

SmartPlank, a Brookfield, Wis.-based wood flooring technology company, announced it will debut a hardwood flooring line [at NeoCon in Chicago booth #7-9139A] with built-in technology designed to track and report on the flooring and subflooring's environment.

The company, founded earlier this year, offers wood flooring with SmartPlank data recorders, which record floor temperature and relative humidity, embedded in the flooring planks. The data syncs with the company's free app, allowing the user to monitor the flooring on a daily basis to detect any irregularities.

The company is working with multiple hardwood flooring manufacturers in the U.S. to produce the planks, which can be customized for finish, color and texture. The SmartPlank sensor is compatible with both solid and engineered wood flooring as well as reclaimed wood, the company says.

The flooring is available in thicknesses of ½ inch, 5/8 inch or ¾ inch, and widths of 2¼–11 inches.

SmartPlank is currently growing its network of sales representatives throughout the United States and Canada (to apply, go [here](#)) and will target the architectural and design communities, along with commercial flooring contractors.

For sales inquiries, contact Tim Flagstad at 844-4-SmartPlank (844-4-762-7875).