The Perimeter Finish Your Customers Are Overpaying For.

Every flooring installation ends at the wall. That perimeter transition — base shoe or quarter round — is a small profile with a large margin opportunity. UWP stocks unfinished profiles in up to seven species; your contractor stains on-site for a better blend, lower cost, and more margin for your store.

UWP STOCKED PROFILES



UW126

Base Shoe

Low-profile trim at the base of the wall; covers the expansion gap along the floor perimeter.

1/2" × 3/4" · Random lengths

STOCKED SPECIES

Red Oak · White Oak · Hickory · Maple · Pine · Poplar · Primed FJ Pine

Surface: Unfinished



UW128

Square Base Shoe

Squared low-profile alternative to UW126 — a clean, modern line at the floor perimeter.

1/2" × 3/4" · Random lengths

STOCKED SPECIES

Red Oak · White Oak · Hickory · Maple · Pine · Poplar · Primed FJ Pine

Surface: Unfinished



UW142

Modern Shoe

Low-profile 1/4" projection with eased face corners — the thinnest line at the floor for flat, modern base.

1/4" × 3/4" · 8 ft sticks

STOCKED

Primed FJ Pine

Red Oak, White Oak: special run

Surface: Primed



UW106

Quarter Round

Classic 90° convex profile for wall-floor transitions and inside corners.

11/16" × 11/16" · Random lengths

STOCKED SPECIES

Red Oak · White Oak · Hickory · Maple · Pine · Poplar · Primed FJ Pine

Surface: Unfinished

HOW UWP COMPARES · PRICING & VALUE

OEM stain-matched quarter round from flooring distributors typically runs $25–$40 per 7–8 ft piece, depending on collection tier — and the color still comes from a different factory on a different dye lot.

> **Critical gap: most distributors offer no base shoe SKU at all. UW126 and UW128 fill that gap in six species plus Primed FJ Pine — unfinished, in stock, with zero OEM competition.**

BIG BOX VS. UWP · PRIMED FJ PINE

~$0.29	~$0.74	~61%
UWP PRIMED FJ PINE	**BIG BOX RETAIL**	**YOU SAVE**
per linear foot	per linear foot	vs. big box retail

THE 70–80% COLOR BLEND STANDARD · OEM VS. UWP

	OEM MATCHING TRIM	UWP UNFINISHED
Color match	Factory pre-finish (diff. dye lot)	Field stain (same lot, on-site)
Blend accuracy	70–80% typical	70–80%+ (contractor-controlled)
Base shoe available	No — not stocked	Yes — UW126 & UW128
Quarter round	$15–$40 / piece (brand-locked)	Yes — UW106, any brand
Works across brands	No — locked to mfr SKU	Yes — any flooring brand
Your margin control	Thin — OEM sets price	You set the markup

HOW TO POSITION THIS WITH YOUR FLOORING CUSTOMERS

1. **Lead with base shoe — zero OEM competition.** Your distributor doesn't stock it. UW126 (rounded) and UW128 (squared) are default line items on every flooring proposal.
2. **Anchor quarter round to the per-foot number.** OEM Q-round starts at ~$3.00/ft on a 7 ft piece; UWP primed FJ starts at ~$0.29/ft. Same primed product, a fraction of the cost.
3. **Brief your contractor on the 70–80% blend standard.** A field-applied stain on UWP unfinished profile is the on-site, professional answer.
4. **Stock the species and move on demand.** Red Oak, White Oak, Hickory, Maple, Pine, Poplar, and Primed FJ Pine cover virtually every job — no lead time.

Add UW126, UW128 & UW106 to your standard flooring quote.

Contact UWP to set up your flooring store account and request current pricing on stocked profiles.

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