



The Company

Custom Wholesale Floors “The Wood People”

Since 1973 - for more than thirty years - CWF has been the place to go for wood flooring and technical information. CWF began with a single location based in Miami, FL servicing the South Florida local market. Solid management, caring people and a defined focus on the wood flooring market was a recipe for success. Soon, CWF opened offices & warehouses in Tampa, Orlando, Jacksonville and Atlanta. In 1996 the corporate headquarters and Central Distribution Center was relocated to Jacksonville, FL where it resides today. This move positioned CWF to better serve and supply the Florida, Georgia, South Carolina and Alabama markets.

Today, CWF operates out of larger distribution centers in Miami, Tampa, Orlando, Jacksonville and Atlanta. CWF employs over 80 people from these physical locations as support staff, sales, specifiers, customer service, warehouse personnel, truck drivers, sample makers and more.

During our storied history, our customers have grown confident in our ability to provide unique wood species, professional service, and fair prices. More importantly, with these products they have the confidence of knowing that CWF investigates potential manufacturers for quality, reliability, and price...in that order. Your customer can choose products from all over the world with the assurances of the “Wood People” around the corner. CWF is committed to provide you with all the tools and support to allow you to promote and sell hardwood flooring PROFITABLY!!



Miami

Atlanta

Tampa

Orlando

Jacksonville

Design & Specification



Industry Partners

At CWF, we have over 30 years of experience working with professionals such as yourself, and we are eager to develop a close working relationship with you. You'll find out that you can use us as a source of information and inspiration, since we are always at the cutting edge of the latest innovations in wood flooring.

Custom Wholesale Floors, Inc. (CWF) is a proud member of the following industry organizations:

- American Institute of Architects (AIA)
- American Society of Interior Designers (ASID)
- National Wood Flooring Association (NWFA)

Accredited AIA Educational Programs

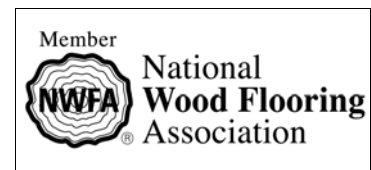
CWF has 3 approved AIA/CES programs that demonstrate a commitment to continuous improvement and excellence in continuing education. We encourage you to take advantage of these programs that offer insight to the wood flooring industry while earning credits. The programs offered are:

1. Species and Finishes available in Hardwood Floors
2. Selecting the right Hardwood Floors for your project and how to properly install it.
3. Moisture and its affects on Hardwood Floors

Design & Specification Support

CWF also provides our AIA & ASID partners the added benefits of:

- Information on residential and commercial wood flooring
- Samples and literature
- Referrals to Professional wood flooring installers
- Model Home Programs
- Information and training meetings
- Design Selection Center Display units



www.cwf.com

Product Offering

Quality Wood Flooring Products

CWF distributes products from the leading manufacturers of hardwood flooring and associated products. As one of the country's largest hardwood flooring distributors, we represent 50 different brands of hardwood flooring & related products. From traditional red oak to African Wenge; and from strip to plank, parquet, engineered, and solid wood, CWF can satisfy any Customer's demands. CWF's exotic & domestic line of specialty hardwood species is second to none with a stocking inventory of more than 20 different wood species. This extensive collection of hardwoods from around the world is now in one place, a distributor with a long history. You will find a broad range of hardwoods, technical information and service you can rely on.

Quality Pro Product Sundries

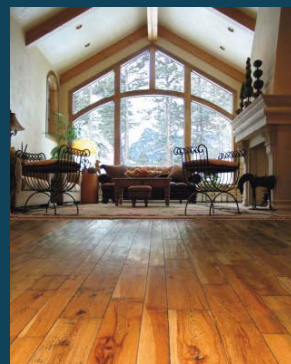
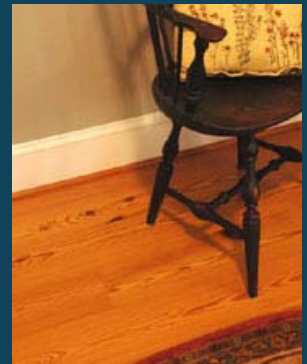
Our Pro Product Division maintains a complete inventory of products to install, sand, and finish wood flooring. This includes water-base and oil-base floor finishes and stains, acoustical solutions, sandpaper, nailing cleats & staples, maintenance products and adhesives. Also inventoried are sanding machines, nailing guns, and other installation tools. CWF is committed to representing, stocking, and selling the highest quality products in the floor covering industry. Our Professional Products Managers in each of our Distribution Centers can assist with technical information and support.

Quality Moldings & Millworks

No Hardwood flooring job is complete without the proper transitional moldings. CWF has committed to providing and inventorying an extensive offering of moldings that match the products we offer in quarter round, stairnose, reducers, thresholds and t-molds. We developed custom coatings with color match, gloss and durability that meet the flooring requirements.

We also provide quality millwork, stair treads and risers in prefinished or unfinished formats.

By doing business with CWF, you can rely on us to finish your job professionally.



888.336.3015



CWF Quality Logistics

CWF has served the retail and contract floor covering trade for over 30 years with quality name brand products from around the world. Our five distribution centers are conveniently located in major cities throughout Florida and Georgia. These distribution centers are fed by our large Central Distribution Center in Jacksonville, FL.

In order to best serve you, we maintain a modern fleet of company owned and operated delivery vehicles. Whatever the load, we have the means to deliver the goods on time and without damage.

CWF Quality Service

Our highly trained Customer Service personnel are available at each of our 5 locations to satisfy our Customers' needs. Local delivery vehicles support our Customer Service departments and make deliveries in an 4-state region. In most cases within 48 hours. Our goal is to provide complete Customer satisfaction. Our sales people both inside and outside participate in a "Continuous Training" program as well as attend manufacturer and industry-sponsored schools. When you need more information about the hardwoods we carry call your Territory Manager or the nearest Distribution Center for assistance.

CWF Quality Customers

CWF takes great pride in offering these products and services to our customer partners of Floor Covering Retailers, Wood Flooring Contractors, Lumberyards and Home Centers. Our goal is to enhance our Customers' skills by providing new product seminars and installation & sales training. We aspire to develop long lasting business relationships with our clients through education and continuous communication.

Why Custom Wholesale Floors?

- Extensive selection of hardwoods and hardwood flooring products from around the world.
- Leading the market with current and future hardwood flooring trends.
- High standards mean high quality products.
- Years of experience to help with technical questions
- Prices and products that satisfy every hardwood need for quality and value.
- Fast and reliable Delivery Services.
- Specification Services
- Credit Services
- In-house Sample Department

M i a m i

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J a c k s o n v i l l e

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C o r p o r a t e A d d r e s s

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