



Rick Finney joined the family business Finney's Floor and Home Center in 1972. The Dresden native has seen plenty of trends come and go so his emphasis is on learning about what's needed and pointing customers in the right direction.

## Finney's helps customers navigate trends

HGTV says carpet is still the leader among flooring choices, but resilient vinyl flooring crafted to look like stone, wood plank and ceramic and "green market" options made from recycled/sustainable materials are gaining in popularity.

Cork from a cork oak tree, wood flooring made from vintage wine barrels, and carpet fibers made with corn sugar rather than nylon are other trends the popular home and garden network sees on the horizon.

In Weakley County, Rick Finney of Finney's Floor and Home Center in Dresden observes slightly different trends.

"People are sensitive to the environment and eco-friendly options," he said. "They have the 'want to,' the desire, but money is a factor."

Since joining his father Richard at the family business in 1972, Finney has nearly five decades of experience to draw on. When he started, carpet was THE

thing. In the last 10 years, his customers have moved toward the hard surfaces like hardwood. But the promised longevity also comes with a price.

Enter WPC - Waterproof Core.

A vinyl covering, WPC looks like hardwood, is a floating floor so it doesn't require toxic adhesives, and is water resistant.

"Every second or third customer that comes in wants WPC," noted Finney.

Sherman Williams looked to fashion and design trends to select Oceanside SW 6496 - described as "a collision of rich blue with jewel-toned green, a color that is both accessible and elusive" - as their "color of the year."

And, if history is any indicator, Weakley County may open their doors to such new possibilities ... in a couple of years.

"With HGTV, they [customers] want what they saw today, but color-wise

we stay behind the curve," Finney explained.

Nationwide trends have been focused on blues and grays for a couple of years now. But in this area of Tennessee, earth tones were most frequently selected. In the last year, however, more people are wanting to use the grays.

Since what he and his small staff want to provide is what the customer wants, they begin with gathering information. For instance, prevailing thought says that pet owners might want to avoid carpet, but recently a woman said her dog was having trouble walking on hardwood. So carpet was laid.

While Finney works with area decorators, he quickly acknowledges that he is not a designer. "All I have is some experience," he explained, "I'm not going to tell someone what to do, but I will caution them."

Amusingly, the color of

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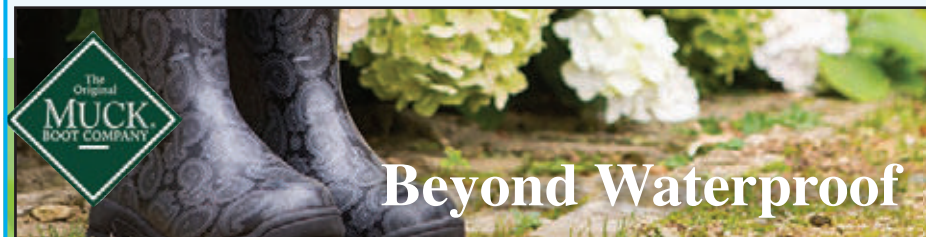
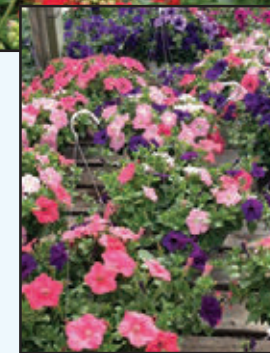
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