

Manufacturers add new finishing touches

INNOVATIVE TRIMS ANSWER A VARIETY OF MARKET DEMANDS

By Sarah Zimmerman

It's the finishing touches that easily transition a kitchen to a family room or a reception area to a private office.

Moldings manufacturers realize this important fact and stepped up their Surfaces game this year with original product offerings to answer several market demands.

Faus hit the show floor with a couple of new moldings at this year's Surfaces, speaking to a variety of consumers. Adding to its popular FasTrim Collection, Faus launched FasTrim Metal, a universal metal transition system allowing conversions between all types of flooring—carpet, vinyl, commercial VCT, ceramic and hardwood. Currently available in three colors, each 78-inch long package contains all the necessary parts to construct four different transitions—T-mold, End mold, Rotatable T-mold and Carpet reducer.

"This is great because everything you need to finish any room is in one box," said Kyle Evans, manager, Hardwood Division. He also noted Faus will be working this year to add more colors which people have been asking for.

In conjunction with the introduction of FasTrim Metal, Faus launched FasTair Metal—a stairnose product designed to work with a variety of stair configurations and materials. Again in three colors—gold, silver and pewter—FasTair Metal is height adjustable with a low profile and grooved design to eliminate trip and slip hazards.

"We underestimated the response this product has generated," Evans said. FasTair also comes with a color-coordinating cap system.

Also addressing the latest market calling, Versatrim unveiled its newest green moldings called Earthtrim. Comprised primarily of medium density fiberboard (MDF), 85% of Earthtrim is pre-consumer recycled wood fiber. However, the eco-friendly finisher retains its luster by using 3% genuine hardwood for its veneer. Not only does Earthtrim address the ever-growing environmentally friendly calling, it also enhances the product, noted Thilo Hessler, president. "Wood warps, so by only wrapping the trims in a

hardwood veneer, our Earthtrim actually addresses several important issues."

And, like the rest of Versatrim's products, Earthtrim also reduces inventory with same day shipping. The company offers free samples, color



charts and displays. Visit www.earthtrim.com for more.

Also stepping on the green scene, Zamma built a \$9 million factory in Orange, Va., to convert paper into laminate for use in its moldings offerings. "We're such a large user of laminate, rather than import it we decided to build a fully integrated manufacturing establishment," said Peter Spielman, president.

Continuing to grow and

become fully vertically integrated, Zamma showcased its laminate and wood moldings—available in over 450 color styles including wood grains and ceramic tones—along with a new introduction, stair treads. "We now offer full price stair treads for new construction and slip-on stair treads for the remodeling market that coordinate with our laminate applications," he said.

Also growing its business, Foresta—known for its waterproof flooring—went a step further this year introducing waterproof molding. The screwless, nailless moldings are offered in two sizes and 16 colors to match a variety of flooring options. The new trim is also available in classic white and a paintable surface to give the consumer maximum creativity, said John Rosa, director of sales.

He explained both sides of the moldings are fit with Flexfit so that the trim contours to any wall, providing a flat, smooth transition. "The response to this innovative product has been tremendous, and we're looking to continue expanding it and our business."

The company currently has distribution along the East Coast, Midwest and in Florida, and is looking for West Coast distribution.