

Builder/Architect



Weston Hardwood Design Centre: A Long History of Flooring Excellence

Canada Post International Publications Mail (Canadian Distribution) Agreement No. 40042043

Weston Hardwood Design Centre: A Long History of Flooring Excellence

By Michael McKay

Weston Hardwood Design Centre, although a relatively new company, is a company comprised of people with a long history in the hardwood flooring business. This long history of customer service, attention to detail, and on time/on budget service has landed them with the **Greater Toronto Home Builders Association's Trade Contractor of the Year Award.**

"We are extremely proud of this award. It honors not only Weston Hardwood and our subcontractors, but the long history of flooring installation and maintenance that was passed down to me from my father, Pasquale," says Joe Fazari, sole owner and operator of Weston Hardwood.

Pasquale Fazari came to Canada in 1952 and worked in a hardwood manufacturing facility. He was then trained in installation and hardwood restoration. In 1958 he and his brother opened up Fazari Brothers Flooring and began servicing the booming home building market. Back then they were doing installation, sanding, staining and finishing. Pasquale gravitated towards flooring because he didn't like the mess involved in the other aspects of the construction business.

"I liked to be inside and out of the mud," laughs Pasquale. "But I also liked the way a new floor looked and how it made the home look."



Pasquale passed his knowledge down to his son, Joe, who learned the business from the ground up and is rightfully proud of his ability to handle all aspects of an installation or restoration, and be able to pass on his knowledge to the subcontractors who now work for him.

"I have sawdust in my veins," says Joe, "and in 1983, at 18 years of age, I started to work with my father on a full-time basis. After learning the manual part of the business I learned the office part. In January 2003, I opened the doors to Weston Hardwood Design Centre. It's been a growing at a steady pace ever since."

According to Joe, Weston Hardwood did over 4,000 homes in the GTA in 2006. With 30 crews working five to six days per week, they install floors for some of the GTA's biggest builders such as Ballantry Homes, Tribute Homes, and more.

In a time when almost anyone with a truck, a compressor, and a floor-nailing gun can call themselves a floor installer,



PHOTO BY GILBERT BENAMOU (G PHOTOGRAPHY)



PHOTOS BY GILBERT BENAMOU (G PHOTOGRAPHY)



PHOTOS BY GILBERT BENAMOU (G PHOTOGRAPHY)

Weston Hardwood has used only the best subcontractors available and many of them have been with them since the company's inception.

"We stay away from 'fly-by-nighters' and use only qualified tradesmen to represent our company," says Joe. "These are people I can count on to do the job correctly."

With thirty crews working in various locations it is very important to maintain quality control over the finished product. To this end, Joe employs two full-time supervisors who are on the road full-time to oversee any problems and to make sure the jobs are being done properly.

"We are very proactive when it comes to quality control," says Joe. "We'd sooner sort out a small problem quickly before it becomes a big one. Part of our popularity with builders is that we don't give them any headaches. Our use of 'on the road' supervisors is an important as-



set for creating customer satisfaction.”

A large part of Weston’s business is with home builders. They are gravitating towards hardwood flooring, including laminates, because it enhances the value of their homes. Increased consumer demand for hardwood flooring has prompted builders to include hardwood as a standard feature.

“Most of the homes being built are geared towards young families,” says Joe. “The hardwood floors can take whatever a family can dish out and maintain its appeal.”

However, Weston Hardwood is also very active in the custom home market, supplying exotic woods with intricate patterns to discerning buyers looking for a unique floor treatment for their homes.

“We supply and install exotic hardwoods, bamboo, distressed and hand-scraped flooring, and even custom



PHOTOS BY GILBERT BENAMOU (G PHOTOGRAPHY)



PHOTOS BY GILBERT BENAMOU (G PHOTOGRAPHY)



designed patterns. These types of installations are time consuming and require very skilled tradesmen, but they are well worth it when you see the final product,” says Joe.

Weston Hardwood Design Centre prides itself in being able to quickly fulfill its many contracts by having the in-house stock readily available to its clients.

“We have a 16,000-square-foot warehouse with all the stock we need to start and finish all the jobs we have on the go,” says Joe. “Our ability to start and finish jobs on time and on budget is one of the main reasons we were chosen Trade Contractor of the Year.”

Weston Hardwood also caters to the “do it yourselfer” and its large appealing showroom is stocked with various flooring samples and is serviced by two sales people six days a week.

“Many of our customers are interested in installing their own flooring,” says Joe. “We help them as much as we can by explaining the basics. Very rarely do they come back to us needing one of our crews to install the product.”

Another part of their business comes from doing hardwood floor restoration and finishing. This involves sanding, staining, and varathaning existing floors that are in need of a make-over.

“This is a process that requires highly skilled people. One mistake with a floor sander can be a costly one,” says Joe, “but we have the people available to do the job correctly.”





PHOTO BY GILBERT BENAMOU (G PHOTOGRAPHY)

Joe is looking to expand in the future and hopes to increase his business in several directions; for example, by taking on more new home builders, high-rise developers, specialty projects through architects and designers, and custom home builders. Not to be forgotten is the surging demand from the retail renovation market.

For now Weston Hardwood is content to grow on its ability to service the major home builders and provide top-notch service to customers in need of floor restoration and finishing. ■



250 Vaughan Valley Blvd.
Woodbridge, Ontario L4H 3C3
Tel: (416) 746-0016 Fax: (416) 746-0019
Toll Free: 1-866-825-WOOD (9663)
www.westonhardwood.com
info@westonhardwood.com