



WOODPECKER
NATURALLY INSPIRED FLOORING

Leaving a Legacy...
...one floor at a time.

2023 | 2024

WHY WOOD?

Wood flooring is a timeless and versatile choice for your home, its natural charm, warmth, and character creates welcoming ambiance that complements any interior style.

High-quality wood floors last a lifetime making them a cost-effective long-term investment. They are also easy to maintain, just needing regular sweeping and occasional mopping to keep them looking pristine.

Unlike carpets, wood flooring doesn't trap dust, allergens, or pet dander, making it a healthier choice in the home. Wood is a comfortable choice for your feet too - cool in the summer, warm in the winter and reassuringly firm under foot.

Last but most definitely not least, responsibly sourced wooden flooring is also a sound environmental choice - wood is a renewable resource, and sustainable harvesting practices ensure minimal impact on our natural world.

Why wood? For style, comfort, resilience and green credentials, nothing beats it.



From generations past and
for generations to come.

From our family to yours...
for 100 years.

Woodpecker

FOR 100 YEARS GONE, AND FOR 100 YEARS TO COME

THE WOODPECKER STORY

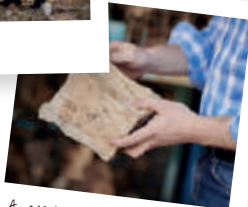
The Woodpecker story began in 1973 in a small garage in Bristol. Started by Bruce Ker, the passion for wood and commitment to deliver the absolute best has been handed down through 3 generations to his son Nelson, and grandson Darwyn today.



From humble beginnings...



Nelson and Darwyn



A passion for wood



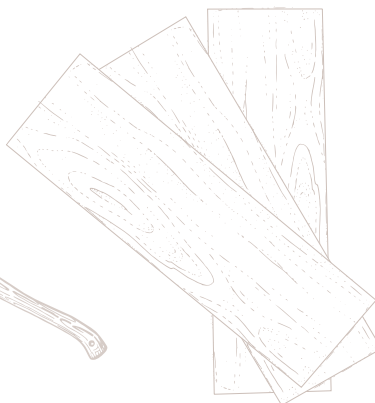
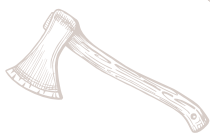
FROM OUR FAMILY TO YOURS

Today our extended family of 'Woodpeckers' are committed to those same values, genuinely caring and doing whatever it takes to make the difference for you and your family.





YOU CAN WATCH THE WOODPECKER STORY VIDEO HERE:
woodpeckerflooring.co.uk/the-woodpecker-story/



A family business



THE STORY OF OUR FLOORS

It begins long before this. Every Woodpecker floor started its life over 100 years ago, and tells its own story that will stand the test of time in your home.



FOR 100 YEARS

Our promise to you is that your Woodpecker floor will continue its story, bringing life and warmth to your home – guaranteed for 100 years to come.

LEAVING A LEGACY...

Planting the Woodpecker forest of tomorrow and becoming carbon negative by 2030 – this is our commitment to building a better future that generations to come will be proud of.

From 100 years past and for 100 years to come, Woodpecker is with you every step of the way on your journey to find the perfect floor.



For 100 years...



...from our family
to yours for 100 years.



A circular hole has been drilled into a light-colored wooden plank. The hole reveals the internal growth rings of the wood. A black ink stamp is applied to the wood around the hole. The stamp features a banner across the middle with the text "100 YEAR WARRANTY" in a sans-serif font. Below the banner, the word "WOODPECKER" is printed in a larger, bold, sans-serif font. The wood grain of the plank runs diagonally from the top-left to the bottom-right.

100 YEAR WARRANTY
WOODPECKER

WOODPECKER PROMISE



Peace of mind
for generations to come.

We are proud to bring you a unique
Woodpecker 100 year warranty.

A deep passion and knowledge of wood
means you can be confident that our
wooden floors endure more than a lifetime,
increasing in depth and character over time
as their story becomes a part of your home.

Carefully grown, selected and crafted by
experts, every plank is a reflection of our
commitment to you and your home.

Our promise to you – beautiful floors and
peace of mind, for 100 years.

Please note that our Lynton and Brecon floors continue
to offer a market leading 25 year warranty.

For T&Cs, please visit:
woodpeckerflooring.co.uk/100-year-warranty/



WOODPECKER PROMISE

SERIOUS ABOUT
SUSTAINABILITY

Leaving a legacy,
for generations to come.

As a company with a rich past, benefiting every day from the commitments our ancestors made, nothing is more important to us than the legacy we leave for future generations.



All our wood is sourced from responsibly managed, sustainable forests and is fully certified to the highest standards. Look out for our FSC®-certified products.



We have committed to Woodpecker being the first carbon negative flooring company, fully compliant by 2030.



We are creating the Woodpecker forest of tomorrow, planting 50,000 oak saplings around our home in South Wales.



Our packaging is made of recycled board and is fully recyclable.



We are delivering on pledges to reduce non-renewable energy use and improve team wellbeing.

We are the ancestors of tomorrow; our legacy matters.

CHOOSE WHAT'S PERFECT FOR YOU AND YOUR HOME

FLOORING RANGES AND GRADING

Sometimes it's hard to see the wood from the trees
- let us help you narrow it down.

SOLID

Solid, traditional structure

Each board is precision milled
from a single piece of timber

Robust and characterful



ENGINEERED

Advanced construction for
extra stability and versatility

Engineered core with a
beautiful real wood top layer

Suitable for underfloor heating

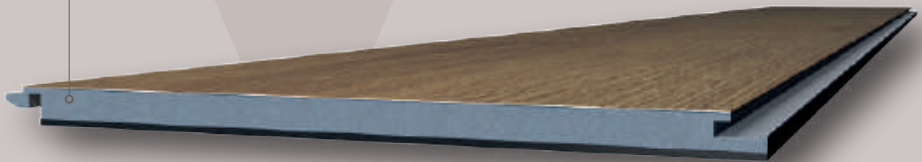


WOOD-DESIGN

Waterproof and
incredibly stable

Mineral composite core
plus built-in underlay

Woodgrain effect embossed
vinyl top layer



UNDERSTANDING GRADING

Clean |-----| Character



01

SELECT

This grade looks natural yet consistent, with few knots.

Up to 10% sapwood can be found in select boards along with considerable grain and colour variation, but only small knots.

Select boards can be found in York and Harlech, pages 24 and 57.



02

RUSTIC

More of the wood's character shines through in rustic floors.

Including large knots, dark streaks, filled knots and colour variation. Again, up to 10% sapwood is likely in this grade.

Harlech Rustic Oak is an example of a beautiful rustic grade, page 50.



03

EXTRA RUSTIC

Very little is graded out in the extra rustic category.

Large knots, splits, cracks and sapwood makes this a characterful choice. Your floor will be all that more distinctive.

Berkeley Cathedral Oak truly encompasses all of the features of an extra rustic floor, page 103.

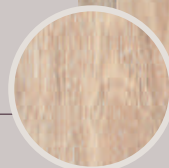


WHAT THE EXPERTS SAY

COLOUR VARIATION

All Woodpecker floors feature beautiful colour variations which naturally occur in real wood. Due to this authentic effect, please be aware that your floor may include a range of lighter and darker shades, as shown in this picture. More intense colour variations may also be found where sapwood is present in the wood. Sapwood is the younger, outer part of the tree, which is lighter in colour than the retired, inner part called heartwood.

Heartwood



Sapwood

PROCESSES

Real wood brought to life

Our craftsmen are experts at enhancing the character and aesthetics of our handsome wooden boards. From staining and brushing to handscraping and scorching, each step plays a crucial role in creating your uniquely beautiful floor.



STAINED

Staining adds colour and character whilst maintaining the natural tones.



BRUSHED

Brushing subtly highlights texture both to the eye and to the touch.



SMOKED

Intensified colour variation and contrast: smoking makes the dark wood darker and the light wood lighter.

WOODPECKER

LEGACY

HANDSCRAPED

Handscraping creates a rippled look on the surface of the board, an aged look which is smooth to the touch.

DISTRESSED

Small indents and imperfections in the surface of the board create a charming and timeworn appeal. Perfectly imperfect.

PLANING

Planing adds a slightly rough texture which is subtle but stunning.

SAW MARKS

Evoking the feel of freshly sawn timber.

HANDWORKED EDGES

These irregular contours create an antique effect. Each bevel is worked by hand to make it unique.

CHATTER MARKS

Unique and undersated. These small saw marks add a rustic touch.

SCORCHED

Flamed by hand to add blackened depth.

FINISHES

Real wood brought to life

OILED

Oil brings wood to life

Five to seven coats of oil are cured to create a harder finish that beautifully allows the character of the wood to sing, whilst being easy to maintain.

See Harlech Rustic Oiled Oak, page 50.

HARDWAX OIL

An authentic feel

Two to three coats of oil painstakingly applied by hand and air dried, creating a board that feels natural to touch. As the natural oils are absorbed over time, reapplication of a protective oil is recommended.

See our Design Panels, page 110.

LACQUERED

Extremely smooth and glossy

A higher sheen level than matt lacquer gives a sleek modern look to these boards.

See Berkeley Classic Walnut, page 104.



UNFINISHED

Natural and authentic

These boards are supplied with pre-filled knots and are pre-sanded too, ready to add your desired finish.

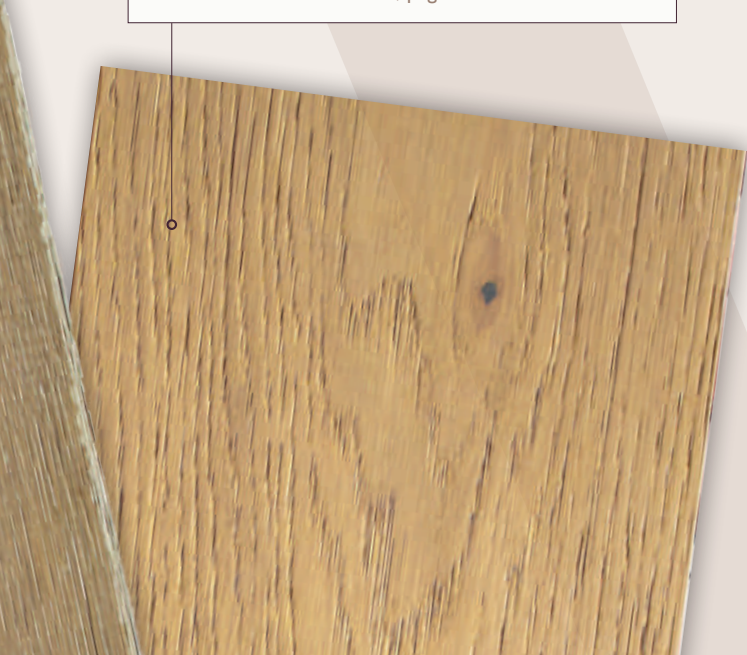
See Chepstow Rustic Oak Unfinished, page 89.

MATT LACQUERED

Smooth and hard wearing

A hard-wearing layer of matt lacquer creates a dull satin sheen. This is more resilient than an oiled finish as the lacquer creates a protective layer on the wood instead of being absorbed.

See Goodrich Smoked Oak, page 69.



BOARD EDGES

Bevels are sloped edges created along the planks of wood floors, adding depth and definition to each board as well as enhanced interest to the floor as a whole. Choose from boards with standard or distressed bevels to suit your style.



BEVELLED

For the characterful and traditional appearance of classic floorboards.

See Harlech Rustic, page 50.



DISTRESSED BEVEL

For character, and a textured, worn feel.

See Chepstow Washed, page 92.

TIMELESS QUALITY

SOLID WOOD FLOORING

For a naturally beautiful floor that will last a lifetime.

Nothing beats solid wood for a timeless natural texture and a robust feel beneath your feet. For a solid, traditional structure, each board is precision milled from a single piece of timber that has been carefully chosen and graded, then machined with tongue and groove on all edges, to ensure a perfect fit when installed.

Our solid wood boards are carefully selected and harvested from responsibly managed forests in Europe and the Americas. From a traditional rustic oiled finish to a striking hand-scraped statement board, our solid wood range offers choices to complement both contemporary and traditional interior design.



SELECTING THE BEST

The wood's natural texture is enhanced through a range of different finishes, each of which brings out a beautiful element of its character - distinctive grain patterns, mellow hues and rustic textures.



The mark of responsible forestry

All of our solid wood floors are responsibly sourced with FSC® certification.



PEACE OF MIND FOR GENERATIONS TO COME







SOLID WOOD FLOORING

YORK

Timeless, Robust
and Characterful

A premium solid wood board in a range
of elegant finishes

“

Classic knots and swirling grain patterns create a traditional look with beautiful texture. As oak ages, it also becomes richer and deeper in colour making a floor that seems to live and mature with you.

”



YORK | RUSTIC OAK

Rustic | Oiled 36-YRO-150
150mm x Random Lengths | 1.71m²/pack **£90m² inc VAT**

Rustic | Lacquered 36-YOR-150
150mm x Random Lengths | 1.71m²/pack **£90m² inc VAT**



A traditional floor with rich honey hues and a medley of plank lengths with elegant knots, dark streaks and filled cracks.



YORK | WHITE WASHED OAK

Rustic | Brushed & Matt Lacquered
150mm x Random Lengths | 1.71m²/pack

36-YWW-150
£95m² inc VAT

These whitewashed boards evoke the sandy tones and airy feel of the seaside. Bright flaxen hues meet striking knots and a subtly textured surface.



YORK | TAWNY OAK

Rustic | Brushed & Matt Lacquered
150mm x Random Lengths | 1.98m²/pack

36-YTO-150
£95m² inc VAT

Presenting subtle brushed out grain textures accentuated with rich burnt coffee tones, this elegant floor enhances the natural light and beauty of any room setting.

JOINT TYPE



Tongue & Groove



Easiloc

FITTING METHOD



Glued



Secret Nail



Floted

LENGTH



Random length planks

HEATING



Underfloor

THICKNESS



18mm

EDGES



Bevelled

WARRANTY



100 YEARS

WOODPECKER

LEGACY



YORK | SELECT OAK

Select | Brushed & Matt Lacquered
150mm x Random Lengths | 1.98m²/pack

36-YBM-150
£125m² inc VAT

Celebrating the beauty found in timber's more refined details, the wood for these boards is handpicked to ensure only small knots are included for a consistent look across the floor.

What is Select?

Find our more on page 56.

JOINT TYPE



Tongue & Groove



Easiloc

FITTING METHOD



Glued



Secret Nail



Floated

LENGTH



Random length planks

HEATING



Underfloor

THICKNESS



18mm

EDGES



Bevelled

WARRANTY



100
YEARS



YORK | ANTIQUE OAK

Rustic | Lacquered
150mm x Random Lengths | 1.71m²/pack

36-YOA-150
£110m² inc VAT

Full of character, with a painstakingly hand scraped surface. Copper hues flow throughout the oak's rich chocolate colours, enhanced with subtle shade variations for a truly antiqued effect.



See what you like?

Order your favourite three FREE samples from
WOODPECKERFLOORING.CO.UK