

APEXLAB

A bespoke flooring experience.

Design & Crafted by Apex Wood Floors.

Every Extraordinary Floor Begins With A Conversation

Apex LAB is our bespoke flooring program created for homeowners, architects, and interior designers seeking something truly one of a kind. Rather than selecting from an existing collection, every floor is thoughtfully designed around your home, your vision, and the way you live.

From the first conversation to final installation, our team guides you through a collaborative process that transforms inspiration into a custom-crafted hardwood floor.

This isn't choosing a floor. It's creating one.



The Apex LAB Experience



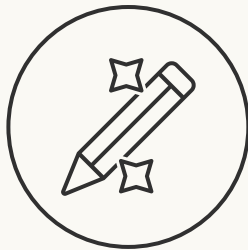
01

Inspiration



02

Collaboration



03

Creation



04

Refinement



05

Installation

Every custom floor follows the same five-step process, ensuring every decision is intentional and every detail is refined before production begins.
This isn't just how we build floors. It's how we eliminate uncertainty.

A close-up photograph of a wooden door with a brass handle and keyhole. The door is made of light-colored wood with a vertical grain. The brass handle is ornate, featuring a circular knob and a rectangular plate with decorative patterns. The keyhole is located below the handle. The lighting is warm, highlighting the textures of the wood and metal.

01

Inspiration

Before discussing species, finish, or texture, we focus on understanding the project itself.

We begin by listening - to the architect's intent, the designer's vision, the builder's timeline, and the homeowner's lifestyle.

Together, we explore the materials, architecture, furnishings, and details that define the home. This collaborative discovery phase establishes the creative direction that will guide every decision moving forward.

Together, we establish a clear design direction that becomes the foundation for the entire project.



02

Collaboration

Once the vision is established, we begin translating it into a flooring system tailored specifically to the project.

Together we evaluate species, grade, board dimensions, construction, texture, finish, installation pattern, and performance requirements - balancing aesthetics with the realities of how the home will be built and lived in.

Every specification is intentional. Every decision supports the larger design narrative.

The creative vision is transformed into a detailed flooring specification, giving the entire project team confidence before sampling begins.



03

Creation

With the specification established, our craftsmen begin developing custom samples.

Each sample explores subtle variations in color, texture, sheen, and character while remaining true to the original design intent. Multiple iterations may be created, allowing the design team to compare, refine, and confidently evaluate every detail before production.

This stage transforms concepts into something everyone can see, feel, and approve.

Custom samples bring the vision to life, allowing the design team to see, feel, and refine every detail before moving into production.



04

Refinement

The strongest projects are built through thoughtful refinement.

Samples are reviewed alongside cabinetry, stone, lighting, and adjacent materials to ensure the flooring complements the home as a whole. Small adjustments are often made during this phase, resulting in a finish that feels intentional rather than accidental.

Only after the sample is fully approved does production begin.

By the end of this phase, every detail has been thoughtfully refined and approved, allowing production to begin with complete confidence.



05

Installation

Every carefully considered decision now comes to life. Before a single board is laid, our team evaluates site conditions, acclimates the flooring, and confirms every detail. Because every Apex LAB floor is custom, installation is treated as the final stage of the design process - not simply another phase of construction.

Our craftsmen install each floor with precision, carefully considering layout, grain flow, transitions, stair details, and the overall balance of the space. Working closely with builders, designers, and homeowners, we ensure the finished floor reflects the original vision.

The result is a floor that feels intentional, seamlessly integrated into the architecture of the home, and crafted to be enjoyed for generations.

Why Apex LAB?



Completely Bespoke

Designed specifically
for your home.



Endless Customization

Species, texture, finish,
color, dimension, and
construction.



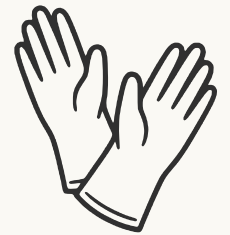
Collaborative Process

Built alongside
designers, architects,
and homeowners.



Locally Crafted

Designed, sampled,
and finished by our
Chicago team with
meticulous attention to
every detail.



White-Glove Experience

A seamless experience
from inspiration
through installation.













Let's Create Something Extraordinary.

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