

Absolute Floors Expands to Woburn, MA with New Location

Bringing 25 Years of Flooring Excellence and Industry-Leading Service to Middlesex County

NASHUA, NH, UNITED STATES, November 7, 2025 /EINPresswire.com/ -- [Absolute Floors](#), a trusted name in flooring across Southern New Hampshire and Northern Massachusetts, is proud to announce the grand opening of its newest location in Woburn, Massachusetts.

This expansion comes after years of growing demand from Middlesex County homeowners and businesses who value expert craftsmanship, transparent pricing, and exceptional customer service.

Founded in 2020, Absolute Floors has built a reputation for transforming homes and commercial spaces with premium materials and meticulous installation. The company's Woburn location will bring that same quality, backed by an industry-leading 5-year warranty on both labor and materials, to more customers than ever before.

"Opening our Woburn location is an exciting milestone for our team," said Norman, Founder and Owner of Absolute Floors. "We've been serving customers in Massachusetts for years, but now we have a home base here in Middlesex County. This allows us to respond faster, serve better, and bring our signature flooring expertise to even more communities."

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Meeting the Demand for Better Flooring Service

Absolute Floors' expansion into Woburn was driven by a surge in requests from homeowners and businesses frustrated with the limitations of big box stores and inexperienced contractors.

Unlike typical flooring providers, Absolute Floors offers:



Absolute Floors

- **Industry-Leading Warranty:** A full 5-year warranty on both labor and materials—five times the industry norm.
- **Vetted, Background-Checked Installers:** Customers can trust that every installer entering their home has been thoroughly screened.
- **Expert-Only Installations:** Each installer specializes in their specific flooring type—whether hardwood, laminate, LVP, tile, or carpet—ensuring the job is done right the first time.
- **Your Materials, Your Choice:** Customers can buy flooring from any source, and Absolute Floors will install it with precision and care.
- **World-Class Communication:** Calls, texts, and emails are answered promptly by a knowledgeable team member—not an automated system.

The Woburn location will serve homeowners in the city and throughout Middlesex County, including neighborhoods such as North Woburn, Central Square, and Four Corners, as well as nearby communities like Winchester, Burlington, and Reading.



A Track Record of Excellence

With over 25 years in business, Absolute Floors has completed thousands of projects, from single-room updates to large-scale commercial installations. The company's blend of hands-on experience, premium materials, and unbeatable value has made it a go-to choice for customers who want beauty, durability, and a smooth installation process.

"People want more than just a nice floor—they want the peace of mind that comes with hiring a team that truly knows their craft," said Norman. "We've spent decades perfecting our process so that our customers know exactly what to expect from start to finish."

The company's strong online reviews reflect this dedication, with customers praising Absolute Floors for its professionalism, punctuality, and above-and-beyond service. Many new customers come through referrals from friends and family who have experienced the Absolute Floors difference firsthand.



More Than Flooring: Building Community

In addition to offering premium flooring services, Absolute Floors is deeply committed to giving back. The company's Veteran Discount Program offers 5% off all services for U.S. veterans as a way to honor their service.

The team is also active in supporting local events, youth programs, and charitable causes—a

tradition that will continue in Woburn.

“This new location isn’t just about expanding our service area—it’s about becoming part of the Woburn community,” said [Owner’s Name]. “We look forward to building lasting relationships with residents, businesses, and local organizations.”

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Services Offered at the Woburn Location

The new Woburn showroom and service hub will provide the same wide range of flooring options Absolute Floors is known for, including:

- Hardwood Flooring Installation – Timeless beauty with expert craftsmanship.
- Hardwood Refinishing – Restore worn floors to their original elegance.
- Laminate Flooring – Stylish, durable, and budget-friendly solutions.
- Luxury Vinyl Plank (LVP) – Waterproof, scratch-resistant flooring built for active households.
- Tile Flooring – Elegant and long-lasting for kitchens, bathrooms, and entryways.
- Carpet Installation – Soft, comfortable options in every color and style.
- Tile Showers & Backsplashes – Custom designs to elevate bathrooms and kitchens.
- Commercial Flooring – Durable solutions for offices, retail spaces, and more.

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Looking Ahead

The Woburn location represents the next chapter in Absolute Floors’ mission to raise the standard for flooring services in New England. With a growing team, expanded service area, and continued commitment to quality, the company is positioned for sustained growth in the years ahead.

“This is just the beginning,” said Norman. “We have big plans for the future, but our focus will always be on delivering exceptional results for our customers.”

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About Absolute Floors

Absolute Floors is a locally owned and operated flooring company serving Southern New Hampshire and Northern Massachusetts. Founded in 2020, the company offers expert installation and refinishing services for hardwood, laminate, LVP, tile, and carpet, as well as custom tile showers and commercial flooring. With an industry-leading 5-year warranty, fully vetted installers, and a reputation for outstanding communication, Absolute Floors delivers beauty, durability, and value in every project.

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