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Signature Innovations, LLC
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By Marilyn Cauthen

Builders, Interior Designers and Retailers experience an eye-popping sensation upon entering the elegant showroom of Signature Innovations, LLC, located in Wood Dale, Illinois. Large museum style flooring displays fill the “by appointment only” showroom in an impressive array of species, allowing clients the rare opportunity to take in Signature’s highly unique flooring in real life proportions.

Tom Koczur, Owner and General Manager, of Signature Innovations, LLC is a member of a family who has worked in this exciting industry for many years. Tom’s approach to providing flooring extends far beyond mere client satisfaction. “The passion and pursuit for perfection can be shown in every application of every floor produced by our family-owned business. We work closely with designers, retailers and exclusive flooring galleries catering to often very high end and, at times, high profile clients. There are, in fact, a few celebrities in our portfolio,” remarks Tom. The two primary components of their successful philosophy are to import advanced, innovative technology and supplies in hardwood flooring applications, and to manufacture floors from very unique and exclusive wood species in a fully custom venue. “Typically, hardwood floors are the healthy way to living because they are environmentally friendly. The species we utilize, such as the European exotics, perform extremely well and are available in a huge selection.”

An easy and pleasant ride on the Internet will take clients to beautiful photographs of Signature’s superior product line. Three of their remarkable collections are the **Renaissance™**, **Igala™** and **Signature Collection**. An exclusive line of Vintage French Oak, hand scraped and beveled, reflects an authentic antique essence in the **Renaissance** Collection. “What makes this line special is that the planks are a wide style inspired by Chateau floors found in France and England. They are hand made according to European specifications and requirements, and the collection is comprised of the Chateau,



“Tom Koczur and his team have assembled a collection of unique and exotic wood flooring that work in harmony with the design of our homes. Our interior designers and clients are simply blown away when they visit his beautiful showroom, and with Signature’s collection, selecting hardwood has become much more than a width and species decision. To top it off we couldn’t ask for a better business partnership. Tom has instilled in his company the values that make doing business together fun.”

*Kevin O’Sullivan
Project Coordinator
Orren Pickell Designers & Builders*



"I was very impressed with Signature Innovations professionalism and the quality of their product. When I have taken my clients to their place of business I have been very happy with the personal attention we were given during the selection process. I recommend them to anyone, because of my excellent experience I have had with them."

*Tom Girot
Designer
Girot-Sarti & Alt, Ltd.*

through century-old techniques and secrets so that every floor is a unique work of art. "We import innovative products specifically from Germany and incorporate technology from Europe, which insures that projects are completed right the first time." They are exclusive distributors of solvent-free Uzin polyurethane adhesives and Pallmann water-based finishes. "Our company is as green as it gets. All our products are environmentally sensitive and safe, which is another aspect that sets us apart." FlexiKork™, a company trademarked underlayment, is a mix of recycled rubber and cork, 1/8" thick with shock absorbing and stress relieving sound control capabilities. "We consistently utilize the most advanced technology available in all of our products and services."

Villa, Tuscany and Estate designs," remarks Tom. "They are naturally aged vintage grade hardwoods." The second, **Igala** Collection, includes very rare and exclusive European Exotics such as Smoked Black Oak, Black Sea Walnut and Golden Acacia. "Acacia wood is a beautiful burgundy/gold in color and what's interesting is that it was used to build the Ark of the Covenant in Biblical times, which makes sense because it is stunning to see." The **Signature** Collection features European Red Oak, Snow White Maple, European Cherry and European Ash. "This essential collection showcases the beauty of the most popular European species used in flooring."

In all of the collections, the quality and mill of the wood is enhanced





Signature's appeal to builders and designers is substantial. "We do not sell directly to the general public, so in order for a homeowner to purchase our flooring, they must first go through their builder, designer or dealer." What Tom considers to be the biggest benefit to their clients is the 3,000 square foot private showroom with well over 70 exquisite flooring displays. Signature takes great measures in making certain that their clients know exactly what to expect once their floors

are completed. Builders and designers are encouraged to bring their clients to the showroom where they are free to browse an extensive product line. After clients have narrowed their flooring choices, they are provided with generously sized 4 to 6 square foot samples to take home. "There is nothing like it. Everyone who sees the showroom says that it is the most elegant and beautiful thing they have ever seen. We have a design center for mixing and matching different stain colors in order to

perfectly accommodate a client's taste. We totally customize colors to match any feature in a home." Floors can be pre-finished at their facility or site finished at the client's home.

Signature's stunning flooring was most recently featured in **6 of the 10** homes showcased in the *2005 Parade of Homes* and *Luxury Home Tour*. The homes are beautifully photographed and highlighted in their impressive 12-page catalog. Tom and Signature Innovations, LLC, are excited about future expansions and the addition of yet more special touches to their already unmatched service, assuring builders and designers alike that they can continue to enjoy the delicious fruits of this vibrant company's tenacity.

"From beginning to end, it has been my pleasure working with Signature Innovations, LLC. Their selection of flooring allows us great flexibility and choice in creating a specific and highly unique custom look we seek to achieve in all of our homes. Signature's floors were most definitely one of the many highlights in our model homes featured in both the Fall 2005 Luxury Home Tour and the HBAGC Parade of Homes. Signature worked closely with us and our in house designers in every step of the building and design process, always with attention to detail. Signature's unique custom flooring collections and exceptional service make it a pleasure doing business with them."

*Michael J. Graft, Jr.
President
Michael J. Graft Builder, Inc.
Barrington, IL*

Showroom hours are Monday through Friday, 9:00 AM to 5:00 PM and Saturdays, 9:30 AM to 1:30 PM.

TBJ