

WOOD FLOOR BUSINESS

LEADERS IN THE WOOD FLOORING INDUSTRY

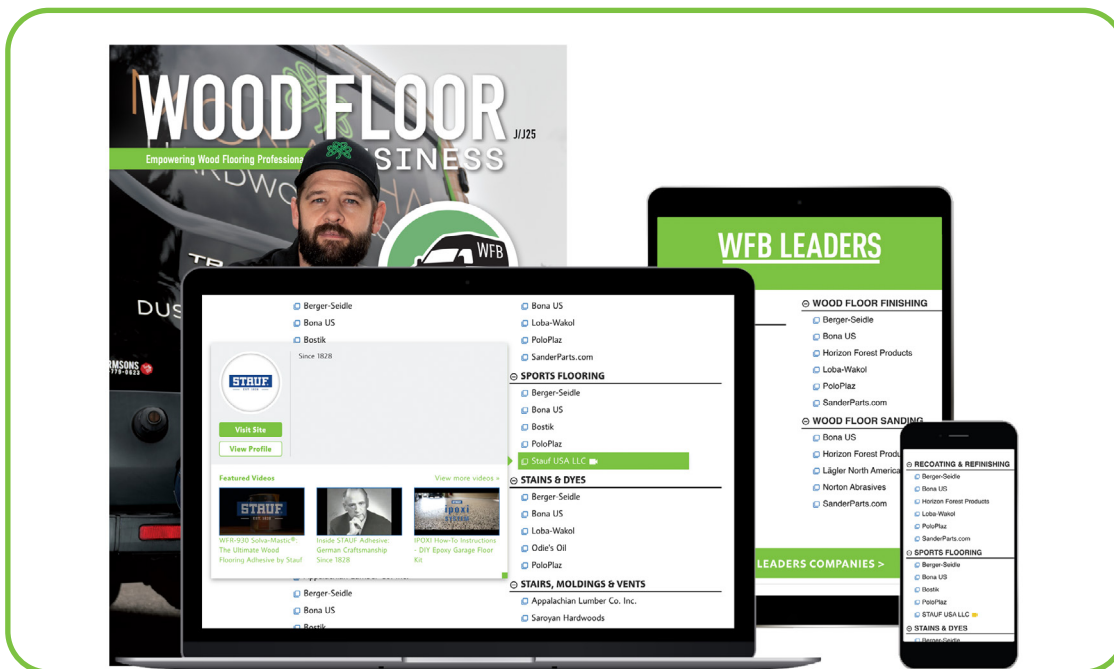
WFB LEADERS

SHOW UP WHERE IT COUNTS

Position yourself within WFB magazine's relevant content through our Leaders advertiser program to show up where it counts. Our multi-channel approach connects active buyers to the solutions you have to offer.

KEY FEATURES


- Brand exposure through our year-round, multi-channel approach



KEY FEATURES (CONTINUED)

- Online article tagging positions Leader company listings within category-related content

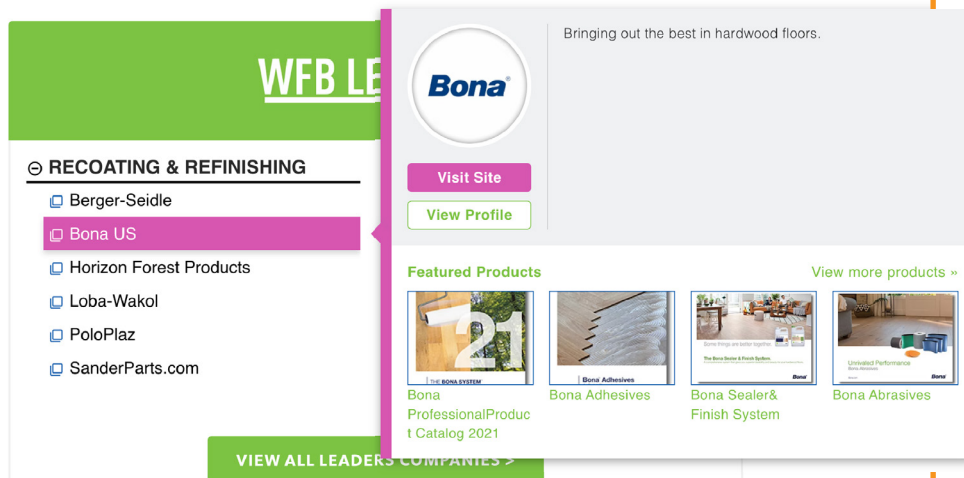
⊖ SPORTS FLOORING

- [Berger-Seidle](#)
- [Bona US](#)
- [Bostik](#)
- [PoloPlaz](#)
- [STAUF USA LLC](#) 

- Hovering over Leader company listings within articles displays Leader company profile, including company overview, link to your website, product images and information, videos and your provided content

Oil-modified urethane

With OMU finish, your only option between coats is to mechanically abrade—you can't hot-coat poly. Because OMU has a higher solids content, you can be slightly more aggressive, usually between 150–180. Screens are still frequently used between coats, as well as maroon pads with paper strips.







Bringing out the best in hardwood floors.

Bona

[Visit Site](#)

[View Profile](#)

Featured Products [View more products »](#)

-  **Bona Professional Product Catalog 2021**
-  **Bona Adhesives**
-  **Bona Sealer & Finish System**
-  **Bona Abrasives**

[VIEW ALL LEADERS COMPANIES >](#)

It depends on the finish, but typically you must wait a minimum of 6 hours before abrading and applying another coat. Most pros let OMU dry overnight

KEY FEATURES (CONTINUED)

- Easy-to-search directory, highlighting companies in 12 categories

⊖ BASIC WOOD FLOOR INSTALLATION

- ⊖ Aged Wide Floors
- ⊖ Appalachian Lumber Co. Inc.
- ⊖ Berger-Seidle
- ⊖ Bona US
- ⊖ Bostik
- ⊖ Horizon Forest Products
- ⊖ Lägler North America
- ⊖ Lignomat USA Ltd.
- ⊖ Loba-Wakol
- ⊖ Norton Abrasives
- ⊖ PoloPlaz
- ⊖ SanderParts.com
- ⊖ Saroyan Hardwoods
- ⊖ STAUF USA LLC
- ⊖ Wagner Meters
- ⊖ Woodwise/Design Hardwood Products Inc.

⊖ CUSTOM INSTALLATION

- ⊖ Aged Wide Floors
- ⊖ Appalachian Lumber Co. Inc.
- ⊖ Berger-Seidle
- ⊖ Bona US
- ⊖ Bostik
- ⊖ Horizon Forest Products
- ⊖ Lägler North America
- ⊖ Loba-Wakol
- ⊖ Norton Abrasives
- ⊖ PoloPlaz
- ⊖ Saroyan Hardwoods
- ⊖ STAUF USA LLC
- ⊖ Woodwise/Design Hardwood Products Inc.

⊖ FACTORY-FINISHED WOOD FLOORING

- ⊖ Aged Wide Floors
- ⊖ Appalachian Lumber Co. Inc.
- ⊖ Horizon Forest Products

⊖ MOISTURE & WOOD FLOORS

- ⊖ Berger-Seidle

⊖ RECOATING & REFINISHING

- ⊖ Berger-Seidle
- ⊖ Bona US
- ⊖ Horizon Forest Products
- ⊖ Loba-Wakol
- ⊖ PoloPlaz
- ⊖ SanderParts.com

⊖ SPORTS FLOORING

- ⊖ Berger-Seidle
- ⊖ Bona US
- ⊖ Bostik
- ⊖ PoloPlaz
- ⊖ STAUF USA LLC

⊖ STAINS & DYES

- ⊖ Berger-Seidle
- ⊖ Bona US
- ⊖ Loba-Wakol
- ⊖ PoloPlaz

⊖ STAIRS, MOLDINGS & VENTS

- ⊖ Aged Wide Floors
- ⊖ Appalachian Lumber Co. Inc.
- ⊖ Saroyan Hardwoods

⊖ SUBFLOOR/SLAB PREP AND UNDERLAYMENT

- ⊖ Berger-Seidle
- ⊖ Bona US
- ⊖ Bostik
- ⊖ Horizon Forest Products
- ⊖ Lignomat USA Ltd.
- ⊖ Loba-Wakol
- ⊖ STAUF USA LLC

⊖ WOOD FLOOR FINISHING

- ⊖ Berger-Seidle
- ⊖ Bona US
- ⊖ Horizon Forest Products
- ⊖ Loba-Wakol
- ⊖ PoloPlaz
- ⊖ SanderParts.com

⊖ WOOD FLOOR SANDING

- ⊖ Bona US
- ⊖ Horizon Forest Products
- ⊖ Lägler North America
- ⊖ Norton Abrasives
- ⊖ SanderParts.com

⊖ WOOD FLOOR TOOLS & EQUIPMENT

- ⊖ Bona US
- ⊖ Horizon Forest Products
- ⊖ Lägler North America
- ⊖ Lignomat USA Ltd.
- ⊖ SanderParts.com
- ⊖ Wagner Meters

WFB'S ONLINE PRESENCE

544K+

UNIQUE PAGE VIEWS
LAST YEAR

384K+

USERS
LAST YEAR

2 MINUTES+

AVERAGE SESSION
DURATION

45K+

AVERAGE MONTHLY
UNIQUE PAGE VIEWS

WFB LEADERS

HOW LEADERS WORKS

[Check out this article](#) to see the Leaders program live. The stats outlined below demonstrate an example of a WFB Leader after just one month:



23.5K IMPRESSIONS

The number of times a Leader business name was displayed in front of the target audience on our website

Oil-modified urethane

With OMU finish, your only option between coats is to mechanically abrade—you can't hot-coat poly. Because OMU has a higher solids content, you can be slightly more aggressive, usually between 150-180. Screens are still frequently used between coats, as well as maroon pads with paper strips.

WFB LEADERS

Bringing out the best in hardwood floors.

RECOATING & REFINISHING

- Berger-Seidle
- Bona US**
- Horizon Forest Products
- Loba-Wakol
- PoloPlaz
- SanderParts.com

Featured Products

- Bona Professional Product Catalog 2021
- Bona Adhesives
- Bona Finishes

VIEW ALL LEADERS COMPANIES

It depends on the finish, but typically you must wait a minimum of 6 hours before abrading and applying another coat. Most pros let OMU dry overnight

WOOD FLOOR BUSINESS

WFB LEADERS

- Basic Wood Floor Installation
- Custom Installation How-to

BASIC WOOD FLOOR INSTALLATION

- Aged Wide Floors
- Appalachian Lumber Co. Inc.
- Berger-Seidle
- Bona US
- Bostik
- Horizon Forest Products
- Lägler North America
- Lignomat USA Ltd.
- Loba-Wakol
- Norton Abrasives
- PoloPlaz
- SanderParts.com
- Saroyan Hardwoods
- STAUF USA LLC
- Wagner Meters
- Woodwise/Design Hardwood Products Inc.

RECOATING & REFINISHING

- Berger-Seidle
- Bona US
- Horizon Forest Products
- Loba-Wakol
- PoloPlaz
- SanderParts.com
- STAUF USA LLC

SPORTS FLOORING

- Berger-Seidle
- Bona US
- Bostik
- PoloPlaz
- STAUF USA LLC

STAINS & DYES

- Berger-Seidle
- Bona US
- Loba-Wakol
- PoloPlaz

STAIRS, MOLDINGS & VENTS

- Aged Wide Floors
- Appalachian Lumber Co. Inc.

CUSTOM INSTALLATION

- Aged Wide Floors
- Appalachian Lumber Co. Inc.

SUBFLOOR/UNDERLAYMENTS

- Berger-Seidle
- Bona US
- Bostik
- Horizon Forest Products
- Lignomat USA Ltd.
- Loba-Wakol
- STAUF USA LLC

WOOD FLOOR BUSINESS

- Berger-Seidle
- Bona US
- Horizon Forest Products
- Lägler North America
- Norton Abrasives



11.2K UNIQUE USERS

Unique people who have seen the Leader business name on our website

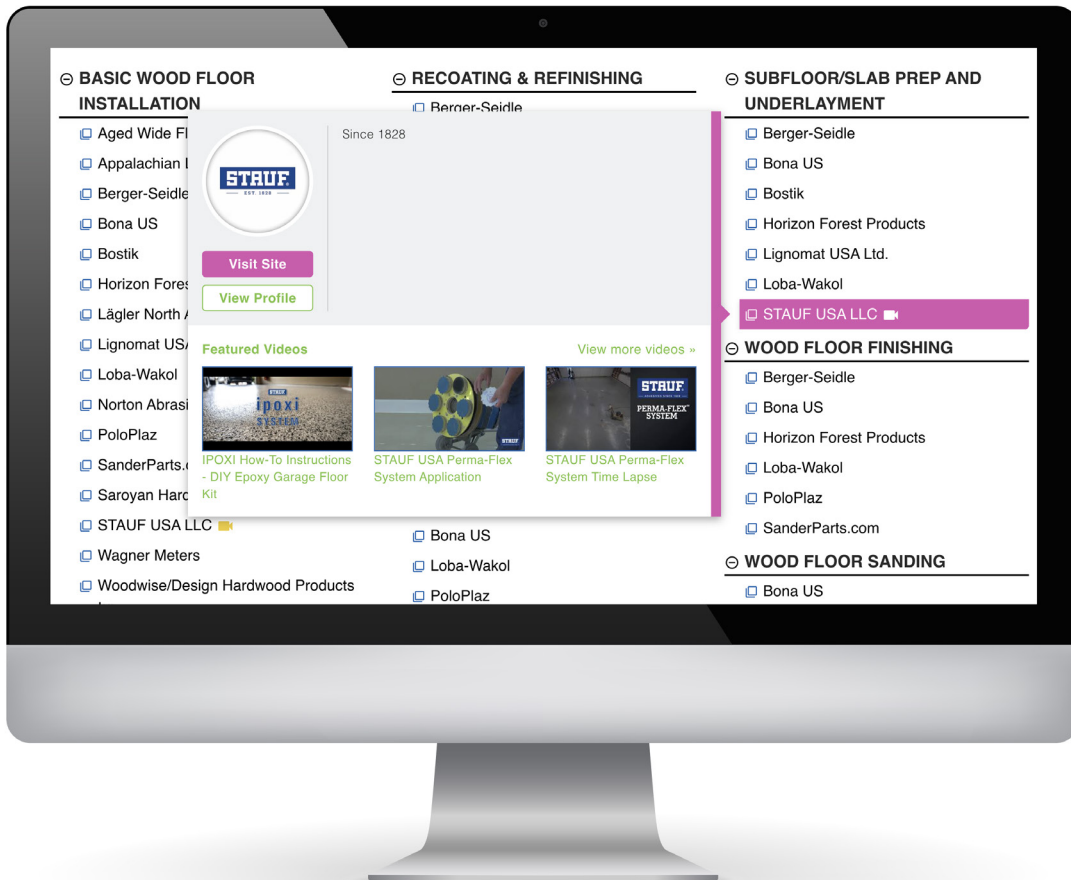


[CLICK TO VIEW LEADERS](#)



272 LEADER COMPANY PROFILE OPENS

The number of times a user hovered over the Leader company name and previews the company profile



BECOME A WFB LEADER*



JARED FISH

Director of Sales

(800) 722-8764 ext. 114

Direct: (608) 729-4220

jared@woodfloorbusiness.com

**Must be a qualified advertiser to be eligible (invest \$20,000/year)*