

Not all Heart Pine is created equal

The best pine flooring and lowest prices all in the same spot

We not only bypass the middle man, we offer true wholesale pricing on boards that very few of you have ever seen. The gorgeous 12'-14' wide plank heart pine, aka 1 x 10 gives a reveal of 9" with a true $\frac{3}{4}$ thickness that lets you know these was not some lumber mill equipment. And most importantly, we keep it simple. Our prices are based heart content, 0-40%, 50-80%, 85% in new heart pine.

Long-leaf Southern Pine is not as profitable as the fast-growing species and they do not grow on tree farms. Without getting into very dry subject matter and use million square mile references, let me just say that it has virtually disappeared.



Grading Pine

Grades and heart content confuse everyone at the retail level. Why does grade matter in a 2mm floor, just the species is given or a completely made up grade. For example, the prefinished "heart pine" market most with mostly dark stain options. Dark Heart Pine, really? When you have heart wood you show it, and you "put lipstick on the pig". Of the inquires SYP gets concerning prefinished heart pine, 90% want clear coat or natural finish. We have dozens of gorgeous wide plank heart pine as seen in the picture above.

We understand that most people just want their floor to look good! Well, of course, but why pay more based on a term created to identify the best or worst of, essentially the same board. Longleaf select pine is called Heart Pine and is easily distinguishable by color (s), grain, density and growth rings producing, yep you guessed it more weight.

I love the terminology we see in our small sized niche market of unfinished high-end pine flooring and certainly in unfinished pine anything. The latest

one to cause a huh, is select knotty pine. Is select knotty pine being knotty pine without knots? Of course not, the point is that that term was created to increase the price and should be taken with a grain of salt. A grade should be identifiable, by a layman, from the lesser grade without using your imagination or a finishing technique. Keep reading to learn more about your local pine dealer, no matter what they tell you.

In the construction materials or dimensional lumber market the grades are standardized and regulated, as much as the industry itself will allow. Which means that the big guys want to keep the standards very high, make sense? Think of it this way, in the 2 x 4 market the grades can be discussed and sold based on industry standards and guidelines and this gets a little murky with regards to flooring.

At SYP Direct we differentiate ourselves by the species of our materials, the quality of our mill works and the honesty of our sales process. To put it simply, we have the same (small) margins in every floor we sell. We will not misrepresent our flooring in any way shape or form. We have no surprise cost and our business was, and will continue to be, dependent on word of mouth and repeat business.

The larger orders get only get a volume discount, the customer service is the same with 200 to 2000 square feet. We are willing to educate our clients, validate what they logically know to be true but “cannot get straight answer locally” and sometimes “save them” from a certain seconds and tavern grade flooring- liquidation franchise.

We stand behind every stick we sell, ask anybody- any customer-we have them in all 50 states presiding over and being responsible for every move from our door to yours. Heavy, long and difficult to protect traveling the distances we traveled in November and December of 2018- Montana, Hawaii and California.

Tiger Flooring LLC dba SYP Direct

Heather Howard Co-founder

