

NEW BUSINESS | VINTAGE FLOORS & INTERIORS

Company emphasizes fine woodwork

■ The owner of a flooring company in Hollywood learned the business from the ground up.

BY MARCIA FREIDENREICH
Special to The Miami Herald

A new wood-flooring company in Hollywood is run by a Florida native who grew up in the business.

Rick F. Menger Jr. of Hollywood, owner of the recently opened Vintage Floors & Interiors, learned early about making money the old-fashioned way. He cut his teeth in the wood-flooring business alongside his father.

Menger eventually decided to open his own company.

"My dad has been in the flooring business in Florida since 1967," said Menger, who grew up in Miami Beach. "When I was 12 years old my dad would pay me and my friends good hard cash to unload trucks."

Menger worked in all aspects of the business.

Visitors to the Vintage Floors & Interiors showroom should be impressed by the shop's large selection of prefinished real wood flooring.

They may also see craftsmen such as David Richards of Miramar or Carlos Adames of Miami Shores putting the finishing touches on custom-ordered wood floors.

The shop also has reclaimed oak flooring from old barn wood.

One of the antique floors was recently installed in a high-rise condo unit on Las Alas Boulevard.

Other popular choices include hand-scraped wood, distressed wood, or a combination of both. Then there's a floor made of rich tan Argentine leather squares with magnetic backing that is slated for the bedroom of an Aventura condo.

Vintage Floors offers choices in cherry, maple, pine, hickory, beech and



EXPERIENCED HAND: Vintage Floors & Interiors owner Rick F. Menger Jr. has been in the business for years.



IF YOU GO

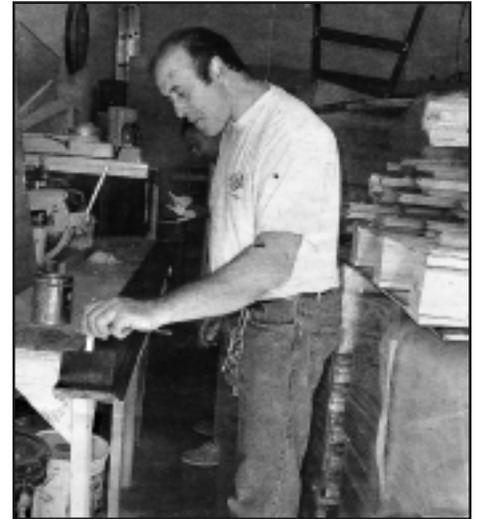
- **What:** Vintage Floors & Interiors.
- **Where:** 2848 Stirling Road, Suite C, Hollywood. The showroom is in a warehouse complex, just south of Stirling Road and west of I-95.
- **Hours:** Call for appointment.
- **Information:** Call 954-983-6944.

ash. Companies such as Listone Giordano Tarkett Wood Floors and Virginia Vintage HandScraped Floors are represented in the showroom.

When his father first started in the business in Florida, wood floors were only for the very rich, Menger said, but with the advent of prefinished floors, they have become much more affordable.

Though Menger installs floors in many upscale condominiums and homes in cities such as Aventura, Bal Harbour and Sunny Isles, and will install floors for completely new homes, he will also install one room of a customer's home.

"No job is too small, no job is too big, and no job is too far," said Menger, who has done floor installations in New York; New Jersey; Bogotá, Colombia; Panama; the Cayman Islands; and the Bahamas. The company does both residential and commercial jobs.



PHOTOS BY MARCIA FREIDENREICH / FOR THE MIAMI HERALD

FINISHING TOUCH: Craftsman David Richards of Miramar applies stain to a piece of wood flooring.

Durability is another reason customers choose prefinished, engineered wood floors: They aren't affected by the heat and humidity of South Florida due to their strong polyurethane finish, which contains aluminum oxide.

"These floors are incredibly tough," Menger said. "They don't go bad, they don't wear out."

The company will maintain wood floors after they are installed, and can repair and refinish existing wood floors.

"We make old floors look new," Menger said.

The company sells a specific cleaner for customers to use on their wood floors.

Menger directly supervises all floor installations; the company employs 12 people and is licensed and insured.

"It's a step above going to a large company because we take very personal care of our clients," said Menger's assistant, Sheri Bass of Hollywood.

"When we install new flooring in an existing home I want the owners to walk in and feel they've walked into a new house," Menger said.

