

# Case Study Highlight: “Spec Match” Pricing Strategy

## European Oak Flooring (Commercial Wood Flooring Scope)

### Policy: Match the product that’s already been spec’d

On commercial jobs, The European Co follows a simple procurement policy: **If a product is already specified, we match it first** (instead of pushing substitutions). That keeps the project aligned with the architect/designer’s intent, avoids re-approval delays, and gives the client immediate cost clarity.

### The Situation

A client came to us with a European oak flooring product already spec’d and quoted through **PID Flooring**. The specification called for **Select grade, 5/8" thick, multilayer, prefinished wood flooring**. The client’s goal was to keep the exact product and reduce cost.

### Pricing Comparison

Supplier / Path	Price (per sq ft)	Notes
PID Flooring (as spec’d)	\$9.00	Select grade, 5/8" thick, multilayer, prefinished • Shipping included
The European Co (spec match)	\$6.80	Same exact product • Shipping not included

### Cost Impact

This pricing shift created an immediate reduction in material spend:

- Savings vs \$9.00/sf: **\$2.20/sf (~24%)**

### Why This Matters for Commercial Teams

This approach helps owners, GCs, and designers:

- ✓ Keep the spec intact (no redesign, no substitution review cycle)
- ✓ Reduce product cost through direct sourcing
- ✓ Protect schedule by avoiding product re-selection delays
- ✓ Maintain performance expectations by matching grade and construction

### Sales / Proposal Soundbite

“We match what’s already spec’d, then reduce cost by sourcing direct. On a Select grade 5/8" multilayer prefinished European oak floor spec’d at \$9.00/sf through PID Flooring, we matched the exact product at

\$6.80/sf (shipping not included)."

Prepared for: The European Co (Europeanco.com)