

THE PRODUCTS THIS CORRIDOR BUYS



White oak wide plank. Red oak that is already in the house. Maple. Walnut as the dark option. Hickory when the floor will be hit.



ECOWOODS
PRODUCTS · CORRIDOR

WHAT SELLS IS NOT A BRAND. IT IS A SPECIES AND A CONSTRUCTION.

No mill publishes a clean Toronto-to-Buffalo unit ranking. The corridor still leaves a clear order in quotes, listings and what Ecowoods is asked to install or refinish. Janka figures below are USDA Wood Handbook side hardness at 12% MC — the same table Ecowoods cites on the site.

01	White oak / European oak The 2026 visual. New main floors, condos, listings. Specify Quercus alba or European oak, width, wear layer.	Janka 1,360	5–8" engineered or solid
02	Red oak — existing + new match The floor already in most pre-1990 houses. Highest refinish volume. New red oak is for matching, not for fashion.	Janka 1,290	2¼–3¼" solid, or wide
03	Hard maple Ontario's largest flooring hardwood by growing stock. Light field. The Giorgia stair language. Dents less than oak.	Janka 1,450	Solid strip / wide; engineered
04	Black walnut The dark specification. Softer. Bedrooms, libraries, design-forward mains. Needs felt and honest traffic talk.	Janka 1,010	5–7" premium
05	Hickory Hardest common face. High contrast. Families, dogs, kitchens that will be kitchens.	Janka 1,880	5–7" character
06	White ash Pale, open grain. Emerald ash borer has changed the supply story. Specify only when the lot is real.	Janka 1,320	Wide plank, declining supply



White oak wide plank — the new-install default



Red oak — the floor already in the house



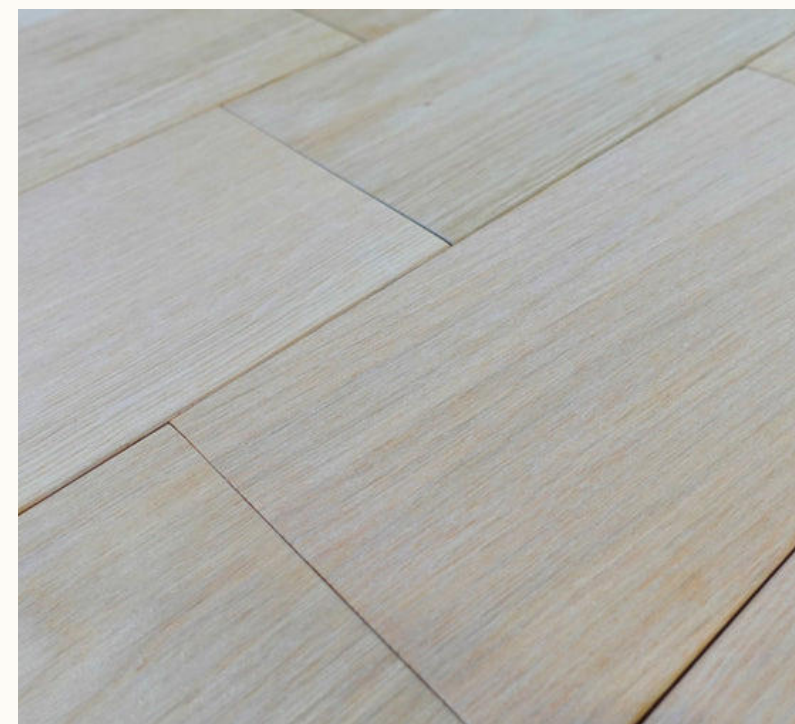
Walnut — the dark premium specification



Hickory — when the floor will be hit



Herringbone oak — feature, not whole house



Maple / pale oak — light field, satin

TWO JOBS. ONE CORRIDOR. DIFFERENT PRODUCTS.

New floors people order

- 6.5–7.5" white / European oak engineered, 3–4 mm wear layer, matte, over condo slab or radiant.
- 5–7" white oak solid or engineered, nail-down, on plywood in a detached house.
- Herringbone or chevron oak in a foyer or kitchen — priced as pattern, not as field.
- Walnut wide plank in a design-forward main or a quiet room.
- Hickory where dogs, kids and chairs are the brief.

Floors people already own

- Red oak 2¼–3¼" solid — the refinish majority in Toronto and Buffalo housing stock.
- Hard maple strip and plank — light houses, stairs, the Ecowoods Georgia language.
- Screen and recoat when the finish is tired and the wood is sound. \$2.50–\$4.00 / sq ft.
- Full sand and finish when colour changes or wear is through. \$4.75–\$7.50 / sq ft.
- Replacement boards in the same species and grade — not a new fashion floor.

Installed bands that do not move after the measure

New hardwood installed

\$11.00–\$18.00

/ sq ft CAD

Fixed in writing after a free in-home measure.

Full sand & finish

\$4.75–\$7.50

/ sq ft CAD

Fixed in writing after a free in-home measure.

Screen & recoat

\$2.50–\$4.00

/ sq ft CAD

Fixed in writing after a free in-home measure.

WRITE THE PRODUCT SO THE QUOTE CANNOT HIDE

Species

Botanical name. White oak is not red oak with a pale stain. European oak is a different tree than Quercus alba.

Grade

NWFA / NOFMA grade in writing. Select, No. 1 Common, character. Grade moves colour variation more than stain does.

Width × length

Board width and the length mix. A 7" board with short lengths is not the same floor as 7" with 6-footers.

Construction

Solid, or engineered with total thickness and wear-layer millimetres. Under 2 mm is usually one sand, not a lifetime.

Method

Nail-down, glue-down or floating — decided by the substrate, not by the box.

Finish

Site-finished or prefinished. Sheen. Waterborne or oil-mod. Named system, not “poly.”

Pattern

Straight, herringbone, chevron, border. Pattern is scope.

Stairs

Per tread, species-matched, method named. Never buried in the square-foot number.



ECOWOODS

HARDWOOD FLOORING INC.

The bestselling floor in this corridor is still the one already in the house — if the wood is thick enough to keep.

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