

Flooring and Display Board Factory: Don't Let a Silent Board Steal Your Orders



Huzhou, Zhejiang Dec 19, 2025 ([Issuewire.com](https://www.issuewire.com)) - Today, I'd like to chat with our friends in flooring and display board factories about a topic we're all familiar with but might not have thought deeply about — display boards.

We cannot say that the value of a display board is huge, it's just a small sample for showcasing flooring. But it isn't small either; it's often the first impression customers have of our products and can even be the key to whether end consumers decide to purchase. However, after chatting with several overseas buyers recently, I found that many of their complaints often stem from this "small" display board.

Where is the problem?

For us in the flooring business, the core focus is making good flooring. Display boards are often outsourced or made in-house as an afterthought. As a result, we often treat display boards merely as a "technical task" rather than a "sales tool," causing them to lose their true "soul" — absolutely and

completely representing the bulk goods and showcasing the selling points of the flooring!

So what do we do?

I'd like to offer three reminders to our friends in flooring factories who need display boards here:

First, provide sufficient "ammunition"—Don't let the display boards start with a disadvantage.

When [flooring factories](#) send materials to display board factories or issue internal display board instructions, please be sure to check first: Have we equipped all the "weapons" we need to showcase?

Have representative boards for all colors within a series been provided?

If there's an AB film, have boards with both A-film and B-film been included?

For solid wood with different grades, are boards with and without knots included in the correct proportion?

Never only pick the "good-looking" boards. The display board should be like an honest mirror, reflecting the truest appearance of the bulk goods. What customers fear most is the display board being like a "beautified photo," only to find "what you see is not what you get" when the bulk goods arrive.

Second, write clear "instructions"—Don't let information get lost in translation.

Often, the problem isn't with the display board production side but with the starting point of information transfer.

When flooring factories place orders with display board factories, don't just send a dimension drawing. It's best to include a simple "production key points" document, even if it's just a few sentences or annotations, such as:

"This series focuses on natural transitions; please arrange the boards in order from light to dark."

"The main selling point of this product is the cork backing. It must be displayed using a beveled-corner flip method and should not be directly bonded."

"The only difference between these two boards is this extra texture here. Please make sure to include this board."

Make key requirements textual and visual. Never assume "I thought you understood," as it can lead to rework or even customer complaints.

Third, learn to "review the board" from the customer's perspective.

Once the display board is made, don't just check if the pieces are aligned or glued securely. We need to put ourselves in the customers' shoes and ask a few questions:

- "Is it visually appealing?" Do the different boards look harmonious and elegant together, or cluttered and messy? A well-laid-out display board "speaks" for itself, making the product appear more premium and attractive.

- "Is it clear?" Can end consumers immediately see and understand the core selling points we want to highlight (like a special locking system, the board's pattern, or the product structure)?
- "Is it durable?" If a component of the display board (like a glued-on corner piece) falls off or breaks, can the customer easily fix it? If not, this display board needs improvement.

In the end, a professional display board is a collaborative work between the flooring factory and the display board factory. It represents our professionalism regarding the product and our understanding of the market. Rather than relying on complex techniques, it requires thoughtful consideration from the customer's point of view.

Hopefully, these honest words today can offer a bit of inspiration. Let's work together to turn this "small" display board into a "big" lever for winning orders.

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