



## SELECTING FLOORING FOR YOUR NEW HOME



### Trends in Today's New Construction Flooring

When building your new Wisconsin home, your material options can seem endless, and flooring is no different. So where do you start?

Visit our [Design Gallery](#) at Demlang Builders and our Selection Coordinators can help choose flooring options that best meets the look you are trying to accomplish, while withstanding your daily life. Whether you are looking for something low maintenance, cushy and comfortable for the kids to play on or want to compare natural vs. manmade options, our Design Gallery features a wide variety of selections from our partners at [Drexel Building Supply](#).

Jason Strobel, Flooring Specialist at Drexel of Brookfield, WI works directly with Demlang's selection coordinators to ensure customers find exactly what they are looking for when it comes to flooring. He provided some insight on what is trending in new construction home flooring.

"With the majority of new construction homes having an open concept, it is not unusual for a new home owner to select the same type of flooring to be showcased throughout the house or a mix of two different mediums, a hard and carpet surface," Jason states. You'll see this popular trend in many of our model homes, which adds consistency and flexibility to your living spaces.

With hard surface flooring, the number of choices continues to grow. Long gone are the days of just natural hardwood. Although natural is still an option, today, many new homeowners choose manufactured materials such as vinyl flooring. "Vinyl flooring has come a long way in the past few years, growing in popularity. It can give a simulated hardwood look, tile appearance and more and is available in a variety of textures, print and designs," continues Jason.

These new luxury vinyl tile and luxury vinyl plank floors, often referred to as LVT and LVP are constructed of different layers that help with



maintaining not only the look of the flooring but also its durability. The resilient layers that make up the floor help with resisting dents and scratching from everyday wear and tear, challenges often easily seen in a natural hardwood surface. Cleaning is also fairly easy and there are numerous simulated hardwood/vinyl cleaning products available on the market. This is especially common in mud rooms, where harsh salt and sand from Wisconsin winters, pets and kids can take their toll.

Carpet has also seen quite an evolution throughout the past couple of decades. During the 1990s, a Berber style carpet was popular. But today, Jason says, "homeowners are looking for something with more texture or pattern to it. Carpet with some flecks of color not only add visual interest, but help to hide imperfections or stains that can be caused by everyday living. Earth tones and grays seem to be the popular when it comes to color."

The "harder" carpets have had their day in the spotlight, and trending now is a softer, more cushiony weave. As families spend more time at home, that means more time is spent playing on those carpeted surfaces or vegging out on them watching movies, making your Wisconsin home nice and cozy during a long winter. There is no denying that a thicker, more cushiony carpet is more comfortable.

Jason also mentions that tile is still king when it comes to bathroom flooring and showers. The team at Drexel has almost any style and color of floor, and handles all installation of their products, working hand and hand with the Demlang team to ensure the highest quality flooring throughout your new home.

For more information on the Drexel products available in our Design Gallery or to speak to a Selections Coordinator, call [262-246-0330](tel:262-246-0330).