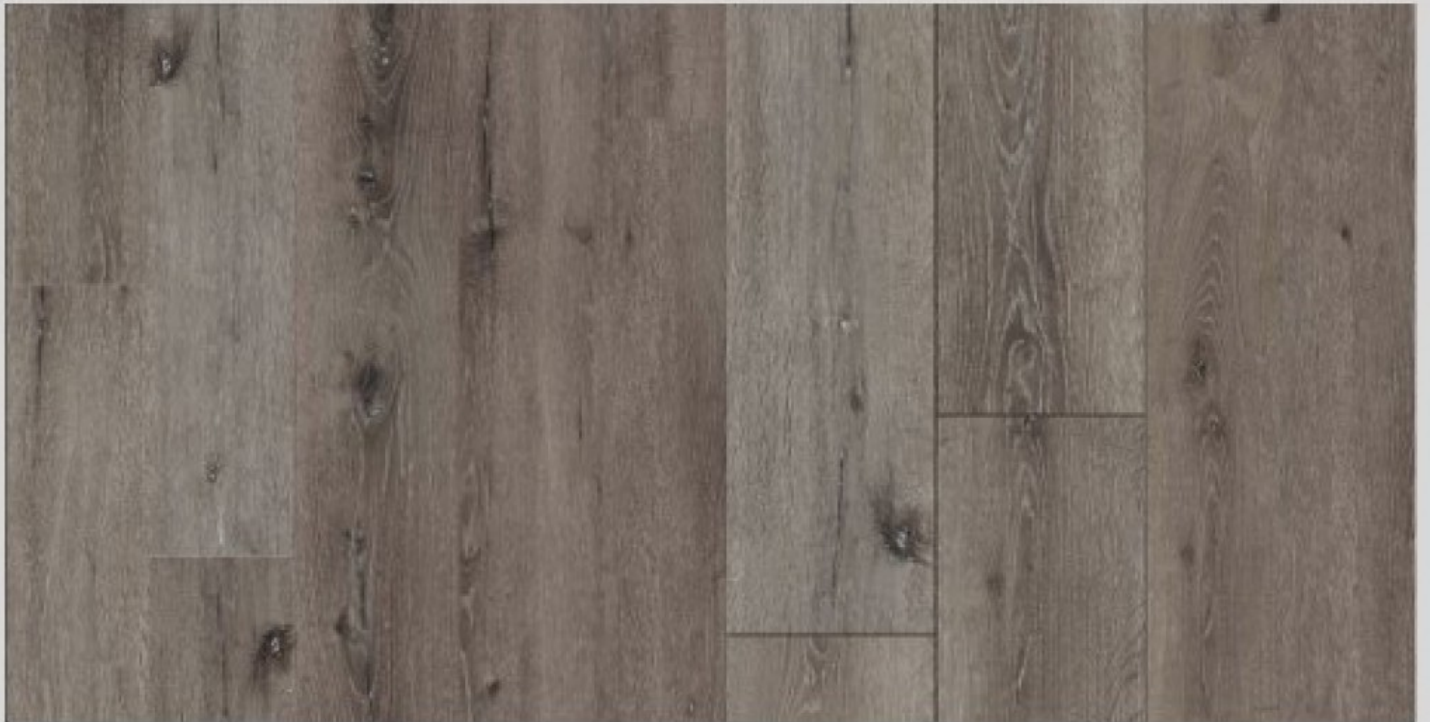


## Multifamily Solutions with Chris August MSI Surfaces



### MSI Surfaces The Most Versatile Multifamily Solution

**Houston, Texas Oct 23, 2022 ([Issuewire.com](http://Issuewire.com))** - Can you tell which plank is which? The intro picture to this article includes multiple glue-down planks with wear layers ranging from 6 to 20mil as well as premium locking click planks with multiple commercial and residential wear layers and sizes. [MSI Surfaces](#) offers a wide variety of colors and styles that cross over into multiple formats and options.

I recently presented our product line to a group of flooring professionals. They said one of their biggest obstacles on large multifamily projects is the lack of options in the market. Scrambling between vendors to find the correct style and performance takes time away from their deadline. Although technology in the flooring industry has improved over the last decade, many manufacturers have lost focus on the demands that multifamily projects bring. Budgets have always been a critical battle to overcome. However, the rising cost of materials in recent years has made it much more difficult to specify products.

Architects and trade professionals are always pleased when they realize that I can supply them with a single look that is available in multiple wear layers and sizes in both glue-down and locking click planks. It helps their project run smoothly and on time since solutions can be found from fewer sources. I recently worked with a management group that loved one of our dark oak looks. We were able to offer them a beautiful 9x60" click plank with a 20mil commercial wear layer for the lobby, a matching 12mil for the corridors, and a glue-down for the suites. They were thrilled to achieve the same print throughout the entire property and come in below budget.

There are quite a few exciting advancements in surface technology, but understanding the fine print can be time-consuming. Our Ridgid Core is a perfect example. Our Everlife Series offers *true* 100% waterproof performance. I have been on numerous jobsite inspections to only discover the product that was used was only waterproof if it is not cut. All who are reading this know that 50% of the perimeter wall consists of cuts in order to achieve the staggered look of a natural wood floor. With over 67 designs/colors ranging from rustic to modern, MSI offers a complete system for any size project.

Throughout MSI's 47-year history, we continue to see exponential growth. We import over 85,000 containers annually to service our more than 40 showrooms and distribution centers. Whether the project requires countertops, flooring, or hardscaping, we are a leading source for architects and trade professionals.

While many manufacturers and suppliers are still rebounding from recent supply chain issues, MSI actually experienced growth during the pandemic. We source from over 35 countries which allows us to avoid massive inventory shortages if certain global regions experience setbacks. This in conjunction with our diverse product line, architects and specifiers are able to easily find a solution in even the most difficult conditions.

MSI does a phenomenal job at recognizing current trends. I'm often asked what makes us different. We understand that style is important, but options are even more so. It's great if you would like a 20mil click floor throughout your entire project, but does your budget allow it? I would guess that your answer is no. Having that been said, I welcome the opportunity to help you with your next project.

Be sure to read my recent article, "Solving Multifamily Construction Delays."

<https://www.issuewire.com/chris-august-msi-surfaces-solving-multifamily-construction-delays-1746772214796600>

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