

# Rhodium Floors

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Finest Collection of European & Custom Flooring Rhodium Flooring is your answer for exquisite and exotic floors from around the world. For high end flooring that will last your design plans a lifetime, Rhodium is the only destination you'll need. Utilizing the best wood in around the globe, Rhodium travels the world in search of the most exclusive types of floors and finishes. With a sophisticated, European flair, Rhodium offers you refined taste with an edge. Mixing both simplicity and quirkiness, our customers have the freedom to contribute to their beautiful creations with custom insights and colors. For a custom, high design aspect to your house, hotel, or commercial building, Rhodium can be there with both style and taste. Stop into our new showroom to witness the beauty of Rhodium for your own eyes.

History Established in 2009. Started in the UK in 2004 as a distributor of exotic floors. We served over 350 shops UK wide. We opened offices in 2009 in Los Angeles (Sherman Oaks, Beverly Hills & West Hollywood), and now our flag ship store on Melrose Ave.

Meet the Manager - Roy My interest in flooring started in the turn of the century when I was visiting in South America and took a tour of the logging factories on the outskirts of Rio. My first contact was a salesman

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flooring factory who showed so much passion in what seemed like a simple process. I later traveled to more exotic destinations in search of the most exclusive types of floors and ended up back in Europe where the more unique finishes (in Belgium) had really started. In 2004 I partnered up with an interior designer, a flooring installer, & an architect to form ESB Flooring in North London. By 2008 we were serving 300 stores nationwide and it was time to venture into the US market. CaliFloor was established as a door to door retailer and mainly served the medium to high end customers from offices in Beverly Hills, West Hollywood, and Sherman Oaks. Rhodium Floors is our first store in LA with exclusive and couture floors for anyone wanting something exquisite!

[Website](#)

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