

Why BellaWOOD®?

BellaWood offers a fantastic line of traditional domestic and exotic flooring that includes many beautiful wood species in a wide variety of widths and grades. Since BellaWood floors come to you with a 50 year finish, UV-cured aluminum oxide finish, you never have the mess of sanding and varnishing after the floor is installed. We have our own manufacturing facilities and sell direct-to-the-public so no one can beat our quality and prices. Some of our products are over 60% less than traditional sources and the BellaWood Certified 50-Year Finish is among the best in the industry. Better wood at a better price you can't beat it!

- 50 Year Certified Finish Warranty

- Over 120 Wood Flooring Varieties

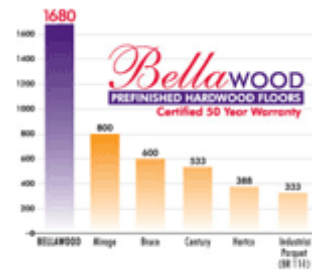
Whether you are developing a residential or commercial property, or remodeling your home, BellaWood has the flooring to meet your needs and the expertise to help you get the job done correctly.

Taber Testing

In blind Taber Testing by an independent laboratory, BellaWood came out on top with an extraordinary Taber Rating of over 1600!

The Taber Test is an abrasion testing method that was designed to measure the abrasion resistance of protective floor finishes. Flooring squares are secured to a turntable and then weighted with sandpaper. The turntable is rotated, causing the sandpaper to wear against the finish.

Each full revolution of the turntable is counted as a Taber cycle. The number of rotations it takes the sandpaper to get through the finish becomes the Taber Rating for that finish.



[Click for Larger Image](#)

Manufacturing Facilities

BellaWood is headquartered in Williamsburg, Virginia.



This amazing state-of-the-art prefinish facility contains one of the most advanced wood floor finishing lines in the world. Among the many high-tech features are heated doctor rollers which help apply our eight-coat 50 year BellaWood finish with exact precision. The finish is then cured using calibrated ultra-violet lamps.

Extensive testing is performed on each run of flooring including the following:

1. **The Nickel Test.** Used to subjectively gauge overall film toughness. Rating scale 0-10, with 10 being the highest score and indicative of a film that shows no damage from the scrape.
2. **Cross Sectional Test.** A grid is cut into the finish then an adhesive tape is applied and removed to check for 100% adhesion.
3. **Film Weight Test.** The thickness of each coat of finish is measured with a precision balance. The BellaWood total thickness is 3.5 mils, over 50% thicker than industry standards.
4. **Gloss Test.** The percentage of gloss, typically 60% is metered to insure uniform gloss level.



Extensive Selection

Bellawood prides itself on its wide variety of hardwood flooring, including over 20 different domestic and exotic wood species. Bellawood is also one of the only companies in the United States to offer 3/8" and 3/4" quartersawn prefinished flooring. With board widths that range from 2 1/4" to a robust 6" in various wood grades, Bellawood has a floor to meet any designer's challenge. And, as always, Bellawood comes complete with the certified 50 year prefinish warranty.

Mike Grey of Bellawood
Floors

Stocking & Delivery

In our Williamsburg, Virginia distribution center, we stock between 1,500,000 and 2,000,000 square feet of hardwood flooring, one of the largest and most diverse inventories in the industry. We also have extensive stock at each of our showroom locations. We can deliver to your job site in all 50 states and around the world. Containerized shipping is available.

Competitive Pricing

We have our own manufacturing facilities and direct-to-the-public showrooms so no one can beat our quality and prices. There are no distributors, brokers, or retailers between you and us. Therefore, some of our products are over 60% less than traditional sources, and the Bellawood finish is among the best in the industry. Better wood at a better price you can't beat it! Bellawood solid flooring prices start at \$2.99 per square foot.