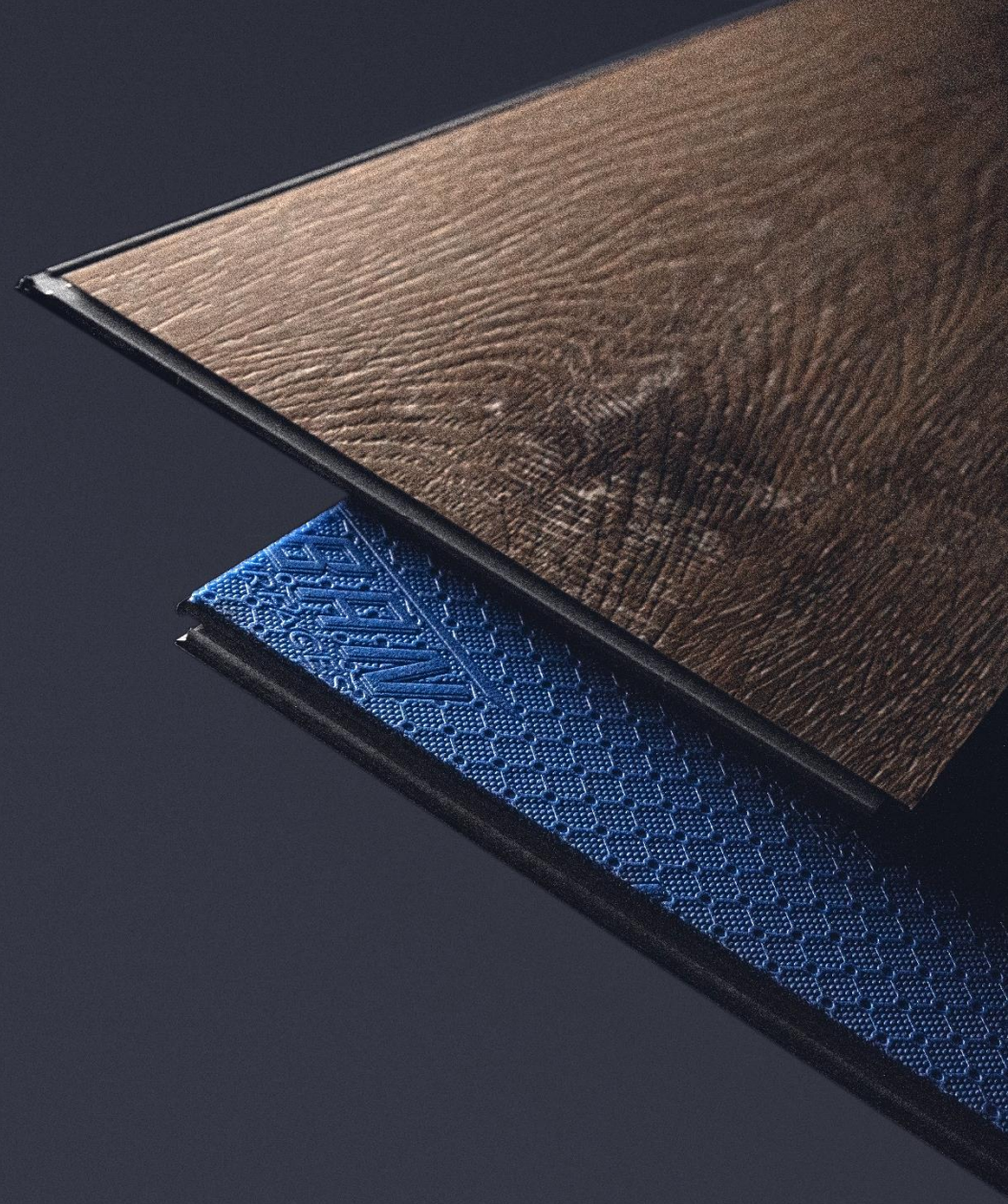
- Neutral tone and wood visuals with matte finishes for modern aesthetics.
- Preference for seamless transitions and sound-reducing materials.
- Satisfy the desire for serene, clutter-free environments rooted in natural simplicity and functional elegance like Japandi and Biophilic design.



MULTI-FAMILY FLOORING RECOMMENDATIONS

**LUXURY VINYL PLANK IS
THE MOST POPULAR OPTION
FOR MULTI-FAMILY SPACES:**

- Resilient, attractive, and affordable.
- Easy to clean and replace individual tiles.



WHY LVP?

- Cost-effective with upscale appearance.
- Many design choices.
- Noise reduction when paired with acoustic backing and underlayments.
- Wear layers for varying applications (6mil – 20mil).
- Fast install over existing subfloors.
- Low maintenance.

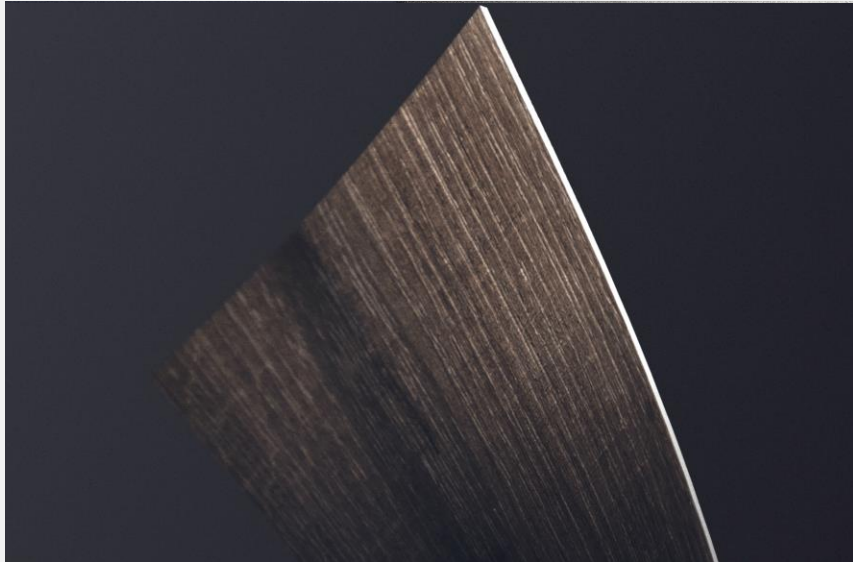


LUXURY VINYL EXPLAINED



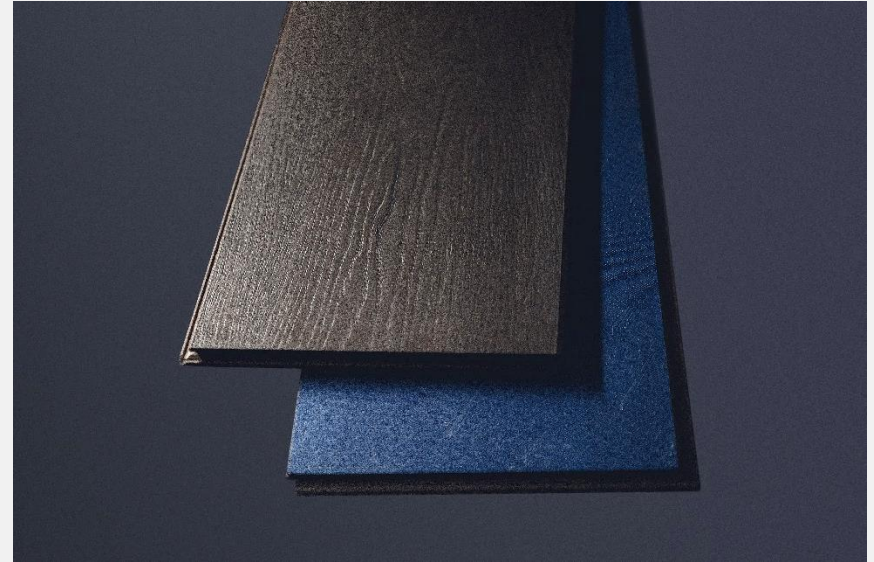
WHAT'S THE DIFFERENCE?

LUXURY VINYL FLOORING



LUXURY VINYL TILE (LVT)

Square format, often glued down.

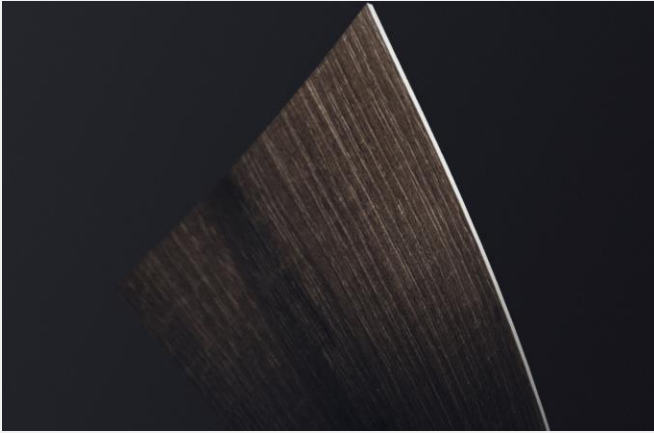


LUXURY VINYL PLANK (LVP)

Wood plank visuals, floating or glued.

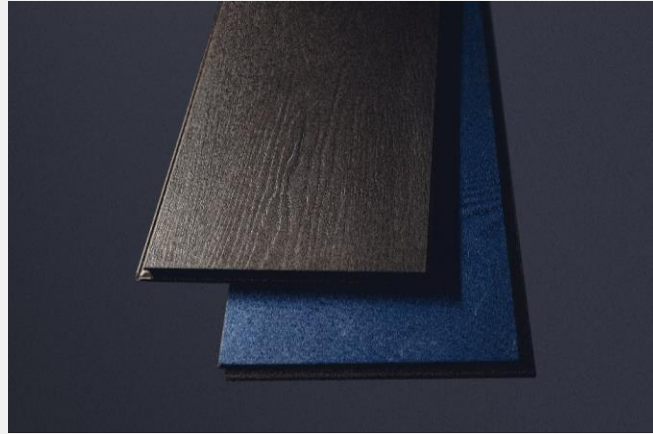
WHAT'S THE DIFFERENCE?

LUXURY FLOORING CATEGORIES



LUXURY VINYL TILE (LVF)

Blanket term for flooring category.



RESILIENT FLOORS

New term used by the industry to move away from LVT/LVP.



STONE-POLYMER COMPOSITE (SPC) & WOOD-POLYMER COMPOSITE (WPC)

Refers to the material of the core. Stone or wood mixed with vinyl.

CHOOSING THE RIGHT FLOOR

DESIGN CONSIDERATIONS WHEN CHOOSING A FLOORING SYSTEM:

- Aesthetic
- Application
- Installation Site Conditions
- Building Usage





COMMERCIAL

COMMERCIAL MARKET SNAPSHOT

- \$150B in U.S. commercial construction spending (Statista, 2023).
- Growth in hospitality, senior living, and tenant improvement projects.



COMMERCIAL PERFORMANCE NEEDS

Design impact for branding and experience.



Durability for foot traffic and rolling loads.

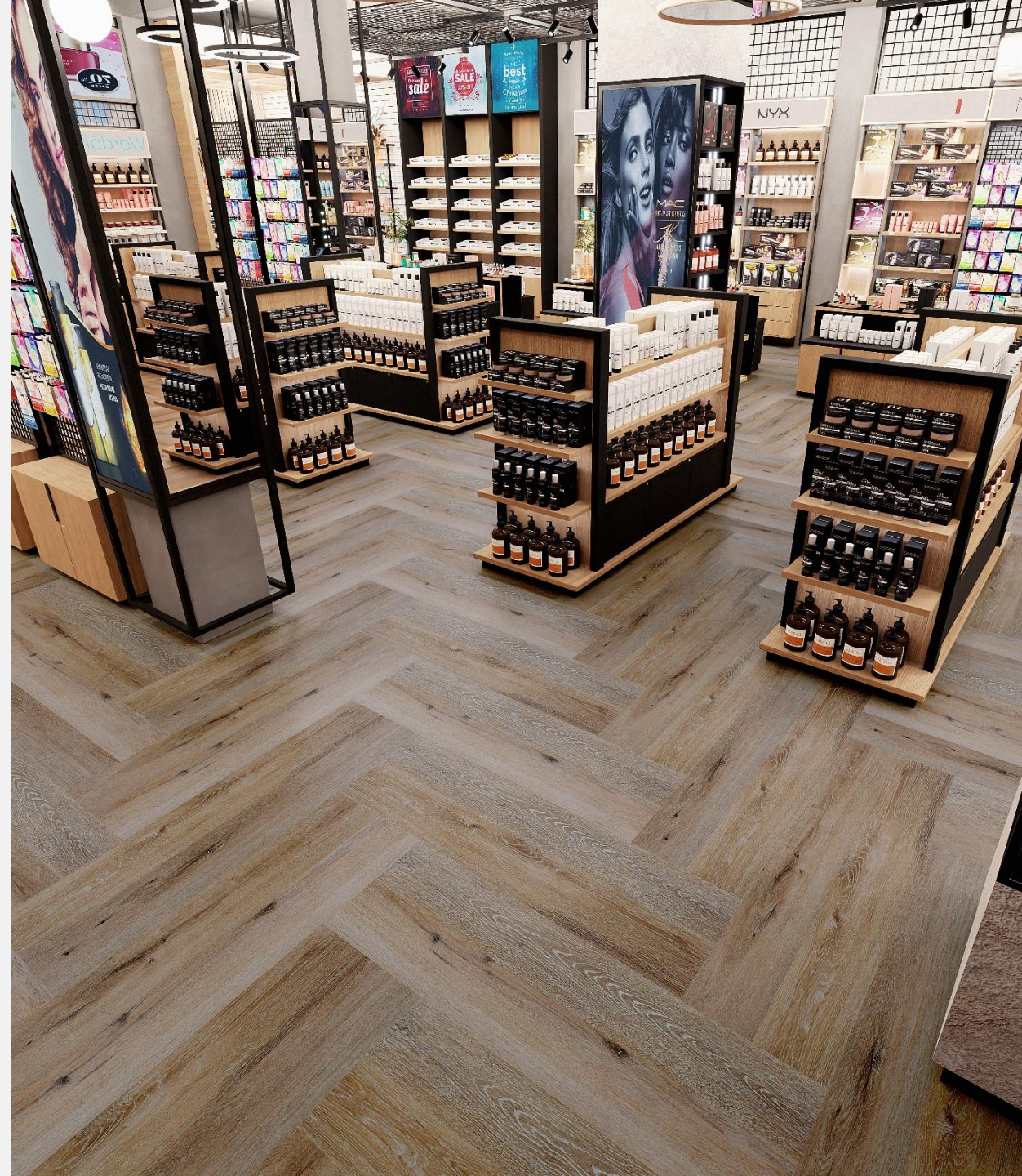


Easy maintenance and long lifecycle.



COMMERCIAL DESIGN TRENDS

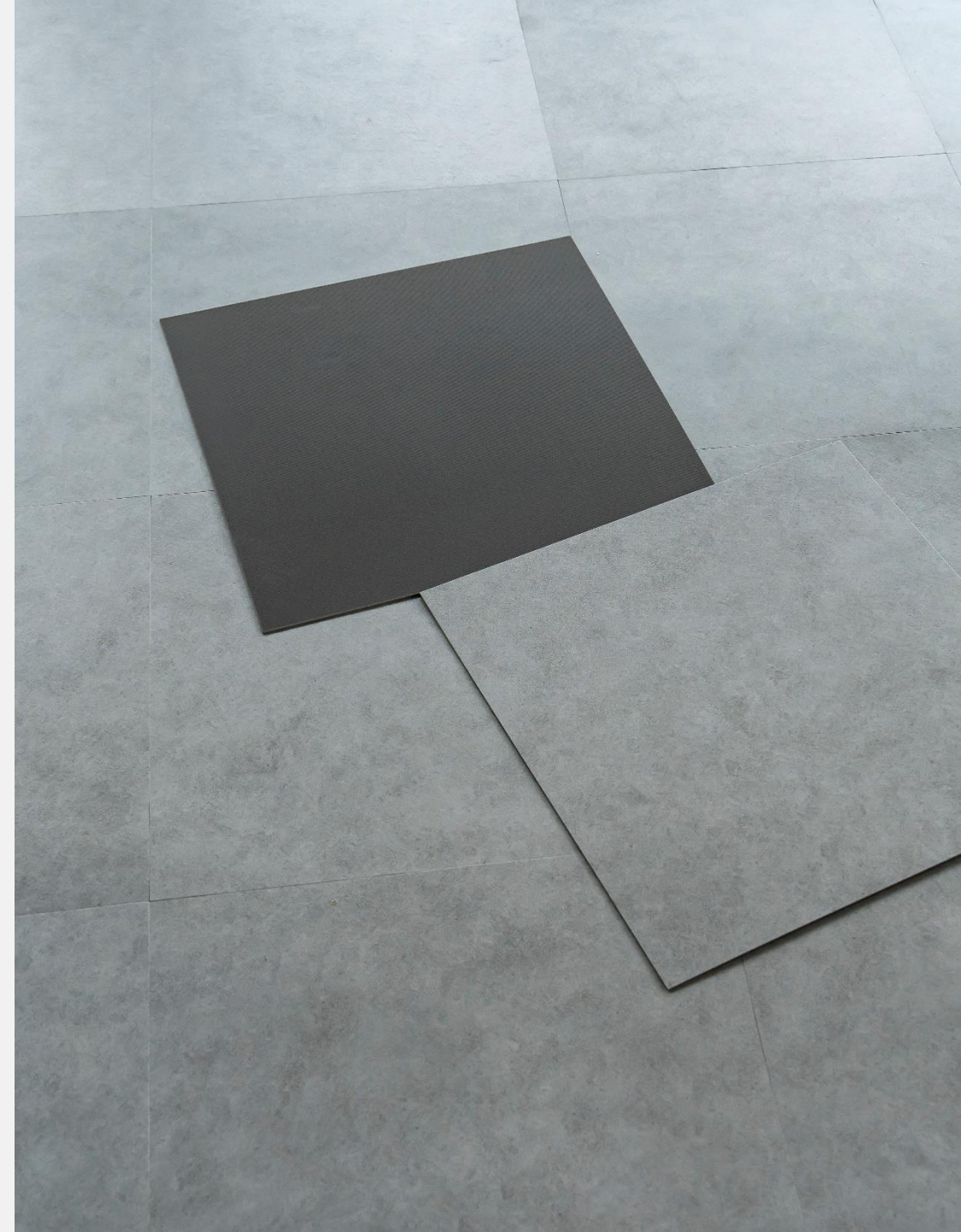
- Stone and wood visuals in neutral tones.
- High-end textures.
- Unique installation patterns with gluedown and looselay.
- Demand for products that pair high-end looks with the durability to withstand special-use applications, such as healthcare.
- Hospitality requires high sound mitigation throughout levels.
- Branding integration with flooring designs.



COMMERCIAL FLOORING RECOMMENDATIONS

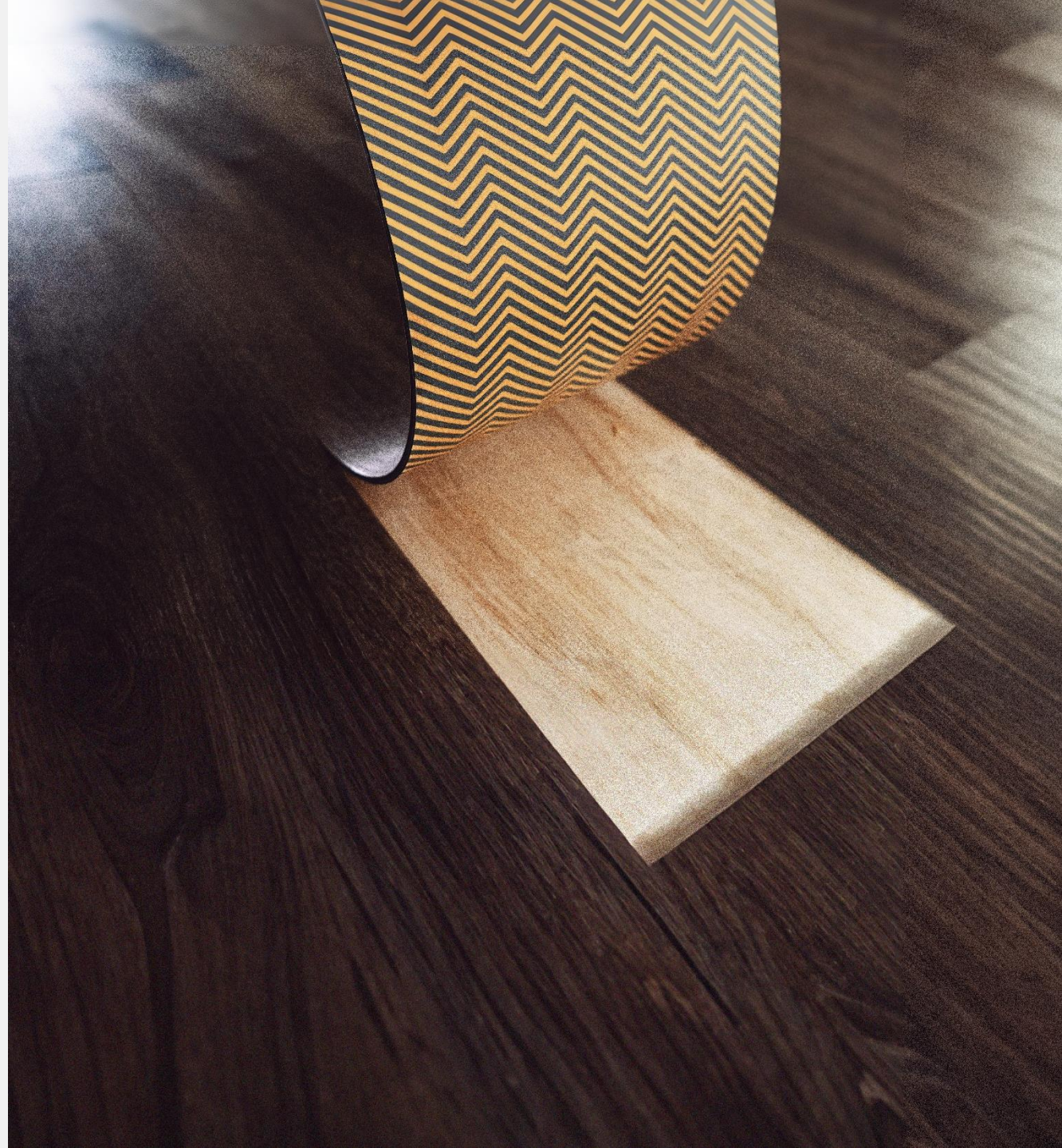
LOOSE LAY TILE IS THE MOST POPULAR OPTION FOR COMMERCIAL SPACES:

- Easy replacement.
- Faster installation for renovations.
- Heavier construction provides stability.
- Loose Lay is always glued down in Commercial settings for high traffic performance.



WHAT IS LOOSE LAY?

- Quick install and removal.
- Minimal renovation disruption for 24/7 environments.
- Easy to refresh spaces on a budget.



LVT IN COMMERCIAL SPACES

- LVT and heavy Loose Lay are used where adhesive install is preferred.
- LVT and Loose Lay have a high design versatility for unique installation design patterns.





SINGLE-FAMILY RESIDENTIAL

SINGLE-FAMILY MARKET SNAPSHOT

- 970,000 single-family homes started construction in 2023.*
- New home builders are focusing on quality materials to boost resale value.



*Source: NAHB

SINGLE-FAMILY PERFORMANCE NEEDS

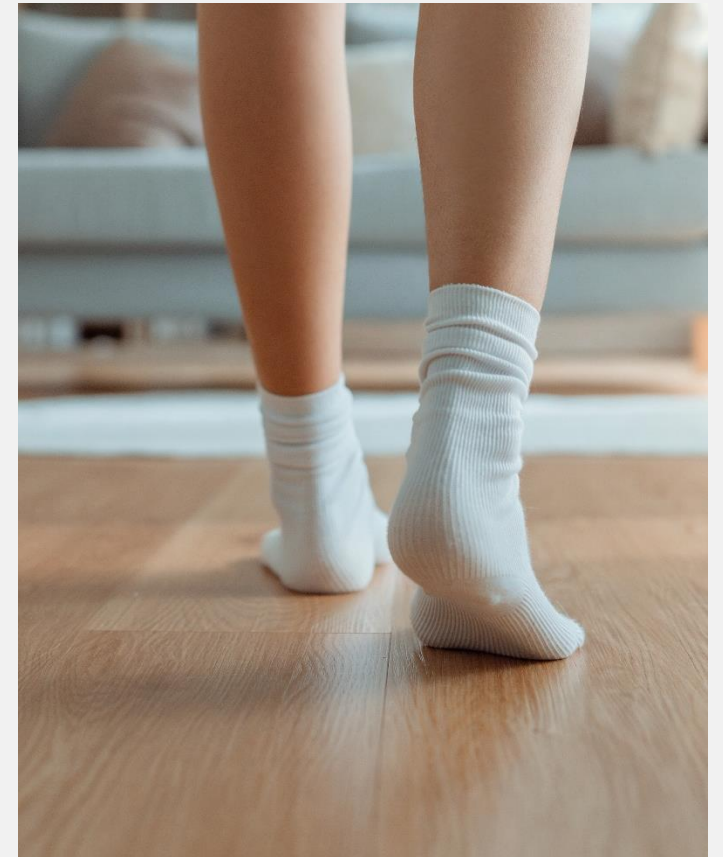
Visual Appeal,
Long and Wide Planks



Children & Pet Proof Flooring



Lifetime Durability



SINGLE-FAMILY DESIGN TRENDS

- Wide planks and natural wood tones.
- Matte and low-sheen finishes.
- Blending of traditional and modern styles.



SINGLE-FAMILY FLOORING RECOMMENDATIONS

- Select from laminate, wood, Engineered Wood or 20mil vinyl for the best durability.
- Upgraded visuals and textures can add up to 17% to home values.



WHY ENGINEERED WOOD?

- Premium appearance adds value.
- Long lifespan with refinishing potential.



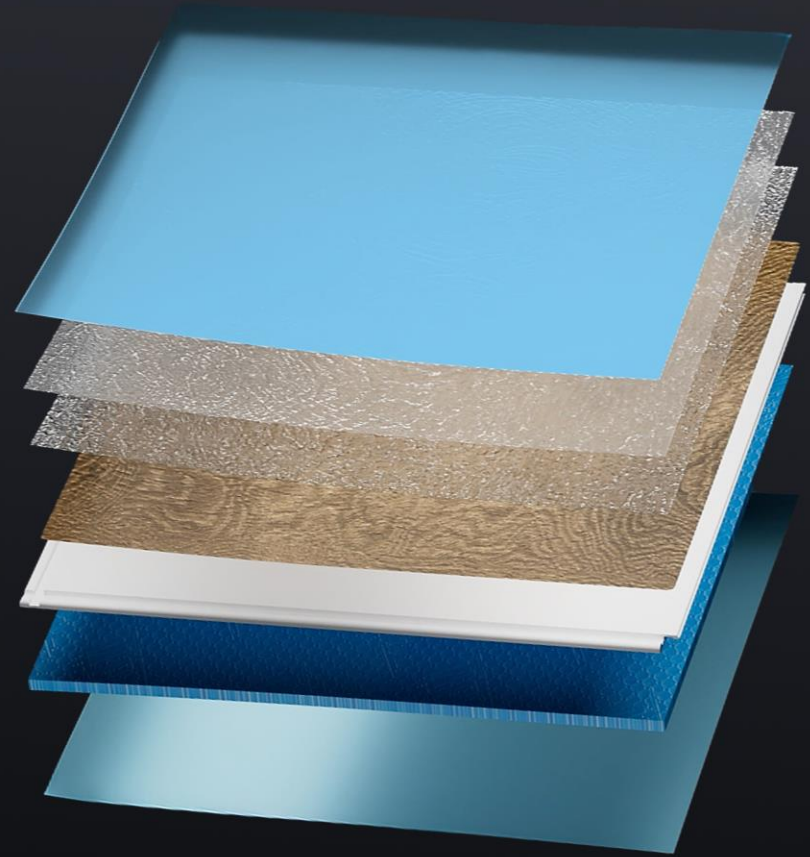
PVC FREE PRODUCTS

- For those looking for a more health and recycle conscious product.
- Made from 50% recycled food grade polypropylene from pre-consumer containers like yogurt cups.



LUXURY FLOORING BUILD UP

02



GLUEDOWN CONSTRUCTION

- Wear Layer
- Design Film
- Vinyl Core
- May include fiberglass layer for dimensional stability



LOOSE LAY CONSTRUCTION

- Wear Layer
- Design Film
- Vinyl Core
- Grip Backing Layer
- May include fiberglass layer for dimensional stability



ENGINEERED WOOD CONSTRUCTION

- Wood Veneer
- Vinyl/ MDF/ HDF Core
- Attached acoustic underlayment



FLOORING STRATEGIES FOR THE REAL WORLD

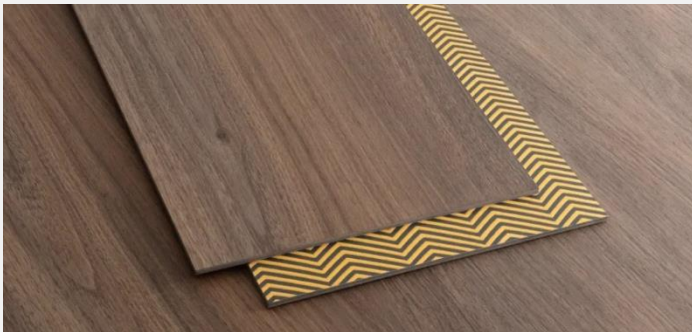
03



SPECIFYING BY CHANNEL

MULTI-FAMILY

\$-\$\$



COMMERCIAL

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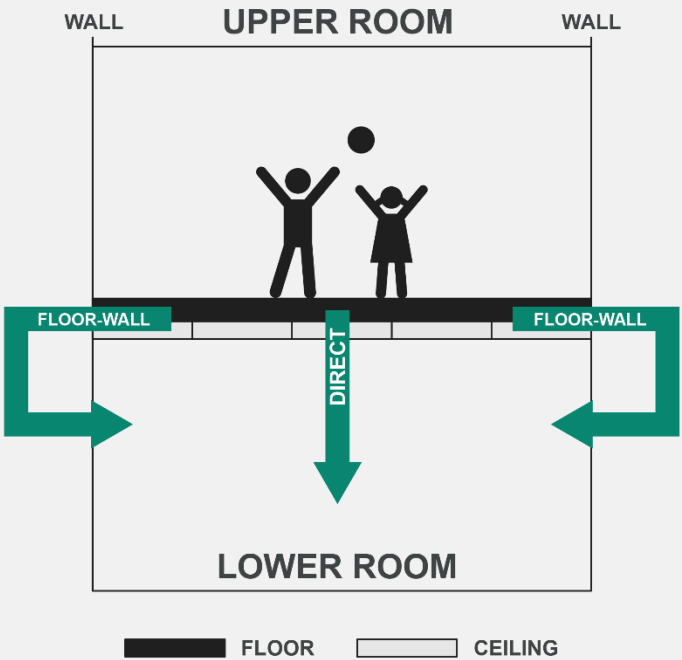
SINGLE-FAMILY

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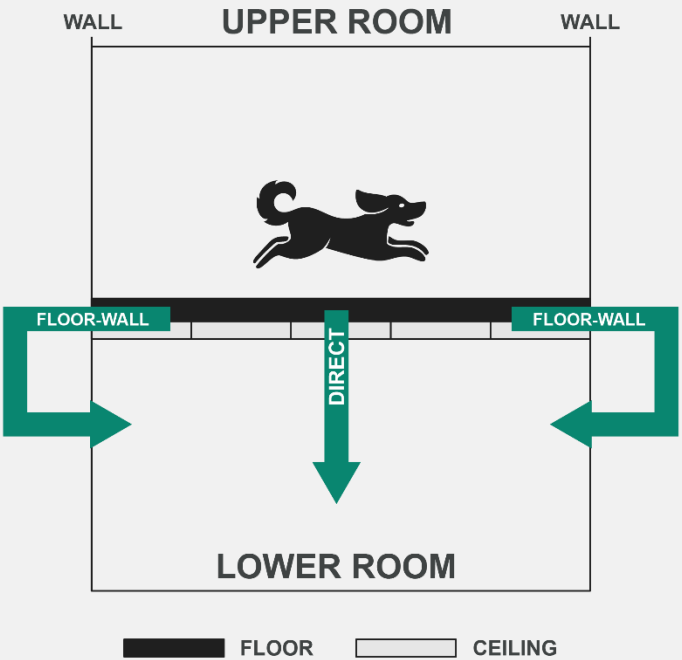


ACOUSTICAL PERFORMANCE

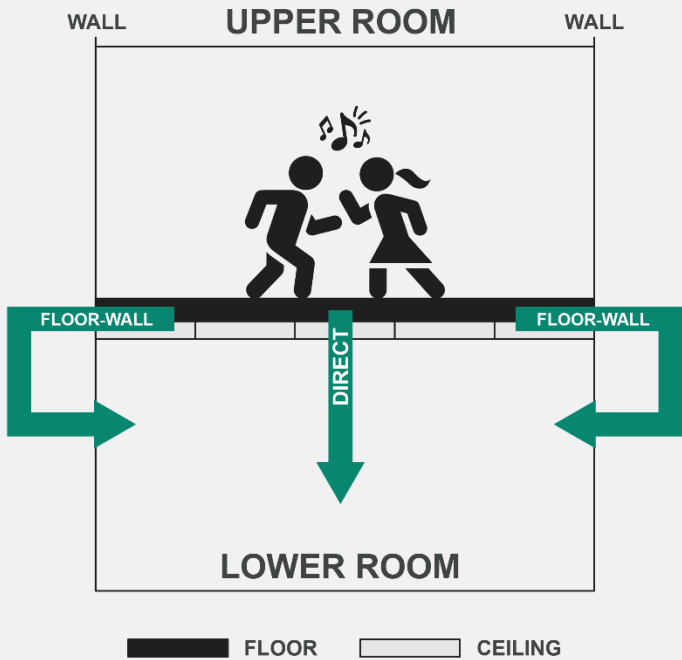
IIC TEST



HIIC TEST



LIIC TEST



ACOUSTICAL PERFORMANCE RECOMMENDATIONS

MULTI-FAMILY RECOMMENDATIONS	COMMERCIAL RECOMMENDATIONS	SINGLE-FAMILY RECOMMENDATIONS
IIC 60+	IIC 45-55	IIC 40-50
HIIC 60+	HIIC 55+	HIIC 50+
LIIC 70+	LIIC 75+*	LIIC 60+

*Hospitality Sector

HEAR THE DIFFERENCE

Hear The Difference Sound Testing

No Flooring | No Underlayment

**ACOUSTICAL FLOORING GOOD
WITH NO UNDERLAYMENT**

Hear The Difference Sound Testing

6mm Floating Floor SPC | With Underlayment Pad

**ACOUSTICAL FLOORING BEST
WITH 6mm PAD**

HEAR THE DIFFERENCE: SIDE-BY-SIDE COMPARISON

Hear The Difference Sound Testing

5mm Floating Floor SPC | No Underlayment Pad

vs.

6mm Floating Floor SPC | With Underlayment Pad

DURABILITY & MAINTENANCE

- Wear layer thickness (6-28mil).
- **Polyurethane Coating** protects against scratches, liquid spills, and daily wear caused by foot traffic.
- Waterproof construction.



BUDGET & VALUE

- Balance upfront costs with lifecycle performance.
- Factor in installation speed and long-term maintenance.



SUSTAINABILITY CONSIDERATIONS

SELECT MANUFACTURERS WITH:

- FloorScore and GreenGuard.
- Low-VOC materials.
- High recycled content.



INSTALLATION RECOMMENDATIONS

CONDITIONS FOR SELECTION:

GLUEDOWN	LOOSELAY	FLOATING FLOOR
<ul style="list-style-type: none">• High traffic• Rolling loads• More creative installation patterns	<ul style="list-style-type: none">• Rolling loads• More install patterns• Can be installed faster in residential setting	<ul style="list-style-type: none">• Subfloor condition challenges• Can be installed over old flooring• Sound reducing on upper floors
\$	\$\$\$	\$\$

SITE CONDITION CONSIDERATIONS

HIGH-TRAFFIC	SUBFLOORING	MOISTURE RESISTANCE
<ul style="list-style-type: none">• Gluedown• Looselay gluedown	<ul style="list-style-type: none">• Looselay or Gluedown for projects with good condition subfloor and high traffic• Looselay with minimal adhesive or floating floor for projects with poor condition subfloor and low traffic	<ul style="list-style-type: none">• Floating vinyl floors best for spaces that will encounter moisture• For spaces with no risk of moisture, there are no limitations on selection

CASE STUDIES

04





MULTI-FAMILY

800 Sixth Apartments, NY

CHALLENGE

Sound reduction within budget.

Upgraded finishes to drive rent values.

SOLUTION

Floating SPC flooring with sound-reducing underlayment provided noise reduction and high-quality visuals and textures.

OUTCOME

Renters have quiet, units that match their design aesthetic.

Management has low maintenance flooring and no noise complaints.

COMMERCIAL

Beauty Bungalow Salons, CA

CHALLENGE

Match space aesthetic with high durability
low maintenance flooring system.

SOLUTION

Gluedown luxury vinyl plank with
advanced bond backing.

OUTCOME

Flooring met design aesthetic needs
while also withstanding high traffic
and maintenance requirements.





SINGLE FAMILY

Boardwalk San Clemente, CA

CHALLENGE

Provide long lasting, durable flooring with noise reduction and many aesthetic options.

SOLUTION

Engineered wood floating floor assembly provided a real hardwood look over a stable, multi-ply substrate to deliver authentic texture, dimensional stability, and ease of installation.

OUTCOME

Home has statement-making high durability floors that will last. Investment can add 17% to the home value.

CONCLUSION



A FLOOR FOR EVERY SPACE

- Work with manufacturers who support multi-channel solutions that offer the right products with the right performance and aesthetics for your project.
- Flooring choices should reflect project type and end-user priorities.
- Material construction influences performance.
- Proper selection improves occupant satisfaction and ROI.

THANK YOU FOR YOUR TIME

Questions?

This concludes the American Institute of Architects
Continuing Education System Course.

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