

# Flooring Expert Nick Hopkins of Hopkins Floor Co Shares Insights on Flooring Material Selection in HelloNation

FESTUS, MO, UNITED STATES, July 9, 2025 /EINPresswire.com/ -- Flooring Expert Nick Hopkins of Hopkins Floor Co Shares Insights on Flooring Material Selection in HelloNation

What should homeowners and business owners evaluate before choosing a flooring material? According to Nick Hopkins of Hopkins Floor Co in Menomonie, Wisconsin, practical functionality should outweigh aesthetic preferences when it comes to flooring decisions. In a feature published by HelloNation, Hopkins explains the key factors that determine which flooring material will stand the test of time in a specific environment.



Hopkins emphasizes that [moisture exposure](#), foot traffic levels, and overall durability must drive flooring choices. [Water-resistant flooring](#) such as tile or vinyl composite is best suited for areas like bathrooms or entryways, while engineered hardwood or carpeting works better in drier, low-traffic rooms. For homes with kids or pets, [high-traffic flooring options](#) like luxury vinyl plank and laminate offer resilience with minimal maintenance. He also highlights the risks of using natural wood in regions with fluctuating humidity, recommending hybrid or stabilized products instead.

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The most successful flooring choices prioritize utility over appearance.

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*Nick Hopkins*

The article advises that lifestyle needs should always be

part of the flooring equation. For example, homeowners with mobility concerns may need to think about surface transitions, while those with pets should prioritize scratch-resistant

materials. While style matters, Hopkins reminds readers that performance and durability will have the most impact on long-term satisfaction. Flooring is a daily-use surface, and the most successful decisions are those that prioritize utility over appearance.

The full article, What to Consider Before Selecting a Flooring Material, provides a clear roadmap for anyone navigating flooring material selection, from understanding water-resistant options to choosing the best laminate flooring for high-traffic zones.

#### About HelloNation

HelloNation is a premier media platform that connects readers with trusted professionals and businesses across various industries. Through its innovative “edvertising” approach that blends educational content and storytelling, HelloNation delivers expert-driven articles that inform, inspire, and empower. Covering topics from home improvement and health to business strategy and lifestyle, HelloNation highlights leaders making a meaningful impact in their communities.

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