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# ISTORIA Wood Floors

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by Jordan Andrews **hardwood flooring specialists**

Second edition - 2017





Designed by Argent Design  
Istoria Bespoke Fossil  
Prime grade - Herringbone

# Introduction

We are delighted to present our Spring 2017 catalogue for Istoria; our very own range of quality engineered hardwood flooring, freshly curated for the new year. 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 Istoria 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 such as cross sawn and distressed. 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), a clean look for a modern interior (Pale Oak) or a striking aesthetic to accompany a dramatic colour scheme (Forest Oak), you can guarantee that your particular desires will be exclusively catered for by Istoria.

We look forward to meeting you.

Best wishes,

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 7. All our boards are made from engineered oak, with the exception of the walnut boards on pages 40-41. 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

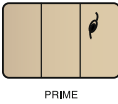
Istoria hardwood flooring is engineered. This means that each plank consists of a solid hardwood veneer set on a cross layer or multiply base. The veneer, which can range from 3mm to 6mm depending on the board that you choose, is a wear layer which determines how many times you can sand back the boards 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** 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.



**Vintage** is a collection of wood flooring that looks like reclaimed original floor boards, they are available in all colours and can have additional surface treatments. Vintage distressed boards have black filled cracks and knots, uneven edges and dented surfaces. Vintage handscraped boards have an almost wavy / bumpy surface that catches the light in its contours.

All of 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.

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

Thickness

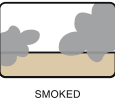
The standard depth of our engineered boards is 15mm, including a 4mm wear layer. This depth is perfectly sufficient for domestic settings and is ideal for use with underfloor heating. However, we also offer a deeper 21mm board with a 6mm wear layer for those looking for a structural quality board for any particular reason: see the table on page 7 for the dimensions of all our available boards.

Natural Variation

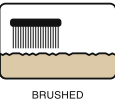
Please note that as wood is a natural material there is always some degree of colour variation between individual planks. We regard this as part of the unique beauty of hardwood flooring.

Surface Treatments

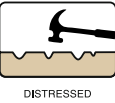
Istoria colours are made up of a number of processes, which predominantly consist of the application of oils and stains using several different methods. However, a few of these processes require further explanation as they affect the overall aesthetic of the board. These are detailed below.



**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.



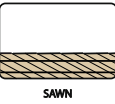
**Brushed** – The top softest layer of the grain is brushed away, creating a slightly textured appearance. This then causes the oil to sit deeper in the grain, accentuating the patterns of the wood for a more detailed effect.



**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.



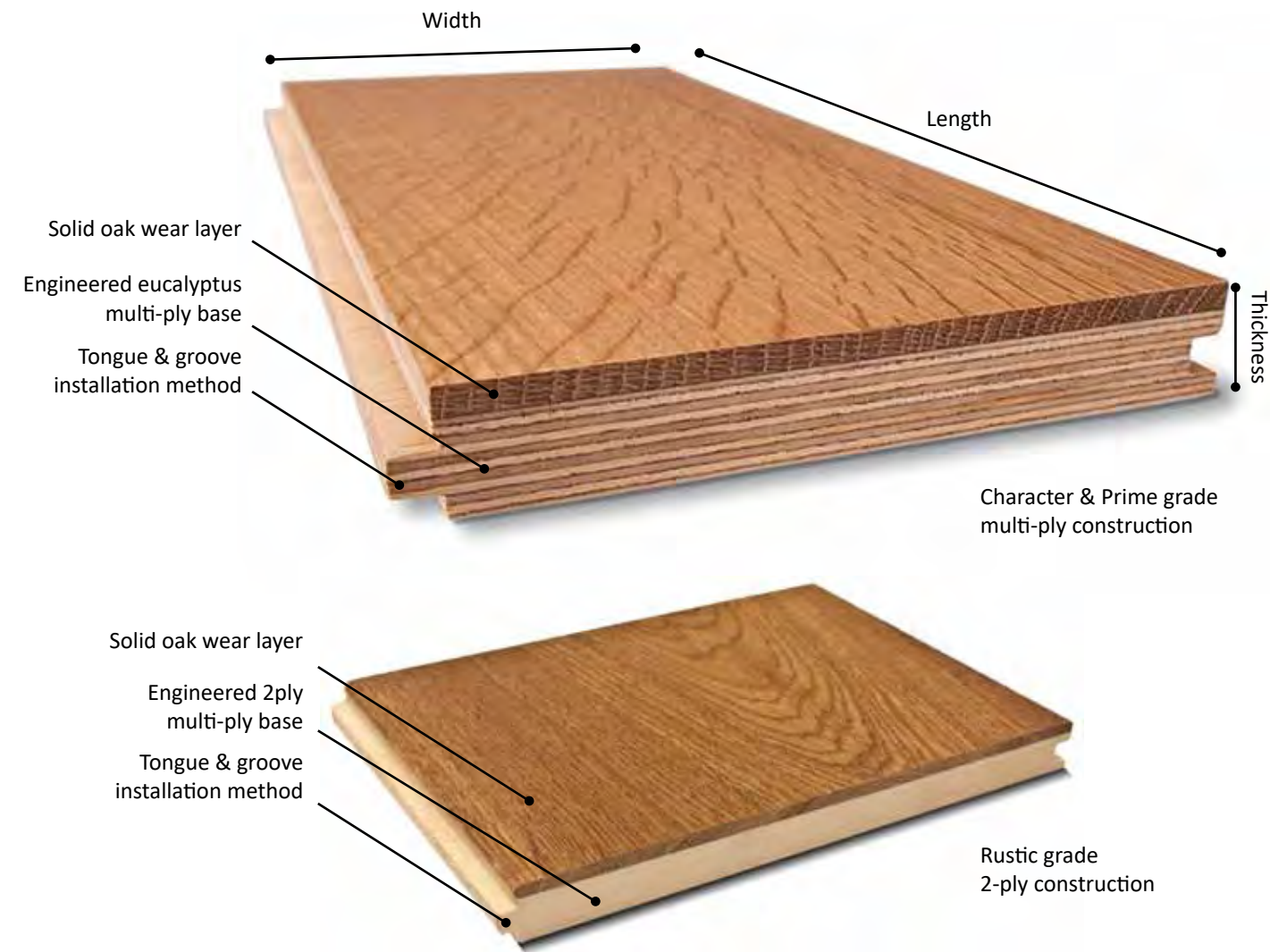
**Satin/Matt** – All colours can be finished in either a satin or matt coating. The satin finish can sometimes change the final look of the colour as it adds a reflective sheen.



**Sawn** – These boards have been sanded across their width and against the grain to give them an industrial look. This is a visually striking board that has a rough texture on its surface.

# Construction

Istoria boards are mainly available in 2 different constructions, the character and prime grade boards are made up of an engineered eucalyptus multi-ply with a solid top layer, these boards can be installed by nailing, gluing or floating. The rustic grade boards have a 2ply construction with a solid top, these can be installed by gluing down or floating.



# 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	Total Thickness / Solid 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
Plank	Prime	21/6	220	2200
Distressed Plank	Vintage	15/4	190	1900
Distressed Plank	Vintage	15/4	220	2200
Handscraped Plank	Vintage	15/4	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

Boards are integratable within their thicknesses , for example a 15mm thick prime 190mm wide board can be mixed with 15mm thick 80, 125, 190 or 220mm character grade boards.

Lengths are standard, 20-25% split lengths per box to be expected, used as starter and ending pieces to line upon installation.



### Forest Stewardship Council

We are 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.



### Woodland Trust

We are a member of the Woodland Trust the UK's largest woodland conservation charity. As such we dedicate a tree at the Fordham Hall Estate in Colchester Essex for every 100m<sup>2</sup> of flooring sold. Any customer that purchases 100m<sup>2</sup> or more has a tree dedicated to them, we are proud to support the preservation of British forests.



### The Rainforest Alliance

We are a member of the Rainforest Alliance who help protect endangered species and forest areas of high conservation value, set aside a portion of land as forest reserve, provide workers with decent wages and protect their ability to organize. They also follow FSC guidelines that determine how, when, and where timber and forest products are harvested



### Chas

CHAS is established as the market leader for health and safety pre-qualification in the UK. It is available to suppliers (those who provide goods and services) and to organisations (buyers) looking for suitably competent suppliers (SSIP accreditation).



### Contract Flooring Association

The objectives of the CFA are to promote the highest standards of professionalism, safety and training. All members must pass the CFA membership vetting process defining a good track record and are quality companies offering a high standard of installation.



### Riba

We are members of The Royal Institute of British Architects. They champion better buildings, communities and the environment through architecture.



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.

All of our colours are available in either a satin or matt finish



Clear Matt



Clear Satin





## Curzon Cinemas by Afroditi Krassa

Afroditi Krassa's design ideas for Curzon Victoria and Canterbury were inspired by the pioneering spirit of modernism that came with the 1930's. In taking a classic and giving it new dimensions, the Istoria herringbone managed to encapsulate the requirements of the Curzon's look. The colour chosen by Afroditi Krassa was the clear matt smoked and brushed, this traditional look lets the natural colours speak for themselves, adding warmth to the structured herringbone and square designs.

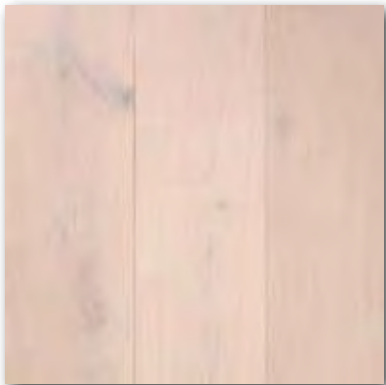
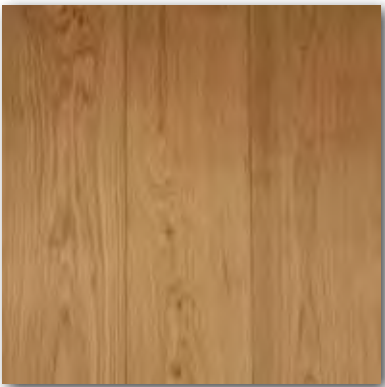


Curzon cinemas by Afroditi Krassa  
Istoria Bespoke Clear Smoked & Brushed  
Select grade - Herringbone





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 on page 13. On page 14 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.

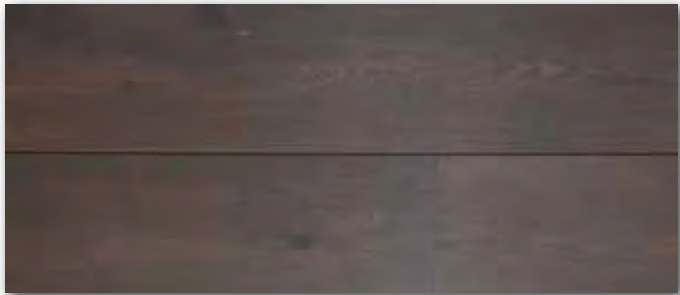




Belgium Grey



Onyx Black



Graphite Grey



Chantrey



Clear Matt Smoked  
Page 14



Clear Matt Brushed



Clear Satin Smoked



Clear Satin Brushed



Glasgow



Dark Oak



Nickel

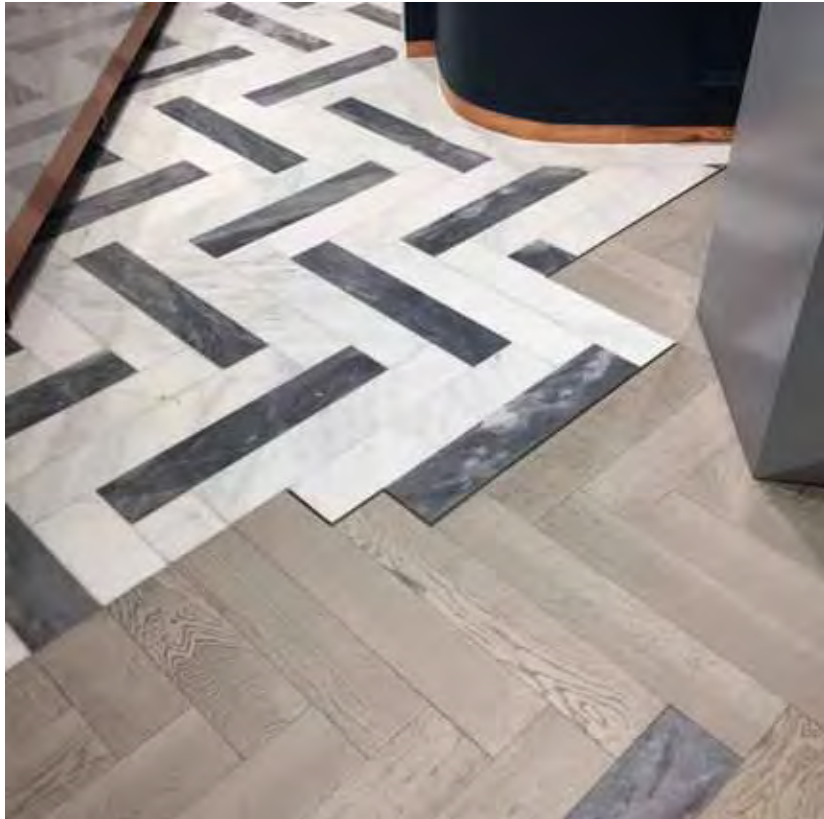


Whisky



Rome

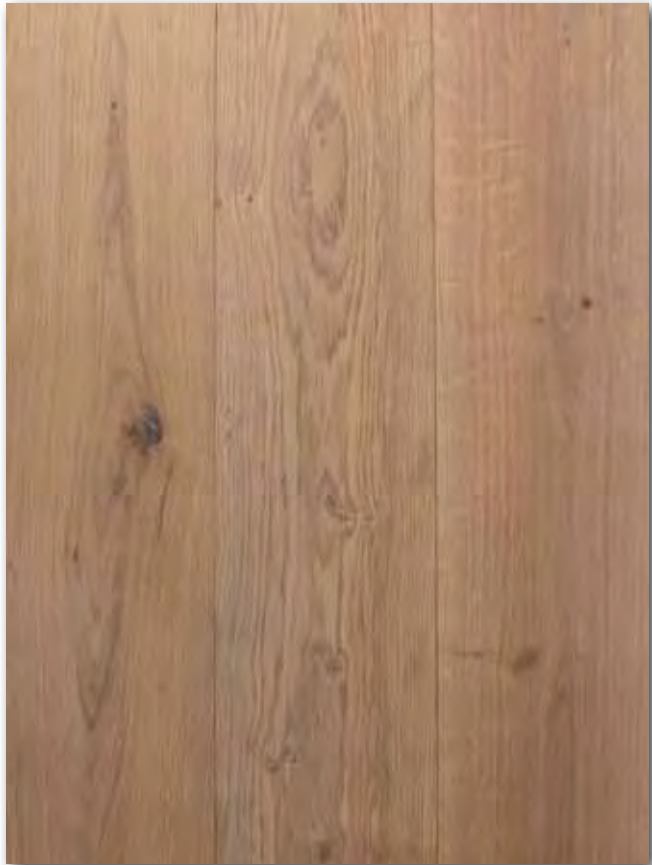




Designed by Argent Design  
Istoria Bespoke Fossil  
Select grade - Herringbone



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 20), a contemporary pale finish with a touch of warmth. On pages 23-25 you can find some of our darker tones, from our new mid brown finishes Paris, Cardiff, and Quebec, to our darker colours like Chocolate Opal, perfect for creating stark contrast in a monochrome colour scheme.



Raw



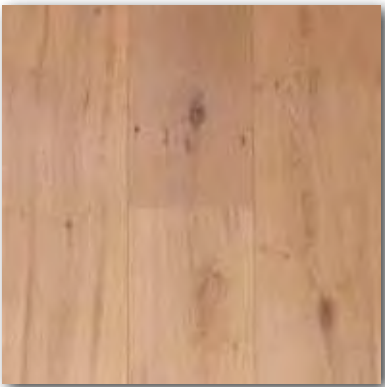
White Stone



Beijing



Berlin



Florence



London



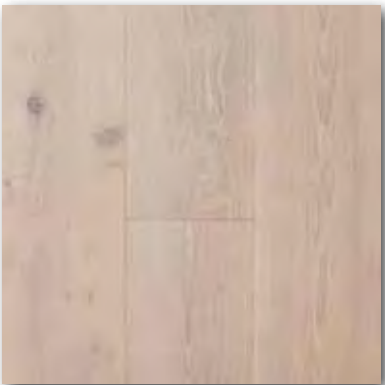
Madrid



Moscow



Paris



Venice



Vienna

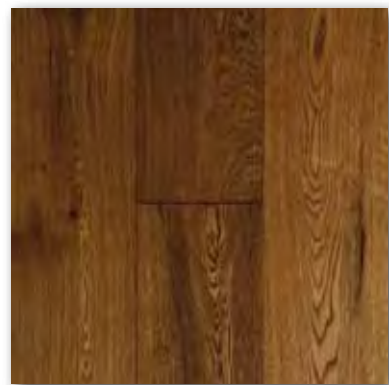




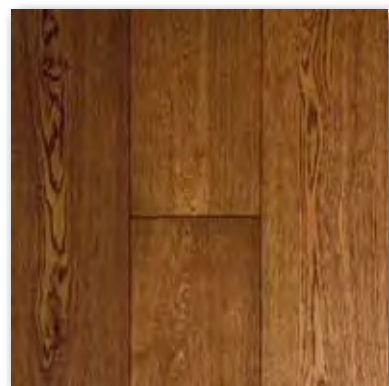
Hudson



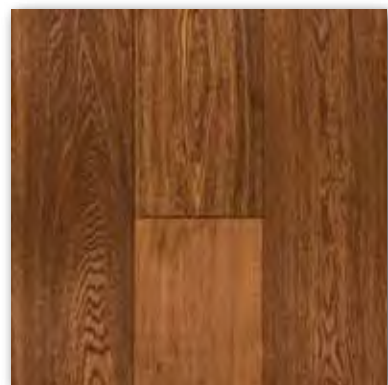
Oxford



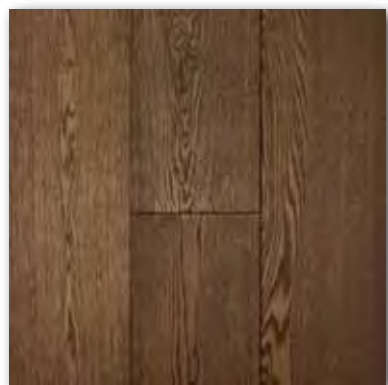
Antique Brushed



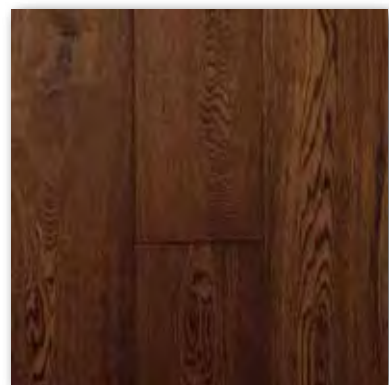
English Brushed



Georgian Oak



Budapest



Medium Oak Brushed



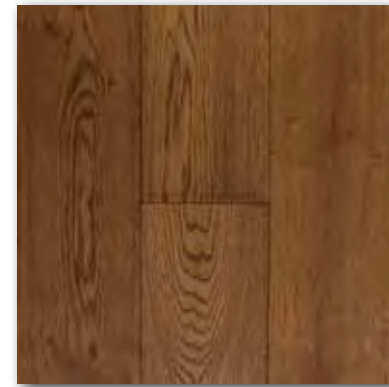
Istoria Bespoke Clear Matt  
Character grade walnut - 190mm wide plank



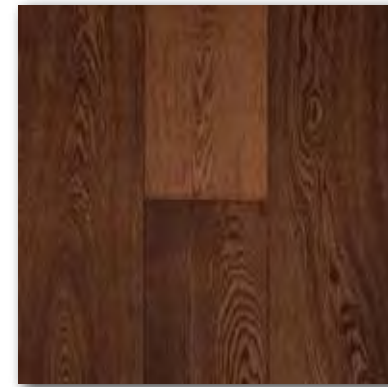
Pearl



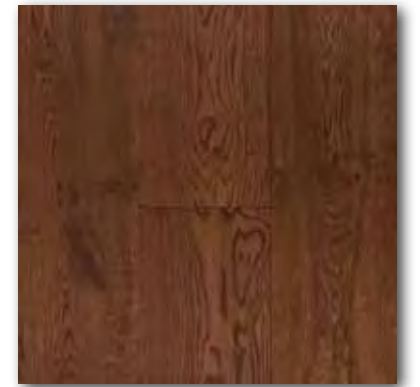
Calista



Chicago



Cardiff



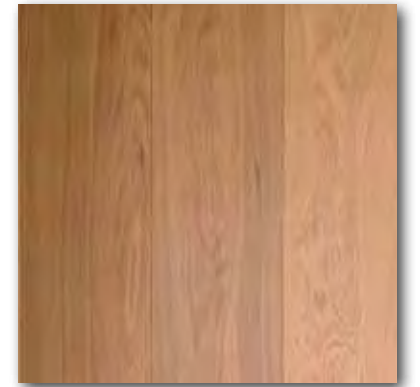
Zurich



French Grey



Almond



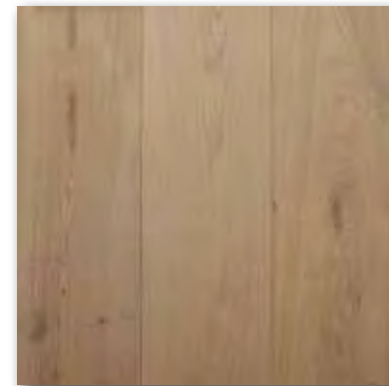
Latte



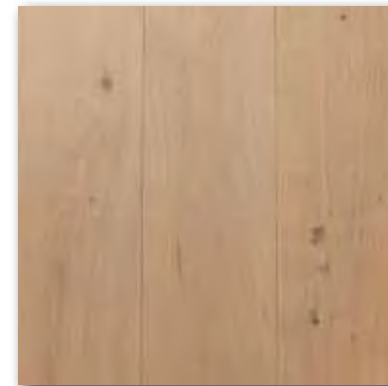
Cotton



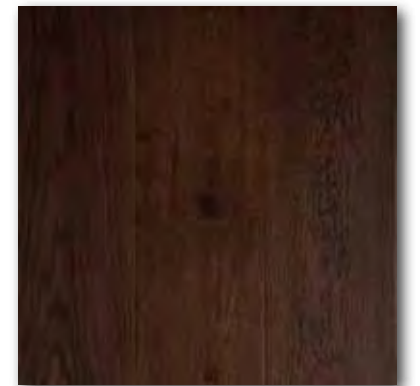
Copper



Blonde Oak

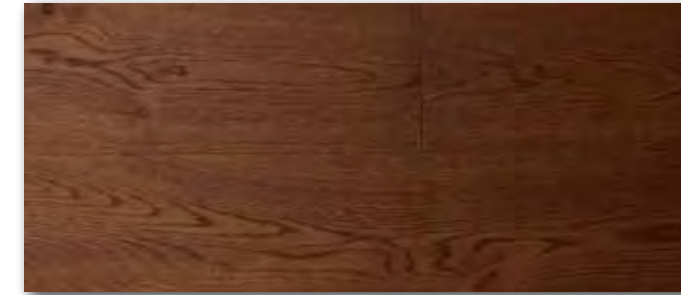


Monroe



Topaz





Belfast



Porto



Clear Matt Smoked & Brushed



Forest Oak



Quebec



Chocolate Opal



Grey 005







Designed by Golden Houses  
Istoria Bespoke Pale Oak  
Prime grade - 190mm wide plank



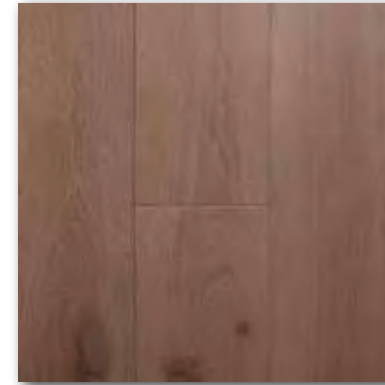


# IV

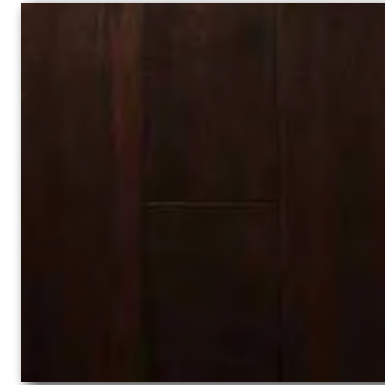
Pale Oak, our bestselling colour in 2015 & 2016, gives a natural, unfinished effect which complements either a traditional or a contemporary space and provides a beautiful finish on either plank or parquet. Although it looks raw it is actually finished with UV hardened oil in such a way that it will maintain its paleness and not yellow with age as oak naturally does. Take a look at Carbon on page 30 if you are looking for a very dark tone with a hint of warmth, and browse through some of our more unusual colours on page 33 if you are looking for something special to create a particular aesthetic.



Pale Oak



Memphis



Argon



Bali



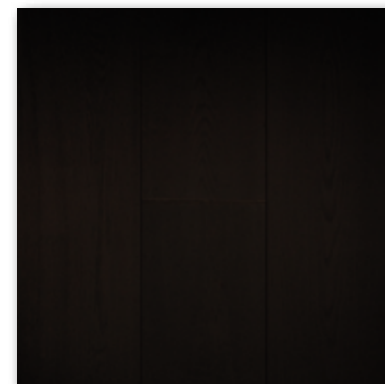
Century



Verbier



Corinium



Black Petra



Broadwalk



Etna



Carbon



Cambridge



Grey 011



Magnesium



Zinc



Vanilla Cream



238



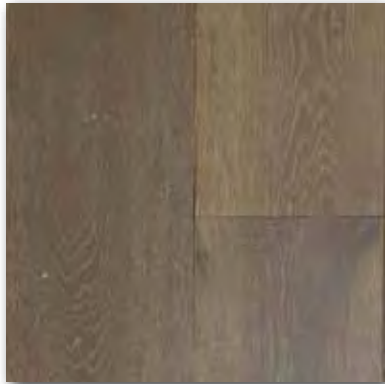
215



234



227



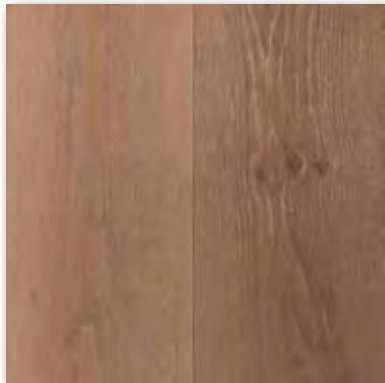
228



Vanilla Cream light



Volcano Grey



Southampton



237





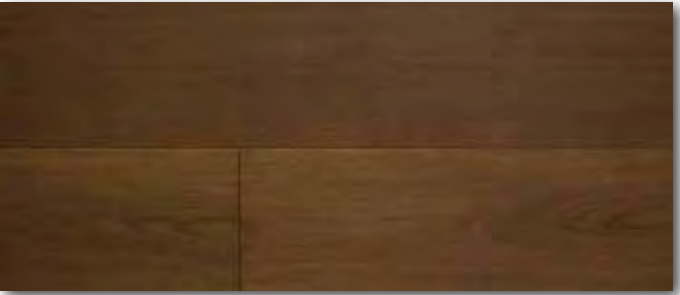
Mink



Serpentine



Pavillion



Stone



Saffron



St. Pauls



Petrol



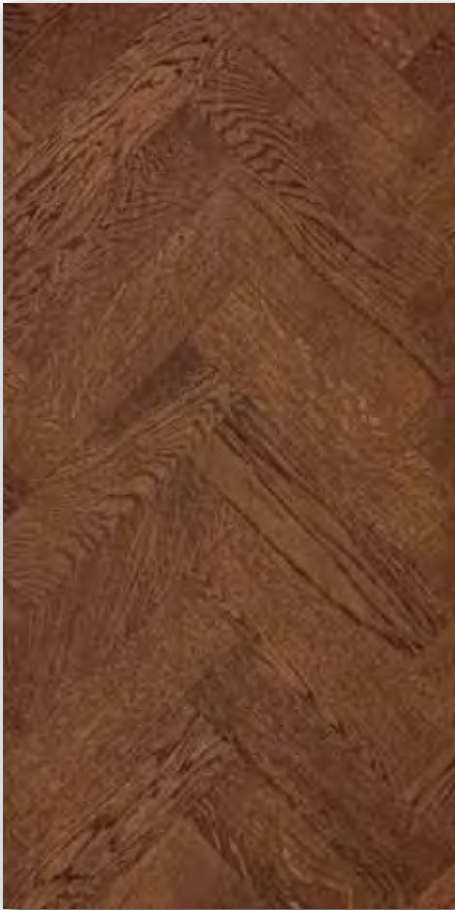
Vanilla

# 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



Ivy House



Vesuvius



250



Luna



Castle Oak



Dorset



259



Fuji



Vesuvius B



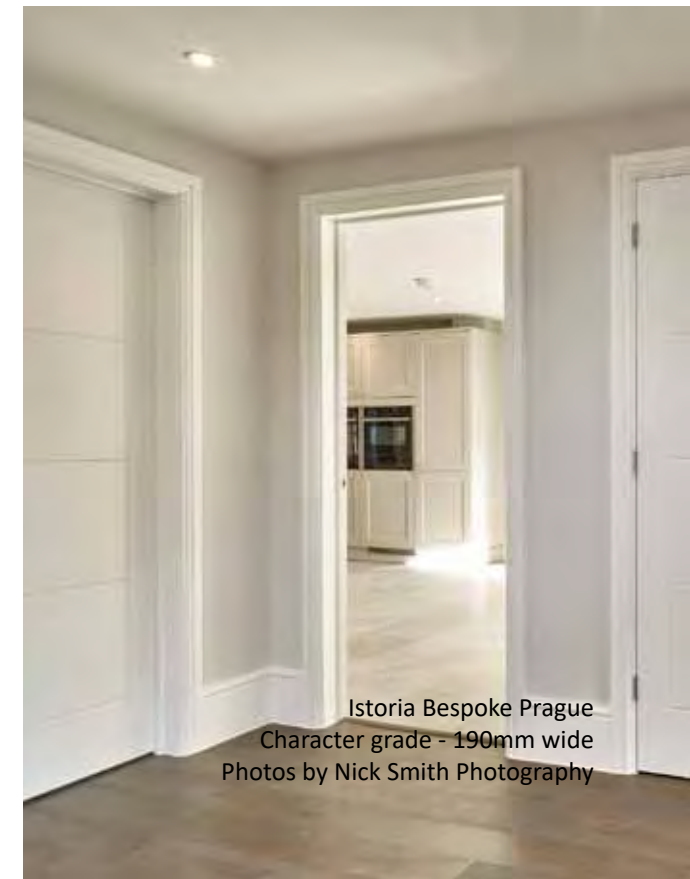
Wigmore





## Orchard Street by Leivars

We are delighted to have our Istoria Bespoke Prague floor featured in four houses built to high specifications by W Stirland. Each house was designed with finesse and elegance by interior design practice Leivars, with the darker oak floor contrasting beautifully with the crisp white colours of the interior.



Istoria Bespoke Prague  
Character grade - 190mm wide  
Photos by Nick Smith Photography



# VI

Created from multiple layers of UV hardened 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



Fossil



Old Melrose



Platinum Original



Vogue



Warsaw



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 41 are walnut finishes with added coloured tints which further accentuate the beauty of the wood.



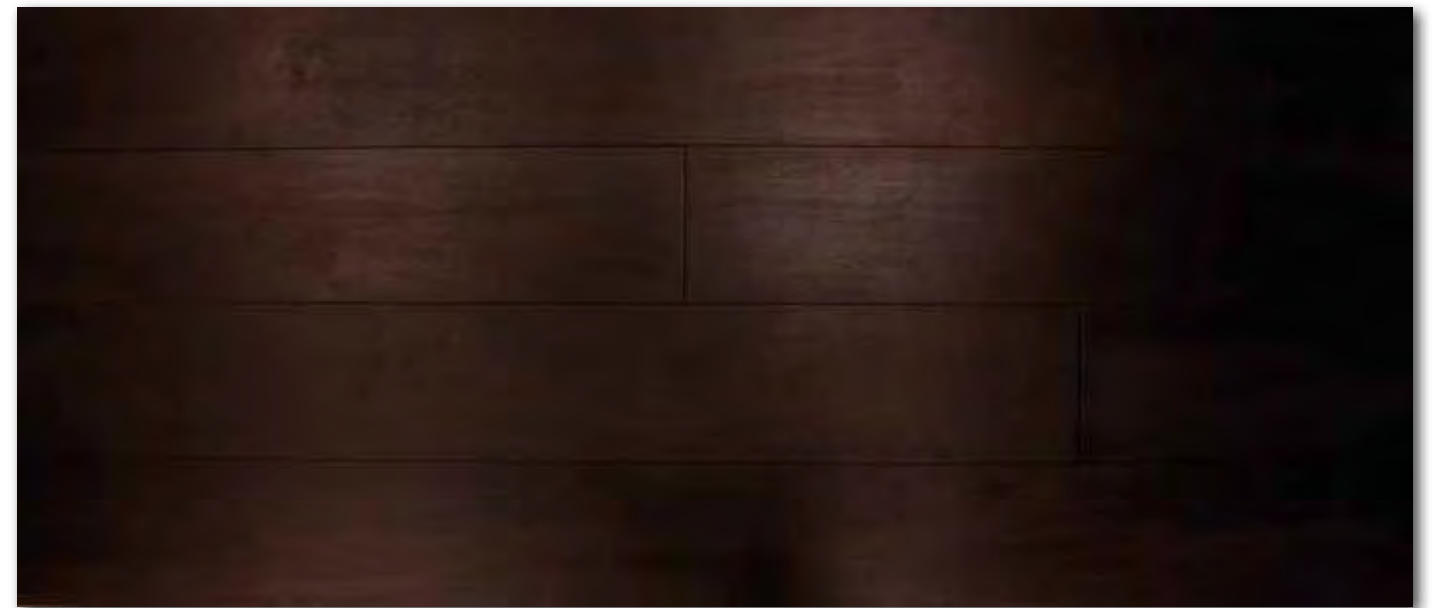
Prime Grade



Character Grade



Richmond



IB704

# Sawn

Our Sawn boards, available in all of our standard sizes, and in all of our colours, 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 Smoked Sawn White  
Sawn Oak - 220mm wide plank





Suvlaki Restaurant by designed by Afroditi Krassa  
 Istoria Bespoke Petrol  
 Sawn Oak - 220mm wide plank



# 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.



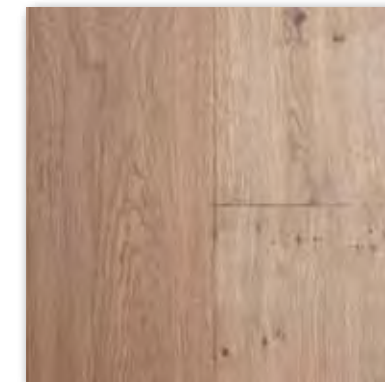
Nordic



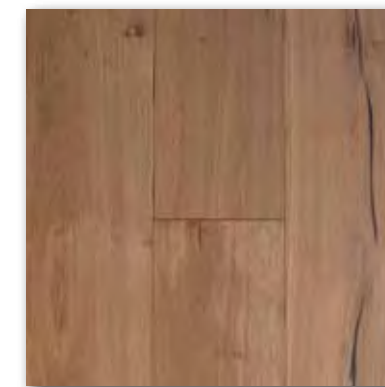
Smokey Mountain



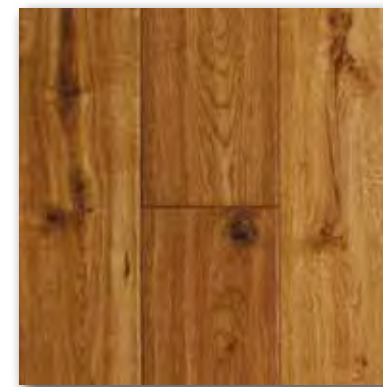
Arctic



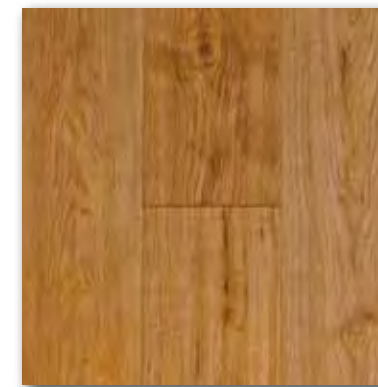
Alaska



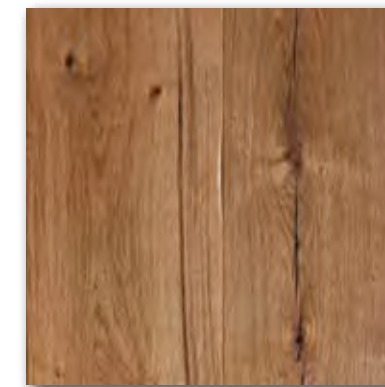
Tundra



Nevada



Sahara



Tuscany





Istoria Bespoke Vesuvius B  
Character grade - 190mm wide

## The Lookout

"I decided on engineered wood flooring - and wanted the best for such a project. The Vesuvius 'B' gave me everything I wanted in design and colour. It works well against the whites and tonal colours. It also compliments the blue of the sea and sky quite well. It has also been a pleasure to own. But then a few weeks after finishing - disaster. A major leak sprung and ran for three days. It destroyed a ceiling, a fridge-freezer full of food and several rooms. The floor was under an inch of water when we came in. No wooden floor has a right to do anything but be ruined under such circumstances. I let it dry out naturally and expected most of it would end up in landfill. As it happened it did not buckle and the joints have been almost perfect. I have had to re-cut doors that have swollen and won't fit anymore, but the flooring has been sound. It needed re-oiling and in some minor places re-colouring - a very easy task - and my floor looks almost as good as new. Of course this 'get-out-of-jail-card' isn't something anyone can expect to happen to their floor if they have a leak (if I have another leak again, I won't!), but it certainly shows the quality of the product."

- Mark Forest

# Drift

Drift is our range of reclaimed look flooring. Each board is put through a number of processes to age the board and give it a textured feel. As with original reclaimed boards you can expect more colour variation throughout the boards as well as areas that look worn.



Chalet Drift



Ebony Drift



# Parquet Patterns

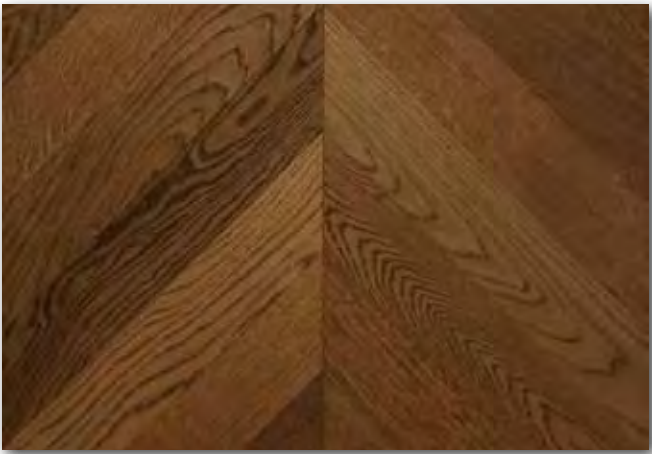
Available in both solid and engineered wood, Istoría parquet comes in all of our colours and will give you an intricate and attractive pattern, bringing your space a look that is stylish and unique. Traditional patterns available in classic or modern colours.



Herringbone Pattern



Mansion Weave Pattern



Chevron Pattern



Versailles Panels



Istoria Bespoke Raw  
Herringbone - Prime Grade





Abbey Road Studios by Paragon Management UK Ltd  
Istoria Bespoke Pale Oak  
Prime grade - Herringbone

# Maintenance

## 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 corrugated plastic sheets widely used as temporary floor protection. Building paper such as Buffalo paper or flormliner 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. Flooring 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  $\pm 4$  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 nosing's, 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](mailto:sales@jordanandrews.com)

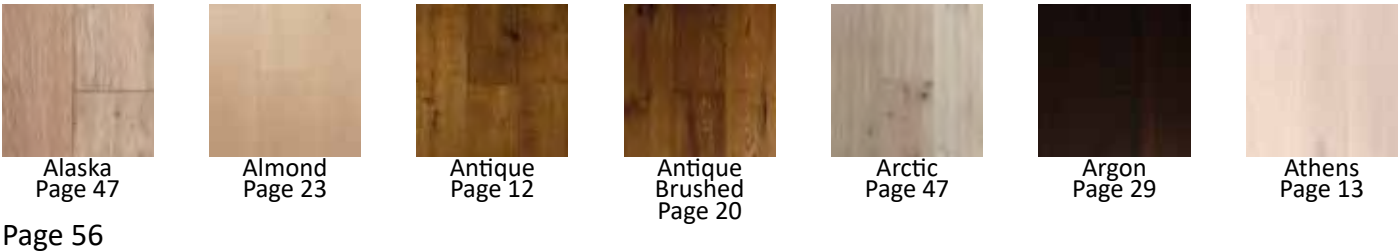
You are also welcome to visit us in our showroom in North London, where you can find all the colours available in this catalogue showcased on display panels for easy viewing, and have all your questions answered by our knowledgeable staff.




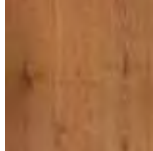



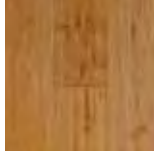









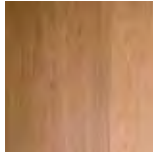


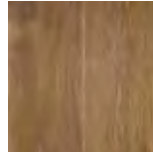


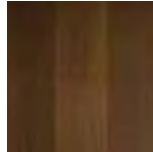

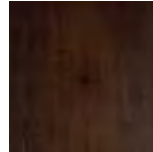

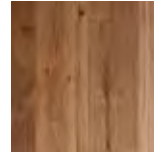













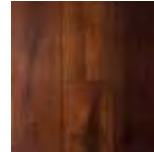

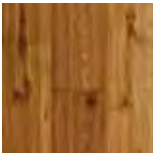
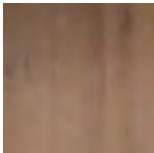
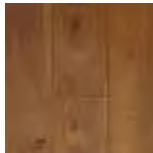
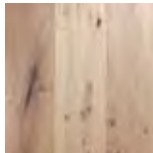
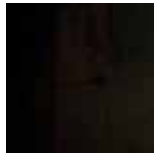
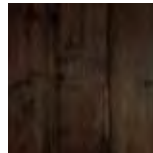
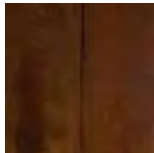

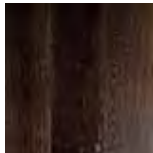


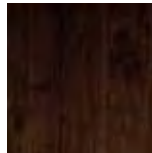

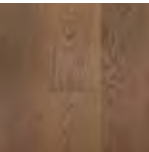




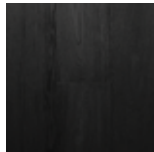



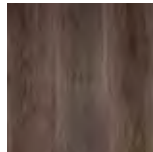


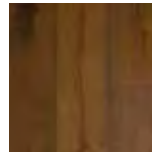
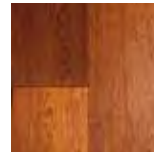

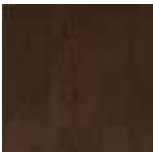

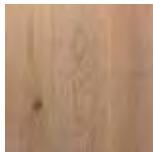
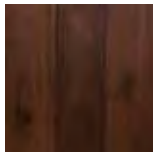
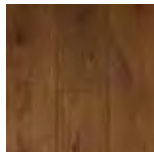
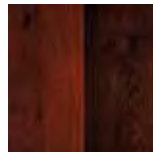






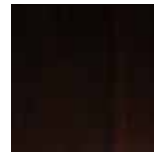
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## Quick Colour Guide



														
French Grey Page 23	Fuji Page 35	Georgian Oak Page 20	Glasgow Page 15	Graphite Grey Page 14	Grey 005 Page 25	Grey 011 Page 30		Sahara Page 47	Sawn Natural Page 42	Sawn Smoked Page 43	Sawn White Page 42	Serpentine Page 33	Smokey Mountain Page 46	Snow Page 34
														
Hudson Page 20	IB704 Page 41	Ivy House Page 34	Latte Page 23	Lisbon Page 13	London Page 19	Luna Page 35		Southampton Page 35	St. Pauls Page 33	Stone Page 33	Tokyo Page 13	Topaz Page 23	Tundra Page 47	Tuscany Page 47
														
Madrid Page 19	Magnesium Page 30	Medium Oak Page 12	Medium Oak Brushed Page 20	Memphis Page 29	Mink Page 33	Monroe Page 23		Valencia Page 13	Vanilla Page 33	Vanilla Cream Page 30	Vanilla Cream Light Page 31	Venice Page 19	Verbier Page 29	Vesuvius Page 34
														
Moscow Page 19	Nevada Page 47	New York Page 13	Nickel Page 15	Nordic Page 46	Old Melrose Page 39	Onyx Black Page 14		Vesuvius B Page 35	Vienna Page 19	Vogue Page 39	Volcano Grey Page 31	Walnut Character Page 40	Walnut Prime Page 40	Warsaw Page 39
														
Oxford Page 20	Pale Oak Page 28	Paris Page 19	Pavillion Page 33	Pearl Page 22	Petrol Page 33	Platinum Original Page 39		Whisky Page 15	White Stone Page 18	Wigmore Page 35	Zinc Page 30	Zurich Page 23	no.215 Page 31	no.227 Page 31
														
Porto Page 25	Prague Page 13	Quebec Page 25	Raw Page 18	Richmond Page 41	Rome Page 15	Saffron Page 33		no.228 Page 31	no.234 Page 31	no.237 Page 31	no.238 Page 31	no.250 Page 35	no.256 Page 36	no.259 Page 35





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