



TED TODD

SALES TRAINING 2019/20

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ABOUT US

ABOUT TED TODD

For more than two decades, we've been on an epic quest to create the most beautiful and innovative wood floors across the globe. And as the years pass by, we're showing no sign of slowing down.

Our creative adventure just gets more exciting; more experimental; more inspiring. And by picking up this brochure, you're part of that journey too.

We make floors for people who love and appreciate unique, clever interior design. People who want their homes to tell a story, beyond the usual 'out-of-the-box' fixtures and fittings. Here at Ted Todd, our pioneering team are constantly pushing the boundaries of what a wood floor can be. And we're not afraid to say that the end-result is simply breath-taking.

Our floors are unrivalled in quality, originality and creative flair. From the undulating texture of our slow grown European Oak to the rich tones of our American Black Walnut, every floor by Ted Todd has its own unique personality.

When you buy a Ted Todd floor you can rest assured it is responsibly sourced and that 95% of our wood is FSC® certified.

We challenge you not to fall in love with each and every one.

ABOUT WOODWORKS

If you are a champion of the unique, the 'one-off', the original, then Woodworks by Ted Todd is for you.

We've been honing our craft for nearly 30 years, learning everything we can about bringing old wood back to life and how to find the very finest new wood.

One thing we never forget is that the purpose of all our efforts is to share our finds with our clients, to produce floors that are going to work in your spaces – whether you're after a floor that blends seamlessly into the background, or one that grabs the spotlight.

We want you to be able to appreciate the heritage of our old woods, the quality of our new woods and enjoy the beauty of all our floors, by being able to find the one that's just right for you.

You won't find all the Woodworks floors on these pages – we've chosen to highlight a selection for you to get a flavour of what we do. Please check the latest Portfolio Price List or visit our website www.woodworksbbytedtodd.com for the full range, but ideally try and see our floors for yourself by visiting our Design Centres and showrooms.

ABOUT STUDIO

Wood flooring for the inspired creative professional. Ted Todd and Woodworks by Ted Todd flooring and cladding for commercial projects.

OUR VALUES

TED TODD VALUES

ADVENTUROUS.

EXAMPLES OF LIVING THE VALUE:

Service Going the extra mile – no ‘dead-end’ attitudes, finding ways to give clients more choice, solving clients’ problems, turning around projects in record time;

Product Exploring new product ideas, Innovating;

Culture Positive attitude, problem-solvers, ‘winners’, a thirst for learning.

INDUSTRIOUS.

EXAMPLES OF LIVING THE VALUE:

Service Knowledgeable staff, attentive service, fast response;

Product High standards e.g. All products fully finished before leaving the workshop, offer of all matching accessories, 100% hardwood construction;

Culture Attention to detail, highly skilled and experienced in their field, driven, hardworking.

HUMAN.

EXAMPLES OF LIVING THE VALUE:

Service Excellent customer service – Happy to help, approachable, caring attitude;

Product Sustainability oriented, committed to FSC®;

Culture Encouragement, support and trust among the team.

INSPIRING.

EXAMPLES OF LIVING THE VALUE:

Service Up-to-the-minute understanding of trends, design awareness, enthusiasm for interiors;

Product Unique colours, innovative formats, inspiring finishes;

Culture Fuelling innovation, encouraging creative thinking, ideas board.

WOODWORKS VALUES

ELEGANT.

EXAMPLES OF LIVING THE VALUE:

Service Attention to every last detail;

Product Fine woods and rare finds, bespoke solutions;

Culture Confident, knowledgeable, highly skilled, perfectionistic.

STUDIO VALUES

ICONIC.

EXAMPLES OF LIVING THE VALUE:

Service Advanced design and trend knowledge;

Product Re-inventing flooring, industry firsts, design awards, internationally acclaimed design projects;

Culture Study and observation of design trends. Setting the design trend.

TED TODD HERITAGE

1988

Victorian Woodworks is founded as an antique wood floor specialist in East London.

Working beautiful imperfections in antique woods into stunning wood floors, the enterprise takes off and excels in this area of expertise. Finding customers across the world, it is revered for its beautiful patinas and stunning Parquet de Versailles.

1993

A small, zero capital start up, Edwards Cheshire, gets going as a reclaimed wood flooring enterprise.

Its focus was reclaiming wood floors and old timbers from factories and cotton mills across the north of England. Robert Walsh, an industrious and energetic philosophy graduate, starts an exciting journey.

1997

**Robert, eager to explore, starts to produce new wood floors:
Ted Todd is born.**

Edward becomes Ted. The big idea is simple: make new wood floors look like old floorboards. Wide and long solid hardwood floorboards are a great success.

This starts off a new trend for wood floors as a design element. Creating, inventing, designing and manufacturing wood floors become our passion. Robert's solid hardwood floors become a great success. From family homes to 5* hotels our floors had a great appeal.

2007

Ted Todd moves to new premises at Chesford Grange, Warrington and continues to thrive there to this day.

Its unique approach to wood floors continues to be its strongest asset. Designing and developing floors that are different is the norm.

2011

Victorian Woodworks joins the Ted Todd family.

A large investment in new workshops and finishing facilities secures the long term future for this antique wood floor specialist.

2013

Our Mayfair showroom opens to showcase the very best in antique and new wood floors.

The rich heritage of our wood floors is celebrated and customers from all over the world are inspired by our wonderful creations.

2016

Ted Todd focuses its expertise into three areas:

Ted Todd - We continue to make floors for people who love and appreciate unique, clever interior design by supplying new wood floors that are unrivalled in quality, originality and creative flair.

Woodworks by Ted Todd – Born out of the joint enterprise of Victorian Woodworks and handmade floors from Ted Todd. This combined enterprise brings together two great wood floor originators – one from antique wood floors and the other from new wood floors.

Studio Ted Todd – Wood floors for the inspired creative professional. Offering a full package of wood floor expertise, creative support, and the largest wood floor inventory in the UK.

2017

Ted Todd opens the Margaret Street Design Centre in the heart of London, displaying unique 3m tall displays. Major developments of our IT systems to allow a seamless journey for our customers from design concept to delivery. Major expansion of our Woodworks production facility.

2018

Ted Todd continues with the ethos and spirit of its heritage: enjoy the adventure, inspire our customers and make truly iconic wood floors.

2019

Ted Todd exhibit at KBIS in Las Vegas and introduce Woodworks by Ted to the American market. They also opened their first office in NYC and continue to explore the American market.

CONSTRUCTION

2 PLY 19/20MM ENGINEERED

From Solid Hardwood floorboards we went on to create the 100% Hardwood engineered floor...

FEATURES

For the look and feel of a solid wood floor, but with the stability of an engineered floor.

100% Hardwood Construction.

DETAILS

20mm thick made of 100% hardwood.

2ply construction – this means that it has 2 layers of wood.

4/6mm hardwood wear layer

Cold pressed bonded to 14mm furniture grade birch plywood

Super wide widths can be used with great dimensional stability

20mm 100% hardwood construction ensures that you can use this as a structural floor

You can renovate numerous times in years to come.

INSTALLATION

Flexible installation means that you can either float, fully bond with Ted Todd MS Flex or secret nail.

UNDERFLOOR HEATING

This floor is suitable for use over underfloor heating
(please see guidelines)

DENSITY

Weighty 15kg/m² is the same as a solid wood floor

CERTIFICATION

FSC® certified for peace of mind that your wood floor is responsibly sourced.

FORMATS

Available in planks from 80 to 300mm wide, herringbone, chevron and design panels

COLLECTIONS

Classic Tones, Classic Naturals, Crafted Textures, Strada, Specialist Woods, Warehouse 220mm Planks, Urban, Editions, Superwide, Aged,

GUARANTEE

20 years for 15mm floors. 25 years for 20mm floors.

CONSTRUCTION

2 PLY 15MM ENGINEERED

From our 20mm 100% Hardwood engineered floor we went on to create its younger brother, the 15mm 100% hardwood engineered floor...

FEATURES

For the look and feel of a solid wood floor, but with the stability of an engineered floor.

100% Hardwood Construction.

DETAILS

15mm thick made of 100% hardwood.

2ply construction.

3/4mm hardwood wear layer.

Cold pressed to 11mm furniture grade birch plywood.

INSTALLATION

Flexible installation means that you can either float or fully bond with Ted Todd MS Flex.

UNDERFLOOR HEATING

This floor is suitable for use over underfloor heating (please see guidelines).

DENSITY

10kg/m² – it is 50% heavier than other engineered wood floors.

CERTIFICATION

FSC® certified for peace of mind that your wood floor is responsibly sourced.

FORMATS

Available in both planks and herringbone.

COLLECTIONS

Warehouse Herringbone & Chevron, Classic Tones, Project, Classic Naturals, Crafted Textures, Specialist Woods

GUARANTEE

20 years for 15mm floors. 25 years for 20mm floors.

CONSTRUCTION

3 PLY 15MM ENGINEERED

When we designed and developed our Create Collection we needed a bullet proof construction that would cater for not only planks and herringbone, but also small squares to ensure that there were dozens of patterns available.

All of these elements needed to work together precisely and this is why we developed this 100% Oak Engineered wood floor.

FEATURES

For advanced stability and the look and feel of a solid wood floor.

100% Oak Construction.

DETAILS

15mm thick made of 100% Oak

3 ply Construction – 3 layers of solid Oak.

4mm Hardwood wear layer.

Cold pressed bonded to a 7mm Oak core layer.

Counterbalanced with a 4mm Oak back layer for stability.

Ideal for complex patterns where you need advanced stability.

INSTALLATION

Flexible installation means that you can either float or fully bond with Ted Todd MS Flex.

UNDERFLOOR HEATING

This floor is suitable for use over underfloor heating (please see guidelines)

DENSITY

10kg/m² - the same as a 15mm solid wood floor

CERTIFICATION

PEFC certified for peace of mind that your wood floor is responsibly sourced.

FORMATS

Available in planks, herringbone, chevron and squares.

COLLECTIONS

Create, Project

GUARANTEE

20 years for 15mm floors. 25 years for 20mm floors.

CONSTRUCTION

3 LAYER 14/15MM ENGINEERED

As wood floors became more popular we found that our customers also wanted to install Ted Todd hardwood floors in projects that required a more simple construction and this is when we introduced an engineered wood floor with a softwood core.

FEATURES

For a simple, but stable wood floor.

DETAILS

3 layer construction.

3.5mm Hardwood wear layer.

Pressed to a softwood core and softwood back layer.

Ideal for simple wood floor installations.

INSTALLATION

Flexible installation means that you can either float or fully bond with Ted Todd MS Flex.

UNDERFLOOR HEATING

This floor is suitable for use over underfloor heating (please see guidelines)

DENSITY

7.5kg/m² - light weight

CERTIFICATION

PEFC and FSC® certified for peace of mind that your wood floor is responsibly sourced.

FORMATS

Available in Planks

COLLECTIONS

Project and Warehouse

GUARANTEE

20 years for 15mm floors. 25 years for 20mm floors.

TREATMENTS

BRUSHING

Highlights the flow of the grain across your floor.

This technique removes the softer summer growth and leaves the harder winter grain as a feature.

DISTRESSING

Various techniques used to age, shape and indent the surface of the floor to emulate time-worn features.

FUMED

A process which accelerates the natural darkening of Oak through oxidisation.

Oak fumed for three months is fully oxidised and will result in a deep brown appearance.

Lighter shades can be achieved by shortening the fuming time.

Natural colour variations will occur, as in all Oak floors, however the darker areas will convey a greater amount of contrast when compared to areas that contain little tannins and are therefore less affected by this aging process.

Sap and other low tannin areas do not darken and so will be highlighted as natural variation.

DOUBLE FUMED

For a rich deep brown tone that goes all the way through the timber.

This three month process oxidises the wood and accelerates the aging process.

Sap and other low tannin areas do not darken and so will be highlighted as natural variation.

HEAT TREATED

High pressure, high temperature process to darken the woods natural colour.

We core treat all of our heat treated wood floors.

SKIP SAWN

Innovative development from Ted Todd that achieves a totally random feel with both deep, shallow and open areas - very fine saw marks are unique.

SHADOW SAWN

Innovative development from Ted Todd that achieves a random saw mark across the widths of the board.

IN-PLANK CHEVRON

A subtle chevron look achieved through 45° saw marks on 220mm planks.

PROFILES

HAND ROLLED EDGES

Innovative development by Ted Todd that removes the need for an industrial looking bevel.

Hand rolled edges give you a truly natural appearance with each plank rolling into the other.

BEVEL

The sharp edge of the board is planed to give a small v groove which appears when the boards are fitted together. The bevel more clearly defines the board edge. The depth of the groove varies but is typically 3mm.

MICRO BEVEL

A smaller version of a bevel, the boards give a very small v groove which appears when the boards are fitted together. Typical depth 1mm.

TONGUE AND GROOVE

A method of joining individual pieces of wood together in a floor to form a homogeneous unit.

The tongue is cut from the edge of the block or strip to project outwards. The groove, in the opposite side is made to fit the tongue snugly.

In floating floors, where tongues and grooves are glued together, the groove has a void at the inside to accommodate the glue and prevent it from being squeezed to the surface.

ENDS MATCHED

Ends will match the profile and/or bevel on the board.

FINISHES

RESTORATION OIL

A truly organic, oiled finish that with regular replenishment will provide a deep lustre befitting of the most elegant setting.

Maintain with Care System 2.

Use white Floor Care Soft clean on white floors.

Restore with Oil Replenish.

LOOK

Very natural appeal.

Transparent with no finish visible on the surface of the floor.

CHARACTERISTICS

Ted Todd Restoration oils penetrate deep into the pores of the wood. This restricts dirt from penetrating deep into the grain.

Very little oil is left as a residue on the surface of your floor and this creates a natural feel.

Restoration oil emphasises the wood's grain and natural characteristics.

INGREDIENTS

Restoration Oil is made from a combination of nut and oils, is eco-friendly and 100% natural.

MAINTENANCE

As the name suggests Restoration Oil is very easy to restore and maintain.

Sweep daily.

Clean weekly or as required with Floor Care Soft Clean.

For homes, re-oil twice yearly with Ted Todd Oil Replenish.

For commercial environments, re-oil as often as required.

REPAIR

Small scratches are easily repaired by using maintenance oil

OVERVIEW

Pros:

Very natural.

Easy to re-coat and restore.

Should never require re-sanding.

Cons:

It will require higher levels of maintenance in high traffic applications.

FINISHES

BURNISHED HARDWAX OIL

Enhanced penetration and durability from this easy-to-maintain hardwax oil finish.

Air dried and polished over several days to produce a truly unique finish.

Durable, natural and unrivalled.

Maintain with Care System 2.

LOOK

Elegant patina reflects light well and emphasises the wood's grain and any undulations across the floor.

CHARACTERISTICS

Burnished Hardwax Oil works by firstly filling the pores of the wood with natural oil.

The thicker waxier element is then burnished several times into the woods surface.

At Ted Todd we let our Burnished Hardwax fully cure over 7 days and then re-polish each element by hand.

This ensures that the maximum amount of finish penetrates into the floor. The result is a durable finish that looks and feels luxurious.

When first finished Burnish Hardwax Oil can look slightly glossy. However this quickly dulls down to a deep lustre.

INGREDIENTS

Based on plant oils and waxes such as Bees wax, Carnubra wax, Candelilia wax, Thistle oil, Soya oil and Sunflower oil.

MAINTENANCE

Burnished Hardwax Oil is durable and requires very little short term maintenance.

Sweep daily.

Clean weekly or as required with Soft Clean.

For homes re-oil twice yearly with Ted Todd Oil Replenish.

For commercial environments re-oil as often as required.

A white oil cleaning kit is available for white tones finishes.

REPAIR

Small scratches are easily repaired by maintenance oil. For a full renovation and to re-invigorate your floor apply a coat of Ted Todd Hardwax Oil.

OVERVIEW

Pros

The slow build-up of air dried coats gives the floor superior protection. Especially suited to high traffic environments.

Fully finished is a big advantage.

Cons

The finish can look a bit heavy when first installed.

FINISHES

HARDENED OIL

LOOK

Almost completely natural look with a subtle sheen.

CHARACTERISTICS

Hardened Oil works by firstly filling the pores of the wood with natural oil.

After several applications, the pores of the wood have been filled.

The final coats of oil contain a light reactive additive that when cured forms a protective top coat.

The protective top coat is water resistant and dirt repellent.

INGREDIENTS

Based on plant oils such as Thistle oil, Soya oil and Sunflower oil, industrial waxes and polyurethane.

MAINTENANCE

Hardened Oil requires very little short term maintenance.

Maintain as per a lacquer with Care System 1.

Sweep daily.

Clean weekly or as required with Easy Clean.

Apply Floor Care polish to protect your floor.

This can be done as soon as you start to use your floor.

For more intensive environments we recommend Intensive polish (matt or gloss). Two neat coats generously applied to your floor will provide you with very high levels of protection.

REPAIR

Small scratches are easily repaired by applying neat polish to the floor.

For a full renovation and to re-invigorate your floor apply two neat coats of Ted Todd Intensive Maintenance Polish (matt or gloss).

For the ultimate result polish once dry with a white pad on buffing machine.

OVERVIEW

Pros

Natural, light and airy finish.

Cons

The finish needs to be protected with polish in high traffic environments.

FINISHES

NAKED SKIN LACQUER

The colour of natural wood conceived through the expression of sensitive touch, soft feel lacquer. (A clear lacquer that maintains the original 'unfinished' colour of the natural wood). Maintain with lacquer cleaning kit.

Use undiluted intensive gloss for a gloss look. Use undiluted matt intensive polish in high traffic areas.

LOOK

Transparent & unfinished

CHARACTERISTICS

Lacquers work by building coats of protection on the surface of your floor.

Dried and sanded between thin coats form the highest levels of protection and these will have the most natural appearance.

We apply and dry a minimum of 6 coats of finish across all of our lacquered floors.

Our Naked Skin Lacquer has our lowest sheen level and has the appearance of an unfinished floor.

INGREDIENTS

Industrial oils, waxes and polyurethane.

MAINTENANCE

Ted Todd Lacquers require very little short term maintenance.

Maintain with Care System 1.

Sweep daily.

Clean weekly or as required with Easy Clean.

Apply Floor Care Polish to protect your floor. This can be done as soon as you start to use your floor.

For more intensive environments we recommend Intensive Polish (matt or gloss). Two neat coats generously applied to your floor will provide you with very high levels of protection.

REPAIR

Small scratches are easily repaired by applying neat polish to the floor.

For a full renovation and to re-invigorate your floor apply two neat coats of Ted Todd Intensive Maintenance Polish (matt or gloss). For the ultimate result polish once dry with a white pad on buffing machine.

OVERVIEW

Pros

Ted Todd lacquers give you floor long life protection across a range of looks.

Cons

If you do not maintain a lacquered floor properly, it will eventually need to be re-sanded and refinished.

FINISHES

OIL WOOD TRAFFIC

LOOK

Transparent Patina that has low levels of light reflection. Oil element adds as rich, warm feel to the floor.

CHARACTERISTICS

Oil Wood traffic works by firstly filling the pores of the wood with Natural Oils. Oil Wood traffic is an oil modified lacquer.

The oil feeds the wood's pores and then the lacquer element hardens naturally to form a highly resistant top coat.

The result is a durable, natural with high levels of resistance to water and other harmful liquids.

Oil Wood traffic works well on woods that have low levels of porosity ie Walnut, Larch, Maple and tropical woods.

INGREDIENTS

Based on plant oils and waxes such as Bees wax, Carnubra wax, Candelilia wax, Thistle oil, Soya oil and Sunflower oil.

MAINTENANCE

Ted Todd Oil Wood traffic requires very little short term maintenance.

Maintain with Care System 1.

Sweep daily.

Clean weekly or as required with Easy Clean.

Apply Floor Care Polish to protect your floor.

This can be done as soon as you start to use your floor.

For more intensive environments we recommend Intensive Polish (matt or gloss). Two neat coats generously applied to your floor will provide you with very high levels of protection.

REPAIR

Small scratches are easily repaired by applying neat polish to the floor. For a full renovation and to re-invigorate your floor apply two neat coats of Ted Todd Intensive Maintenance Polish (matt or gloss).

For the ultimate result polish once dry with a white pad on buffing machine.

OVERVIEW

Pros

Lovely natural finish with the durability of a lacquer.

Cons

Can yellow slightly with age and if you do not maintain the floor it will eventually need to be re-sanded and re-finished.

FINISHES

SATIN LACQUER

The traditional, durable UV lacquer that allows a subtle gloss effect without the reflective shine problems caused by inferior products.

Maintain with Care System 1.

Use undiluted matt or gloss intensive polish to restore worn planks.

Use undiluted matt intensive polish in high traffic.

LOOK

Natural feel with a deep patina

CHARACTERISTICS

Lacquers work by building coats of protection on the surface of your floor.

Thin coats dried and sanded between coats form the highest levels of protection and these will have the most natural appearance.

We apply and dry a minimum of 6 coats of finish across all of our lacquered floors.

INGREDIENTS

Industrial oils, waxes and polyurethane.

MAINTENANCE

Ted Todd Lacquers require very little short term maintenance.

Maintain with Care System 1.

Sweep daily.

Clean weekly or as required with Easy Clean.

Apply Floor Care polish to protect your floor. This can be done as soon as you start to use your floor.

For more intensive environments we recommend Intensive Polish (matt or gloss), two neat coats generously applied to your floor will provide you with very high levels of protection.

REPAIR

Small scratches are easily repaired by applying neat polish to the floor.

For a full renovation and to re-invigorate your floor apply two neat coats of Ted Todd Intensive Maintenance Polish (matt or gloss).

For the ultimate result polish once dry with a white pad on buffing machine.

OVERVIEW

Pros

Ted Todd lacquers give you floor long life protection across a range of looks.

Cons

If you do not maintain properly, your floor will eventually need to be re-sanded and refinished.

FINISHES

UNFINISHED

Supplied without any finish.

You will need to prepare the floor for finishing on site by sanding the floor. You can then choose your own finish.

You will need to be open minded as you will not know what your floor will look like until it is fully finished.

OUR COLLECTIONS

WE HAVE 9 READILY AVAILABLE
TED TODD COLLECTIONS:

- Project
- Warehouse
- Create
- Strada
- Specialist Woods
- Crafted Textures
- Classic Tones
- Classic Naturals
- Unfinished Oaks

WE HAVE 11 HANDMADE
WOODWORKS COLLECTIONS:

- Editions
- Aged
- Native Timbers
- Superwide
- Urban
- Superfine
- Parquetry
- Bold Surfaces
- Carbonised
- Antique
- Rare Finds

PROJECT COLLECTION

COLLECTION SUMMARY

DESIGN At Ted Todd even our wood floor essentials have a distinctively premium look. New and improved nature grade, extra wide, wide planks and herringbone.

ON-TREND These on-trend wood floors capture (or even define) the spirit of today's most stylish natural flooring.

WIDE-PLANK Wide 190mm and extra wide 260mm planks from the manufacturer who pioneered wide-plank hardwood flooring in 1997.

DURABLE Our Hardened Oil finish is durable, natural and does not need a finish coat after installation.

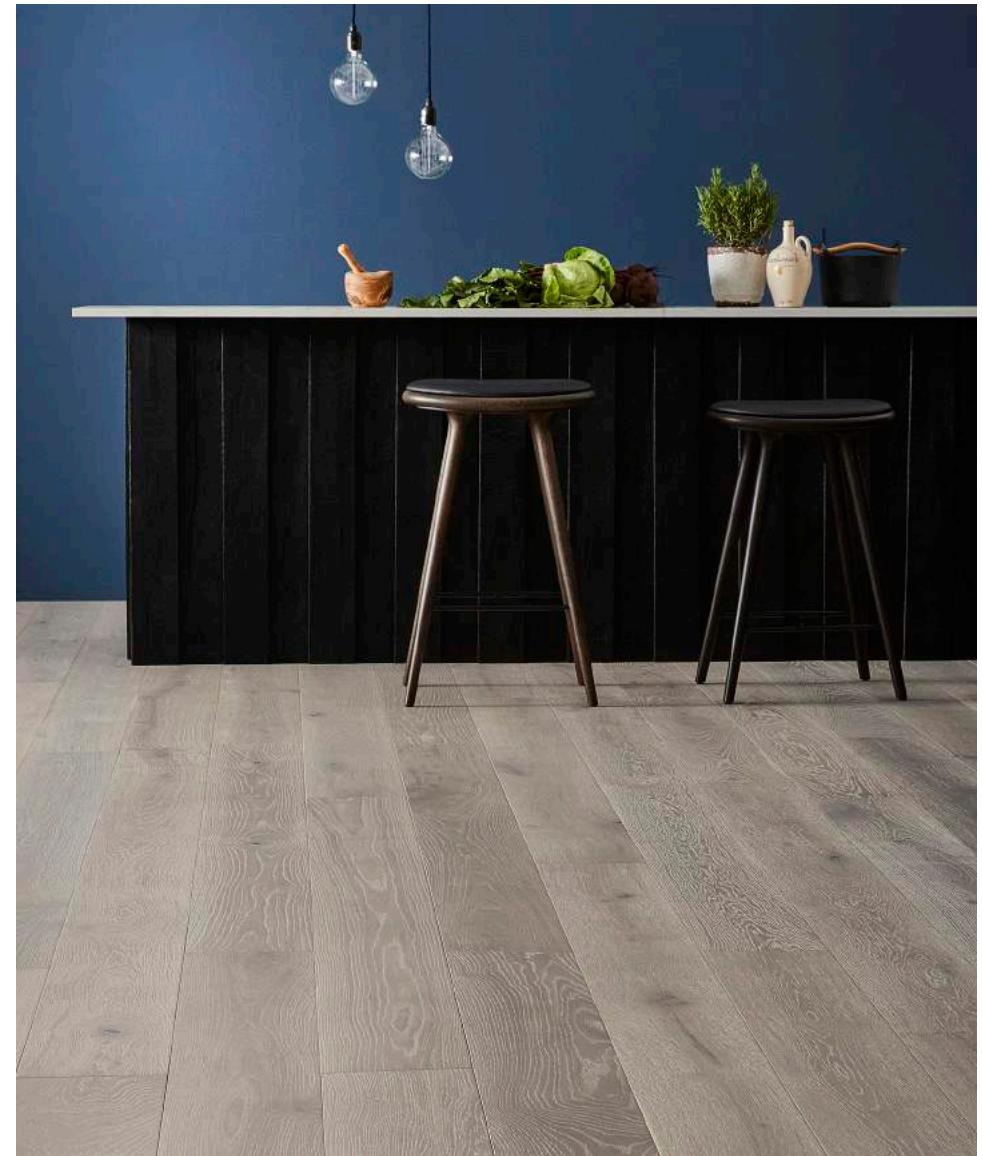
GENTLE Subtle copper brushing coaxes maximum possible character out of your floorboards by highlighting the lovely open grain patterns.

TED TODD EUROPEAN OAK Because we know our oaks, we are exceptionally particular about the woods we select. You enjoy a stunning floor because we only source slow-grown **oak** that's renowned for its clear grain patterns and lovely mellow tones.

NATURE-SELECTED The nature grade woods we use for this collection are meticulously chosen for their natural appearance. Why do they look so good? We put it down to having a more rigorous selection process than anyone else.

ESSENTIAL Our thermo-treated and fumed floors are properly treated to the heart of the wood, so you won't be able to wear through the treatment.

STABILITY For long life and continued performance into the future, these 14/15mm-thick planks are crafted with a stable triple-layer construction.



PROJECT COLLECTION

COLLECTION SUMMARY CONTINUED

THICK HARDWOOD The **3/4mm hardwood wear layer** means you can re-sand these floorboards many times. Contrast this with the thin 2mm hardwood layers on most 15mm engineered wood floors.

HEALTHY Your 100% natural floor won't give off unpleasant toxic vapours the way plastic-based laminates and vinyls do.

WARM Your beautiful Project flooring is suitable for installation over **underfloor heating** (please see guidelines).

EASY INSTALLATION You can float, nail or fully bond this engineered wood floor.

EASY CARE Simply apply two coats of **undiluted Ted Todd intensive polish** for lifelong protection of your new floor.

DESIGNED TO APPEAL TO PEOPLE LIKE YOU As well as looking great in a wide range of properties, this collection looks great as well as being **accessible** and **affordable**.

DETAILS

European oak

3 ply / 3 layer planks - up to 2.2m

180/190/250/260mm wide

14/15mm thick

3/4mm wear layer

2 ply herringbone

W:90mm D:14mm L:450mm

Suitable for underfloor heating

FLOORS

Alabaster	Creech
Alderley	Grizedale
Almond	Kennet
Almond Herringbone	Kinsley
Bedlow	Petworth
Bourne	Petworth
Calico	Petworth Herringbone
Calico Herringbone	Porcelain
Caramel	Tattenhall
Caramel Herringbone	Tattenhall
Clowes	Tattenhall Herringbone



WAREHOUSE COLLECTION

COLLECTION DESCRIPTION

DESIGN Versatile floors with unique personalities. Our herringbone, plank and chevron designs are crafted with a **uniquely undulating** texture that adds additional character to any room.

NATURAL The organic, natural appearance is achieved through hand working the flow of the grain along each board. This gives the floor an added dimension and looks great in every interior.

WIDE-PLANK Wide 190mm and extra wide 220mm planks from the manufacturer who pioneered wide-plank hardwood flooring in 1997.

INDUSTRIAL ELEGANCE Warehouse has a smart, **reclaimed** feel.

REFINEMENT These floorboards have a stylish **refined, reclaimed** character.

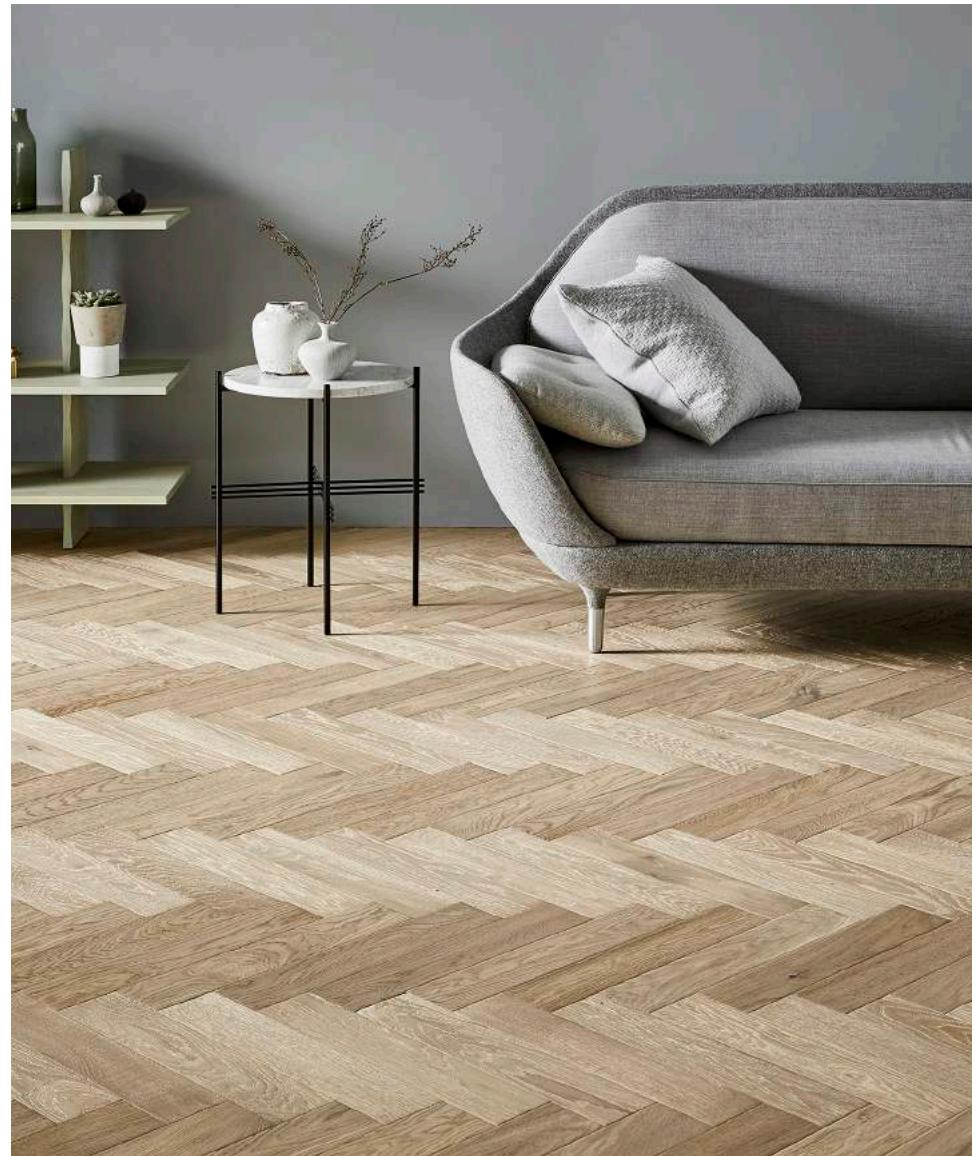
ROUGH Warehouse flooring is not too rustic and is not blighted by **big, unsightly filled knots** and cracks.

DURABILITY Our Hardened Oil finish is **durable**, natural and does not need a separate finish coat after installation.

TED TODD EUROPEAN OAK Because we know our oaks we are very particular about the woods we select. We only source slow-grown **oak** that is renowned for its clear grain patterns and luxurious mellow tones.

THICK HARDWOOD The 15mm floors in this collection have a **4mm hardwood** layer and the 20mm floors have a **6mm hardwood layer**, which means the floor can be re-sanded many times in the future without removing the protective wear layer.

VERSATILE You can easily mix planks and herringbone designs across different rooms to create a varied, sophisticated interior.



WAREHOUSE COLLECTION

COLLECTION DESCRIPTION CONTINUED

HEALTHY Unlike plastic-based laminate and vinyl flooring, these are 100% natural floors that don't give off toxic vapours.

WARM This flooring is suitable for installation over **underfloor heating** (please see guidelines).

EASY TO INSTALL You can float, nail or fully bond this **engineered** wood floor.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental accreditation.

EASY CARE Just apply two coats of neat **Ted Todd intensive polish**. Apply the gloss option to accentuate the shape of the floor, then buff up for an impressive result.

CREATIVE INSPIRATION These are Ted Todd creative wood floors at their best.

As well as inspiring your creativity, they are practical, innovative and will transform your space.

DETAILS

European oak

3 layer planks - up to 1.9m

190mm wide

15mm thick

4mm wear layer

2 ply planks - up to 2.2m

220mm extra wide

20mm thick

6mm wear layer

2 ply herringbone

W:90mm D:15mm L:450mm

3mm wear layer

Suitable for underfloor heating

FLOORS

Flax	Husk Herringbone
Fleece	Husk Chevron
Fleece	Raw Cotton
Fleece Chevron	Raw Cotton
Fleece Herringbone	Raw Cotton Herringbone
Furrow	Raw Cotton Chevron
Furrow	Strand
Furrow Herringbone	Sugar Cane
Furrow Chevron	Sugar Cane
Husk	Sugar Cane Herringbone
Husk	Sugar Cane Chevron



CREATE® COLLECTION

COLLECTION DESCRIPTION

AUTHENTIC Interchangeable elements to create unique flooring architecture.

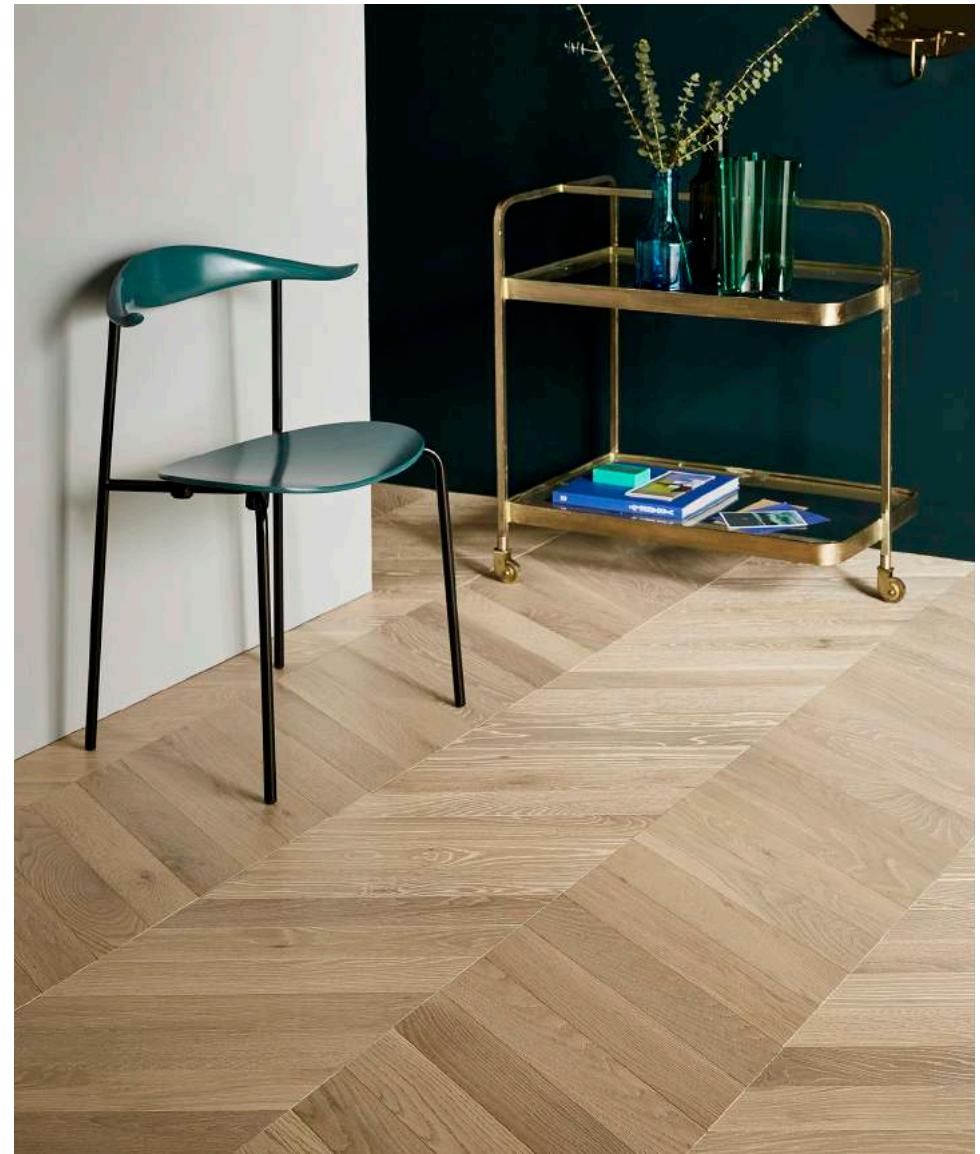
OPTIONS Realise your unique design with 10 tones in fully compatible formats. Wide planks, herringbone, square and chevron designs offer you huge potential to create a unique design.

SIMPLE As well as combining different design elements, you can use each one on its own for an elegant, understated floor. The planks, herringbone, squares and chevron all work brilliantly on their own if you want to keep it simple. Just choose the design that suits you.

COMBINATIONS With several contrasting design elements in the collection, it's easy to add interest and complexity to your project. You can combine different designs, in the same tone, in different areas of your project (for instance, try the timeless combinations of chevron with wide planks or mix herringbone tones).

COMPLEXITY For stylish sophistication and complexity, combine tones and designs from the Create collection.

TONAL A choice of ten complementary and interchangeable tones further ensures that your creativity is given free rein.



CREATE® COLLECTION

COLLECTION DESCRIPTION CONTINUED

DURABLE Our Hardened Oil is durable, natural and doesn't need the application of a separate finish coat after installation.

PREMIUM Create is constructed from 100% oak with a counter-balanced back layer and core made entirely of oak. Because we use this proven construction method, Create achieves the best dimensional stability of any available wood floor.

HEALTHY Being 100% natural means Create floors do not give off toxic vapours like plastic-based laminate and vinyl flooring.

WARM FLOOR Create is a very stable wooden floor that meets the respected Japanese endurance standard for underfloor heating (please see guidelines).

EASY INSTALLATION It's straightforward to float, nail or fully bond this engineered wood floor, depending on specific project requirements.

TRUST Create comes with the reassurance of PEFC-certified environmental accreditation.

LEADING THE PACK If we had to recommend one floor it would be Cashmere herringbone. The understated bleached out tones, slightly textured surface and a larger than usual herringbone makes this floor a stand-out feature in any interior.

PIONEERING AND CREATIVE We are the first people in the world to have this idea and actually make it work (for any floor covering type). That's a global first for a British company and we're unashamedly proud of it!

DETAILS

European oak

3 ply planks - up to 2.2m planks

180mm width

15mm thick

4mm wear layer

3 ply herringbone

W:127mm D:15mm L:508mm

3 ply chevron

W:90 D:15mm L:480mm

3 ply squares

W:127 D:15mm L:127mm

Suitable for underfloor heating



FLOORS

Cashmere Sandbank

Stonewash Fawn

Jute Cortado

Smoke

**(Above available in chevron,
herringbone, planks & squares)**

Paperback Satchel

Liquorice

**(Above available in planks, herringbone
& squares)**

STRADA COLLECTION

COLLECTION DESCRIPTION

DESIGN Ultimate hardwearing floors for high traffic areas.

TOUGH This is a **commercial quality** engineered wood floor finished with many layers of lacquer.

UNIQUELY DURABLE Our unique 12-layer lacquer is **four times more** durable than a standard finish.

SAFETY Strada is perfect for demanding environments where safety and slip resistance is paramount.

TONES Strada wood flooring is available in 6 traditional and contemporary tones. These range from clean whites to rich caramel tones, so they will work in **all interiors**.

TED TODD EUROPEAN OAK We know our oaks and are very particular about the woods we select. That's why we only source slow-grown **oak** that's renowned for its clear grain patterns and beautiful mellow tones.

EXTRA-THICK HARDWOOD The Strada collection features an extra-thick **6mm hardwood** layer. This means you can re-sand these floors many times without worrying about wearing through the wear layer.

STABILITY Because we use furniture-grade birch plywood with proven two-ply engineered construction, you can be sure your flooring will be **very stable**.

HEALTHY Unlike plastic-based laminate and vinyl flooring, our **100% natural floors** don't give off toxic vapours.



STRADA COLLECTION

COLLECTION DESCRIPTION CONTINUED

WARM FLOOR Strada flooring is suitable for installation over **underfloor heating** (please see guidelines).

EASY INSTALLATION Float, nail or fully bond this **engineered wood** floor depending on specific project requirements.

EUROPEAN Strada flooring is crafted with care, using European-sourced hardwoods.

INNOVATION This is the first 12-coat lacquered wood floor. It has solved the problem of laying wood floors in very highly-trafficked areas. Strada has been successfully installed in busy retail stores across the UK, giving the stores the quality feel of a wood floor, but with significantly enhanced durability. It has also met the needs of homeowners with concerns about combining stylish natural wood flooring with big pets and the demands of family life.

DETAILS

European oak

2 ply wide planks - up to 2.2m

180mm wide

20mm thick

6mm wear layer

12-coat double lacquer finish

Suitable for underfloor heating

2 ply herringbone

W:100mm D:20mm L:500mm

FLOORS

Bernini

Lucia

Santi

Torelli

Alessi

Rastrelli

(Above available in planks & herringbone)



SPECIALIST WOODS

COLLECTION DESCRIPTION

DESIGN Interesting and unique woods, each with their own distinctive beauty. The wood used in our Specialist Woods collection is the very best, sustainably sourced American Black Walnut, Douglas Fir, Pippy Bur Oak, Tajibo and Morado all with a 4 or 6mm wear layer.

MID-CENTURY MODERN Darwin is a stunning Morado herringbone made of a rare, FSC® sourced, Rosewood. This fabulous wood formed the foundation for the mid-century modern furniture movement. It is very hardwearing and has glorious rich tones that will be treasured for generations to come.

HEALTHY Unlike plastic-based laminate and vinyl flooring, these are 100% natural floors that don't give off toxic vapours.

WARM This flooring is suitable for installation over **underfloor heating** (please see guidelines).

BLACK WALNUT Pennsylvanian black walnut is revered for its deep chocolate tones. Choose between consistent prime grade or the more lively nature grade.



SPECIALIST WOODS

COLLECTION DESCRIPTION CONTINUED

EASY TO INSTALL You can float, nail or fully bond these versatile engineered wood floors.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental or equivalent accreditation.

EASY CARE Use two coats of undiluted Ted Todd intensive polish for lifelong protection.

CRAFTED FOR HUMANS The lifetime cost of your flooring investment will beat all other man-made floors, so you won't face the cost of replacing your floor every few years.

DETAILS

2 ply planks - Up to 2.2m

135/190/220/260/300mm wide

15-20mm thick

4mm or 6mm wear layer

2 ply herringbone blocks

W:70-80mm D:15-19mm L:450-490mm

Suitable for underfloor heating

FLOORS

Birnham

Delamere

Blackmuir

Mimas Herringbone

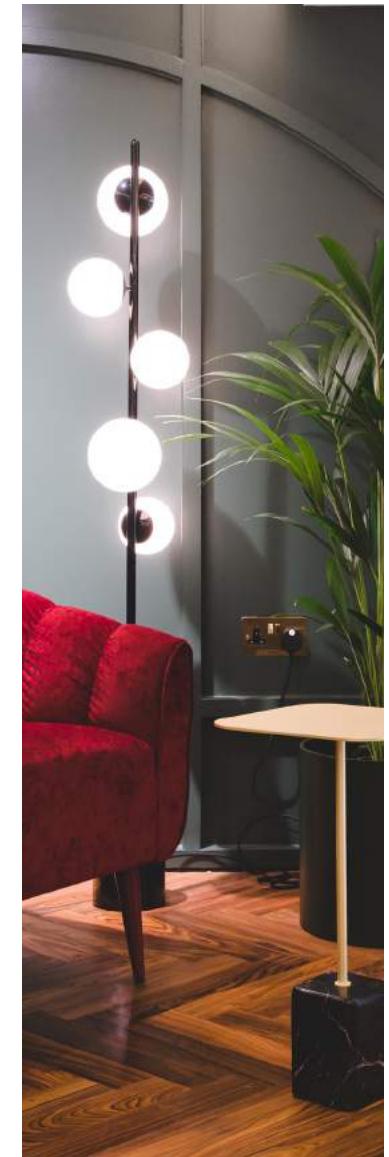
Darwin

Winterfold

Rockingham

Birnham Herringbone

Darwin Herringbone



CRAFTED TEXTURES

COLLECTION DESCRIPTION

SUBTLE TEXTURES PREVAIL Extra tactile wood to bring projects to life. The shadow sawn and sandblasted textures found in this collection are subtle and very effective. They give your floors added character and an extra **dimension**. Crafted Textures now also includes two brushed and burnt floors in plank and herringbone.

HEALTHY Unlike plastic-based laminate and vinyl flooring, our **100% natural floors** don't give off toxic vapours.

WARM FLOOR Crafted Textures flooring is suitable for installation over **underfloor heating** (please see guidelines).

RESTORATION Our Restoration Oil options have a natural unfinished appearance and are made to be easily restored and re-coated with maintenance oil. Our floors are finished with hardwax oil, satin lacquer and restoration oil.

TED TODD EUROPEAN OAK Because we know our oaks, we are fastidious about the woods we select. We only source slow-grown oak that's renowned for its clear grain patterns and lovely mellow tones.



CRAFTED TEXTURES

COLLECTION DESCRIPTION CONTINUED

CORE Our double-fumed floorboards are treated through to the core of the wood so they won't wear back to natural wood.

EASY TO INSTALL You can float, nail or fully bond these versatile engineered wood floors.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental or alternative accreditation.

EASY CARE Use two coats of undiluted Ted Todd intensive polish for lifelong protection.

CRAFTED FOR HUMANS The lifetime cost of your flooring investment will beat all other man-made floors, so you won't face the cost of replacing your floor every few years.

DETAILS

European oak / American Walnut

2 ply planks - up to 2.2m

150mm/190mm/220mm wide

15-20mm thick

4-6mm wear layer

2 ply herringbone

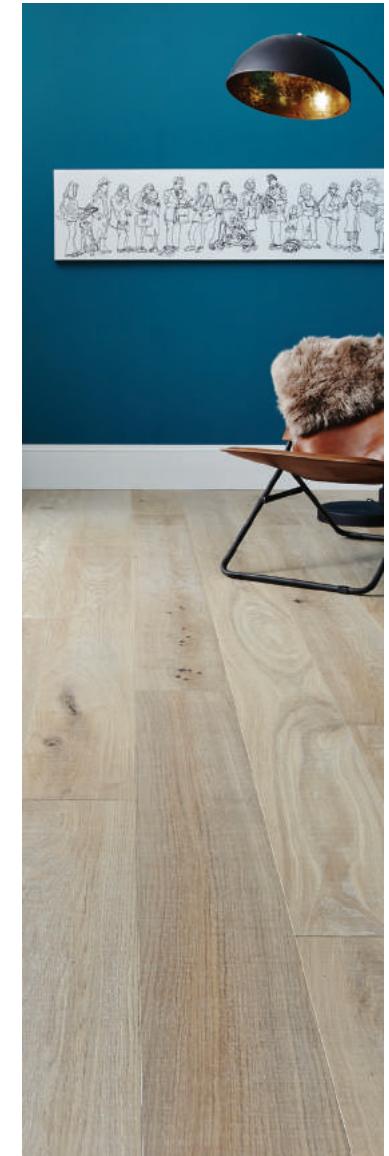
W:90/100mm D:20mm L:500/540mm

4-6mm wear layer

Suitable for underfloor heating

FLOORS

Amberley	Odell
Arden	Rydal
Arundel Herringbone	Salcey
Arundel	Standen
Carrick	Standen Herringbone
Coombe	Stonor
Haldon	Waresley
Holton	Wiston



CLASSIC TONES

COLLECTION DESCRIPTION

ORIGIN Our flagship Ted Todd floors made to last from the finest materials. These Classic floorboards get their pedigree from Ted Todd's origins as a company that reclaimed and then manufactured new hardwood floorboards.

ESSENTIAL TONES Classic flooring materials should be essential elements that please and excite, while transcending fads and fashions so they always remain relevant. They should last, never go out of date and never be **thrown away**.

ANTIQUE GRAINS Try Sherwood planks or herringbone; a statement floor with caramel brown hues and a lively open grain. This floor creates a warm feel that is only usually achieved after many years of use. Laying in a herringbone or basket weave design.

CONTEMPORARY TWIST Parkhurst has an aged grain pattern with a lovely grey twist. This achieves a chic French farmhouse look that wouldn't go amiss in the Dordogne.

MADE TO LAST Choose from sturdy 10, 15 or 20mm-thick boards that are **engineered to last made from 100% hardwood**.

STABLE The two-ply engineered construction is crafted from extremely stable furniture-grade **all-birch plywood**.

TRADITIONAL Long lengths and wide widths match the dimensions of **traditional floorboards** for an authentic appearance.

EXTRA-THICK HARDWOOD This collection has an extra-thick **4-6mm hardwood** layer; this means your floorboards can be re-sanded many times in the future.

ESSENTIAL For longer life, double-fumed Madingley and Bedgebury floorboards are treated to the core.



CLASSIC TONES

COLLECTION DESCRIPTION CONTINUED

TED TODD EUROPEAN OAK After so many years in the timber flooring business, we know our oaks and are very particular about the woods we select. We only source slow-grown **oak** that's renowned for its clear grain patterns and delicious mellow tones.

WARM FLOOR The floorboards in this collection are suitable for installation over **underfloor heating** (please see guidelines).

TRUST For your peace of mind, all oak in this collection comes with an FSC®-certified environmental accreditation.

EASY INSTALLATION You can float, nail or fully bond this **engineered wood** floor.

EASY CARE Apply two coats of neat **Ted Todd intensive polish** for great lifelong protection of Hardened Oil options.

PIONEERING VALUES We originated the wide-plank solid wood floor, then **pioneered** the same dimensions in a 15-20mm engineered wood floor. Time has proven that these incredibly good floors combine honesty and 'classic' appeal.

DETAILS

European oak

2 ply planks - up to 2.2m

80/100/140/160/180/220mm wide

15mm/20mm thick

4/6mm wear layer

2 ply herringbone

W:70/100mm D: 10/20mm L:490/500mm

3/6mm wear layer

Suitable for underfloor heating

FLOORS

Allerton	Monkton
Bedgebury	Parkhurst
Cannock Chase	Paxton
Castlewellan	Priestly
Cavendish	Sherwood
Charnwood	Sherwood Herringbone
Dalby	Thetford
Fleet	Wellesley
Gladstone	Wentworth
Hollington	Wettenhall
Horsford	Whinfell
Kielder	White Leaf
Kinver Edge	Wyndham
Madingley	Wyre



CLASSIC NATURALS

COLLECTION DESCRIPTION

TIMELESS Our flagship Ted Todd floors made to last from the finest materials. Classic Naturals offers a choice of understated natural Oak tones which will set off any interior. With statement grain patterns these floors however traditional wont fade into the background.

VERSATILE Brampton is a firm favourite due to the choices available, you can choose from skinny 100mm planks up to 220mm extra wide planks. Choose either 10mm, 15mm or a thicker 20mm construction for durability of commercial or high traffic areas. Create a feature with herringbone blocks or mix these with planks in different spaces for a seamless finish.

MADE TO LAST Choose from sturdy 10, 15 or 20mm-thick boards that are **engineered to last made from 100% hardwood**.

STABLE The two-ply engineered construction is crafted from extremely stable furniture-grade **all-birch plywood**.

TRADITIONAL Long lengths and wide widths match the dimensions of **traditional floorboards** for an authentic appearance.

SLOW GROWN After so many years in the timber flooring business, we know our oaks and are very particular about the woods we select. We only source slow-grown **oak** that's renowned for its clear grain patterns and delicious mellow tones.



CLASSIC NATURALS

COLLECTION DESCRIPTION CONTINUED

WARM FLOOR The floorboards in this collection are suitable for installation over **underfloor heating** (please see guidelines).

TRUST For your peace of mind, all oak in this collection comes with an FSC®-certified environmental accreditation.

EASY INSTALLATION You can float, nail or fully bond this **engineered wood** floor.

EASY CARE Apply two coats of neat **Ted Todd intensive polish** for great lifelong protection of Hardened Oil options.

PIONEERING VALUES We originated the wide-plank solid wood floor, then **pioneered** the same dimensions in a 10, 15 and 20mm engineered wood floor. Time has proven that these incredibly good floors combine honesty and 'classic' appeal.

DETAILS

European oak

2 ply planks - up to 3m

100/140/180/220/300mm wide

15mm/20mm thick

4/6mm wear layer

2 ply herringbone

W:70/100mm D: 10/20mm L:490/500mm

3-6mm wear layer

Suitable for underfloor heating

FLOORS

Brampton	Brampton
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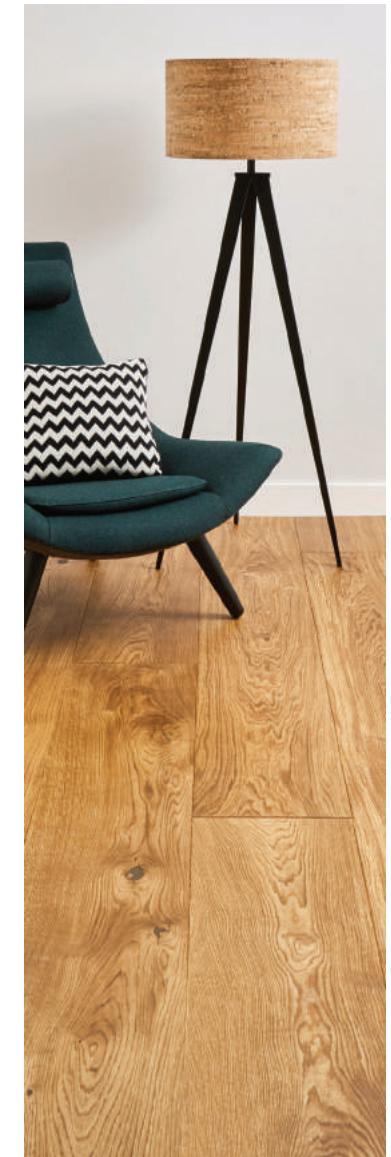
Brampton Herringbone	Gosford
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Peckforton	Huxley
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Twinhills	Rostrevor
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Pelham	Glenariff
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Addington	
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UNFINISHED OAKS

COLLECTION DESCRIPTION

YOUR WAY Unfinished floors together in one place, this collection is exactly what it says on the tin. Choose from Prime and nature grade planks and herringbone designs in a variety of width and thickness. Solid or engineered herringbone designs in a natural Oak, with a double-fumed option for deep chocolatey tones. Go for something different with our geometric patterned floors.

TRADITIONAL Long lengths up to 2.2m and wide widths match the dimensions of **traditional floorboards** for an authentic appearance.

MADE TO LAST Choose from sturdy 10, 15 or 20mm-thick boards that are **engineered to last made from 100% hardwood** or a solid 20mm herringbone design that can be sanded and refinished to look like new for generations.

SLOW GROWN After so many years in the timber flooring business, we know our oaks and are very particular about the woods we select. We only source slow-grown **oak** that's renowned for its clear grain patterns and delicious mellow tones.

CLEAN LINES A prime grade floor boasts clean grain and minimal knots, this wood is specially selected from the timbers as some of the best. Choosing a prime grade floor such as Ashridge, Tollense or Vienne you will be getting the highest quality Oak with minimal variance in tone for that clean and minimal look.

DELICATELY SMOOTH All unfinished Oaks have a delicately smooth texture ensure applying a finish of your choice is easy and seamless.

CHOOSE A FINISH Once you have chosen a floor you can then choose a finish by your exact requirements. You can specify a finish by tone, gloss level, durability, ease of maintenance or cost.



UNFINISHED OAKS

COLLECTION DESCRIPTION CONTINUED

WARM FLOOR The engineered floors in this collection are suitable for installation over **underfloor heating** (please see guidelines).

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental or alternative accreditation.

EASY INSTALLATION Float, nail or fully bond this **engineered wood** floor depending on specific project requirements.

DETAILS

European oak

2 ply planks - up to 3m

180/220/260/300mm wide

15mm/20mm thick

4/6mm wear layer

Solid herringbone

W:70mm D:22mm L:250/280/350mm

3/6mm wear layer

2 ply herringbone

W:70/100mm D:20/22mm L:280/490/500mm

3/6mm wear layer

2 ply geometric

6mm wear layer

Suitable for underfloor heating

FLOORS

Ashridge Southill

Tollense Odet

Arnon Vienne

Neckar Belvoir

Avery Shrawley



WOODWORKS EDITIONS

DESIGNS At first glance, these floors may look like the norm, but in fact they are anything but. Editions distils the very best of our skills and craft into a few extra-special floors that stand out from the rest. With a wide variety of tones available in plank and herringbone designs you are bound to find the one you love.

CRAFT They have all been lovingly designed and handmade at our Cheshire workshops and are not limited to the restrictions of factory finished floors.

SUSTAINABLE The wood used in our Editions collection is the very best, sustainably sourced, European Oak, Douglas Fir, Larch and American Black Walnut all with a 6mm wear layer

HANDMADE Skilled handcrafting includes soft-rolled edges, soft sanding, grain texturing, bleaching and washing to enhance the natural beauty of your wood floor.

HAND FINISHED Choose from rich, deeply polished Burnished Hardwax Oil or a super matt and dry-looking Naked Skin Lacquer. Both are equally beautiful, whilst being durable and practical to live with. Editions also includes Satin Lacquered floors and those finished with Oilwood Traffic. Each and every application is air dried over a number of days. This is a slow cured approach. The look develops slowly as each individual application is completed.

POLISHED Burnished Hardwax oil is polished to achieve a burnished patina. This gives unrivalled depth and protection to your floor.

SEAMLESS Long boards and wide widths mean fewer joints and seams. This is the mark of a true fine wood floor.

EASY TO INSTALL These fully finished floors do not need site finishing and are easy to maintain.

WOODWORKS OAK Oak from northern Europe is renowned for its wide variety of gorgeous grain features. We source the widest and longest material for this collection.



WOODWORKS EDITIONS

LOCAL Every Woodworks floor is produced at our British workshops using the finest hardwoods sourced sustainably from Great Britain, Europe and North America.

ARCHITECTURAL ELEMENTS A range of complementary skirtings, profiles, stair nosings and other architectural elements add the final detail to finish your floor.

LONG LIFE Our durable 6mm hardwood wear layer is the thickest available.

STABILITY For your peace of mind, the 2-ply engineered construction of Editions flooring is made with durable furniture-grade birch plywood.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental or alternative accreditation.

WARM FLOOR Editions is suitable for installation over underfloor heating (please see guidelines).

EASY INSTALLATION Float, nail or fully bond this structural floor (Herringbone and panels fully bond only).

OUR MASTER CRAFTSMAN'S NOTES 'Otis is my favourite Editions floor,' says our master craftsman. 'It's a masterpiece with a focus on the ultimate raw-looking wood floor. Gently rolled edges, a finish-free appearance, subtly highlighted grain patterns distinguish its lovely wide, long boards. The result is a floor that is stylishly understated and totally natural. This simple looking floor has taken many years to perfect. It is super durable, very practical and makes living with nature an easy pleasure. I hope you enjoy living with it as much as I've enjoyed crafting it for you.'

INDUSTRIOUS It takes real, traditional 'industry' to make these floors. They take effort, expertise, experience and lots of hours of hard work. The result? A floor packed full of innovation and expertly executed creative ideas to delight you.

DETAILS

European oak / American Black walnut

Larch / Douglas Fir

2 ply planks - up to 3m

180/220/260/300mm wide

20mm thick, 6mm wear layer

2 ply herringbone

W:100mm D: 20mm L:500mm

Suitable for underfloor heating

FLOORS

Coast Tolland

Espresso Granary

Heath Hockenhall

Manor House Monroe

Otis Sienna

(Above available in planks & herringbone)

Abbot Breton

Cowdray Dovecote

Peteril Pickled

Rivelin Winster

Aversley Floret

Ralston

(Above available in planks)



WOODWORKS AGED

DESIGNS Emulating wood floors that have been walked on for centuries, we've crafted our Aged wood floors to embody all the characteristics of our favourite antique wood floors. Wide planks, herringbone, chevron and Parquet de Versailles give you considerable design scope – let your imagination run wild in the most stylish way.

CRAFTED Not just 'made', but designed, developed and handmade by our master craftsman.

HANDMADE When we craft your Aged floors, we connect to each piece of wood, its unique peculiarities, lines, curls, veins and innate beauty. And as we do so, we find a way to help its personality shine.

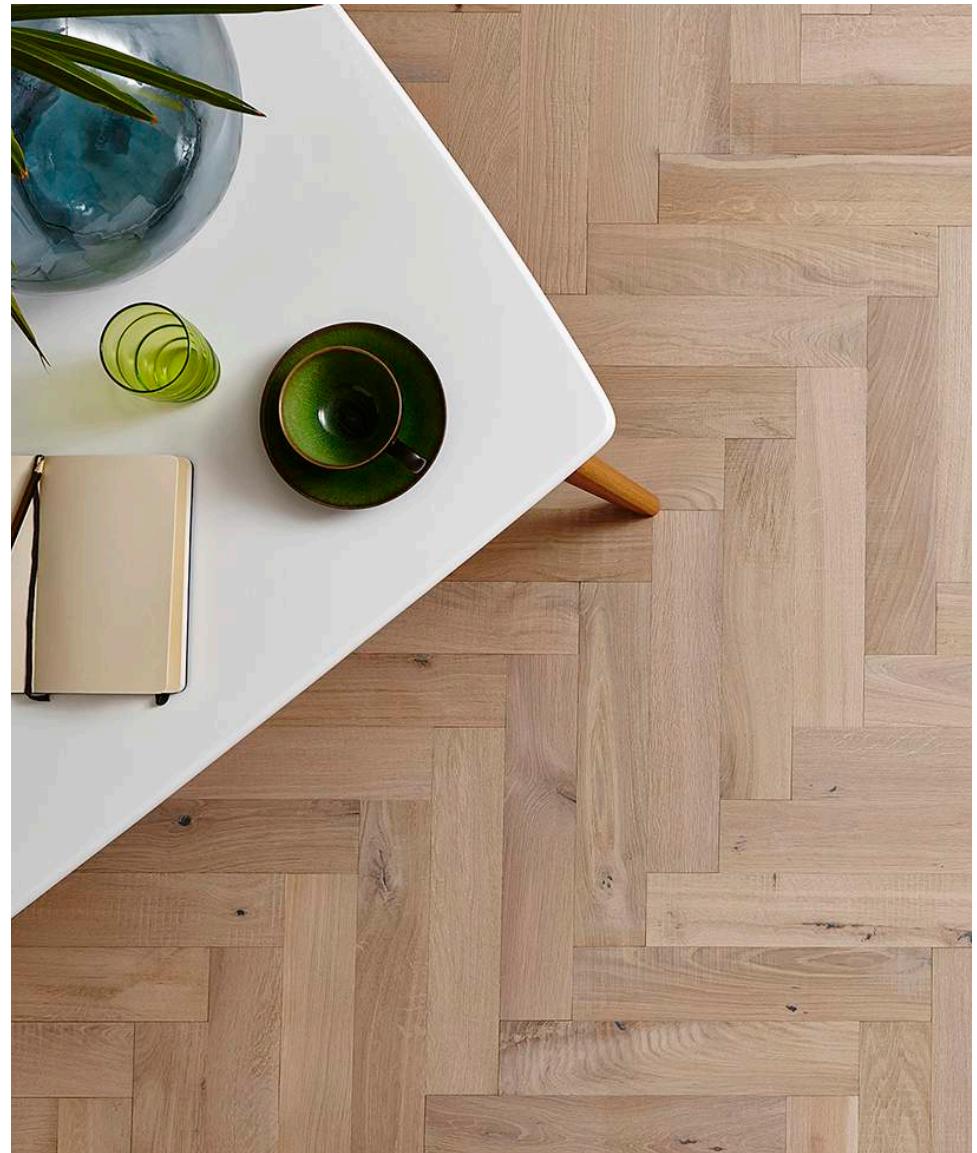
NICE SURPRISES Shadows of saw marks, soft rolled edges, scrubbed knots, natural end cracks and lovely broad medullary rays combine to give you a stylish wood floor.

WOODWORKS AGED OAK We only select the finest oak for your floor. The oak we use in our Aged floors is through-and-through sawn to maximise the variety of grain texture across your floor. The medullary rays that flare out from a sound heart running down the centre of the planks are particularly special. We then leave the raw boards outside to season for up to 24 months. During this time the oak loses its tension, the fibres settle and the knots harden. Only then is this beautiful oak ready to be made into your Woodworks Aged floor.

HAND FINISHED Choose from a rich, deeply polished Burnished Hardwax Oil or a dry-looking super matt Naked Skin Lacquer. Both finish options are slow cured for a natural feel that is very durable.

HASSLE-FREE These are fully finished floors that need no site finishing and are easy to maintain.

ARCHITECTURAL ELEMENTS Choose from a range of skirtings, profiles, stair nosings and other architectural elements that have been crafted to complement your floor.



WOODWORKS AGED

HONEST A hardwearing 6mm hardwood wear layer is our standard.

STABILITY The 2-ply engineered construction is made with furniture-grade birch plywood for long-term stability.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental or alternative accreditation.

WARM FLOOR This flooring is suitable for installation over underfloor heating (please see guidelines).

EASY TO INSTALL Float, nail or fully bond this structural floor (Herringbone and panels fully bond only).

LOCAL Your Woodworks floor is produced at our workshops in Britain with the finest sustainable hardwoods sourced from Great Britain, Europe and North America.

MASTER CRAFTSMAN'S SELECTION Our master craftsman recommends the Lauzes herringbone and plank for its pure bleached-out tones with minimal yellow pigmentation: 'It's stunning in so many applications.'

PIONEERING, INNOVATIVE AND INDUSTRIOUS This collection is packed full of all the core values that endear our products to discerning specifiers and property owners like you.

DETAILS

Aged European Oak

2 ply planks - up to 3m

220mm wide

20mm thick

2 ply herringbone

W:100mm D: 20mm L:500mm

2ply chevron

W:90mm D: 20mm L:595mm

2ply Parquet de Versailles

W:980mm D: 20mm L:980mm

6mm wear layer

Suitable for underfloor heating

FLOORS

Chevry Villes

(Above available in planks,
herringbone & chevron)

Velentre Miellin

Quissac Assier

(Above available in planks,
herringbone, chevron
& parquet de Versailles)



WOODWORKS NATIVE TIMBERS

DESIGNS Galion embodies all the features of a centuries-old floor using exceptional quality new English Oak. The timber is hard, heavy and durable. Fine in texture with an open lively grain, it has been carefully seasoned and worked to a fine finish with a rich patina.

CRAFTED Not just 'made', but designed, developed and handmade by our master craftsman.

HANDMADE Perfectly replicating the elegance and provenance of old English Oak floors, made by hand in our Cheshire workshops.

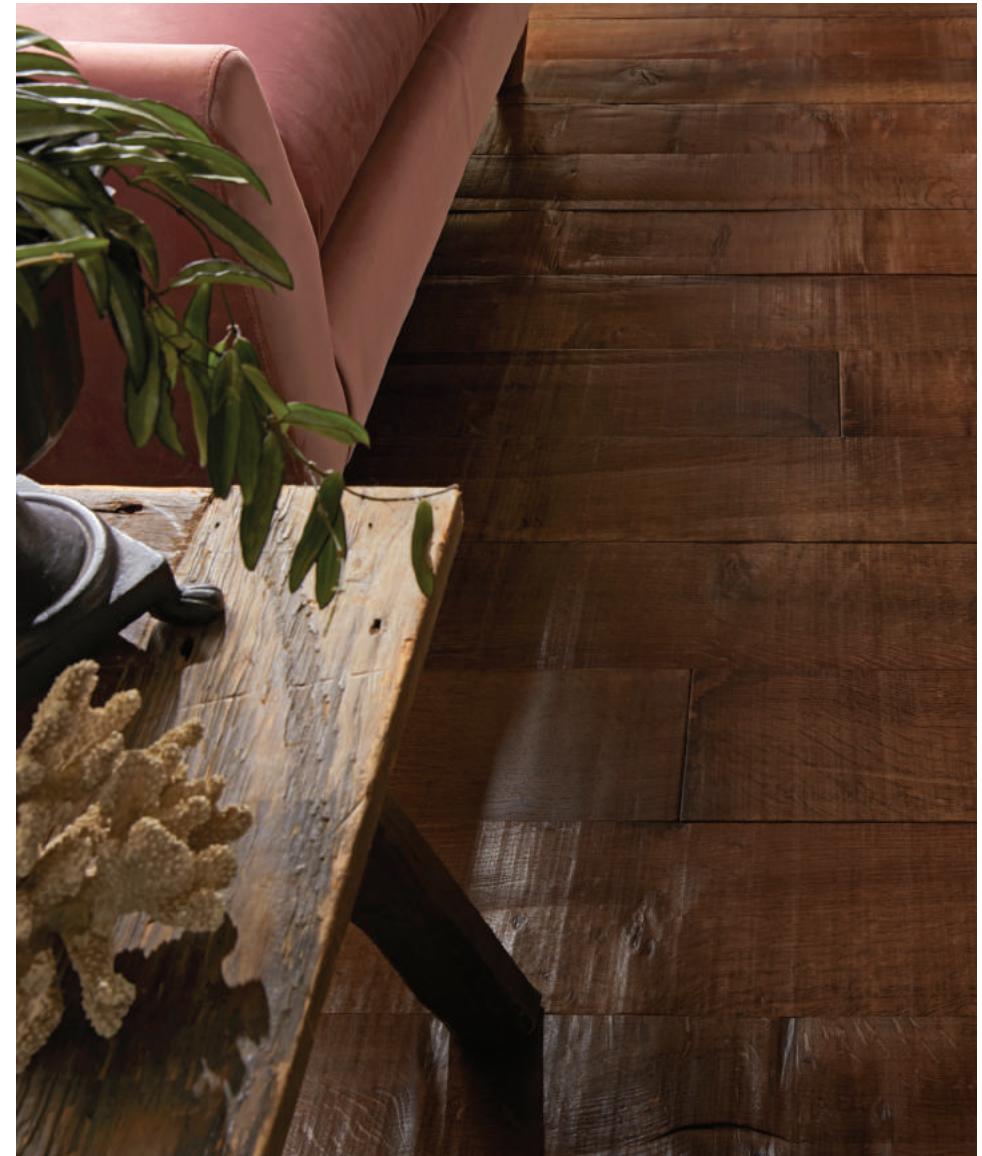
NICE SURPRISES Skip sawn with scrubbed knots and an undulating texture. Quarter sawn to reveal the wood's beautiful medullary rays

WOODWORKS ENGLISH OAK To make these floors our specialist Woodworks division acquired some huge English Oak logs. Our Craftsmen got to work making a remarkable engineered floor that is up to 4.2m long and 260mm wide. The surface has been expertly polished to create a patina that is true to the original.

HAND FINISHED Galion has deep warm tones and is burnished with hardwax oil, expertly polished creating an original patina.

HASSLE-FREE This is a fully finished floor that needs no site finishing and is easy to maintain.

ARCHITECTURAL ELEMENTS Choose from a range of skirtings, profiles, stair nosings and other architectural elements that have been crafted to complement your floor.



WOODWORKS NATIVE TIMBERS

HONEST A hardwearing 4-6mm hardwood wear layer.

STABILITY The 2-ply engineered construction is made with furniture-grade birch plywood for long-term stability.

WARM FLOOR This flooring is suitable for installation over underfloor heating (please see guidelines).

EASY TO INSTALL Float, nail or fully bond this structural floor (Herringbone and panels fully bond only).

LOCAL Your Woodworks floor is produced at our workshops in Britain with the finest sustainable hardwoods sourced from Great Britain, Europe and North America.

DETAILS

English Oak

2 ply planks - up to 4.2m

90-260mm wide

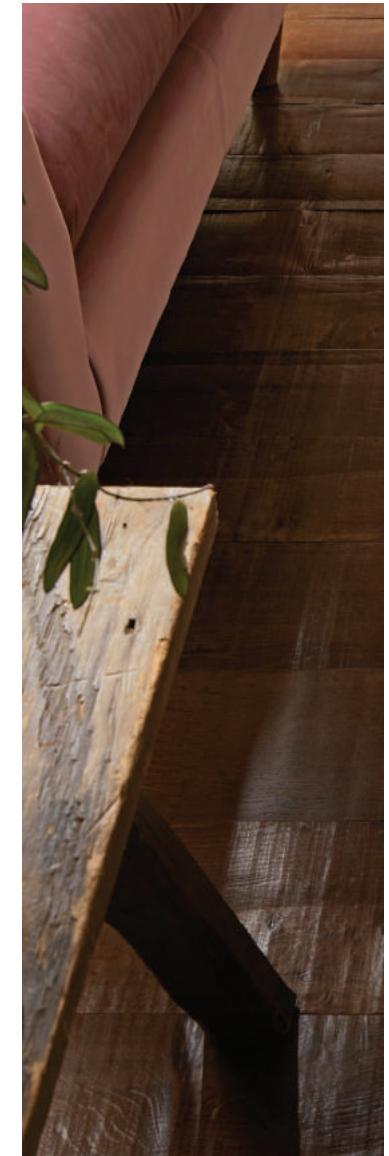
20mm thick

4-6mm wear layer

Suitable for underfloor heating

FLOORS

Galion



WOODWORKS SUPERWIDE

DESIGN Statement floors with true modernity, these Superwide planks and oversize herringbone blocks add an architectural emphasis to any interior.

BEAUTIFULLY CRAFTED Superwide has been painstakingly designed, developed and lovingly hand-crafted for you by our Woodworks craftsman.

GRAIN Look forward to enjoying gorgeous open grain patterns with warm oak tones. Naturally, we only select the very best materials for this floor.

STATEMENT These are statement floors for statement projects. They accentuate big spaces, make them feel extra special and help maximise the impact of your design flair.

SEAMLESS For classic, understated elegance and simplicity, the long board lengths reduce the number of seams in this super wide plank floor. It's simply stunning!

OVERSIZE The 600 x 200mm herringbone format of Superwide is made in classic 3 x 1 proportions, but in an extra special size. This works remarkably well and could be just what you need to give your project a new dimension.

WOODWORKS OAK For Superwide, we source slow-grown oak for its massive dimensions and 'Wagneresque' impact. These planks are up to an impressive 3m long and 300mm wide. We season all this oak for over 12 months. Why? Because long seasoning is important for wide dimension floors. It ensures that the oak loses its natural tensions and is vital to achieve optimum stability in your Superwide floor.

HAND FINISHED Choose from a rich, deeply polished Burnished Hardwax Oil or dry-looking super-matt Naked Skin Lacquer. All finish options are slow cured for a natural feel that is very durable.

SENSITIVE Lovingly soft brushing this wood is one of our secrets to highlight the oak's beautiful natural grain patterns.



WOODWORKS SUPERWIDE

ARCHITECTURAL ELEMENTS A range of skirtings, profiles, stair nosings and other architectural elements complement your floor and ensure its stylish integration with other interior elements.

LONG LIFE For your peace of mind, the 6mm hardwood wear layer is the thickest available.

STABILITY Our 2-ply engineered construction is made with high-quality furniture-grade birch plywood for long-term stability.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental accreditation.

WARM FLOOR Superwide flooring is suitable for installation over underfloor heating (please see guidelines).

EASY INSTALLATION You can float, nail or fully bond this structural floor (Herringbone fully bond only) depending on the requirements of the project.

WE'RE LOCAL Your Woodworks floor is produced at our British workshops using the finest sustainably sourced hardwoods from Great Britain, Europe and North America.

MASTER CRAFTSMAN NOTES Our master craftsman says: 'I love every floor that I develop and craft, but there's something particularly impressive about Superwide. It's big and striking. Pick your design application carefully, then unleash this flooring powerhouse and look forward to the admiring "oohs and aahs" that it inevitably inspires.'

PIONEERING FLOORING Back in 1998, we were the first people to work with 300mm-wide engineered planks. We have unrivalled experience and expertise in this area.

DETAILS

European Oak

20mm thick, 6mm wear layer

2 ply planks - up to 3m

300mm wide

20mm thick

Also available to order in 400mm widths

2 ply herringbone

W:200mm D: 20mm L:600mm

6mm wear layer

Suitable for underfloor heating

FLOORS

Ebony Ecru

Linen Pewter

Sable Sand

Truffle

(Above available in wide planks & oversize herringbone)



WOODWORKS URBAN

THERE'S CHARACTER IN CONTRADICTION We think you'll agree that this is the most 'imperfectly perfect' floor for any interior type.

RECLAIMED Urban embodies all the values you love about reclaimed floors: a gently worn surface and hand-rolled edges, but with the consistency and reliability of a new wood floor.

ELEGANCE The sawn texture of Urban is elegantly distressed for enduring good looks in a wide variety of interiors.

MIX DESIGNS Because you can combine plank, herringbone and chevron designs, you have all the creative tools to create a stylish look that's personal to you. Choose from four natural tones, a unique copper finish or in-plank chevron and criss-cross designs.

RETRO APPEAL The 80mm-wide planks are a take on the narrow wood strip floors of the 1950s and 1960s – take one look at their retro-style and you will see why we call them our 'skinny planks'.

ELEMENTS OF COPPER We experimented with a copper leaf finish for an eye-catching and truly unique metallic finish that still fits with the rustic sawn effect of the urban boards. Our innovative design, which started its life in our experimental lab collection, has now become a staple of the Urban portfolio.

NAKED A remarkable invisible finish makes these skip sawn chevron, herringbone blocks and planks extremely durable.

MIX AND MATCH This flooring is perfect if you are inspired to mix and match tones ranging from bold red to deeply-fumed tans. Simply gorgeous!

WOODWORKS OAK Our oak from Europe is selected for its broad range of attractive grain features. For added impact in your interior, we source extra-long lengths in a selected nature grade for this collection.



WOODWORKS URBAN

HAND FINISHED So you can start enjoying your new floor as soon as possible, this is a fully-finished floor that does not need site finishing and is easy to maintain into the future. While the floor may have a worn look, the finish applied to the wood and a 6mm wear layer, ensures it is extremely durable.

HONEST WOOD For your long-term peace of mind, our 6mm hardwood wear layer is the thickest you can buy – and extremely hardwearing.

STABILITY Our 2-ply engineered construction is reassuringly solid. That's because it features high-quality furniture-grade birch plywood.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental accreditation.

WARM FLOOR This flooring is suitable for installation over underfloor heating (please see guidelines).

EASY TO INSTALL Depending on the project or site requirements, float, nail or fully bond this structural floor (Herringbone and chevrons fully bond only).

LOCALLY CRAFTED Your Woodworks floor is produced at our British workshops using the finest hardwoods sourced from Great Britain, Europe and North America.

DETAILS

European Oak

2 ply planks - up to 2.2m

80/180/220mm widths

20mm thick

2 ply herringbone

W:80mm D: 20mm L:400mm

2 ply chevron

W:80mm D: 20mm L:595mm

6mm wear layer

Suitable for underfloor heating

FLOORS

Manhattan Brooklyn

Dalston Hoxton

Gaslamp

(Above available in 3 widths of plank, herringbone and chevron)

Eastside Wynwood

Yaletown

(Above available in criss cross planks)

Chilton Burbank

Newport

(Above available in in-plank chevron)



WOODWORKS SUPERFINE

ELEGANCE Our Superfine portfolio represents the perfect marriage between contemporary design, the finest materials and an extraordinary choice of delicate tones. These wonderfully long and wide superfine boards are just asking to be incorporated in impressive, understated interior design projects.

SUPER-REFINED This is a rare and difficult selection to source – but we put the hard work in to do so because your designs deserve the best.

THE TRINITY OF EXCELLENCE Superfine, super-wide (220mm) and super-long (up to 3m) with a 6mm wear layer is the ultimate combination. Clifton is also available in herringbone blocks. **Superfine is also available in a nature grade for a more lively appearance or an extra long length superprime for the ultimate contemporary wood floor.**

PAINSTAKINGLY CRAFTED Every Superfine board has been thoughtfully designed, patiently developed and lovingly handcrafted for you by Woodworks craftsmen.

WOODWORKS SUPERFINE OAK Superprime Oak is subtle, clean and contains minimal knots, sap and colour variation. Due to their challenging specification, there is only a limited annual allocation for Superfine planks. Amazingly, only 1 in 1000 boards can be selected as superfine in such long lengths and wide widths. When you choose Superfine you get serious exclusivity.

TONAL SELECTION Choose from 24 tonal options to cater for every interior choice. These include many subtle and delicate tones that require huge skill and experience to create consistently. Fortunately, as pioneers in hardwood flooring, we have this skill and you benefit from it.

HAND FINISHED Rich, deeply polished Burnished Hardwax Oil is beautiful, durable and practical to live with. All finish options are slow cured for a natural feel that is very durable.



WOODWORKS SUPERFINE

POLISHED We polish Burnished Hardwax Oil to achieve a gorgeous, rich patina. This burnishing gives unrivalled depth and protection to your floor.

SUBTLETY Our carefully applied soft brushing techniques highlight the naturally open grain patterns to enhance the beauty of your floor.

ARCHITECTURAL ELEMENTS A range of complementary skirtings, profiles, stair nosings and other architectural elements work perfectly with your floor and integrate it with other interior elements.

HONEST Our durable 6mm hardwood wear layer is the thickest available.

STABLE For your peace of mind, the 2-ply engineered construction of this floor is made with furniture-grade birch plywood for long-term stability.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental accreditation.

WARM FLOOR Superfine flooring is suitable for installation over underfloor heating (please see guidelines).

EASY INSTALLATION Depending on the requirements of your site and project, you can float, nail or fully bond this structural floor.

OUR MASTER CRAFTSMAN'S NOTES 'It's an honour and a privilege to be entrusted with such a special timber. Because quantities are strictly allocated and limited, the pressure is on to make the most of the raw material. Every process has to be carefully considered, planned to perfection and executed with precision so we don't waste a bit of the precious timber. I hope you love what we achieve and enjoy it for years.'

LOCALLY PRODUCED Your Woodworks floor is produced at our British workshops using the finest hardwoods sourced from Great Britain, Europe and North America.

DETAILS

European superprime grade Oak

2 ply planks - up to 3m

220mm width

20mm thick

2 ply herringbone (Clifton only)

W:100mm D: 20mm L:500mm

6mm wear layer

Suitable for underfloor heating

FLOORS

Auga	Natica
Babylon	Nerite
Caurica	Opihi
Cavoline	Purpura
Clifton	Pyram
Clifton Herringbone	Risso
Cowry	Simnia
Cyphoma	Solarelle
Distorsio	Triton
Japelion	Tugalia
Jopas	Velutina
Lyria	Volute
Melo	



WOODWORKS PARQUETRY

DESIGN The skills in parquetry lie in the balance in the patterns you create. How the proportions work, how the patterns unfold across a space and finally how the finish complements all of this. Our Parquetry portfolio brings together exquisite designs and strong architectural statements. Choose from the beauty of end grain, exceptionally proportioned Parquet de Versailles, classic chevron or our very own specially designed circular patterns.

WOODWORKS INNOVATIONS Note the deeply burnished end grains, Sapphire geometric panels made in aged oak and Jerdi, a simple design with an impact that gets better and better as your floor area gets bigger.

FLOORS FOR COMPLEX SPACES Many designs have the added benefit of unifying difficult spaces. For example, continuous Versailles, Sapphire Panels and chevron are just some of the designs that will help create natural flow in challenging spaces.

WOODWORKS OAK Oak from Northern Europe is selected for its wide variety of attractive grain features.

ARCHITECTURAL ELEMENTS We've designed a range of matching skirtings, profiles, stair nosings and other architectural elements to complement your floor and enable its integration with other interior features.

LONG LIFE For long durability and years of performance in your property, the 6mm hardwood wear layer on the 20mm option is the thickest available.

STABILITY Our 2-ply engineered construction is made with high-quality furniture-grade birch plywood.

WARM FLOOR All engineered floors in this collection are suitable for installation over underfloor heating (please see guidelines).



WOODWORKS PARQUETRY

IMPORTANT INSTALLATION NOTE Herringbone, End Grain and panels are fully-bond only.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental or alternative accreditation.

OUR MASTER CRAFTSMAN'S NOTES Sapphire is made of aged oak. This shows all the qualities of an aged floor, but in a stunning circular design. The beautiful proportions of all the elements are the result of many months of painstaking development – this design is registered to Woodworks.'

DETAILS

2 ply European Oak/American Black walnut

3 layer End Grain planks

W:180mm D:16mm L:up to 2.18m

4mm wear layer

2 ply Panels

W:820/980 D:20/21 L:820/980mm

4-6mm wear layer

2 ply Chevron

W:90mm D:20mm L:up to 595m

4-6mm wear layer

Suitable for underfloor heating

FLOORS

Callista Celestial

Coronet Cressida

Deimos Hermit

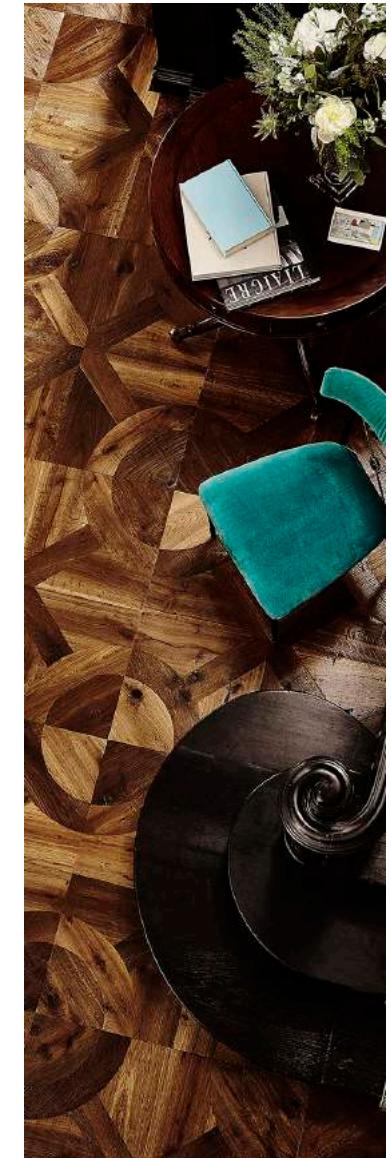
Hillstar Inca

Jacobin Leda

Rhine Ringlet

Rosnay Sapphire

Schwarz Seine



WOODWORKS BOLD SURFACES

PERSONALITY-PACKED These antique and reclaimed surfaces are very special materials, adding soul and beauty to any space. The woods we use in this collection all have a strong identity.

RECLAIMED These surfaces gained their textures from many years or decades of use.

CRAFTED Our team of craftspeople at our Cheshire workshops work to bring these personalities to life. They use a myriad of techniques to create what can be seen as works of art.

A STORY IN EVERY PIECE OF WOOD The provenance and history of these woods imbues each piece with its own indelible story. Some have seen years of work in old farm buildings, while others tell of oak casks of bourbon. The stories of other woods are of French railway carriages hauling people and goods along the lines, or industrial Britain's warehouse floors being worn and bashed by the shoes and boots of generations of energetic workers as they built a long-gone empire.

WOVEN These are antique oaks that we've 'knitted' together to have a spectrum of rustic hues.

EASY TO INSTALL These are fully finished surfaces that need no site finishing; they are also exceptionally easy to maintain over the years ahead. Pretty much all you have to do is enjoy them.



WOODWORKS BOLD SURFACES

LOCALLY CRAFTED Your Woodworks floor is produced at our British workshops using the finest hardwoods sourced from Great Britain, Europe and North America.

WONDERFUL WALLS The tones and textures of the wood in this collection is perfect for use on walls. Choose which one will add impact and personality to your scheme. Don't be limited by how you can use these wonderful materials, walls and ceilings are just the start.

TRUST For your peace of mind, this collection comes with 100% FSC®-certified environmental or alternative accreditation.

DETAILS

European Oak/Reclaimed pine/
Bourbon Oak/Antique/Reclaimed
Teak wall boarding

Solid and engineered options for
floors, walls and ceilings

Various dimensions

FLOORS

Bodega	Brodie
Capitol	Ceruse
Claremont	Coburn
Empire	Eternity
Fable	Fontaine
Hip	Minette
Orleans	Quincy
Rivet	Scout
Tempest	Thread
Tully	Yarn



WOODWORKS CARBONISED

SHOU SUGI BAN (Also known as Yakisugi or Yakesugi-ban) is an age-old Japanese practice of using an open fire or controlled flame to preserve wood and add a striking visual and tactile quality by charring it. The term Shou Sugi Ban literally means ‘the burning of Japanese cedar wood. Although traditionally used for exterior cladding, wood treated by this process can of course be used for other striking applications.

ANCIENT CRAFT Shou Sugi Ban involves charring wood, cooling it, cleaning it, and finishing it with a natural oil. It’s not a process for amateurs or the faint-hearted – it’s dangerous if not done correctly, requires precision and takes great skill.

WOODWORKS SHOU SUGI BAN We were the first company in the UK to introduce Shou Sugi Ban floors with commercial finishes. Since then we’ve expanded the collection to include more exquisite, subtle and elegant tones, all using reclaimed Swiss Pine and antique Elm. All handmade from start to finish in our Cheshire workshops. Our take on Shou Sugi Ban is to combine this ancient technique with ancient timbers to give you boards that perform impressively, look amazing and are a sure-fire conversation starter with admiring visitors.

CHAR PROOF ELM Elm is a fireproof timber that was traditionally used for flooring on the first floor. The fire resistant properties of the timber protected the occupants of the building from fire. We use antique elm as these properties mean we can heat the wood to much higher temperatures and achieve a much deeper char that will look stunning as part of your interior design project.

BRUSHED The solid reclaimed Swiss Pine planks have been charred and then brushed to different intensities to create new subtle grey tones with an accentuated grain.



WOODWORKS CARBONISED

EVOLUTION We've evolved this craft from simple planks to include intricate patterns in circular and geometric designs. If anyone can do it for you and your floor, we can.

MOVEMENT All these designs have gentle undulations that create visual 'movement' in a floor. This manifests itself as light shimmering across your floor – a completely different effect that goes way beyond conventional reflection.

STABILITY These boards feature our proven 2-ply engineered construction using furniture-grade birch plywood; you enjoy the reassurance of a hard-wearing floor that will delight for years.

WARM FLOOR All engineered floors in this collection are suitable for installation over underfloor heating (please see guidelines).

INSTALLATION OPTIONS Depending on your project or site requirements, you can float, nail or fully bond this structural floor (panels fully bond only).

LOCALLY MADE The concept of Shou Sugi Ban may come from ancient Japan, but your Woodworks floor will be crafted using traditional skills and the finest available hardwoods sourced from Great Britain, Europe and North America.

DETAILS

Reclaimed Swiss pine/Antique elm

2 ply planks - up to 4m

250mm wide

20mm thick

2 ply panels

W:800/980mm D:20mm L:800/980mm

4-6mm wear layer

FLOORS

Jet

Hematite

Agate

Hornblende

Oyster

Moth

Lead

Granite

Quartz



WOODWORKS ANTIQUE

PROVENANCE We have an international reputation for our skills in reclaiming and restoring antique wood. The antique woods we restore can be many hundreds of years old and we take this responsibility very seriously. This collection sources English oak and elm from the eighteenth and nineteenth centuries, French oak from ancient châteaus and railways, and long-leaf pines from the early industrial revolution.

OLD GROWTH The woods in this collection are from the oldest forests in the world. For thousands of years they were left to grow with little interference from man. Harvesting these woods was a one off event and the woods we reclaim, that came from these forests, are some of the rarest organic materials on earth.

RESTORED What really sets our antique floors apart is the time we take to restore the original worn face of the wood, a 20 stage process that results in a luxurious soft patina, elegantly original and utterly remarkable. We celebrate imperfections such as rusty nail holes and weather cracks and work hard enhancing our antique floors to ensure they look truly authentic. We don't just reclaim these woods; we restore them. To do this, we have two key tools: the hand and the eye. As we restore these floors, we do it with the same care that an archaeologist reveals hidden treasure. It's a careful, painstaking process and the results are stunning.

CONNECTION We connect to each piece of wood, to its unique peculiarities, lines and curls, wear and tear and innate beauty. And in doing so, we find ways to make its personality shine again.

ELEGANCE Our antique wood floors are elegant, gentle, subtle, timeless and refined. They look as if they have been lovingly cherished for generations.

MOVEMENT The flow between each element is what we call 'movement'. The movement across our antique floors is a very important element and a true sign of originality. To find out more, ask one of our team to tell you all about it. You will never look at an antique floor the same way again.



WOODWORKS ANTIQUE

POLISHED We polish, polish and polish again until the patina in your antique wood floor awakens. And then we polish it again.

HISTORICAL ACCURACY Our carefully researched and considered formats are all historically correct. Whether you invest in our random-width planks, Parquet de Versailles, Parquet de Chantilly, herringbone or chevron, you can be sure that they have all been crafted to be historically and dimensionally correct.

MAGICAL The result has an obvious, but unquantifiable, quality. There's a real magic about these floors; you can feel it, but you'll struggle to define it.

INTERNATIONAL CREDIBILITY When you invest in these floors, you are sharing an interior experience with royal palaces and castles, Crown Estate properties, country estates, castles, the flagship stores for international fashion houses, fine London town houses, international hotels and restaurants that have been enhanced by our floors around the world since 1988.

WARM FLOOR All engineered floors in this collection are suitable for installation over underfloor heating (please see guidelines).

EASY TO INSTALL Depending on your project and site requirements, you can float, nail or fully bond this structural floor (Herringbone and panels fully bond only).

OUR MASTER CRAFTSMAN'S NOTES 'All our antique wood floors are very special indeed. It is very important to note that they are extremely difficult to sample. Most of our customers do not truly realise how beautiful their floor is until after it is installed. So looking at a small hand sample, or even a photograph of the floor, is not very insightful. We always recommend that you visit us to see for yourself how beautiful they are "in the wood". You will be impressed.'

LOCALLY MADE Your Woodworks Antique floor is restored at our workshops in Great Britain with the finest reclaimed and antique woods from around the world. You are of course welcome to come and view your floor at any stage of its restoration process.

DETAILS

2 ply planks - random lengths

Random widths

20mm thick

2 ply Herringbone

W:70mm D:20mm L:350mm

2 ply Chevron

W:85mm D:20mm L:595mm

2 ply Panel

W:980mm D:20mm L:980mm

4-6mm wear layer

FLOORS

Ruskin Babington

Fortnum Layton

Franklin Macaulay

Dampier

Above available in 7 designs :
Plank, Herringbone, Chevron,
Parquet de Versailles, 8 tile
Parquet de Versailles, Parquet de
Chevney, Parquet de Chantilly

Mayer

Above available in 7 designs :
Plank, Parquet de Versailles,
Chequerboard, Parquet de Ardeche
Fingerblock, Continuous Versailles



WOODWORKS RARE FINDS

PROVENANCE The wood in our Rare Finds portfolio has already been around for hundreds of years, often originating hundreds of miles from British shores. We've traced and acquired wood from the Old War Office, reclaimed genuine Teak floorboards from former Dutch East Indies homes.

GENUINELY ONE OFF These really are one-off batches of wood flooring. There will never be another one like them. As the world becomes increasingly more urbanised, we all yearn to be closer to nature. An antique reclaimed wood floor provides a connection to the outdoors and the wonders of the natural world.

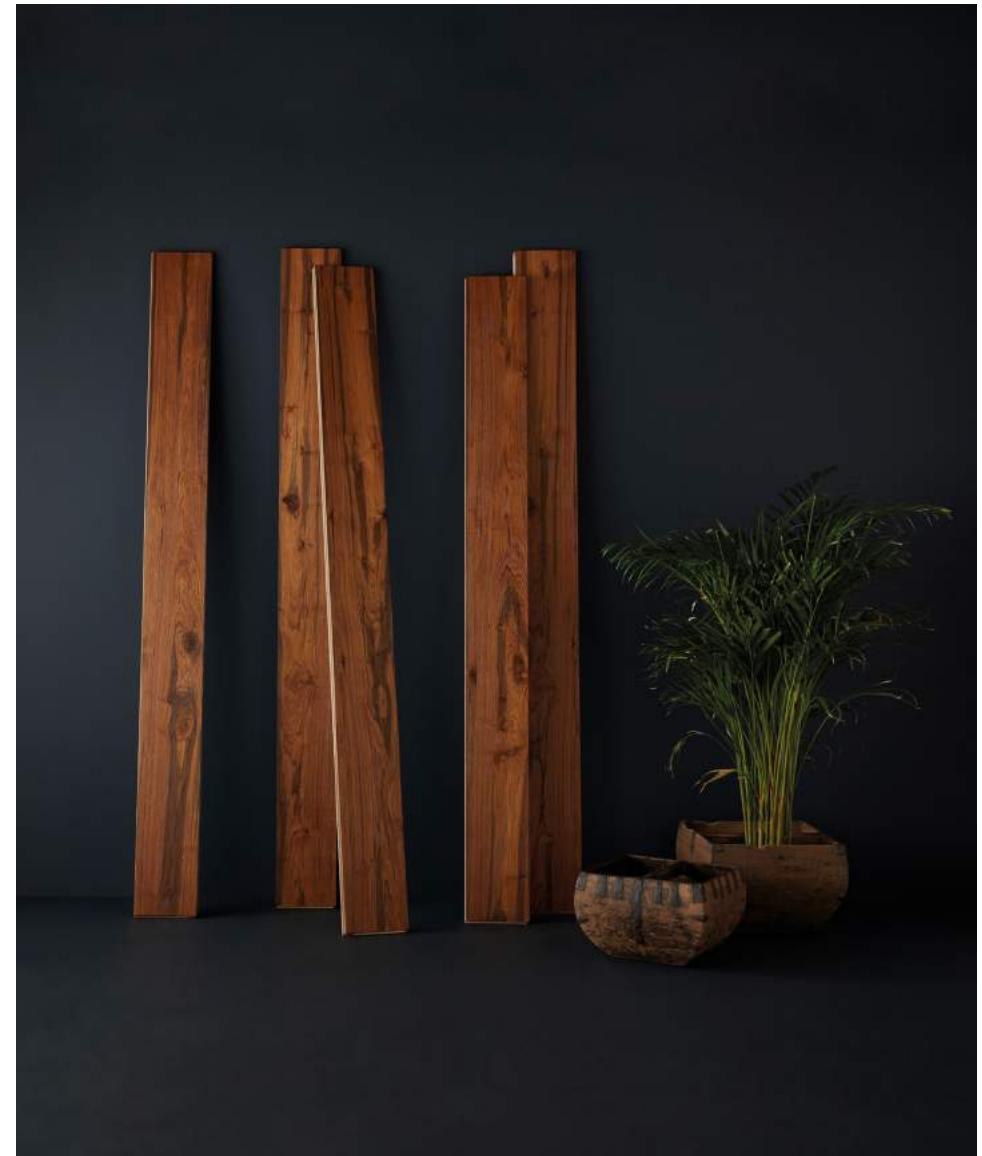
STORIES Everyone loves a great story. Each of these floors comes with a fascinating historical story, many of which are inextricably intertwined with the rise of Britain's great towns and cities, or our involvement in lands around the globe.

RARITY These woods are among the oldest surviving organic materials. They've survived fire, infestation, re-development, wars and unrest for hundreds of years. This is a great achievement and to be in a condition where they are fit to be reused as a floor is rare. However, we've managed: we even discovered some very old pitch pine with fire damage from a WW2 bombing raid!

OLD GROWTH The woods in this collection are from the oldest forests in the world. For thousands of years they were left to grow with little interference from man. Harvesting these woods was a one off event and the woods we reclaim, that came from these forests, are some of the rarest organic materials on earth.

EXOTIC LOCATIONS Many of these rare finds were brought back to the UK from former colonies to support the growth of industrial Britain.

AGED Many of these floors stood proudly for hundreds of years in ancient forests serving time in our warehouses and public buildings. Now, they're destined to enhance your property and lifestyle.



WOODWORKS RARE FINDS

PAINSTAKINGLY RESTORED After we lovingly restore these floors, each finds a new home and a new adventure begins.

FINDS For almost 30 years, we have been discovering some of the world's most distinctive woods. They range from oily Burmese teaks in music theatres to hand-cut ancient oaks in nunneries; and from English elms in armouries to rare and irreplaceable long-leaf pine in astounding sizes. The density and beauty of these timbers puts modern woods to shame.

A UNIQUE OPPORTUNITY These woods are rare commodities.

There are very limited stocks available.

DETAILS

Various Species

2 ply and solid planks

Dimensions confirmed
at time of order

4-6mm wear layer

FLOORS

Kings Cross Jarrah

War Office pine

Northbank Pine

Durham Pine

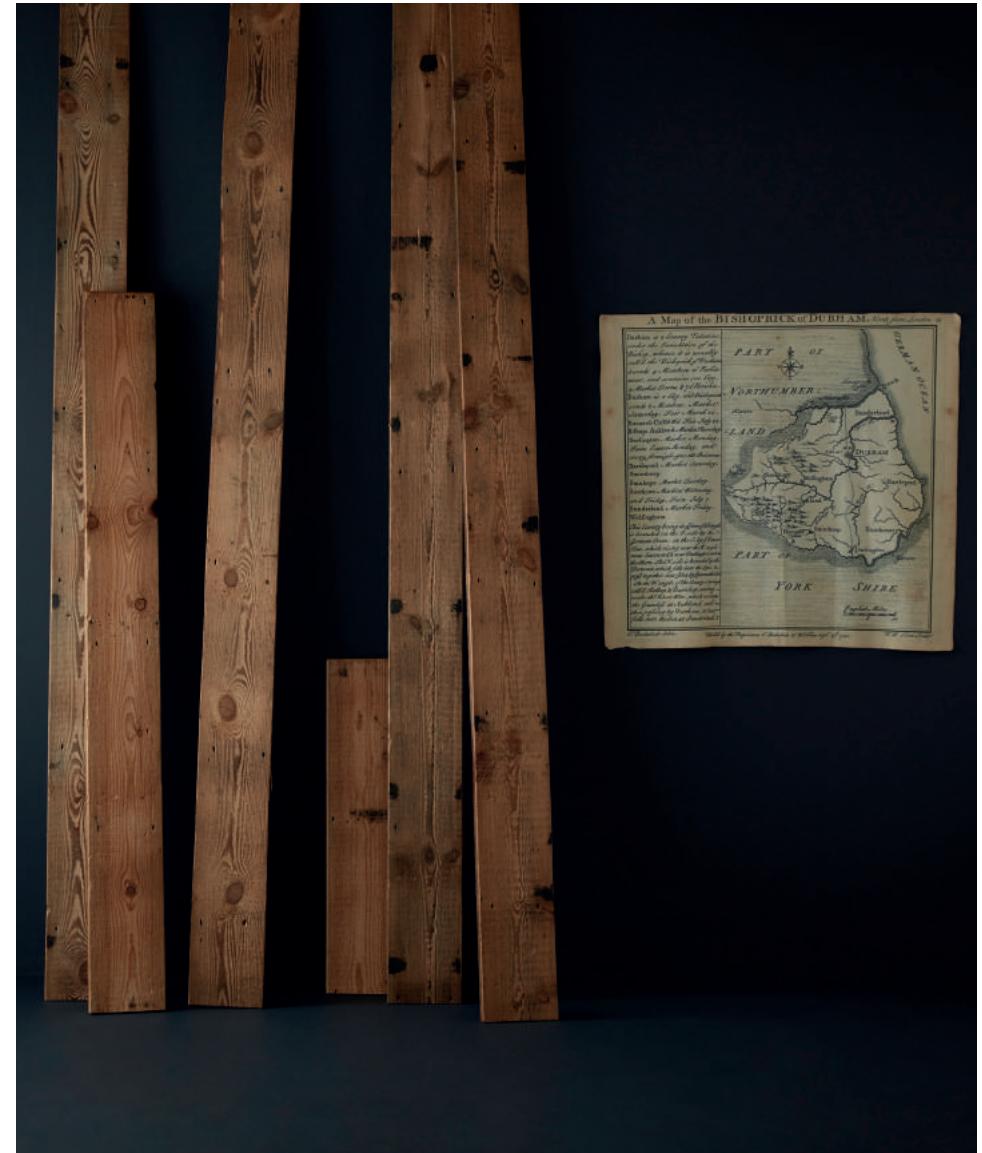
Reims Antique Oak

Swiss Stone Pine

Cotton Mill Pine

Dutch East Indies teak

Colonial Burmese teak



LANGUAGE

It is an important part of the Ted Todd culture that we use the correct language and terminology when discussing either the floors or the processes and functions within the company.

Our culture is very much expressed through our values and the correct language and terminology should reinforce those values: Adventurous, Industrious, Human, Inspiring, Elegant, Iconic.

The values serve to differentiate Ted Todd from the competition, strengthen the brand and add to the customer experience.



PRODUCT AND INSTALLER BASED LANGUAGE

This section refers to many common "trade" terms and details how we should refer to them reflecting the Ted Todd Values:

COMMON FLOORING TRADE EXPRESSION	TED TODD VALUE TERMINOLOGY	COMMENTS
Product	Floor	Product could be any commodity item. Our Floors are very artisanal, articles of desire.
Item	Floor	
Accessories	Essential Architectural details, Essential finishing details.	
Brand	Ted Todd	Brand can sound hollow and does not have the warmth and passion, and without the Ted Todd values.
Fitter	Installer	"Installer" implies a more rounded craftsman who can work on all aspects of the installation rather than someone who just nails down the floor.
Fit the floor	Install the floor	
Job (flooring installation)	Flooring Project	
UV Lacquer (Matt or Super-matt)	Matt Lacquer	
UV Lacquer	Satin Lacquer	
UV Oil	Hardened Oil	
Natural Oil	Restoration Oil	This emphasises the ability to "restore" your floor with Ted Todd's Oil-Replenish Care System 2.
Hardwax Oil	Burnished Hardwax Oil	Emphasises the "Burnished" element of this durable, natural finish.
"Invisible" or "Nude" Lacquer	Naked Skin Lacquer	The Exclusive Ted Todd finish provides a durable "Unfinished" appearance with a soft feel.
Handscraped	Undulating surface	The Ted Todd version has been hand worked following the wood's natural grain giving a really organic feel. The competition offer handscraped products which do not follow the natural features of the wood.

INTERNAL LANGUAGE

COMMON FLOORING TRADE EXPRESSION	TED TODD VALUE TERMINOLOGY	COMMENTS
Showroom	Design Centre	Design Centre refers to Mayfair and the Ted Todd Warrington centre.
Retailer's Showroom	Ted Todd Partner Showroom	Differentiates from the Design Centres and smaller Ted Todd partners who don't have Ted Todd showrooms.
Retailer, Retail Partner, Retail Customer.	Ted Todd Partner	Ted Todd Partners shouldn't be referred to as mere "retailers" as they often offer a much wider range of expert flooring skills including installation, restoration, commercial project work and a wealth of advice for consumers.
Sales Rep	Area Sales Manager. Sales Person. Specification Consultant	Everybody in the company is here to represent the Ted Todd values. Refer to the external sales staff as more than just a "rep".
Complaint	Query	The customer may be experiencing an issue that is a natural part of the floor they have bought. We like to think positively about our floors and the word query implies that we can help the customer with answers rather than deal with the negatively charged "complaint".
Toast Rack	Loose panel display stand	
Out of Stock	Sold Out	Sold Out is a better, more positive spin on a situation. It is the product's popularity that has resulted in the oversold situation rather than any supply-chain issue.

MATERIALS AND MANUFACTURE BASED LANGUAGE

COMMON FLOORING TRADE EXPRESSION	TED TODD VALUE TERMINOLOGY	COMMENTS
Baseboard	Raw Material	It is important that customers know we are sourcing or manufacturing their floor from the basic "Raw Material" components. This differentiates us from our competitors.
Buy (raw material or finished products)	Source	There is far more to delivering a floor than purely "buying" some raw material or a pre-finished floor. "Source" reaffirms the whole supply-chain effort that goes into supplying the unique Ted Todd ranges.
Supplier	Production Partner	As above, reaffirming the effort and expertise that goes behind the whole supply-chain. We work with our long-term Partners whom we know and trust can work with us to deliver floors with the Ted Todd values.
Factory	Workshops. Workshop Manager. Workshop staff.	For Woodworks items the concept of a Workshop fits with the value "Elegant" and implies an artisanal, individual quality. (Don't use FC or MC)
Factory	Production units. Production unit Manager. Production unit staff.	For Ted Todd items we need to be regarded as a producer with a volume capability, fitting the "Industrious" value.
Warehouse	Our Warehouses	Ted Todd holds one of the UK's largest stocks of wood flooring and raw material. Unlike some competitors we hold the flooring in our own purpose-built warehouses and not in 3rd party premises.

FREQUENTLY ASKED QUESTIONS

WOODWORKS FLOORS

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
1.1 Are you Victorian Woodworks?	<ul style="list-style-type: none"> • Victorian Woodworks was a company founded in 1988, well-known for supplying and installing antique floors over many years. • Ted Todd acquired Victorian Woodworks in 2012. • The Farm St Design Centre operated under the Victorian Woodworks brand for 4 years. • Victorian Woodworks was kept as a branded product range within Ted Todd. In September 2016 the brand was integrated into "Woodworks by Ted Todd" which brings together all of the reclaimed-antique and the finest new wood floors. 	<ul style="list-style-type: none"> • We are Victorian Woodworks. You have come to the right place if you have seen or heard of Victorian Woodworks floors and want to discuss further. We are now known as Woodworks by Ted Todd. • I am sure we can help you! • Our Design Centre in Farm St operated under the Victorian Woodworks brand until September 2016. • In September 2016 the brand was integrated into "Woodworks by Ted Todd" which brings together all of the reclaimed-antique and the finest new wood floors. • So as "Woodworks by Ted Todd" we can offer you a much wider range of floors than previously offered by VW. • How can we help you?
1.2 What is different about a Woodworks floor?	<ul style="list-style-type: none"> • Any external query must be entered onto CRM in the appropriate section. 	<ul style="list-style-type: none"> • Woodworks by Ted Todd offers a unique range of hand-crafted, made to order floors and wall panels. That includes elegant and inspiring reclaimed antique floors and new wood floors expertly crafted by hand in our Warrington workshops. • Ted Todd has an extensive range of creative, innovative, and often unique factory-finished floors and accessories available, from stock in our own warehouses, to suit most budgets.

FREQUENTLY ASKED QUESTIONS

WOODWORKS FLOORS

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
1.3 Where are Woodworks floors made? Where does the wood come from?		<ul style="list-style-type: none"> Raw material is sourced from our Supply Partners around the globe. European Oak sourced in Northern Europe is the most common specie. Each Antique Reclaimed floor has its own story behind the source of the wood. Which particular floor are you interested in? I can find out and let you know the story of that floor.... Please see our website for examples of the floors that we can currently produce. All Woodworks floors are hand made in our Warrington Workshops.
1.4 Do you sell Very Wide floors?		<ul style="list-style-type: none"> Yes. In our Editions collection we have Larch and Douglas fir available in 300mm width. In our Superwide collection we have available good stocks of European Oak Raw Material for 300mm wide floors. For any special project we can source raw material and have production capability for widths up to 600mm. What did you have in mind? What do you need?
1.5 Do you install floors?	<ul style="list-style-type: none"> If referring a consumer to a Partner, always follow up yourself some days later to make sure that the Partner has dealt with the enquiry and lead the consumer to a Ted Todd floor. 	<ul style="list-style-type: none"> Not ourselves. We have a UK-wide network of Ted Todd Partners who can install your project. Can I please have your details and I will ask them to contact you.
1.6 Do you sell Antique floors?		<ul style="list-style-type: none"> Yes. Woodworks by Ted Todd is one of the World's largest suppliers of reclaimed antique floors.

FREQUENTLY ASKED QUESTIONS

WOODWORKS FLOORS

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
1.7 How do you finish your floors?	<ul style="list-style-type: none"> • Ted Todd has the widest range of floor finishes available. • Refer to the "Preferred Language" document in case the customer is asking about a finish type that you haven't heard of. • Always remember to discuss the client's project and see what is important to them. 	<ul style="list-style-type: none"> • All Woodworks floors are hand finished in our Warrington workshops. • We have a wide range of finishes including Restoration Oils, Burnished, Hardwax oils, Naked-Skin Lacquer etc.
1.8 Does Antique Oak actually mean Antique?		<ul style="list-style-type: none"> • Yes. • In the Woodworks by Ted Todd range there is a comprehensive range of 51 reclaimed wood types. • Our Antique Oak is sourced from our Partners in France who bring us the best in 17th and 18th Century timbers. • See also our "Rare Finds" collections for the latest Antique Discoveries.
1.9 What is the difference between an Aged floor and an Antique floor?	<ul style="list-style-type: none"> • Aged and Antique are Ted Todd terms for new wood or reclaimed wood floors. • Always be very clear about what the customers understand about these terms. 	<ul style="list-style-type: none"> • Antique floors are made from reclaimed timbers. • Aged floors are the very best new wood floors, expertly crafted by our Craftsmen in our Warrington Workshops.
1.10 Where can I see a woodworks floor?	<ul style="list-style-type: none"> • Find out from the client what particular item / range they are interested in seeing. • Take the client's details and add to CRM. 	<ul style="list-style-type: none"> • The best displays are in the Ted Todd Design Centres. • Many Ted Todd Partners also have some Woodworks Floors on display. • What particular floor did you wish to see? • Shall I ask the Partner to contact you? • Can I make an appointment for you at a Design Centre?

FREQUENTLY ASKED QUESTIONS

WOODWORKS FLOORS

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
1.11 Have you completed any prestige projects with Woodworks floors?	<ul style="list-style-type: none"> Take the client's details and ascertain what sort of projects they are interested in. (Leisure, Hotels, Retail shops, etc) 	<ul style="list-style-type: none"> Yes. Many. Can I send you a link to our website?
1.12 Do you ship floors to other countries?	<ul style="list-style-type: none"> This is quite common, particularly with Antique floors. Enquiries usually come to us via designers or specifiers based in London. For export orders be overly vigilant in case of fraud, VAT scams, etc. Pro-forma with deposits on order only. 	<ul style="list-style-type: none"> Yes. No problem. Which country did you have in mind? We have shipped to that region before.

FREQUENTLY ASKED QUESTIONS

TED TODD QUALITY

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
2.1 Why are Ted Todd floors better than other wood floors?	<ul style="list-style-type: none"> The floors are better. The Ted Todd specification is higher than most competitors. Our floors are great value but not necessarily cheaper than the competition whose floors are usually of a lower specification. It's also all about the brand. The support, the marketing, the brochures, the sampling, the stock availability, the range, the POS, etc. 	<ul style="list-style-type: none"> Check the specification: birch plywood, 6mm top layer, length specification, FSC®, stock availability, unique on-trend designs, European Oak, and grade. Ted Todd warranty. The Ted Todd brand and support for our customers. It's the whole package rather than just about the individual floor.
2.2 What are Ted Todd floors made from?	<ul style="list-style-type: none"> Check the specification of each individual range. Find out what is important to the client and emphasise that aspect of our floor. 	<ul style="list-style-type: none"> What particular floor are you looking at? What is important to you? Our Oak is always European Oak. This has a tighter grain structure, softer colours and more elegant knot-structure than American or Chinese oak. On our 2 ply products we only use the best-quality all-birch plywood. (Competitors' products usually use lightweight mixed plantation plywood) 95% of Ted Todd's products are FSC® certified.
2.3 Where are Ted Todd's products made?	<ul style="list-style-type: none"> Most Ted Todd Floors are sourced from East Europe or Asia. This is for internal knowledge only. We should always emphasise sourcing floors from our Production Partners. What is important is to concentrate on the structure and quality of our floors rather than dwelling on the source of manufacture. 	<ul style="list-style-type: none"> The Oak we use is only the finest European Oak sourced from slow-grown forests in North Europe. Ted Todd products are sourced to Ted Todd's exacting designs and specification from our network of Production Partners around the world. We do this to bring the best combination of quality and value for money to our floors so that we can be competitive. Please note that our Woodworks floors are all hand made in our Warrington workshops.

FREQUENTLY ASKED QUESTIONS

TED TODD QUALITY

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
2.4 Is the wood in Ted Todd floors sustainably sourced?	<ul style="list-style-type: none"> Always push the sustainability element of wood products. FSC® is a certificate that the wood used in our floors is from sustainable, traceable sources. Wood is the most environmentally friendly of all building and home materials. Vinyl, laminates and carpets do not have good environmental credentials. 	<ul style="list-style-type: none"> Yes. 95% of our floors are FSC® certified. Others are PEFC certified. For the small % of floors that are not officially certified we have followed a full Due Diligence process to ensure legality and sustainability. Please also remember that all of our wood floors can be re-used, reclaimed or recycled after use. This is very different to vinyl and laminate which are almost impossible to recycle and will end up in landfill! Plus please also remember that our wood floors are actually carbon positive and this helps the environment in that it locks the carbon in the wood and more trees are allowed to grow. This is very unlike vinyl floors that are manufactured from oil-based chemicals in processes that emit huge amounts of carbon into the atmosphere.
2.5 How much experience have you got?		<ul style="list-style-type: none"> Ted Todd can trace its origins back nearly 25 years. Our team of Directors have over 100 years of flooring industry experience and have helped to develop the whole market whilst growing Ted Todd. We currently supply about 25% of the UK's hardwood flooring market. Look on our Studio Ted Todd website to see the range of high-profile projects we have supplied. This takes a full range of knowledge and experience to bring together the designs, the sourcing, the manufacture and the delivery of the largest range of wood floor products in the UK.
2.6 Where can I see your floors in commercial projects?		<ul style="list-style-type: none"> Our Studio Ted Todd website has a portfolio of projects. Which sector were you interested in? We do have a dedicated specification Sales Consultant covering that sector. Would you like for me to arrange a meeting?

FREQUENTLY ASKED QUESTIONS

TED TODD QUALITY

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
2.7 Bowing Boards	<ul style="list-style-type: none"> Some boards do have a lot of bow. It is not ideal, but normally the boards can still be easily fitted. Need to assess the degree of problem. If needed look at some warehouse stock of the same batch if possible. Possible solution: get the installer to work around the problem and get the floor fitted. Possibly some small financial incentive to the installer for the extra time taken. In extreme cases possibly return the bowed boards and replace FOC. 	<ul style="list-style-type: none"> This is quite normal as the boards move with change of humidity. How many boards are affected? Can you measure the bowing? Lay the board flat with the gap from the bow in the middle. Measure the gap at the centre. Up to 20mm is normal. Are you able to install the floor? What would you like to be done about it?
2.8. The flooring delivered does not match the display/sample.	<ul style="list-style-type: none"> Need to establish if this is just a batch variance or if the wrong floor has been supplied / sampled. Need to work out if the customer can be persuaded to keep the floor or if a replacement is needed. 	<ul style="list-style-type: none"> Sorry to hear about that. What is the issue? (colour, size, grade etc.) Some variation is normal. Response as above. The sample panel will have oxidised (changed colour) over time and so in due time your floor will look the same.
2.9 The wrong width has been ordered by our customer.	<ul style="list-style-type: none"> We need to establish if returning the order to us is easy enough for us to deal with. If it is a made-to-order floor or a special that we can't re-sell then we might not want the floor back and so we should persuade the customer to stick with the floor they have received. 	<ul style="list-style-type: none"> Very sorry to hear that. We can exchange it and just ask the client to pay towards the delivery/collection charge. Or: This is quite difficult for us to accept back as it is a made to order product. Can the customer be persuaded to keep the floor? Can you (the Partner / Contractor) take the wrong floor into your stock for a discount against the new order?

FREQUENTLY ASKED QUESTIONS

TED TODD QUALITY

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
2.10 Poor quality machining.	<ul style="list-style-type: none"> • Need to establish the degree of the problem and can the client work around the problem. • Is the floor in spec or not? 	<ul style="list-style-type: none"> • Sorry to hear you are having issues with your floor. • Can you please help me to understand the issue so that we can find the best way forward? Can you send pictures? • (If it's appropriate.) I will have to ask that you please fill in our Customer Service report form just so we have all of the details to add to the file and to help our technical team understand the problem. • I'll then discuss the issue with our Technical Team to get their take on this. • Have you used Ted Todd adhesives / Underlays and fitting products? • Have you used the Ted Todd floor care products?
2.11 Too many short lengths	<ul style="list-style-type: none"> • We need to establish the extent of the problem and is the product within our guidelines or not. If it's out of spec then check the batch if there is any warehouse stock left. • Discuss with Jon A for referral to Production Partner. Decide on best option to rectify the customer's problem. If out of spec issue more packs, get the shorts returned. • If in spec sell some more packs, at a discount if needed in the interest of customer service. 	<ul style="list-style-type: none"> • Our standard specification does allow for some shorter lengths. • Can we establish what % of shorts there are and what are the lengths? Our specification allows for (e.g. one split row per pack).... • Can you use the shorter lengths to start / finish the rows? • Really sorry about the confusion. The price is calculated for the length spec as supplied. • The best resolution is to buy some more packs and I can give an extra x% discount as a goodwill gesture on these extra packs.

FREQUENTLY ASKED QUESTIONS

TED TODD QUALITY

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
2.12 The floor has been delivered and it feels unfinished.	<ul style="list-style-type: none"> Perhaps the floor is Naked Skin Lacquered? Maybe the oil has been absorbed by the oak and needs a bit more oil or an extra buff with Floor Care. Use System 1 for hardened coatings (Hardened oil plus lacquers) Use System 2 for oiled and non-hardened finishes. 	<ul style="list-style-type: none"> I'm sorry to hear about that. Naked Skin lacquer has an unfinished appearance. The spec on the Woodworks oiled floor will be for 2 top coats of finish in our workshops. If the client wants a bit more depth then after the installation apply some Floor Care oil/maintenance. This is quite normal.
2.13 MS Flex only covering 7m ² , not the 10m ² as stated.	<ul style="list-style-type: none"> Either using the wrong trowel or a too porous sub-floor. Can be affected by temperature and humidity too. Specify that the adhesive must match the ideal site conditions at 18-20Deg C. 	<ul style="list-style-type: none"> Sorry to hear about that. This problem can be because of using either the wrong trowel, or most likely because of sub-floor preparation. Can I suggest that you should use Primerfast to seal the sub floor and give better adhesion? Can I put some on order for you? Please also check the temperature of the floor, the site and the MS-Flex. (Ideally between 18-22 deg C. and Rh 40 to 60%) MS Flex is a very high-specification adhesive with the best instant-grab properties. We have never had any failures.

FREQUENTLY ASKED QUESTIONS

FLOOR CARE

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
3.1 How do I look after the floors? What do I do if the wood floor starts to look tired?	<ul style="list-style-type: none"> Floor care is a big subject and starts right at the beginning, before installation, by ensuring that all of the site conditions are correct and all other building works are complete. Floors will mature with age and service Always specify the Ted Todd Floor Care systems. We have made it really easy to follow, with 2 systems, System 1 for lacquers and Hardened oils System 2 for Restoration and natural oils. 	<ul style="list-style-type: none"> What type of floor do you have? We recommend System (1 or 2) Basically the floor should be regularly cleaned, or as needed, with Floor Care Easy Clean. Every couple of months follow up with Floor Care Polish which will maintain the original seal and increase resistance to scuffs and stains. For high-traffic areas, or to replenish heavily-worn floors we recommend use of Floor Care Intensive Clean, followed by Floor Care Intensive Maintenance Polish. As a last resort after very many years of use the floor can be sanded and re-finished. Please do remember that wood floors are unique in that they can be restored. This is quite unlike any other floor covering.
3.2 Will my floor mark with high-heels?		<ul style="list-style-type: none"> Possibly! Always make sure that high-heels are protected with rubber tips, or the floor will probably get damaged. This is actually no different from vinyl or laminate floors that are also damaged by steel-tipped heels.

FREQUENTLY ASKED QUESTIONS

FLOOR CARE

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
3.3 What happens if I scratch the floor?		<ul style="list-style-type: none"> This depends upon the severity of the scratch. Most scratches only affect the seal and can be maintained as per 3.1 above. Heavier scratches that damage the surface grain of the wood will need some professional TLC, but in most cases it can be restored. It is important to remember that this is quite unlike any other floor. Laminates, tiles and vinyl are very difficult to repair or restore.
3.4 Aren't vinyl and laminate floors easier to look after?	<ul style="list-style-type: none"> Always emphasise that if the care instructions as above are followed that the wood floor will last a lifetime. This is not the case with vinyl and laminates. A wood floor will mature and eventually can be completely renovated. A wood floor is a very practical enhancement to any property. 	<ul style="list-style-type: none"> At a very basic level vinyl and laminate floors seem simpler to clean and are less susceptible to moisture than wood floors.... But.... Vinyl floors are quite unstable and expand and contract a lot with variations in temperature such as in areas affected by the sun. Cheaper laminates are easily damaged by too much moisture, and they never recover their shapes when they dry out. Grit will damage both vinyl and laminates to the same degree as wood floors Vinyl floors are finished with UV lacquers with usually lower wear performance than the lacquers that are used on wood floors. It is almost impossible to repair any surface damage to either vinyl or laminate floors.

FREQUENTLY ASKED QUESTIONS

OVER ORDERING & RETURNS

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
4.1 Customer has over-ordered and wants to return some goods	<ul style="list-style-type: none"> Policy is 25% goods value restocking charge (£100 minimum rising to £250 in 2017/18) plus the collection charge. Only applies to Ted Todd floors and never to Woodworks floors. Woodworks floors are made to order and we do not mix batches. 	<ul style="list-style-type: none"> Yes, we can help you with your return by accepting back unopened packs of your Ted Todd floor. (Not Woodworks floors). There will be a small restocking charge of 25% which is (£xxxxx) in this case. Plus £50 collection charge. (£100/£250 minimum Charge)
4.2 If the customer complains or quibbles...	<ul style="list-style-type: none"> Internal Sales Team, can reduce the re-stocking charge to 15% without authorization. Internal Sales Team, can reduce the collection charge to £75 /pallet without authorization. 	<ul style="list-style-type: none"> If the customer is placing a replacement order, then can consider to accept the return for just the collection charge.

FREQUENTLY ASKED QUESTIONS

SOLD OUT/OUT OF STOCK

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
5.1 Sold Out/Out of Stock.	<ul style="list-style-type: none"> Always start with a positive rather than apologizing... Never use the term "Out of Stock" Always refer to it as "Sold Out" 	<ul style="list-style-type: none">"We can get that order to you on xx/xx/xx as soon as our latest delivery arrives... This has been a very popular floor and so I recommend that you place your order to reserve that stock for you. Is that date ok for you?
5.2 Production time does not coincide with customer's requirements:	<ul style="list-style-type: none"> Look for alternatives if the date is too late for the client 	<ul style="list-style-type: none"> If that date doesn't work for you, can I suggest product x, y or z? I can discuss with the Supply Chain / Workshops Manager to see if we can reschedule your order.

FREQUENTLY ASKED QUESTIONS

DELAYS

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
6.0 Delivery Transport Delays	<ul style="list-style-type: none"> We use a 3rd party distribution service and so our control is limited once the flooring has left us. The use of "multi-drop" vehicles means that the costs are competitive but, particularly in London, traffic etc. can delay things. Dedicated vehicles are available for larger deliveries at an extra charge to the customer. Plus we have a "white glove" delivery service available. 	<ul style="list-style-type: none"> "Sorry to hear that your delivery has not arrived with you as expected, let me contact our transport manager to try and find out what has happened. This may take a short time as she will have to contact the transport company to find out where your order is". "Your order will be with you at ..., I can only apologize for the delay and obviously this is not our usual level of service, however on this occasion X has happened which has caused the problem."
6.1 Product stock arrival delays	<ul style="list-style-type: none"> Most of our raw materials are imported from Europe. Delays can occur because the Production Partners have over promised or because of transport delays, particularly at Calais. Production times are often difficult to plan and predict because of varying timber drying times and the yield of the grade that we specify. Until we have confirmation that the stock is actually on a truck coming to us, dates should be treated as "expected dates" and remember to add a day or 2 to allow for our warehouse processing time. Better to under promise and over deliver. 	<ul style="list-style-type: none"> "Apologies, however I have been informed that the delivery containing your flooring has been delayed and will now not be with us until ... I know this is inconvenient." "If it is not possible for you to wait until the stock arrives, I have looked at our stock and the closest alternative that we could offer is..." "The price of this alternative flooring is usually £Xm2, however for the inconvenience I can do this ... at £Ym2 for you". (See if the original price can be matched)

FREQUENTLY ASKED QUESTIONS

DAMAGES

SCENARIO	INTERNAL NOTES	COMMENTS EXTERNALLY
7.0 Some / all of my delivery has arrived damaged.	<ul style="list-style-type: none"> • We need to establish the extent of the damage. We also need to understand if the damage is causing real loss to the customer, or if it's being used as a lever to get more product. • Who is the customer and do they have a record of these claims? • We need to establish where the damage was caused and decide upon how best to deal with the customer and also how to claim back for the damage. Always notify our Transport Dept. • It's obviously easier for us to claim if the customer has signed as damaged. • Possible solutions could be to offer some small discount or free material and collect the damaged stock. • If it is just a few ends of boards that are damaged, arrange for additional boards. • If the whole order is damaged (fallen off the wagon, or left outside) replace the whole order. • If it is a Woodworks floor then arrange a priority remake order, or make up from the POS stock. 	<ul style="list-style-type: none"> • I'm really sorry to hear that. This is quite rare. • Did you sign for the goods as damaged at the point of delivery? • (If not... try and establish why not.) It is quite hard for us to claim this back from our transport company if not signed for as damaged. • Can you please send pictures? • What is the extent of the damage? Can you work around it? How would you like it resolved?

FREQUENTLY ASKED QUESTIONS

TRANSPORT

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
8.0 The driver has dropped the delivery at the kerbside.	<ul style="list-style-type: none"> Standard delivery is a kerbside service. 	<ul style="list-style-type: none"> For a premium we can offer a "white glove" service to carry into the home. This service includes timed delivery and removal of transit materials. Shall I send you a quotation for this service?
8.1 The driver was not very friendly.	<ul style="list-style-type: none"> Do report any issues back to our Transport dept. Unless we let them know they won't improve in future. 	<ul style="list-style-type: none"> We do apologise about this. We use subcontract delivery so we don't always have full control of the delivery staff. Was there any particular incident that caused you a problem? What would you like us to do about it? I'll report it to our transport company.
8.2 The driver ran out of time and is bringing the flooring tomorrow.	<ul style="list-style-type: none"> Do report any issues back to our Transport dept. Unless we let them know they won't improve in future. 	<ul style="list-style-type: none"> We do apologise about this. We use subcontract delivery so we don't always have full control of the delivery. What would you like us to do about it? I'll report it to our transport company and get a firm timed delivery for tomorrow. Our standard delivery service offers indicative times only. We do offer a premium service in future which has a guaranteed delivery time.
8.3 My delivery didn't turn up.	<ul style="list-style-type: none"> Firstly check when we shipped the order and what delivery service was used (1 day or 2 day). Then check with the Transport dept. Check if the order did actually leave. If not find out why and have we got the stock? Find out when it can leave. 	<ul style="list-style-type: none"> Apologise, check the status and return the customer's call with the information. I really do apologise, but our Quality control has held your order and I have only just been told. The best we can offer is to redeliver on when we have a new batch of material arriving. I am so sorry for this delay.

FREQUENTLY ASKED QUESTIONS

STOCK

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
9.0 The lead time has been extended.	<ul style="list-style-type: none"> • We have in our catalogue over 400 wood floors. • Many are made to order from raw material that is held in stock. Most of the items in the Ted Todd Collections we do hold in stock. Demand can often be sporadic and so it is difficult to have 100% stock availability of all products at all times. However the aim is to work with the customer to ensure that we meet their needs. Most of our Ted Todd floors come from Europe and so can usually be with in a week or 2 in the unlikely case we are Sold Out. Remember to the customer we are not "Out of Stock", we are "Sold Out". Always put a positive frame on the situation and see what alternatives can be offered. • Remember that these issues are not unique to Ted Todd and in fact our stock delivery performance is far better than most of our competitors. 	<ul style="list-style-type: none"> • This is because of really high demand at the moment. High Quality Oak to this specification is in short supply at the moment. We are doing everything possible, etc. Apologies. Can we offer any alternative, or can the client accommodate the new date?

FREQUENTLY ASKED QUESTIONS

STOCK

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
9.1 The lead time has been extended and the customer wants compensation.	<ul style="list-style-type: none"> Always avoid discussing "compensation". Our aim is to get the customer with a floor that they are happy with. 	<ul style="list-style-type: none"> We don't offer consequential loss compensation. Let's do everything possible to get the customer their floor and concentrate on getting the best installation. Possible discount off your next order to help
9.2 There are stock issues which are resulting in us losing an order because the customer can't wait.	<ul style="list-style-type: none"> Escalate to Product Manager, see what can be done. Escalate to Sales Manager. Escalate to a Director. 	<ul style="list-style-type: none"> Offer alternatives. Sell the advantages of the Ted Todd alternative floor over the competitor's. If they can choose a competitor's alternative, why not Ted Todd's alternative? Offer a discount on a trade-up alternative.
9.3 Consumer is now buying elsewhere, customer wants compensation.		<ul style="list-style-type: none"> We don't offer consequential loss compensation. Let's do everything possible to get the customer their floor and concentrate on getting the best installation. Possible discount off your next order to help.
9.4 We are removing our Ted Todd displays as we have lost money (Retail Partners only)	<ul style="list-style-type: none"> There have been some short-term issues with the availability of raw- material needed for the high-quality products we supply. At Ted Todd we have the largest stocks of any UK based wood flooring company and so we are well-placed to overcome any issues that have recently arisen. We are a long-term partner and want to support the Partner's business 	<ul style="list-style-type: none"> Let's work together to see why lost money? What can we do to improve? Ted Todd brand values? Rebate scheme if hit turnover target. Look at all the advantages with Ted Todd. Are you maximising sales of the Woodworks Range products?

FREQUENTLY ASKED QUESTIONS

STOCK

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
9.5 No one told me there was a stock delay until I called today – why?		<ul style="list-style-type: none"> • I am so sorry that this has happened. • It is not normal. • We have been so busy lately that the demand for our products has been stronger than forecast. • We are working on our customer service issues. Our new computer system with better visibility is getting fully up to speed. • New management in the sales office. I'll take these points to discuss with CSM, etc. • So what can we do to help the situation and get your floor delivered?
9.6 We are worried about selling your products in case you are out of stock.		<ul style="list-style-type: none"> • Ted Todd has the largest stock of any UK distributor so our "Sold Out" items should be lower than the competitor's. • There may occasionally be some Sold Out items, but we work hard to minimise this and are concentrating on getting reliable dates so that we can work with you to plan the installation. • We are a manufacturer in the UK and so we usually have the option to solve the issue through our own manufacture. • Not many of our competitors can offer this service.
9.7 There is a 6 week lead time on Sherwood, can Ted Todd make it sooner?		<ul style="list-style-type: none"> • There has been a really high demand for this floor. • It might be possible to supply a very similar alternative. Let me check. • Very unusual to have such a long lead time. 2-3 weeks is more normal if sold out. • Let me check different widths, different thickness's for you. • Let me see if there are any forward sales orders on reserve that I can re-allocate to your order.

FREQUENTLY ASKED QUESTIONS

BESPOKE ORDERS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
10.0 I need a quote today, the pricing is slow.	<ul style="list-style-type: none"> For any bespoke enquiry always find out the key attributes that are critical to the client. It might be colour, shape, square edge, width, length, grade, etc. Always find out the approx. quantity and approx. when the flooring is needed. E.g. if it is needed next week then an imported solution won't work. We would have to have the raw material in stock to do this. Check with the Sales Manager. Estimate approx. +£25/m² above full list price for 100m²+ of a Woodworks item with a slightly different colour or finish. Always subject to final sampling and final quotation. 	<ul style="list-style-type: none"> Can you please give an indication of what is the budget for the project? If we have an idea of the ball-park ££ then today we can quickly give you an indication if we can work to your budget. We need to know the approx. quantity and when needed as this affects the choice of Production Partner and that affects our costs. We carry a lot of raw material in stock but we might need to check availability of raw material that is in very tight supply. What are the key attributes of the floor that we need observe? Can you accept any Ted Todd stocked alternatives? Typically we would charge £25/m² for a different colour finish on a standard Woodworks product for an order over 100m². This is an estimate and subject to final confirmation once samples are signed off.
10.1 How soon can you supply a quote for our bespoke project?	<p>Always follow the following steps:</p> <ul style="list-style-type: none"> Understand the project. What type of premise, where, when, who, what size? Have we already quoted via another route? Agree the budget price; can we match that? If positive to the above suggest a sample for sign off. Agree final specification, critical attributes, price and delivery schedule. 	<ul style="list-style-type: none"> Normally 2 to 3 days depending upon the complexity, but if we understand the details we can give you a budget estimate within a day. What quantity, when is it needed and what is the budget? What are the key attributes and features of the design that are critical?

FREQUENTLY ASKED QUESTIONS

BESPOKE ORDERS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
10.2 It is too expensive, a competitor can supply it for less.	<ul style="list-style-type: none"> Are we trying to make a bespoke item that matches a competitor's stock item? In reality we will rarely be able to better their price. A bespoke item will be more expensive than a stocked item. 	<ul style="list-style-type: none"> Check the spec and stock availability from the competitor. Have they got stock? Ted Todd are not usually the cheapest but on a quality for quality basis we can be better value than the lower priced supplier, plus the Ted Todd brand and service, etc. We can actually deliver the floor! Can you sell up to your customer by leveraging the Ted Todd brand of unique products? More margin for you if sell up to a Ted Todd branded floor.
10.3 Matching competitor's products.	<ul style="list-style-type: none"> See above. 	<ul style="list-style-type: none"> We can do it in most cases, but why not consider a better Ted Todd product, available ex stock, etc.? FSC® Certified, Birch plywood, 6mm wear layer, etc.

FREQUENTLY ASKED QUESTIONS

GENERAL ENQUIRIES

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
11.0 We couldn't use all of the flooring you delivered due to the quality and we cannot wait another 4-6 weeks for more.	<ul style="list-style-type: none"> Find out the issue with the floor Find out what quantity is needed to finish the floor Find out what timescales are involved for the customer. What stock do we have available, or alternatives. Check the POS stock too. 	<ul style="list-style-type: none"> Establish if it is a genuine quality issue or a perception issue. Can check as we should be able to get you more material within 2 weeks. Can we rework the material we sent to you? Can it be fixed on site and we will help with the cost?
11.1 Can you supply us with the stain?	<ul style="list-style-type: none"> Try and avoid us supplying finish that may be used to copy one of our hand-made floors. Rather sell the finished floor. Many of the Woodworks products have a complex make up of different finishes to get that unique finish. It is not just a simple stain. 	<ul style="list-style-type: none"> Most floors require a complex build-up of finishes and different processes. We can supply to top-coat coloured oil only. It is not just a simple stain. It might be ok to touch-up exposed edges but it won't be a match for the floor.

FREQUENTLY ASKED QUESTIONS

GENERAL ENQUIRIES

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
11.2 Can I supply you with the wood and you can colour match it?	<ul style="list-style-type: none"> Our policy on this is as follows: We do not ever pre-finish customer's wood flooring. In some cases we can colour joinery items such as stair treads or profiles. At best the joinery will complement the floor. We cannot guarantee a perfect match. It is often very difficult to make other timber products (e.g. mouldings) to a perfect match with our flooring. If the floor we supply is oak we can only attempt to finish customer's products made from European Oak. We cannot offer to match any double fumed floor. It takes 3 months for the double fuming. It's not possible to match any texture that may be in the floor. Please make sure that we have the joinery items at the same time as we make the floor to help get the best match. Be careful if we process the customers own material in case we make any mistake. It could be very costly. We cannot accept any liability. We can offer to supply treads and risers for stairs. It may be possible to make these from the same material as the floor and so can be a reasonable match. A price estimate is approx. £120 per 1m long tread+riser pair for a straight flight, For winder or more complex stairs a price estimate is approx. £250 per tread / riser pair. Price estimate of £20 / linear metre for colour finishing of profiles. Subject to quantity and size of profile. Detailed drawings of the stair details will be needed and the above prices are an estimate only. Estimates are for new wood stairs only. Not Antique. 	<ul style="list-style-type: none"> In some instances we can match joinery items. But why not let us supply the whole job? We cannot offer any guarantee of colour / finish match as the wood will have come from a different source and will finish differently. We can offer to finished client-supplied joinery items but because of the different timber types there is no guarantee of a perfect match. We can accept no responsibility if the client is not happy with the result.

FREQUENTLY ASKED QUESTIONS

GENERAL ENQUIRIES

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
11.3 £300 for a Woodworks sample panel is too high	<ul style="list-style-type: none"> They cost much more than this to make in small quantities as samples! 	<ul style="list-style-type: none"> It reflects just a fraction of our costs. We can rebate it off your order.
11.4 Why do you charge a setting up fee?	<ul style="list-style-type: none"> We pride ourselves in being able to offer specials and made to order. But it comes at a cost. We have a lot of stock and a lot of standard items, so do try and push these if cost is that critical for the client. 	<ul style="list-style-type: none"> It reflects our costs. It's not just the setting time but the material that we waste setting up our machines and processes. Plus it all needs documenting so that we have a record of what we have done. Plus there is a minimum purchase amount of stains etc. Plus disposal costs for the unused materials.
11.5 The profiles do not match and we need them to finish the installation and be paid.	<ul style="list-style-type: none"> Ted Todd floors are easier to match for colour. It is impossible to match texture. Woodworks floors are much more difficult to match because of the build-up of colours and the processes. It may be possible to offer profiles made up from flooring sections. We can quote. We can offer simple Treads and Risers at £120 / 1m pair made from the new-wood flooring only. Need to discuss design and drawing. Winders at £250 / pair, (new wood) depends upon design / drawings from the client. 	<ul style="list-style-type: none"> In most cases the profiles are coloured to compliment the flooring Collections rather than be an exact match. Can we supply unfinished profiles and you can match on site? If we have supplied incorrect profiles we can replace the profiles within a week. Let me check with the workshop and see what's gone wrong and if they have more raw material.

FREQUENTLY ASKED QUESTIONS

GENERAL ENQUIRIES

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
11.6 We have received delivery of an Aged floor (e.g. Quissac) and there aren't enough saw marks and undulation.	<ul style="list-style-type: none"> • Each and every board is unique. • Each and every floor is unique. • These are hand-made floors, made by our artisan workforce in our Workshops. • They are not mass-produced. • These are wonderful floors and we need to emphasise the Woodworks values. • Try and ascertain if the client is just unsure about the floor and needs some reassurance, or if it is an outright rejection that is better dealt with through re-work or re-make. 	<ul style="list-style-type: none"> • All Aged floors are hand-made and so there will be some variation. • Each floor and each board is unique. • The floor will look great once it is installed. These are wonderful floors and customers are very happy with them. • If still not happy don't install and we can see if we can return/rectify it. • What would the client like to be done?
11.7 We just received delivery of an Aged floor (e.g. Quissac) and there isn't enough protection on the finish.		<ul style="list-style-type: none"> • Please apply maintenance oil after installation, or return and we can re-work and add a further coat.

FREQUENTLY ASKED QUESTIONS

CUSTOMER SERVICE

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
12.0 Why do I have to always call you to check lead times on Sold-Out items?		<ul style="list-style-type: none"> Many of our floors are very popular and the demand from our broad range of customers can be quite sporadic. Often, the very specific grade of oak raw material that we source is not always available and so the lead times from our Production Partners can vary depending upon the raw material supply.
12.1 The floor was supposed to be fitted next week and now you tell me there is no stock. It is a good job I called you.		<ul style="list-style-type: none"> This is because of really high demand at the moment. High Quality Oak to this specification is in short supply at the moment. We are doing everything possible, etc. Apologies. Can we offer any alternative, or can the client accommodate the new date? Let me look at the dates you require and let me look for alternatives. We might be able to upgrade to an alternative floor.
12.2 There was stock when I placed the order 3 weeks ago, why are you now telling me that it has gone?		<ul style="list-style-type: none"> The stock availability was based upon a delivery promise from our Production Partner. The demand for this floor has been much greater than anticipated and so our Production Partner has fallen slightly behind. / the stock that arrived in was held by our quality control and so, after regrading we had less than anticipated. Stock will be available week xxxxx.
12.3 I placed the order in good faith and you didn't tell me I was over my credit limit at the time and wouldn't receive my order today.	<ul style="list-style-type: none"> This tends to be a recurring theme for some customers who always operate close to their credit limits Do get into the habit of checking their account on the Synergy system ahead of any big orders that may be due out. 	<ul style="list-style-type: none"> I apologise for that. At the time your order was placed your account was in credit and looked OK. Are you able to clear your account today and we can despatch on overnight transport for you?

FREQUENTLY ASKED QUESTIONS

CUSTOMER SERVICE

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
12.4 I am two planks short to finish a job, can you send FOC rather than order another pack and have a delivery charge?	<ul style="list-style-type: none"> This depends upon who the customer is! We recommend the customer should always order 10% extra to allow for cutting / grading etc. This may be operationally complex, particularly for Woodworks items. They may well be matching or batch issues. Look in the loose board store or POS board stock. 	<ul style="list-style-type: none"> On this occasion, yes we will deliver with your next order to avoid carriage charges. Or can you please pay the carriage and we'll send the 2 boards. (ii) No. Please order an extra pack.
12.5 I have sent you photos of the very boards that we cannot use – can you send me two packs FOC to finish the job?	<ul style="list-style-type: none"> Establish if the product is in spec and who is the customer. Then let Product Manager know so he can claim from the Production Partner. See if PM wants the problem boards collecting from the customer. 	<ul style="list-style-type: none"> Is the product in spec? if so, please pay for the extra, if not then we will replace Option 1 (based on the answer to the above question) - Thank you for the images you have sent, from these it would appear that the floor is within specification, I can send you a copy of the specification if that would help? I can place an order for you for the extra you need, but it will need to be paid for. Option 2 - Thank you for the images you have sent, I can see that the floor is outside of specification, I will send replacement packs for you FOC. (Check with PM if you need to get the boards that are out of spec' collected to be able to make a claim against the supplier).
12.6 The customer doesn't like the floor and wants to return it. She prefers the Boen floor instead.	<ul style="list-style-type: none"> Depending upon who is our customer we need to take a view. 	<ul style="list-style-type: none"> If the customer orders an alternative floor from us we will exchange it. Apply carriage charge, discretionary. If not a regular customer and no exchange then there is a full restocking charge.
12.7 My customer thinks that Calico is too light and wants to swap it for Alabaster. Is this ok?	<ul style="list-style-type: none"> Remember there will be some natural variation from batch to batch. 	<ul style="list-style-type: none"> We will exchange it, can the customer pay the carriage charge?

FREQUENTLY ASKED QUESTIONS

CUSTOMER SERVICE

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
12.8 My customer's builder has damaged part of her Ted Todd floor by dragging supplies across it. What can you do on price?	<ul style="list-style-type: none"> This depends upon whether we want to really look after the customer. Offer to sell some extra packs, but be aware of batch variation. Who is our customer? Depends if we want to look after them. 	<ul style="list-style-type: none"> Can it be restored / repaired by the installer? Allow an extra 10% discount for the extra quantity if a one-off.
12.9 We have two damaged packs that were not signed for as damaged as we couldn't see the damage at the time. Can we have replacements and do you need to collect the damaged ones?	<ul style="list-style-type: none"> Who is the customer? Do we believe them? When the product is returned to us... Sell the replacements and credit the account when the damages are returned. Contact the Transport dept. to see where the damage occurred. 	<ul style="list-style-type: none"> Depends upon who is the customer. Unlikely that all boards are unusable. Must be able to salvage something. Get photo's Replacements will be charged for and.... We will credit your account when the damaged packs have been returned to Ted Todd.
12.10 There has been a flood. We need 6m2. What can you do on price since you have already made money on the first order?	<ul style="list-style-type: none"> This is an area where we need to be seen to be helping the customer but also giving very little away. 	<ul style="list-style-type: none"> We would like to help, but this is not something that we are able to contribute to. Does the client have insurance? 6m2 order is expensive for us to handle so we are not able to offer extra discount.

FREQUENTLY ASKED QUESTIONS

CUSTOMER SERVICE

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
12.11 My customer just doesn't like the floor and is going to buy carpet. I have £10k worth of orders, can you reduce the restocking charge?	<ul style="list-style-type: none"> (Unless we are short of that stock item we really don't want £10k back!) The restocking charge must stand, but we could look at the discount rate on the future £10k order. Most customers always promise that they have a new order to place tomorrow if you help them with this issue today. In these situations offer the discount off tomorrow's order. 	<ul style="list-style-type: none"> Can we help you with a rebate to sell the £10k of stock?
12.12 My customer wants the flooring delivered. It is in stock. There are profiles to be matched with a 10 day lead time but they want the floor delivered now.		<ul style="list-style-type: none"> Deliver the flooring now. We won't charge any extra for delivery of the profiles next week.
12.13 One retailer has done all the work and another retailer is beating them on price. First retailer calls for a better price because of this. What do we do?	<ul style="list-style-type: none"> Call the second retailer and ask them to back off. 	<ul style="list-style-type: none"> This works both ways. Emphasise the point that there is less competition for Ted Todd floors (fewer Retail Partners) than there would be for other branded flooring companies. Emphasise that Ted Todd floors are best sold on service and on a supply and fit basis where the partner can make some extra margin on the fitting.

FREQUENTLY ASKED QUESTIONS

CREDIT

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
13.0 I have £20k credit with Karndean, but Ted Todd will not offer me credit. Why?	<ul style="list-style-type: none"> • We need to be very careful with new accounts. • All new accounts should start on a small basis and then work up. • Then build up the credit as the account grows, • Credit control have the final say. 	<ul style="list-style-type: none"> • We insure our debts. • Credit limit depends upon trading history. • We have to demonstrate a trading history to our insurers.
13.1 Can I extend my credit term to 60 days?	<ul style="list-style-type: none"> • Depends upon the customer and the circumstances. We can ask. It's up to our Finance Dept, / the insurers. • Always distance yourself from the decision. "It's up to the insurance company" if the decision is unfavourable. • Find out why the customer wants the extension. Is it short term or permanent? Is it just for a specific project? Do we know and trust the customer? • Be aware of fraud. If we have not traded with the client for a significant period, do be careful especially in December / January when liquidations are at their peak. 	<ul style="list-style-type: none"> • I will need to check with our Finance Department who will ask the Credit Insurers. • I'll discuss the "project / situation/ opportunity..." with the FD and let's see what we can do. • We always recommend on bigger projects that you should get an up-front deposit from your client, at least equal to the material costs.

FREQUENTLY ASKED QUESTIONS

CREDIT

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
13.2 I am up-to-date with payment to Ted Todd, why is my order on stop?	<ul style="list-style-type: none"> • Need to review the account statement with the customer to see if our system is up to date with all payments, if cheques have cleared and if BACS payments have been received. • Check if the customer's credit limit has been reduced or insurance cover withdrawn. • Check too that nothing else is holding the customer's order in the system, such as no stock or an order entry problem. • This also depends upon who is the customer. Do we know them and trust their record? 	<ul style="list-style-type: none"> • Let me look into this with our Credit Controller. • If I send you a statement can you please check that we have recorded all recent payments? • I'll need to check that all payments have cleared. • Let me check that nothing else is holding up the order.

FREQUENTLY ASKED QUESTIONS

DISCOUNTS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
14.0 Can I have more discount?	<ul style="list-style-type: none"> It's important that we honour our structure and defend our loyal customers who have invested in showrooms and give us the bulk of their business. 	<ul style="list-style-type: none"> We have a strict discount structure across our Partner network. Would you like to discuss becoming a Ted Todd Showroom Partner? Then you can access the best discount rates. We could discuss a rebate discount depending upon turnover.
14.1 Can I have a better price?	<ul style="list-style-type: none"> Depends upon the customer / the project that the floor is for. Be careful that we don't end up competing with another TT customer. 	<ul style="list-style-type: none"> What is the budget for this project? Let me check on the stock / cost position. Our costs have increased markedly over recent months and I think you'll find that our prices are competitive and good value for money on a spec-for-spec basis.
14.2 I need a better price, I can buy similar from a competitor cheaper.	<ul style="list-style-type: none"> See 9.2 above. It's about the whole offer, not just one or 2 products that can be poorly copied by competitors. There may be a possibility to try and link the customer to a rebate if the customer does buy the volume. 	<ul style="list-style-type: none"> Can you please give me the details of the item / price that you are looking at? Which competitor and at what price? Check the construction and is the competitor's product FSC® Certified? If I am able to match this can you confirm now that you can place the order now today?
14.3 Does the retailer down the road get better prices than me?		<ul style="list-style-type: none"> We have a strict discount structure depending upon turnover and showroom investment. Would you like to buy a showroom?

FREQUENTLY ASKED QUESTIONS

WEBSITE, DISPLAYS & POS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
15.0 Can I sell online?	<ul style="list-style-type: none"> We do not encourage this as we believe that the best service comes from Supply and Fit when floors are installed by our Ted Todd Partners. We do have a code of conduct for sales / advertising Ted Todd products online. We allow this for Showroom Partners only. Strictly any online advertising must encompass the brand values, must be there to promote good service and the products and must NOT be advertised on any form of price or discount basis. 	<ul style="list-style-type: none"> Subject to our terms and conditions for our showroom partners only.
15.1 Can I put prices of Ted Todd products online?		<ul style="list-style-type: none"> Yes, if you are a showroom partner and advertise the full RRP.
15.1.1 If you notice a partner has incorrect prices on their website	<ul style="list-style-type: none"> This should be notified in the first instance to Retail Marketing to discuss with NSM and the Retail Partner. 	<ul style="list-style-type: none"> It's really important that printed and online prices are consistent so as not to disadvantage other retail partners or confuse customers. Please use the latest Retail Partner Price List to find RRP incl. VAT.
15.2 Is there any charge for another toast rack?	<ul style="list-style-type: none"> Point of sale displays are very expensive to Ted Todd. We need to make sure that we minimise give-aways. If the retailer wants to work with us then he should be prepared to make a contribution to the POS. It depends upon the customer and the potential / geographical area. 	<ul style="list-style-type: none"> POS material is very costly to us, I can do a special price on the loose panel display stand of £xxx and then give you a discount of £xxx (the cost of the stand split into 2 or 3 parts) from each of your next two/three orders over the value of £750.

FREQUENTLY ASKED QUESTIONS

WEBSITE, DISPLAYS & POS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
15.3 I have been invoiced for POS. The rep didn't mention any charge at the time. I dispute the cost.	<ul style="list-style-type: none"> Always get a signed order form from the customer before processing any order for POS. 	<ul style="list-style-type: none"> Did you sign an order form for the POS? We shouldn't process a POS order without a signed order.
15.4 Why does Ted Todd charge for Point Of Sale? Other companies don't charge.	<ul style="list-style-type: none"> Did you sign an order form for the POS? We shouldn't process a POS order without a signed order. Many other wood floor companies do charge for quality POS. Some industries have greater margins than wood flooring companies. Some industries do give away POS. If there is a real opportunity then discuss with NSM and maybe we can rebate any POS costs, etc. It is all part of the Ted Todd package. Not just buying POS but becoming a Ted Todd Partner 	<ul style="list-style-type: none"> In our view the TT POS is part of the branded offer and is there to help you grow sales and profits. As the sales grow and your POS investment grows we can increase your discount and so this should pay for the POS. What we charge is only a % of the true costs. They are heavily subsidised. We don't make any money out of selling POS. We want TT partners who are prepared to invest in us and our brand. It's all about selling up and buying into the brand and becoming a Ted Todd Partner. We have a huge marketing spend on high-quality brochures, consumer marketing, Design Centres, lead generation, website with links to your site, etc. Free sampling for you and your customers. It is not just about the POS.
15.5 Can you send me a different collection for my toast rack? The existing collection I have just isn't selling.	<ul style="list-style-type: none"> Loose Panel Display Stand. (not a Toast Rack) The Partners' offer might need refining until it is right and sells. 	<ul style="list-style-type: none"> This should be part of a full range review of the whole store and let's analyse why the displays aren't selling I will ask your area manager to contact you to review the range you have on display.

FREQUENTLY ASKED QUESTIONS

WEBSITE, DISPLAYS & POS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
15.6 There is a big knot on the first plank of my display panel, can you send me another?	<ul style="list-style-type: none"> Many product ranges do feature knots and filler. The display panels are a balance between honestly showing these features and putting off a customer. 	<ul style="list-style-type: none"> Possibly, depending upon how representative the knot is of the general grade. Can the panel be turned to make the knot less prominent? We never specially select material for the Display Panels to ensure they are representative.
15.7 Why do you charge for samples (and POS?) for my project? I won't win the order unless I can have samples and we have no budget to pay for them.	<ul style="list-style-type: none"> Need to "Risk Assess" the whole project and the customer / client. We do need to tighten up on our free issue of samples and POS. 	<ul style="list-style-type: none"> Ted Todd have an unrivalled product range and most of our products can be viewed at our Design Centres. Plus we have high resolution images on our website. Hopefully this can help in the choice for the client, and help establish what budget (£/m²) is needed for the type of product you are looking for. If the anticipated product cost is within the project budget, we are happy to work with you and develop bespoke products but please bear in mind that there is a considerable cost in doing this. What we charge for bespoke samples is only a fraction of the actual cost of set-up, development, materials and the production time needed. We can discount back the charge for the samples when we win the order.
15.8 Other companies don't charge for samples.	<ul style="list-style-type: none"> Many companies do. Very few companies have the range of products that Ted Todd offer. 	<ul style="list-style-type: none"> For hand samples of standard Ted Todd products we don't charge either. Your request is for a large bespoke panel. In our experience most companies do charge for this sort of work. We are happy to rebate back the cost of the samples when we win the order.

FREQUENTLY ASKED QUESTIONS

WEBSITE, DISPLAYS & POS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
15.9 Misrepresentation The product arrived but is much darker than the retail partner's display panel.	<ul style="list-style-type: none"> There can be variations in colour or shade between displays (Particularly older ones) and the customer's delivery. Retail partners generally allow for this. Please also remember that floors do change colour with age and light exposure. 	<ul style="list-style-type: none"> Is it acceptable to the client? Is it just that the display has oxidised? Is it within normal variation that will happen with Hand Made products? Is it the display that's not right or the delivery? Don't install it unless you are happy. What would like us to do about it?
15.10 We purchased a Woodworks product but it looks nothing like the point of sale display	<ul style="list-style-type: none"> Ditto, plus comments about hand-made variances 	<ul style="list-style-type: none"> Woodworks products are all hand-made and some variation in colour/finish will occur. Is it acceptable to the client? Is it the display that's not right or the delivery? Don't install it unless you are happy. What would like us to do about it?
15.11 We purchased a Ted Todd floor but it looks nothing like the image in your brochure.	<ul style="list-style-type: none"> Always difficult to match the colour of an image. Images are good for capturing the grade (knots etc.) and the degree of colour variation within a floor. But always recommend a combination of a sample and an image in a brochure. 	<ul style="list-style-type: none"> Is it acceptable to the client? Is it the display that's not right or the delivery? Don't install it unless you are happy. What would like us to do about it?
15.12 We have received a hand sample but it doesn't look the same colour as my sample panel.	<ul style="list-style-type: none"> Need to establish if it's natural colour variation or a deeper problem. The sample panel usually shows the range of colour variation. The hand sample is just a small piece. 	<ul style="list-style-type: none"> The sample panel usually shows the range of colour variation. The hand sample is just a small piece. Is it possible that this is the problem? Can we send another hand-sample? Can you send a picture of your sample and the panel and then we might be able to better advise? What were the features of the panel that you liked so we can see if the product we have available suits what you are looking for? If you want to visit the Cheshire Design Centre we can lay out the floor for you to help your decision.

FREQUENTLY ASKED QUESTIONS

REFERRALS TO RETAIL PARTNERS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
16.0 Why do I not receive any referrals from Ted Todd? Amtico recommend me.	<ul style="list-style-type: none"> Ted Todd partners do see getting referrals as an advantage of working with us. They generally like to get referrals. We might need to do more work to help the retailer. 	<ul style="list-style-type: none"> Today we have a map on our website and so consumers can find our retail partners directly. So now we don't see the referrals directly. We send out hundreds of consumer samples every month and these generate lots of sales for our Partners. We have notified you of any sample requests from your area, or if there have been any visits from your area consumers to the TT design centres. Let me check to see if this is happening ok. Would you like to work with our Marketing team to plan some local advertising?
16.1 Why am I not on the locations section of your website, I gave you £5,000 worth of business last year	<ul style="list-style-type: none"> For smaller spending customers, do try and turn this into an advantage to try and leverage more share of the customer's business. 	<ul style="list-style-type: none"> The locations map is reserved for TT showrooms or recognised partners who have invested in TT POS. Would you like to discuss a showroom / extended POS, etc.

FREQUENTLY ASKED QUESTIONS

END USER/CONSUMER ENQUIRIES

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
17.0	<ul style="list-style-type: none"> In all cases get their contact details and email address to add to our database on CRM. These are householders / consumers. 	
17.1 I went into one of your retail partners today and they weren't really pushing your floors. Who would you recommend instead?		<ul style="list-style-type: none"> We would recommend a Ted Todd Showroom partner rather than a general retailer (see our website map / what's your postcode and xx is the closest, or try yy.) Can I take your details and get the Partner to call you ?
17.2 Can I buy direct? My husband is a tradesman and has his own landscaping business.	<ul style="list-style-type: none"> Most installations that go wrong are not fitted by a Ted Todd partner. Always recommend that consumers buy through a Ted Todd partner. It may be worth discussing with the Retail Partner that the consumer is trying to buy as a trade customer, so maybe the Partner needs to consider a trade deal. 	<ul style="list-style-type: none"> No. We recommend go to a Ted Todd Partner showroom who can provide the best installation service. Shall I get the Partner to contact you directly? Discuss your circumstances with the Retail Partner manager.
17.3 Where can I look at and possibly buy one of your floors?	<ul style="list-style-type: none"> Enter the contact onto CRM 	<ul style="list-style-type: none"> You can look at floors and get advice in the TT Design Centres, or a TT showroom partner. Plus the web site has a wealth of valuable information. Please let me have your postcode and I can let you know who the retailers in your area are. Can I ask them to contact you?
17.4 Where would I get the best deal?	<ul style="list-style-type: none"> Enter the contact onto CRM 	<ul style="list-style-type: none"> From a TT showroom partner, they should all be selling at the TT MRP. They can offer the best advice and most competitive installation rates. Please let me have your postcode and I can ask them to contact you.

FREQUENTLY ASKED QUESTIONS

END USER/CONSUMER ENQUIRIES

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
17.5 I have a problem with my floor.	<ul style="list-style-type: none"> Enter the contact onto CRM 	<ul style="list-style-type: none"> Ask the local TT partner to look at it. From who did you buy the floor? What is the issue? Can we help from here? Can you describe the issue?
17.6 How do I look after my Ted Todd floor?	<ul style="list-style-type: none"> See separate section about Floor Care. 	<ul style="list-style-type: none"> Go to the website and full care instructions are there. Can I send you an email link to the correct page? What floor do you have? We have 2 care systems, 1 and 2.
17.7 Can you recommend a fitter to me?	<ul style="list-style-type: none"> The customers might use the term "Fitter". Always refer to the "Installer". 	<ul style="list-style-type: none"> Please contact a local Ted Todd Partner. Please give me your post code and email address and I'll ask them to contact you.
17.8 I want to question the installation method of my retailer		<ul style="list-style-type: none"> Who is the retailer, and do you know how the floor was installed? What's the issue? Can we talk to the retailer for you?
17.9 I have fallen out with my retailer/installer and want you to look at my floor as I might take them to court.		<ul style="list-style-type: none"> This is difficult as the floor was bought through the retailer and your contract is with them not directly with us. Please let me have the details and we will talk to the retailer for you?

FREQUENTLY ASKED QUESTIONS

END USER/CONSUMER ENQUIRIES

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
17.10 What does your warranty cover?	<ul style="list-style-type: none"> • TBA. Need to refer to the full warranty conditions. • Must use Ted Todd Installation Essentials such as the MS Flex or the Primerfast. Plus the Floor Care maintenance system. • The Warranty is only valid if this has happened. 	<ul style="list-style-type: none"> • Basically guarantees the floor against any manufacturing structural faults. • It doesn't cover for any adverse site conditions, installation problems or lack of care and maintenance. • Need to use Ted Todd Installation Essentials and the Floor Care maintenance system. These are designed specifically for our floors.
17.11 How do you fit a Ted Todd floor?	<ul style="list-style-type: none"> • We recommend that you use a Ted Todd Partner to fit your floor. 	<ul style="list-style-type: none"> • There are fitting instructions on our website, but we would always recommend to use a professional, experienced wood flooring installer.
17.12 My retailer / supplier tells me that you are extending the lead time on my floor and this is causing me a headache. Can anything be done?		<ul style="list-style-type: none"> • "Apologies, however I have been informed that the delivery containing your flooring has been delayed and will now not be with us until ... I know this is inconvenient." • "If it is not possible for you to wait until the stock arrives, I have looked at our stock and the closest alternative that we could offer is..." • "The price of this alternative flooring is usually £Xm2, however for the inconvenience I can do this ... at £Ym2 for you". (See if the original price can be matched)

FREQUENTLY ASKED QUESTIONS

COMPLAINTS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
18.0 Dealing with product Complaints (Always refer to the issues as "Queries": Before fitting)	<ul style="list-style-type: none"> The over-riding emphasis is to put over the feeling that we are sympathetic and want to work with our customer and the end client to find a solution. We need to do this and protect ourselves, but the customer and client need to feel supported and we need to give the minimum away. If the floor has not been installed then it is usually easier to deal with. Under no circumstances should fitting be recommended if the client is not 100% happy. Check if the customer has a record of complaining and getting extra flooring for free. The customer should generally order +10% quantity anyway to allow for cutting / grading. If the floor is already installed then there is very little we can do about it. 	<ul style="list-style-type: none"> I am sorry that your Ted Todd / Woodworks floor isn't as you / your customer expected, could you tell me a little bit more about your query, so we can work out the best way to resolve it? Timber floors are of a natural product and will vary in colour and grade. (if a Woodworks Floor, they are all hand-finished and no 2 floors are exactly the same). Can the issue be overcome by sympathetic fitting? Can the 10% extra cover the issues?
18.1 Colour variation.	<ul style="list-style-type: none"> We need to establish if the colour variation is within our grade parameters. Is the customer's query what we would expect to see of this product, or is something wrong? Many colour variation issues can be minimised by selective / sympathetic fitting by a good installer. Fuming oak can cause high colour variation. 	<ul style="list-style-type: none"> Can the client send pictures or a sample of the issue? How would you like this resolved? Options to consider are: If within grade, then return and buy something else; (Just charge for transport if appropriate) If out of grade then check with the FC or Jon A as to the possible solution. Return the floor for either something else or a remake. Or supply 1 or 2 packs to make up for any problems.

FREQUENTLY ASKED QUESTIONS

COMPLAINTS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
18.2 Excessive knots / filler.	<ul style="list-style-type: none"> We need to establish if the knots / filler falls within our grade parameters. Is the customer's query what we would expect to see of this product, or is something wrong? Many of these issues can be minimised by selective / sympathetic fitting by a good installer. 	<ul style="list-style-type: none"> Can the client send pictures or a sample of the issue? How would you like this resolved? Options to consider are: If within grade, then return and buy something else; (Just charge for transport if appropriate) If out of grade then check with the FC or Jon A as to the possible solution. Return the floor for either something else or a remake. Or supply 1 or 2 packs to make up for any problems. Can the boards in query be cut in half to avoid the issue?
18.3 Floor does not look like the sample.	<ul style="list-style-type: none"> We need to establish if the variation is within our grade parameters. Is the customer's query what we would expect to see of this product, or is something wrong? Many colour variation issues can be minimised by selective / sympathetic fitting by a good installer. Also check if the showroom sample panel is up to date. 	<ul style="list-style-type: none"> If within grade, then return and buy something else; (Just charge for transport if appropriate) If out of grade then check with the FC or Product Manager as to the possible solution. Return the floor for either something else or a remake.

FREQUENTLY ASKED QUESTIONS

COMPLAINTS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
18.4 Dealing with queries and issues after installation:	<ul style="list-style-type: none"> This is a difficult area. We need to be seen to be sympathetic and help the customer, but without admitting any liability or giving too much away from our side. First we need to establish what the problem is. Get pictures. If you feel it's necessary get the correct forms filled in to explain about the installation, site conditions etc. (if it is a complaint about knots or colour, the installation history is less critical than a problem with, e.g. cupping or splits.) Sending a Sales Person / Consultant to site should only be used sparingly and not as a first action. Although do use judgement and discuss with National Manager / Director if you think this is the best course of early action. 	<ul style="list-style-type: none"> Sorry to hear you are having Issues with your floor. Can you please help me to understand the issue so that we can find the best way forward? Can you send pictures? (If it's appropriate.) I will have to ask that you please fill in our Customer Service report form just so we have all of the details to add to the file and to help our technical team understand the problem. I'll then discuss the issue with our Technical Team to get their take on this. Have you used Ted Todd adhesives / Underlays and fitting products? Have you used the Ted Todd floor care products?
18.5 Visual / grading / colour issues.	<ul style="list-style-type: none"> If it is a grading / issue that should have been visible at installation then we need to be quite firm with the client / the installer. 	<ul style="list-style-type: none"> Can I suggest that you discuss this with your installer? It is difficult for us to help with visual differences on a floor after it has been installed. Had there been any queries before or during the installation we would have been able to help. If the installer was in any doubt about the floor then we should have been contacted at the time.

FREQUENTLY ASKED QUESTIONS

COMPLAINTS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
18.6 change of shape, shrinks, cracks problems with the finish.	<ul style="list-style-type: none"> If the floor was acceptable at installation and isn't acceptable now, then it's probably environmental / site / usage conditions that are causing the issue. Depending upon the circumstance / the customer we could offer to sell extra flooring at a discount to help the installer fix the problem. 	<ul style="list-style-type: none"> As 4.4 above. Our conclusion is that it is (site conditions) moisture / cleaning / subfloor, issues that are causing the problem. What we suggest is.....e.g. that the area be lifted, the sub floor fixed and then the floor re-laid.
18.7 A probable product fault.	<ul style="list-style-type: none"> Never accept that there may be a product fault. Even in these circumstances, always focus on the solution. If we suspect a probable product fault, we should act quickly. Check with Product Manager. Do send in a sales person / inspector quite quickly. There then needs to be a discussion internally with Sales manager National / Director, possibly Jon A. Possible solutions include supplying a replacement of the floor. We do not do consequential loss claims. 	<ul style="list-style-type: none"> This is a very unusual issue. I've not seen this before. (Follow 4.4 above). I'll discuss the best way to handle this. It's probably best if we can get somebody in to look at the floor. Does that sound ok? How would you like this to be handled? What are your timescales?

FREQUENTLY ASKED QUESTIONS

PRODUCT COMPLAINTS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
19.0 Product Complaints	<ul style="list-style-type: none"> There is a documented procedure to follow to establish all of the facts before dealing with any serious complaints. See 4.4 above for an outline of this. This section is just to give some guidance on Q&A that might happen over the phone. 	
19.1 My customer has had a Ted Todd floor for 5 years and the wear layer has worn away		<ul style="list-style-type: none"> This is because of lack of maintenance. It's important to maintain the lacquer / oiled surface. Please check the Ted Todd maintenance instructions, etc. If it is in a very busy area such as a commercial premise doorway consider an entrance matting solution. Can I send you a link to our website care section?
19.2 My customer has had a Ted Todd floor for 4 months and the wear layer has worn away	<ul style="list-style-type: none"> As this is a new installation, refer back to the retail partner who fitted the floor to inspect / check it and advise the customer. 	<ul style="list-style-type: none"> Ditto above, Can I supply you with a maintenance kit? The finish may have worn, but it is unlikely that the wear layer has worn away.
19.3 The customer's floor has suddenly started cupping.	<ul style="list-style-type: none"> Moisture is the main cause of movement in wood floors. Either too wet (swelling) or too dry, (splitting and gapping). Was Ted Todd Adhesive and Primerfast used? 	<ul style="list-style-type: none"> It's getting wet from below. Possibly a wet sub floor, etc. What was the installation method? Was it checked as dry at installation? Refer back to your original installer who can advise. Need to quickly find the source of the moisture to avoid permanent damage to the floor.

FREQUENTLY ASKED QUESTIONS

PRODUCT COMPLAINTS

SCENARIO	INTERNAL REASON/EXPLANATION	SOLUTION RESPONSE TO CUSTOMER
19.4 The customer has removed a rug from near the French doors and the floor is darker where the rug was.	<ul style="list-style-type: none"> Colour variation in sunlight is normal. 	<ul style="list-style-type: none"> This is normal. It will eventually normalise.
19.5 The floor has expanded and is pushing up in the middle.		<ul style="list-style-type: none"> It's getting very wet. Need to quickly find the source of the moisture and fix the problem. It could be from above (leaky roof window), below (heating or water pipes), or from a doorway or damp wall. Please also check the expansion gaps around the edges of the floor.
19.6 The veneers are lifting up	<ul style="list-style-type: none"> Possible de-lamination. Be very careful in handling possible de-lamination problems as any product faults can possibly lead to big claims. Is it just an isolated piece or is there a general problem? This sort of complaint will probably need an early visit from Ted Todd. Inform JA too. 	<ul style="list-style-type: none"> Never mention the "De-lamination" word. "Sorry to hear of the issue with your floor." We need to check the causes. Can you send pictures etc.? UFH too high? Has the floor been flooded? We will need to inspect and establish the cause / discuss repairs. Have Ted Todd installation materials been used? Has the installation over UFH followed the Ted Todd website guidelines?
19.7 The customer's floor has watermarked. Ted Todd have agreed a product fault and agree to pay associated costs – the customer is asking for compensation.		<ul style="list-style-type: none"> No. We will work with the client to rectify the problem and get their floor fixed. We don't do compensation, but would consider discount off the next order as a goodwill gesture.

SERVICE STANDARDS FOR TED TODD RETAIL PARTNERS

STOCK AVAILABILITY

KEY SERVICE AREA	STANDARD WE AIM TO ACHIEVE	REMEDY IF FAILING
1.1 Ted Todd Floors.	<ul style="list-style-type: none"> • 50m² of all Ted Todd floors in stock, or available within 2 weeks if Sold Out, or within 4 weeks if more than 250m² required. 	<ul style="list-style-type: none"> • Discuss with Partner to see when they really need the floor. - Can the Partner work with our proposed delivery period? • Offer an alternative product that is available. • Offer an upgrade product at the same price.
1.2 Woodworks Floors.	<ul style="list-style-type: none"> • All Woodworks floors are made to order. These have a longer lead-time than Ted Todd Floors. • We try for 2-3 weeks delivery time from receipt of firm order for new wood floors (Editions, Superfine, Aged, Urban and Superwide). • Currently we need 4-6 weeks. • Antique / Reclaimed floors we will quote lead-times on an order by order basis. Once in production we are unable to accept amendments to Woodworks orders. 	<ul style="list-style-type: none"> • Discuss with Partner to see when they really need the floor. • Can the Partner work with our proposed delivery period? • We will look to see what is the limiting factor affecting the lead-time. We might have some flexibility. • We will offer an alternative floor or a different width.

SERVICE STANDARDS FOR TED TODD RETAIL PARTNERS

SPECIAL ORDERS

KEY SERVICE AREA	STANDARD WE AIM TO ACHIEVE	REMEDY IF FAILING
2.1 Quotation.	<ul style="list-style-type: none"> Depending upon the complexity of the query, a budget price estimate and lead-time within 1 working day. We need to understand from the Partner the key aspects of the floor that make it special, the quantity, approx. when it is needed and the approx. budget. 	<ul style="list-style-type: none"> Escalate to Director for an estimate. Agree budget price for the project.
2.2 Sampling.	<ul style="list-style-type: none"> Upon agreement of 2.1 above, and subject to the complexity. Hand sample within 1 week Sample panel within 2 weeks 	<ul style="list-style-type: none"> Discuss with partner when they really need the sample. Chase our production and get the best priority ETA. Ultimately if we do not want an order for this project be honest and discuss with Partner. Escalate to Director before communicating this.
2.3 Specification.	<ul style="list-style-type: none"> The Partner needs to be absolutely clear with us about the specification and the critical point of the specification. We need the Partner to sign-off the specification form. We reserve the right to ask for a 50% deposit from either the Partner or their client, especially if the Special is an obtuse specification. 	<ul style="list-style-type: none"> Lead times need to be understood and accepted by the Partner. Full inspection of incoming / outgoing floors. Possible visit to Ted Todd by the client to sign-off floor during / after manufacture.

SERVICE STANDARDS FOR TED TODD RETAIL PARTNERS

DELIVERY & SHIPMENT ISSUES

KEY SERVICE AREA	STANDARD WE AIM TO ACHIEVE	REMEDY IF FAILING
3.1 Standard shipment	<ul style="list-style-type: none"> 2 day delivery. Orders taken before 1.00pm on Day 1. Delivered during day 3. 	<ul style="list-style-type: none"> Escalate to Transport Manager to communicate with Partner within 1 hour if problems arise. If shipment is completely lost consider offering another shipment if stock allows.
3.2 Special / timed / urgent delivery.	<ul style="list-style-type: none"> As per promise from the Transport company. Available at a subsidised price. 	<ul style="list-style-type: none"> For addresses within 150 miles of Warrington consider our own transport / dedicated vehicle to rectify any issues. Offer delivery to site rather than to depot.
3.3 Installers on site waiting for delivery to start installation.	<ul style="list-style-type: none"> We should generally discourage this because of potential difficulties and delays within the UK road system. Our liability limited to any extra cost paid by the Partner for timed delivery. We cannot consider consequential losses. 	<ul style="list-style-type: none"> If really essential then we must use a dedicated vehicle delivery. Costs to be borne by Partner or shared depending upon circumstance. Escalate to Sales Manager depending upon circumstance.

SERVICE STANDARDS FOR TED TODD RETAIL PARTNERS

INVOICES & CREDIT CONTROL

KEY SERVICE AREA	STANDARD WE AIM TO ACHIEVE	REMEDY IF FAILING
4.1 Invoice to Partner	<ul style="list-style-type: none"> Within 1 working day of despatch 	<ul style="list-style-type: none"> Escalate to Credit Controller
4.2 Payment from Partner entered onto system	<ul style="list-style-type: none"> Within 0.5 working day after receipt Cheques need 5 days to clear. Orders released against bank transfers 0.5 days after receipt for despatch the following working day 	<ul style="list-style-type: none"> Escalate to Credit Controller. Escalate to FD if goods need releasing outside of this.
4.3 Statements on demand	<ul style="list-style-type: none"> Statement sent within 0.5 days of request. Will be sent out monthly anyway 	
4.4 Review of credit limit	<ul style="list-style-type: none"> Within 3 working days. Need to check with credit insurers. 	<ul style="list-style-type: none"> Escalate to FD.
4.5 Payment terms	<ul style="list-style-type: none"> Nett 30 days and subject to credit limit. We will check the credit status at the point each sales order is entered. (The status may change between receiving Partner's order and despatching the order) 	<ul style="list-style-type: none"> Account will be "on hold" if outside terms or credit limit. Partner please check the account status before critical shipments are due.

SERVICE STANDARDS FOR TED TODD RETAIL PARTNERS

COMMUNICATION

KEY SERVICE AREA	STANDARD WE AIM TO ACHIEVE	REMEDY IF FAILING
5.1 Ownership of communication with the Partner	<ul style="list-style-type: none"> • Each Partner is allocated a dedicated internal support contact. • All communication in the first instance should be with that contact. • That person will handle all issues for the account. 	
5.2 External support	<ul style="list-style-type: none"> • Monthly visit by External Sales staff. Monthly review of Ted Todd's performance 	
5.3 External support for installation queries	<ul style="list-style-type: none"> • For any client queries requiring site visits, support will be provided within 2 weeks providing all of the relevant site and installation information has been supplied and providing that the Retail Partner attends too. • Ted Todd installation accessories must have been used on the installation for this to happen. 	<ul style="list-style-type: none"> • Escalate to NSM if necessary.

SERVICE STANDARDS FOR TED TODD RETAIL PARTNERS

MARKETING SUPPORT

KEY SERVICE AREA	STANDARD WE AIM TO ACHIEVE	REMEDY IF FAILING
6.1 Brochures	<ul style="list-style-type: none"> Ted Todd and Woodworks brochures available FOC on request. 	
6.2 Hand Samples	<ul style="list-style-type: none"> These are available to Partners and their clients upon request. Posted out within 2 working days. Follow up after 1 week. 	<ul style="list-style-type: none"> Request that the Partner follows up the sample process with their client too.
6.3 Referrals	<ul style="list-style-type: none"> All enquiries received by Ted Todd referred to Partner within 2 days. 	<ul style="list-style-type: none"> Request that the Partner follows up these leads with the clients too.
6.4 Advertising	<ul style="list-style-type: none"> Ted Todd will work with the Partner to help design adverts for the Partner within 4 working days. In some instances Ted Todd will contribute up to 50% of the cost of the advertising. 	
6.5 Product	<ul style="list-style-type: none"> Ted Todd will regularly update all Partners with information on flooring design trends 	

SERVICE STANDARDS FOR TED TODD RETAIL PARTNERS

WARRANTY

KEY SERVICE AREA	STANDARD WE AIM TO ACHIEVE	REMEDY IF FAILING
7.1 Warranty conditions	<ul style="list-style-type: none">• 20 year warranty on all 10-15mm and 25 years on all 20mm+ Ted Todd and Woodworks floors.• Warranty is only valid if the Ted Todd maintenance scheme with Ted Todd Floor Care products is strictly followed.• All installations must be completed using Ted Todd installation products such as adhesive, primers, underlays and trims.	