



The Checklist to Becoming a One-Stop Shop for Flooring Customers: Why Carrying Quality Moisture Meters Helps You Sell More

Every flooring supply retailer wants to be a true one-stop shop for their customers. After all, if you can meet all of your customer's needs in one convenient store, you'll be the first supplier that they'll think of when they want to get something for their flooring.

While many flooring retailers cover the basics when it comes to stocking a variety of flooring types (wood, carpet, tile, etc.) as well as products like wood varnish/sealant and other basic necessities of flooring installation, there is one thing that many who sell flooring products to professionals and do-it-yourselfers alike forget about: flooring moisture meters.



Why Your Customers NEED Moisture Meters for Flooring Installation

Flooring moisture meters are a key tool for checking the moisture content (%MC) of wood floors prior to their installation. With moisture meters, your customers can make sure that the wood flooring is properly acclimated to the installation environment, and avoid issues like cracking, buckling, warping, or cupping in their newly-installed floors.

[Guidelines from the National Wood Flooring Association](#) (NWFA) specifically call for tight control of moisture conditions on the jobsite, stating that:

Having the construction site open to the outdoor elements could expose the wood flooring to excess moisture or humidity, which could potentially damage it and jeopardize a successful installation... Contractors should also ensure all basement and crawlspace areas are dry before the wood flooring is delivered, with proper vapour barriers and ventilation securely in place... all the interior heating and cooling systems [must] be properly installed and working. These systems should be used to bring the building as close to normal living conditions as possible before the wood arrives. Additionally, the moisture content (MC) of the subfloor should be checked so it is acceptable for the geographic area, as this impacts the long-term performance of the wood flooring... After the wood is delivered, it is important to allow enough time for the flooring to acclimate to the current jobsite conditions... It is important to perform a moisture test on all wood flooring, as well as the subfloor, before the installation process begins.

All of these requirements under the NWFA flooring installation guideline are designed to aid in controlling the moisture conditions inside a structure. This is an issue because wood is a hygroscopic material that will absorb or let off moisture until it reaches equilibrium with its environment. This absorption and release of moisture can cause wood to expand or shrink, creating cracks, gaps, and other issues.

Your professional flooring customers can improve their quality control by using moisture meters to check the %MC of the wood floors they install as well as the subfloor prior to installation. This helps avoid major installation issues and increases the satisfaction of their customers—keeping them in business so they'll come back for more.



Educating amateur flooring installers about moisture issues with different flooring types and what to watch out for can also help them avoid some severe moisture issues which could affect their perception of your flooring products' quality.

The Checklist for Being a One-Stop Flooring Moisture Meter Shop

It's not enough to just have any old moisture meter if you're going to be the one-stop shop for all things flooring. Different installation jobs may require specific tools or moisture meter types. Are you a one-stop shop for checking moisture in flooring?

Here are some things that you will need:

- ❑ **Moisture Meters:** Every flooring installation professional needs at least one of these to check the %MC of their wood flooring and subfloors prior to installation if they're going to meet the quality requirements of their customers and protect their reputations. There are two primary types of moisture meters, pin and pinless. Also, different meters may have different reading scales that they use.
- ❑ **Pin Type Moisture Meters.** These moisture meters use the principle of electric resistance to measure the moisture content of wood. Using a pin-type moisture meter with an attachable slide-hammer type probe is the only way to find moisture in the subfloor if there is a problem after installation.
- ❑ **Pinless Moisture Meters.** These meters use electromagnetic radio frequencies to scan wood and other materials for moisture. Often popular because they don't leave pinholes in wood, and are great to measure the subfloor and the wood floor prior to installation.
- ❑ **Reading Scales.** High-quality flooring moisture meters are calibrated to a wood reading scale, meaning they can give an accurate, quantitative measurement when checking a specific type of wood. Another popular scale type is the reference scale, which gives a qualitative (i.e. generalized) indication of moisture content. The reference scale is often used to check moisture in non-wood flooring materials.



- ❑ **Installation Advice and Guideline Books:** Not all of your customers are going to be professionals who know the NWFA guidelines like the back of their hand. Some are going to be amateur DIY homeowners who aren't too familiar with the challenges of installing flooring. Providing these guides helps your amateur customers achieve better-looking, longer-lasting installation results—which makes for happier customers. Also, these “how-to” resources are a great chance to tell customers how important products like floor finish, adhesives, etc. are, creating perfect upsell opportunities.
- ❑ **Specialized Moisture Meter Probes:** In some cases, the standard contact that come with a pin-type moisture meter aren't enough for all contractor's needs. In such cases, a specialized moisture meter probe, such as a slide-hammer electrode, increases a moisture meter's utility, allowing the flooring installer to make deeper checks of flooring materials or to get readings in places standard pins couldn't reach. Here, having a moisture meter with a connector to accept various electrodes is key, because it makes it easier to upsell the probes during the initial sale—or even well after when a user realizes they need a special probe. Many low-cost moisture meters don't offer attachments like a hammer-type probe, which truly limits that meter's capabilities.
- ❑ **Thermo-Hygrometers:** Other than checking the %MC of the flooring they're installing, contractors often have to make sure the rest of the structure is at the proper temperature and humidity. Thermo-hygrometers allow contractors to measure the relative humidity of an area—which can be important for establishing whether or not wood flooring has reached equilibrium moisture content (EMC) with the surrounding environment. Additionally, thermo-hygrometers with in-situ probes are a requirement for following the ASTM-F-2170 concrete testing standard—creating another upsell opportunity.



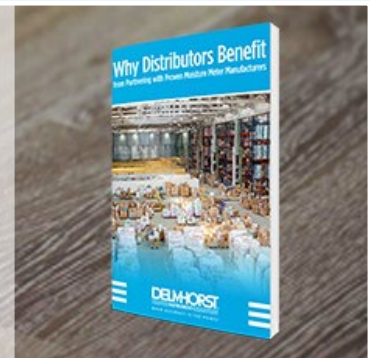
Having high-quality, reliable tools for your flooring customers is the key to building customer satisfaction and loyalty. Higher-quality tools are less prone to malfunctioning or breaking on the job, meaning happier customers who are more likely to return for future business.

It also means less time having to process warranty claims and returns that generate busy work without adding revenue. This is where partnering with a proven moisture meter manufacturer helps.

If you're ready to turn your flooring retail business into a true one-stop shop for both your professional and amateur customers, get started by finding out what to look for in a moisture meter manufacturer now!

Learn How Distributors Benefit From Partnering With Proven Moisture Meter Manufacturers

DOWNLOAD THE EGUIDE



For more information about wood manufacturing moisture meters, contact Delmhorst Instrument Co. today!

Contact Us Now

Connect With Us:



www.delmhorst.com



www.facebook.com/DelmhorstMeters



twitter.com/delmhorstco



www.linkedin.com/company/delmhorst-instrument-co



plus.google.com/101076036900584887265/posts



www.youtube.com/user/DelmhorstInstrument1

877-335-6467

877-DELMHORST

877-335-6467

