

WHAT IS IN. WHAT IS OUT.



Wide plank. Warm oak. Matte. Engineered over slabs. Pattern as a line item. Grey is finished.



ECOWOODS

TRENDS · 2026-27

THE CORRIDOR IS NOT GUESSING. IT HAS ALREADY MOVED.

From Toronto condos to Buffalo first floors the same specification is being written in 2026: a wide board, a warm oak or walnut, a matte or wire-brushed face, and a construction the substrate can carry. Cool grey stain and 2¼-inch strip are what people are sanding off, not what they are ordering.

OUT

Cool grey and stark white stain

IN

Warm honey, caramel, raw oak, mid-walnut

OUT

2–3” strip as the default

IN

5–9” wide plank as the default

OUT

High-gloss polyurethane

IN

Matte, satin, brushed, oil-mod

OUT

Straight-lay only

IN

Herringbone and chevron in entries and kitchens

OUT

Solid on every substrate

IN

Engineered over slabs, radiant, and damp seasons

OUT

Orange builder red oak gloss

IN

Natural red oak, or white oak that is actually white oak



SIX SPECIFICATIONS THAT WILL STILL BE TRUE IN 2027

Wide plank is no longer a trend

5–7" is the working width. 7"+ is the open-concept look. Strip remains for matching an existing 1920s house, not for a new main floor.

White oak / European oak is the visual

Lowest shrinkage of the common oaks, takes a warm stain without going pink, photographs well. Supply is tighter than red oak. Specify the botanical name.

Engineered is the condo and slab answer

Toronto towers and Buffalo slabs do not care about fashion. They care about a wear layer thick enough to sand and a core that stays flat.

Pattern has a price

Herringbone and chevron multiply labour and waste. They belong in a foyer or a kitchen as a decision, not as a surprise on invoice two.

Finish is getting quieter

Matte and satin hide traffic. Gloss advertises every swirl. Waterborne systems stay the indoor-air default.

Refinish is still the volume job

The corridor is full of sound red oak and maple. Keeping that wood is the most expensive-looking cheap decision a house can make.

THE TREND THAT IS NOT A COLOUR: CLIMATE

Toronto and Buffalo share one winter-dry / summer-humid swing. Indoor RH often falls to 18–25% in January and climbs past 60% in July. Hardwood is happy between 35–55%. Every fashionable wide board is also a wider movement board. The ½-inch gap, the moisture meter and the construction choice are the trend that lasts.

Toronto & GTA

Condos on concrete. Pre-war houses on plywood. Radiant in new builds. White oak engineered on slabs. Solid maple and red oak refinished in the older stock.

Buffalo & WNY

Same lake-effect humidity, different permit desk. Solid needs a climate-controlled interior. Engineered is the usual answer over slabs and in houses without tight humidity control.

What not to buy for fashion

A 10-inch solid board over a damp slab. A grey factory finish you will hate in three years. A 0.6 mm wear layer sold as “hardwood.” Vinyl that is trying to look like the oak next door.



QUESTIONS THE 2026 SEARCH IS ALREADY ASKING

Is wide plank still in?

It is the default. 5–7" for most rooms. Wider only when the subfloor is flat and the species is stable.

Is grey flooring over?

As a new order, yes. As an existing floor, it can be sanded. That is often the better job.

White oak or red oak?

White oak is the 2026 visual. Red oak is what most older Toronto and Buffalo houses already are. Match what is there unless you are replacing.

Solid or engineered next?

Substrate decides. Joists and a dry house can take solid. Slabs, radiant and condos take engineered with a real wear layer.

Are patterns worth it?

In one room, yes. Whole-house herringbone is a labour and waste decision. Price it as a line item.

Will vinyl replace hardwood?

In basements and wet rooms, often. On a main floor that is supposed to last 40 years, no. They are different products.

What finish should I specify?

Satin or matte waterborne, named on the quote. Gloss is a maintenance plan, not a look.

What does Ecowoods do with a trend?

We install the board the substrate can carry. We refinish the floor that still has wood. We do not sell a colour as a structure.



ECOWOODS

HARDWOOD FLOORING INC.

A trend that ignores moisture, wear-layer thickness and who holds the sander is not a specification. It is a mood board.

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