



ISTORIA Wood Floors

by Jordan Andrews *hardwood flooring specialists*



Istoria Bespoke Clear Matt
Character grade - 190mm wide

Introduction

We are delighted to present our first full catalogue for Istorya, our very own range of quality engineered hardwood flooring, freshly curated for 2016. We have put over a decade's worth of experience and dedication to our exacting standards into creating a collection which accommodates the latest trends along with great breadth of choice in both style and colour, allowing you to complement modern fashions with your own individual tastes.

To further the unique nature of Istorya wooden floors, we have expanded the bespoke aspect of our service: you choose the colour, grade, width and thickness of your floorboards or parquet, as well as opt for any of a number of extra features for added texture, and we produce your floor to order using our innovative finishing line in our North London workshop, where we finish over a thousand square metres of flooring on a weekly basis. So whether you are looking for a simple finish for a traditional home (Clear Matt page 8), a clean look for a modern interior (Pale Oak page 24) or a striking aesthetic to accompany a dramatic colour scheme (Forest Oak page 21), you can guarantee that your particular desires will be exclusively catered for by Istorya.

We look forward to meeting you.

Best wishes,

A handwritten signature in black ink, appearing to read 'Jordan', written in a cursive, flowing style.

Jordan Stavrinou

Managing Director

Choosing Your Istoria Bespoke Floor

The colours shown in this catalogue are available on a wide range of different boards, detailed in the table on page 6. All our boards are made from engineered oak, with the exception of the walnut boards on pages 34-35. This section gives you all the information you need to make an informed choice about the best style, grade, width and depth of board to suit your tastes and your space. We have done our best to configure Istoria in such a way that every decision lies in the hands of our customers, and are proud to offer a truly bespoke service. As part of that ideology, we are very happy to create new colours for you in our London workshop or source different boards upon request – just let us know what you are looking for!

Engineered Wood

Istoria hardwood flooring is engineered. This means that each plank consists of a solid hardwood veneer set on a cross layer or multiply base. The veneer, which can range from 3mm to 6mm depending on the board that you choose, is a wear layer which determines how many times you can sand back the boards to recolour or repair them: 2-3 times on 4mm, 4-5 times on a 6mm wear layer. The advantage of engineered planks over solid planks is that they are much more stable and less prone to expansion and contraction due to the plywood construction. They are also suitable for use with underfloor heating.

Style

Along with a number of planks in different widths, we offer two parquet styles: herringbone and chevron. Parquet refers to patterned flooring, where smaller pieces of wood are laid in geometric formations for a decorative effect. It is a classic style that is currently experiencing a great revival – we especially like our larger herringbone parquet style which offers a modern twist on a traditional idea. We can also source Versailles panels in a range of patterns and finish them in Istoria colours upon request.

Grades

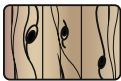
We offer planks in three different grades of wood: Prime, Character and Rustic. The grade refers to the aesthetic appearance of the wood.



PRIME



CHARACTER



RUSTIC

Prime is our 'cleanest' grade of wood flooring. It has very few knots, no sap wood and minor colour variation. It offers a very clean and uniform structure perfect for a contemporary look.

Character grade is perhaps the most natural looking grade of wood, in that it has knots and imperfections but only in light, natural looking colours. The boards have greater colour variation than prime grade, and have sap wood, small filled splits and cracks.

Rustic grade has more knots than Character or Prime, some of which are filled with a dark coloured filler, creating more colour contrast. This board provides a powerful aesthetic and can effectively produce an antique effect.

All our parquet boards come in a Select grade, which consists of a combination of Prime and Character boards. As the pieces are smaller, there tend not to be large knots in the wood.

Width

All Istoria colours are available on a standard width 190mm board in any of the three grades detailed above, but also in our narrow boards (80mm, 125mm, 160mm) and our wide boards (220mm, 260mm) in Character grade.

Both our herringbone and our chevron parquet come in two different sizes suitable for larger and smaller spaces.

Thickness

The standard depth of our engineered boards is 15mm, including a 4mm wear layer. This depth is perfectly sufficient for domestic settings and is ideal for use with underfloor heating. However, we also offer a deeper 21mm board with a 6mm wear layer for those looking for a structural quality board for any particular reason: see the table on page 6 for the dimensions of all our available boards.

Surface Treatments

Istoria colours are made up of a number of processes, which predominantly consist of the application of oils and stains using several different methods. However, a few of these processes require further explanation as they affect the overall aesthetic of the board. These are detailed below.



SMOKED



BRUSHED



DISTRESSED

Smoking – The boards are smoked using ammonia, which tints the oak a darker colour for use as a base for coloured stains and oils. As wood is a natural product it absorbs the smoke in different amounts, resulting in a greater amount of colour variation between boards.

Brushed – The top softest layer of the grain is brushed away, creating a slightly textured appearance. This then causes the oil to sit deeper in the grain, accentuating the patterns of the wood for a more detailed effect.

Distressed – This optional process can be applied to any Istoria board (excluding parquet styles). The boards are scraped and dented by hand to give an authentic impression of wear and tear, perfect for an antique aesthetic.

Forest Stewardship Council



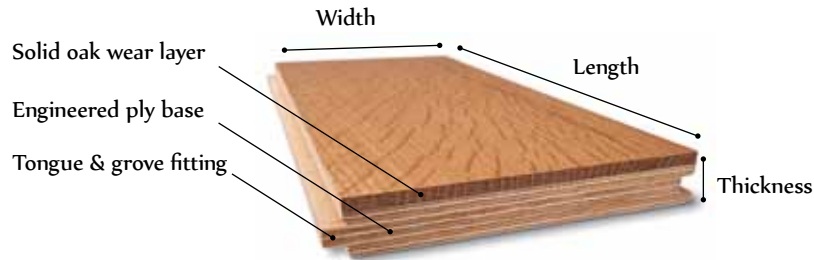
Istoria hardwood flooring is FSC certified, meaning that it is sourced from forests managed in environmentally appropriate, socially beneficial, and economically viable ways. We are committed to ensuring that our products are ethically and sustainably produced, as well as being aesthetically pleasing.

Natural Variation

Please note that as wood is a natural material there is always some degree of colour variation between individual planks. We regard this as part of the unique beauty of hardwood flooring.

Dimensions

The table below lists the dimensions of all our available Istoria boards. Simply select the board in your desired style, grade, thickness, width and length, choose one of our many finishes and we will custom make your floor to suit your individual needs.



Style	Grade	Thickness / Wear Layer mm	Width mm	Length mm
Plank	Rustic	14/3	190	1900
Plank	Rustic	18/4	190	1900
Plank	Character	15/4	80	1900
Plank	Character	15/4	125	1900
Plank	Character	21/6	80	1900
Plank	Character	21/6	125	1900
Plank	Character	15/4	190	1900
Plank	Character	21/6	190	1900
Plank	Character	21/6	220	2200
Plank	Character	21/6	260	2200
Plank	Prime	15/4	190	1900
Plank	Prime	21/6	190	1900
Herringbone	Select	10/4	90	500
Herringbone	Select	15/4	122	610
Chevron	Select	15/4	90	450
Chevron	Select	15/4	120	600



Istoria Bespoke Clear Smoked & Brushed
Prime grade - Herringbone

1

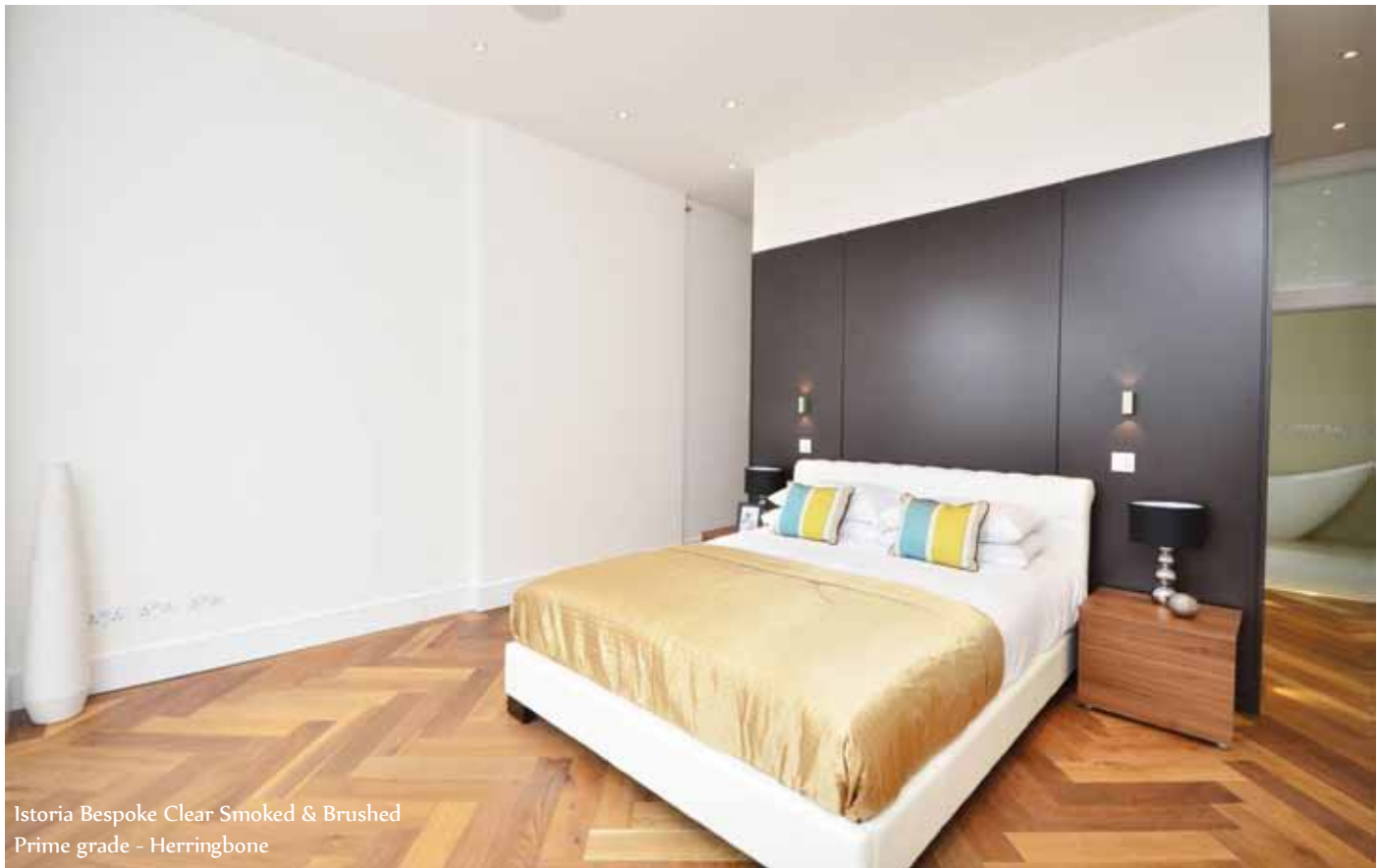
Make the most of the natural beauty of oak with these simple finishes, which consist only of a clear oil coating hardened with UV lamps to seal and protect your floor. The yellow hues of the timber brighten up a neutral colour scheme whilst maintaining a traditional aesthetic.



Clear Matt



Clear Satin



Istoria Bespoke Clear Smoked & Brushed
Prime grade - Herringbone



11

This collection includes a number of our most popular colours, from the traditional warm golden browns of English, Medium and Antique Oak to the fresh whites and beiges of our 'cities' range, new for 2016, on page 11. On page 12 you can find variants of our clear finishes, smoked to darken and vary the wood or brushed to add texture, along with grey tones and our darker finishes.



English



Antique Oak



Medium Oak



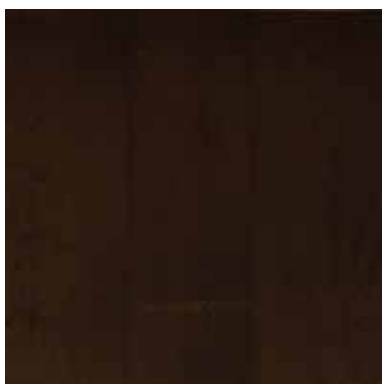
Athens



Cairo



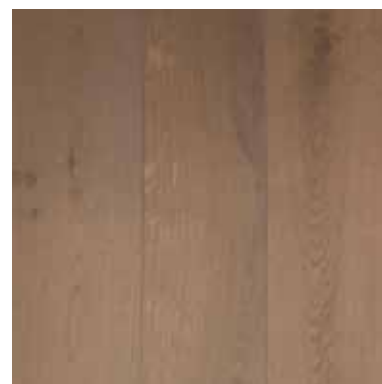
Delhi



Dublin



Lisbon



New York



Tokyo



Prague



Valencia



Belgium Grey



Onyx Black



Graphite Grey



Chantrey



Clear Matt Smoked



Clear Matt Brushed



Clear Satin Smoked



Clear Satin Brushed



Glasgow



Dark Oak



Nickel



Whisky



Rome

111

In this section we present a number of our lighter tones such as Raw, which has a very natural appearance with just a slight coloured tint, White Stone, which achieves a white-washed effect with UV hardened oil, and Hudson (page 16), a contemporary pale finish with a touch of warmth. On pages 15-21 you can find some of our darker tones, from our new mid brown finishes Paris, Cardiff and Quebec, to our darkest colours Chocolate Opal and Black Petra, perfect for creating stark contrast in a monochrome colour scheme.



Raw



White Stone



Beijing



Berlin



Florence



London



Madrid



Moscow



Paris



Venice



Vienna



Hudson



Antique Brushed



English Brushed



Georgian Oak



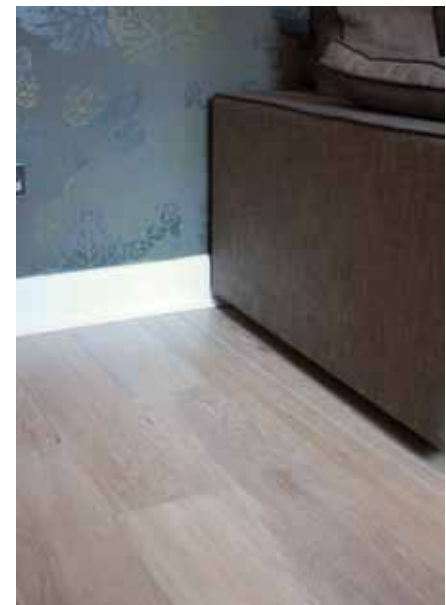
Budapest



Medium Oak Brushed



Istoria Bespoke Florence
Prime grade - 190mm wide





Pearl



Calista



Cotton



Copper



Chicago



Cardiff



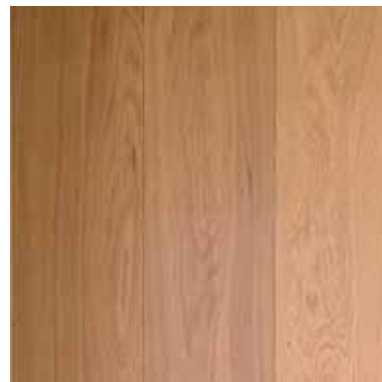
Zurich



French Grey



Almond



Latte



Blonde Oak



Monroe



Topaz



Istoria Bespoke Clear Matt
Character grade - 190mm wide





Clear Matt Smoked & Brushed



Porto



Forest Oak



Quebec



Chocolate Opal



Grey 005



Istoria Bespoke Pale Oak
Prime grade - 190mm wide



IV

Pale Oak, our bestselling colour in 2015, gives a natural, unfinished effect which complements either a traditional or a contemporary space and provides a beautiful finish on either plank or parquet. Although it looks raw it is actually finished with UV hardened oil in such a way that it will maintain its paleness and not yellow with age as oak naturally does. Take a look at Carbon on page 26 if you are looking for a very dark tone with a hint of warmth, and browse through some of our more unusual colours on pages 27 and 29 if you are looking for something special to create a particular aesthetic.



Pale Oak



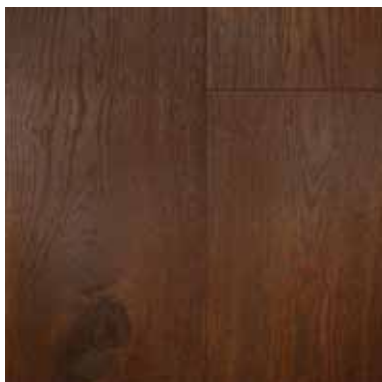
Aegean



Argon



Bali



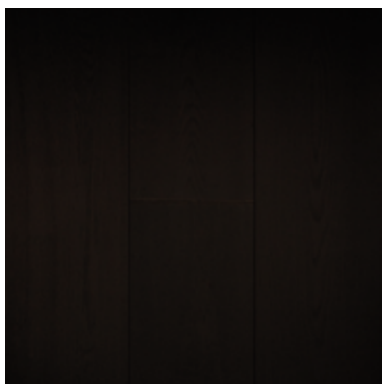
Century



Broadwalk



Corinium



Black Petra



Etna



Carbon



Bastille Grey



Grey 011



Magnesium



Zinc



Vanilla Cream



238



215



234



227



228



229



218



237



Istoria Bespoke Cairo
Character grade - 190mm wide

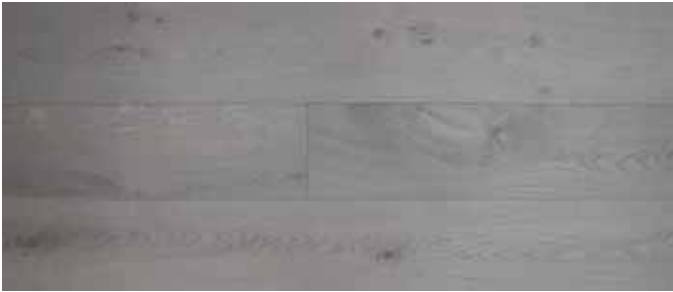




Mink



Serpentine



Pavillion



Stone



Saffron



St. Pauls



Petrol



Vanilla

V

The colours in this spread are made up of more complex layering of oils and stains to create depth and texture. Snow is perhaps the whitest colour we offer, yet it has a richness which avoids a painted look, whilst Vesuvius has a very vivid tone ideal for a warm, sunlit room. Luna has a rustic appearance with pink hues and a white fleck in the grain, creating a very pretty and eye-catching finish.



Snow



Luna



Vesuvius



250



226



Castle Oak



239



259



Fuji



Vesuvius B



Wigmore

V1

Created from luxurious hand applied layers of hard wax oil, colours such as Cloud and Old Melrose are some of our most elaborate finishes. Cloud has a particular softness, with grey tones complementing the underlying natural colour of the wood, and Old Melrose has a dark, rich appearance which would look beautiful in a traditional room with matching furniture.



Cloud



Old Melrose



Platinum Original



Vogue



254



256

Walnut

The natural beauty of walnut is such that it really only requires a clear oiled finish to bring out its rich, dark hues. It is available in either Character or Prime grade, with the former having greater colour variation, especially in the light streaks of the sap wood, and the latter having a more uniform tone allowing the focus to rest on the intricate grain. Richmond and IB704 on page 35 are walnut finishes with added coloured tints which further accentuate the beauty of the wood.



Prime Grade



Character Grade



Richmond



1B704

Sawn

Our Sawn boards, available in either 190mm or 220mm widths, and in either a natural, smoked or white finish, are the ultimate in adding texture to your floor space. Perfect for an industrial or a rustic look, these ridged boards provide a striking aesthetic which could be either a central feature or simply contribute to the richness of a room.



Sawn Natural



Sawn White



Sawn Smoked



Istoria Bespoke Grey 005
Sawn Oak - 220mm wide

Vintage

If you are after a floor with something special, our vintage range is the place to go. In this section you will find our handscraped boards – Alaska, Arctic, Nevada and Sahara – and our vintage rustic boards, which are full of knots and cracks to add character and enhance the appearance of natural imperfection. Handscraping is a process which gives the board an appealing wave like surface, which feels lovely underfoot.



Nordic



Smokey Mountain



Arctic



Alaska



Tundra



Nevada



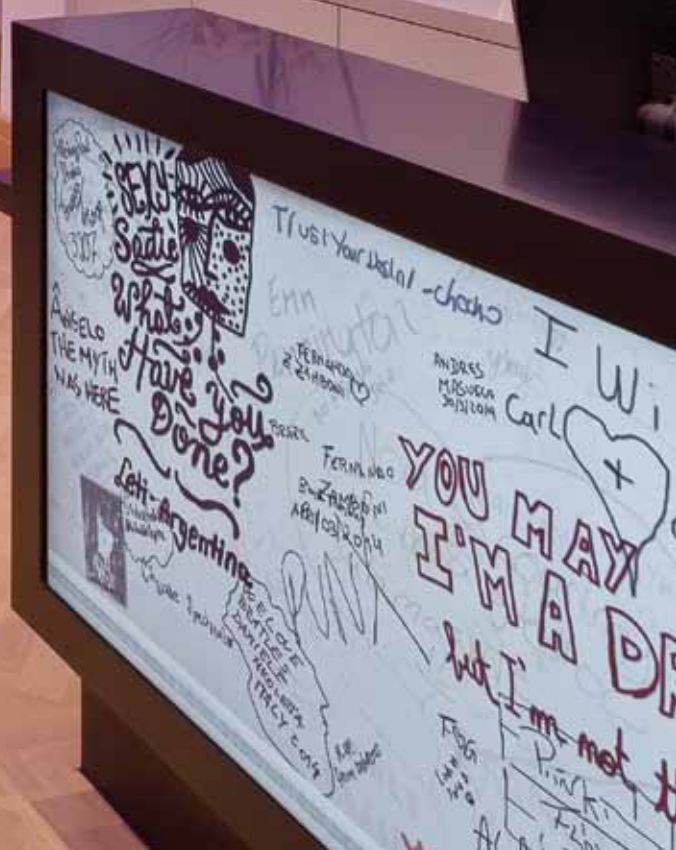
Sahara



Tuscany



Istoria Bespoke Pale Oak
Prime grade - Hc zcerringbone



Maintenance

In order to care for your Istoria floor and to keep it looking its best, we recommend using the correct cleaning and maintenance products.

Furniture

To avoid scratching your floor, put felt pads under chair and table legs and avoid dragging furniture across the surface. Ensure any desk chairs are fitted with rubber wheels rather than plastic ones which can mark the floor.

Covering

If you need to cover your floor to protect it from scrapes and knocks during construction work, it is important to use the correct products in order to allow your floor to breathe whilst it is covered. Correx boards are lightweight corrugated plastic sheets widely used as temporary floor protection. Building paper such as Buffalo paper must be placed between the wood and the Correx. If Correx is placed directly onto the floor it will cause the wood to sweat, which will wear away the floor seal and cause the wood to become porous and mark easily. The Correx itself may also leave marks on the timber. If this happens in most cases the floor will need to be sanded and refinished.

Cleaning

Istoria oiled floors should be cleaned using a natural soap, and not with products which may contain harsh chemicals or bleach. Mix the specified natural soap solution with warm water as instructed by the manufacturers. Ensure you are using the correct colour soap to match your floor. Apply the cleaning solution onto the wood floor using a cloth or mop, then rinse the dirty cloth or mop in clean water and repeat. Make sure the cloth or mop is wrung out well so that you are not soaking your floor with water, as this may cause the wood to lose its protective coating. A floor normally requires cleaning approximately once a month, but this can be done more or less regularly depending on your individual needs.

Maintenance Oil

Istoria oiled floors should be given a coat of maintenance oil at least once a year in order to keep the wood nourished and moisturised and to enhance the protective coating. This will also help remove any minor scratches and marks on the floor. Applying the maintenance oil is a simple process which you can do yourself. There are different colours available for different coloured floors so please ask for advice when purchasing maintenance oil.

Before applying the oil you should vacuum and mop your floor to avoid trapping any dirt under the new oil, then let it dry. Apply a very thin layer of maintenance oil using a cloth, brush, roller or a specialised buffing machine and wipe off any excess oil with a clean lint free cloth to ensure an even finish. The standard drying time is ± 4 hours depending on moisture levels and ambient temperature. Do not wash the floor with water during this period. Used cloths need to be put into water after use as they can potentially self-ignite.

Accessories



We stock a large range of hardwood trims and accessories which can be coloured to match your Istoria wood flooring. These trims include door thresholds, radiator pipe collars, stair nosings, skirtings and many others. They come in various depths, lengths, thicknesses and styles to cater for your individual requirements.

Contact Us

For further information about our products and for sales enquiries please get in touch with one of our friendly representatives using the details below:

Phone: 020 8341 9222

Email: sales@jordanandrews.com

You are also welcome to visit us in our showroom in North London, where you can find all the colours available in this catalogue showcased on display panels for easy viewing, and have all your questions answered by our knowledgeable staff.

Jordan Andrews Ltd
80-82 Park Road
Crouch End
London
N8 8JQ

Directions on how to reach us, as well as our portfolio and any news and updates can be found on our website:

www.jordanandrews.com



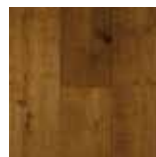
Aegean
Page 25



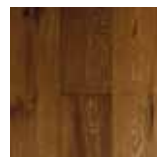
Alaska
Page 39



Almond
Page 19



Antique
Page 10



Antique
Brushed
Page 16



Argon
Page 25



Arctic
Page 39



Athens
Page 11



Bali
Page 25



Bastille Grey
Page 26



Beijing
Page 15



Belgium Grey
Page 12



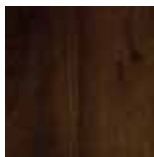
Berlin
Page 15



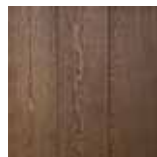
Black Petra
Page 25



Blonde Oak
Page 19



Broadwalk
Page 25



Budapest
Page 16



Cairo
Page 11



Calista
Page 18



Carbon
Page 26



Cardiff
Page 19



Castle Oak
Page 31



Century
Page 25



Chicago
Page 19



Chantrey
Page 12



Chocolate Opal
Page 21



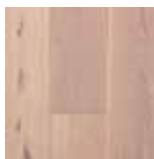
Cloud
Page 32



Copper
Page 18



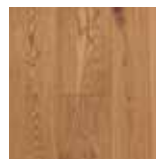
Corinium
Page 25



Cotton
Page 18



Clear Matt
Page 8



Clear Matt
Brushed
Page 12



Clear Matt
Smoked
Page 12



Clear Satin
Page 8



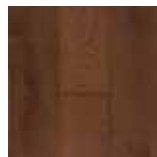
Clear Satin
Brushed
Page 12



Clear Satin
Smoked
Page 12



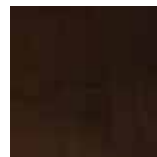
Clear Smoked
& Brushed
Page 29



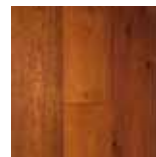
Dark Oak
Page 13



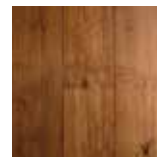
Delhi
Page 11



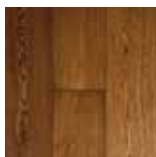
Dublin
Page 11



Etna
Page 25



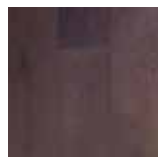
English
Page 10



English
Brushed
Page 16



Florence
Page 15



Forest Oak
Page 21



French Grey
Page 19



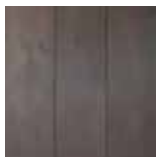
Fuji
Page 31



Georgian Oak
Page 16



Glasgow
Page 13



Graphite Grey
Page 12



Grey 005
Page 21



Grey 011
Page 26



Hudson
Page 16



1B704
Page 35



Latte
Page 19



Lisbon
Page 11



London
Page 12



Luna
Page 30



Madrid
Page 15



Magnesium
Page 26



Medium Oak
Page 10



Medium Oak
Brushed
Page 16



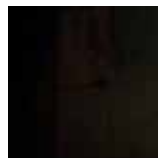
Mink
Page 29



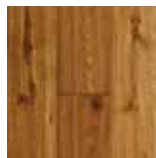
Monroe
Page 19



Moscow
Page 15



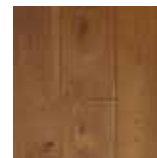
Old Melrose
Page 32



Nevada
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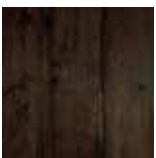
New York
Page 11



Nickel
Page 13



Nordic
Page 38



Onyx Black
Page 12



Pale Oak
Page 24



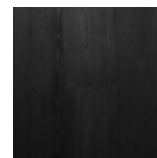
Paris
Page 15



Pavillion
Page 29



Pearl
Page 18



Petrol
Page 29



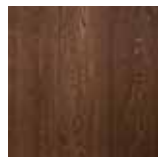
Platinum
Original
Page 33



Porto
Page 21



Prague
Page 11



Quebec
Page 21



Raw
Page 14



Richmond
Page 35



Rome
Page 13



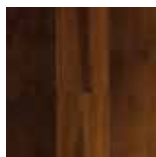
Saffron
Page 29



Sahara
Page 39



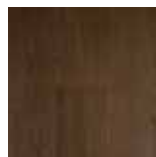
Sawn Natural
Page 37



Sawn Smoked
Page 37



Sawn White
Page 37



Serpentine
Page 29



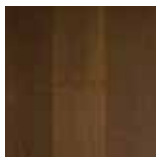
Smokey
Mountain
Page 38



Snow
Page 30



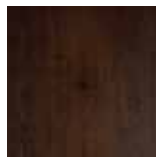
St. Pauls
Page 29



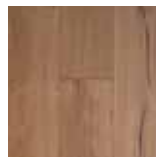
Stone
Page 29



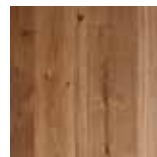
Tokyo
Page 11



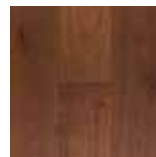
Topaz
Page 19



Tundra
Page 39



Tuscany
Page 39



Valencia
Page 11



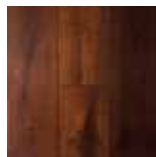
Vanilla
Page 29



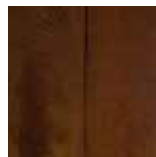
Vanilla Cream
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Venice
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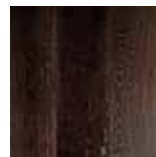
Vesuvius
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Vesuvius B
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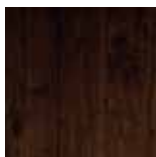
Vienna
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Vogue
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Walnut
Character
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Walnut Prime
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Whisky
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White Stone
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Wigmore
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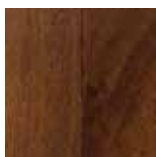
Zinc
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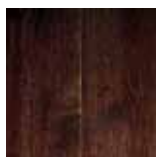
Zurich
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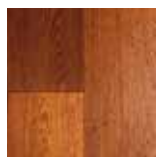
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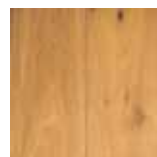
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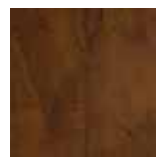
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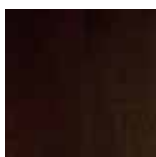
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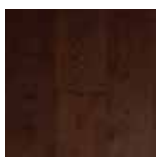
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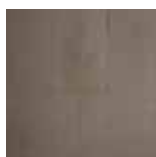
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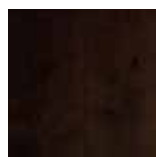
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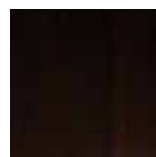
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