

# Oh, That Underfoot “Look Appeal!”

*By Janet Bohling*

TOWNSEND, MA - Chairs are dragged across them. Kids play on them. Dogs sprawl on them and more! Some people do yoga on them. Some dance on them. And some have that one girlfriend who ignores the “please take off your shoes” sign and wears stilettos on them. Its all happening underfoot and lets face it, all of our floors take a beating. When its time to replace them, or if you are building a new home, Townsend Flooring and Interiors in Townsend, MA is the place to go.

Townsend Flooring offers start-to-finish professional design services, the highest quality products in every price range, and superior installation services for residential and commercial renovation, remodel and new construction projects. And they offer the talents, expertise and good humor of Linda Giadina. Linda started Townsend Flooring and from its inception they stood out from among their competitors, for many reasons. Among those reasons are Linda’s knowledge and expertise. She knows the market and has extensive product knowledge. In fact, her expertise is legendary having been in the flooring industry for over 35 years. Linda and her husband John started their flooring company in their barn in 1984. John was a flooring installer for 10 years before, and Linda had the interior design expertise. Together they made a reputation for themselves and in 1986 they moved to Townsend and started Townsend Flooring and Interiors.

I was floored when I entered Townsend Flooring and Interiors for the first time (pun intended). The first product I saw was their collection of curtains. They are the kind of curtains that are very hard to find these days. They are beautiful, the patterns are stunning, the material is high quality and the workmanship cannot be compared to what you find in big box stores. What’s odd is that they are not expensive!

Walk down a few stairs and you will find the rich and diverse selection of flooring Townsend Flooring and Interiors has to offer. Carpet with tactile effects in a rainbow of colors, wood, natural stone and tile, vinyl...you name it. It’s all here for you to touch and experience in store, and for you to take home before you buy. Yes, Linda allows her customers to take home samples to experience in their home, at no cost, before making a purchase. She’s a love. Really this woman is a joy to spend time with. You don’t need to drag your husband, enlist your girlfriends, or beg your mother to shop with you if you’re going to Townsend Flooring. Linda is all that and more. She will guide you through the showroom and tell you the advantages and disadvantages of each flooring type for the room that it will be going in. Be prepared to be delighted and surprised. Linda is exceptionally honest. And she has a wealth of knowledge about every type of flooring. One of the products she showed me was called Luxury Vinyl. I know, it sounds expensive, and it sounds, well...like vinyl. But trust me, this is not the scuffed up, dirt impregnated work-horse your grandmother walked on. Actually Luxury Vinyl is quite



affordable, beautiful, and very durable. What’s more it has unbelievable visuals. Some look like real tile or stone while other look exactly like wood. What ever you fancy, each is an admirable replica with convincing details.

I was most amazed by a new product Linda showed me called Pure Soft. It is carpet, but unlike any carpet I ever felt before. It was so soft that the texture underfoot would be like walking on a cloud. Pure Soft will surely turn any room into a cozy refuge, thanks to the unique fiber extrusion process. Pure Soft is like butta! And yet Pure Soft is highly resistant to stains and soiling. Good news for pet owners, like me. Another product I was astonished with was Pure Genius. Pure Genius is hard to describe. It is a flooring product with tons of look appeal like natural products, but with the durability of engineered materials. Pure Genius is a light activated, air-purifying agent made of titanium dioxide that is integrated into the floor finish. Yup, that’s a mouth full but it means Pure Genius purifies indoor air making it up to 85% more pure. You heard that right! Pure Genius, IS pure genius and those features and more, make it a great choice for households with children.

Townsend Flooring and Interiors offers hundreds of brands and all types of flooring including solid & engineered hard wood, ceramic and porcelain floor and wall tile, all types of carpet and vinyl flooring, as well as curtains for your home. Even better, their selection offers the benefits of advanced technology in every price range. As I walked around the showroom with Linda I felt like I was with a sister. That’s how she makes everyone feel. I think I stayed there for 3 hours looking at all the beautiful product, talking with Linda about the amazing advances in flooring technology, and being utterly astonished at the quality and choices. It was for me an escape from the 24/7 digital world and as a designer myself, it was a store filled with eye candy. And yet I felt more informed about flooring than if I spent two days surfing the web.

By now you should be getting the idea that although walking through the doors of Townsend Flooring and Interiors, and chatting it up with Linda, is like returning to a more relaxed and simpler time, you will find not only traditional flooring but flooring that incorporates the latest in technological advances. So if you are in the market for flooring, wall or floor tile, or curtains, go to Townsend flooring. You will leave educated and excited. And if you are like me, as you are driving home it will don on you that in this quaint little new England town, there are hidden gems like Townsend Flooring and Interiors in which you will find the most prized selection of technologically advanced products, that you thought could only be found in a big city or dare I say, at the mall. And yet, all you had to do to find it, was to take a short drive past cow farms and pastures to the center of a quaint New England town, which is Townsend, MA.

*Townsend Flooring and Interiors is located in the center of town at 241 Main Street, which is Route 119 in Townsend, MA. The building is blue and the entrance is in the back, so its best to park your car in the parking lot out back.*

