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ABOUT

White STAG Flooring is proud to offer a range of bespoke wooden flooring with options to compliment almost any interior style.

All of the products detailed in this brochure are fully manufactured in the UK upon receipt of your order, made to your specification using state of the art machinery and years of woodworking experience.

PRODUCTS

As our floors are made to order this provides you with a large number of products and tailorable options to choose from.

The range in this brochure is built around our standard sizes, styles, grades and colours.

However, if you have a specific requirement which is not covered within this offering please do let us know and we will endeavour to find a suitable product for you.



LET'S MAKE YOUR FLOOR →

Due to the large array of products and options available to you we have detailed a simple method to pin the choice down to your final perfect floor.

1

Choose the Style
Page 6

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Choose your Size
Pages: 7-9

3

Choose the Grade
Page 10

4

Choose your Texture
Pages: 11-16

5

Choose your Colour and finish
Pages: 17-39



STYLE

We offer a choice of 3 wooden flooring styles shown below



HERRINGBONE

Herringbone – a traditional parquet style which is as popular today as it has ever been. We offer 4 sizes as standard so you can choose a style which suits the shape of your room(s) best.



PLANK

Plank – better known as floorboards, plank is our most popular style.

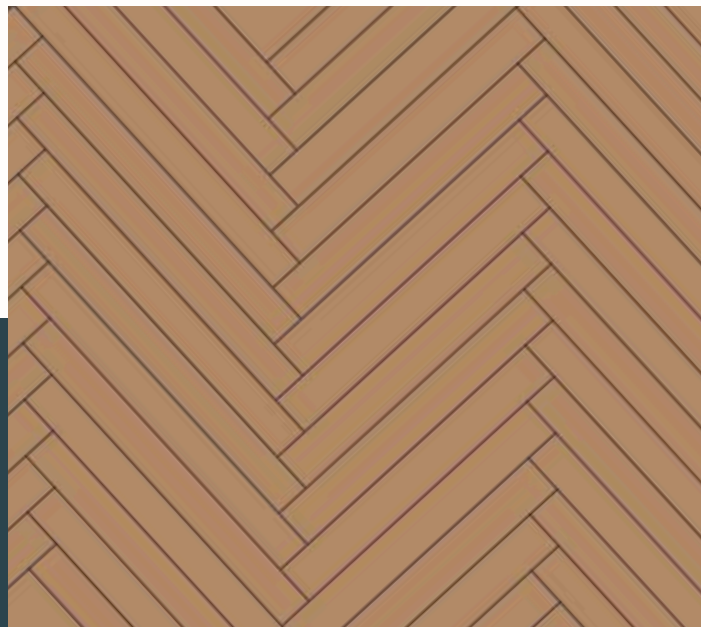


CONTINUOUS VERSAILLES

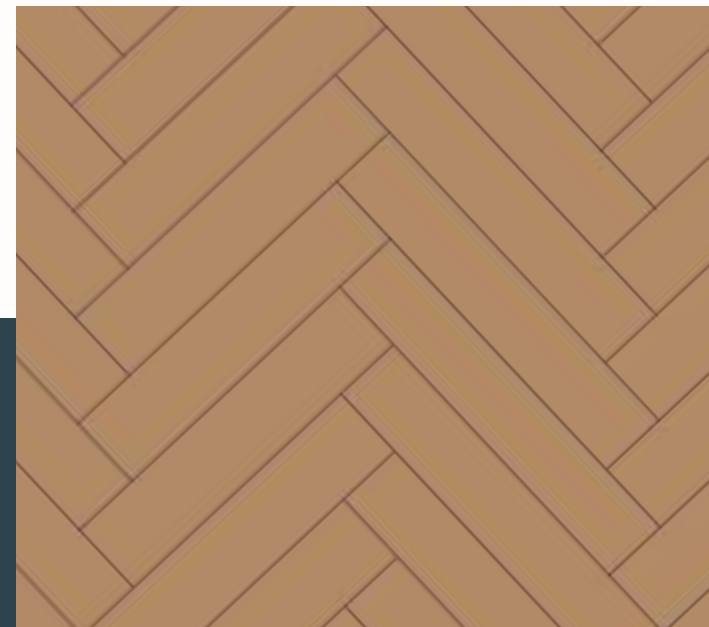
Continuous Versailles – otherwise known as basket weave, this is quite a unique style which lends itself to larger rooms.

HERRINGBONE SIZE

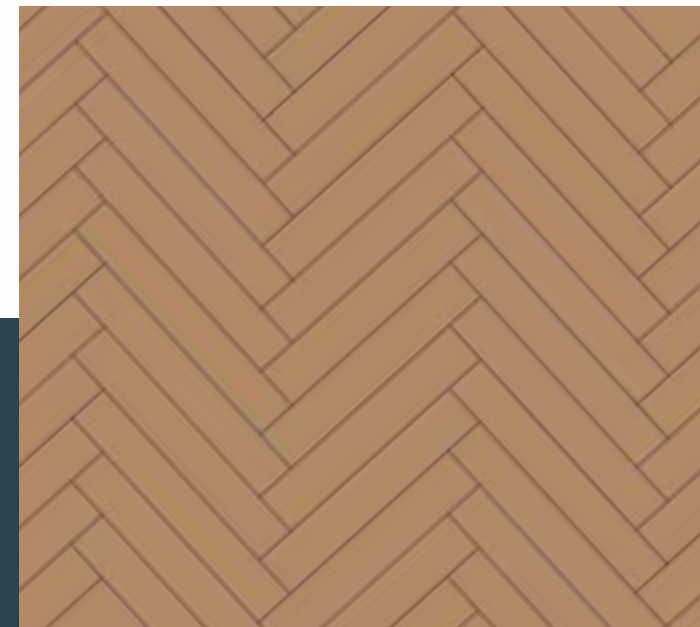
As a genuine manufacturer we can produce almost any size of herringbone, however, we have narrowed down the choices to our 4 most popular sizes. Here we have long and narrow (720 x 80mm), super large scale (700 x 140mm) and two of the most common sizes in the UK flooring market (600 x 100mm and 500 x 100mm).



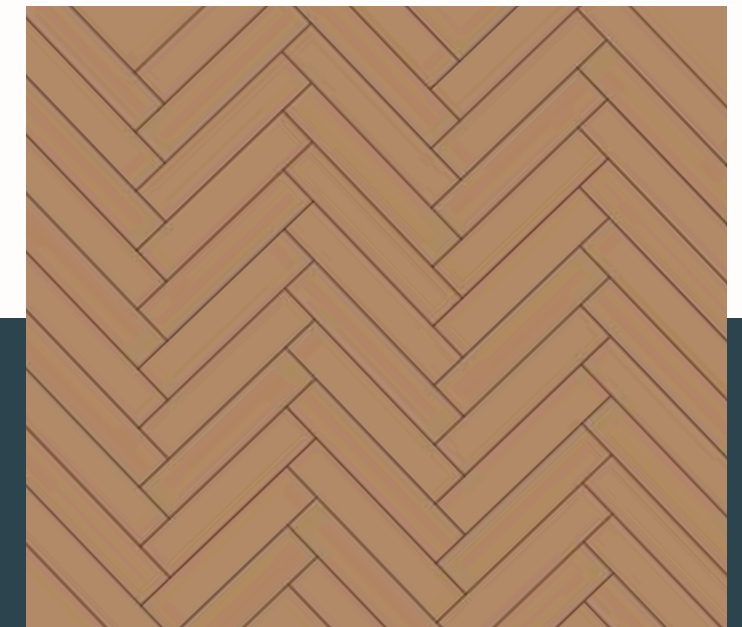
720 x 80 x 15.5/20.5mm



700 x 140 x 15.5/20.5mm



600 x 100 x 15.5/20.5mm



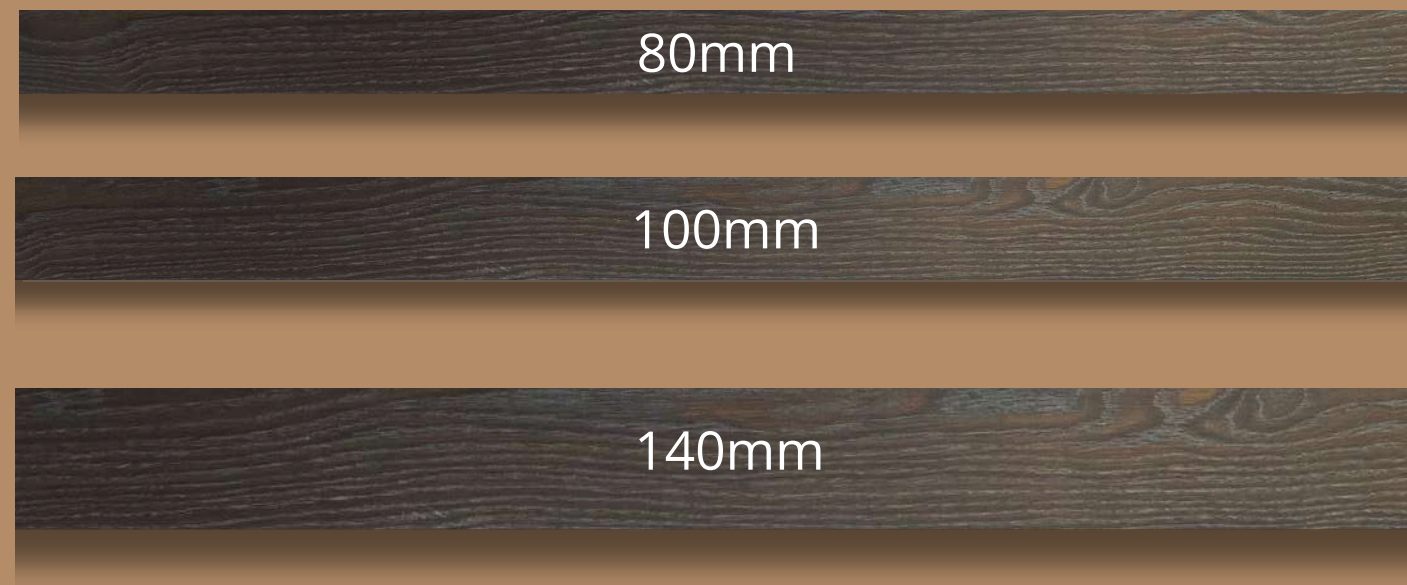
500 x 100 x 15.5/20.5mm

PLANK SIZE

We offer a great range of widths as standard which are detailed below. However, if you require a fully bespoke size don't hesitate to enquire.

All of our standard planks come in random lengths where a minimum 80% are between 1.7 – 2.45m long, the balance can be shorter from 0.5m.

We can produce planks up to 4.5m long so if you are looking for super long boards do ask.



CONTINUOUS VERSAILLES SIZE

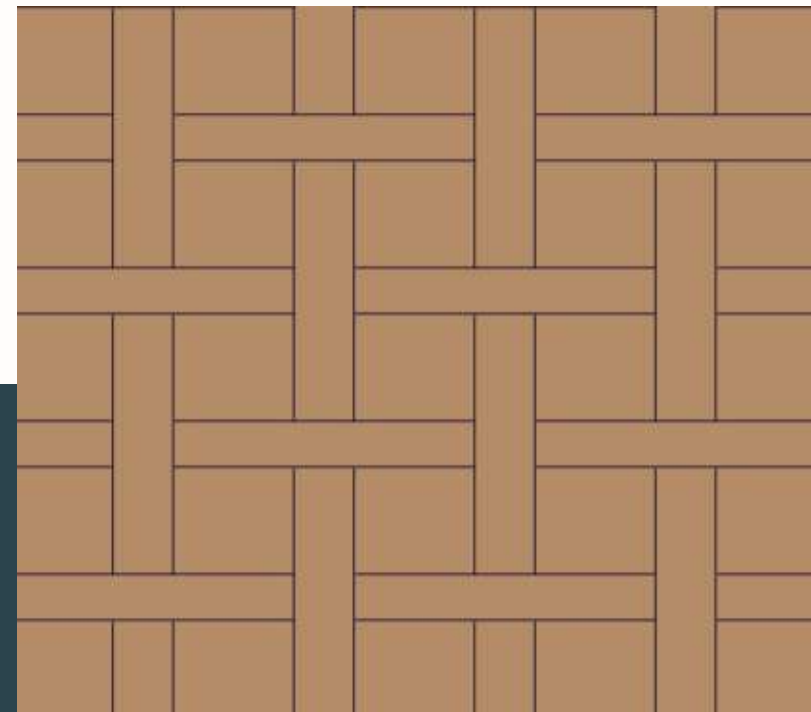
We offer 2 sizes of Continuous Versailles:

140mm = 140x140mm squares & 350x70mm staves

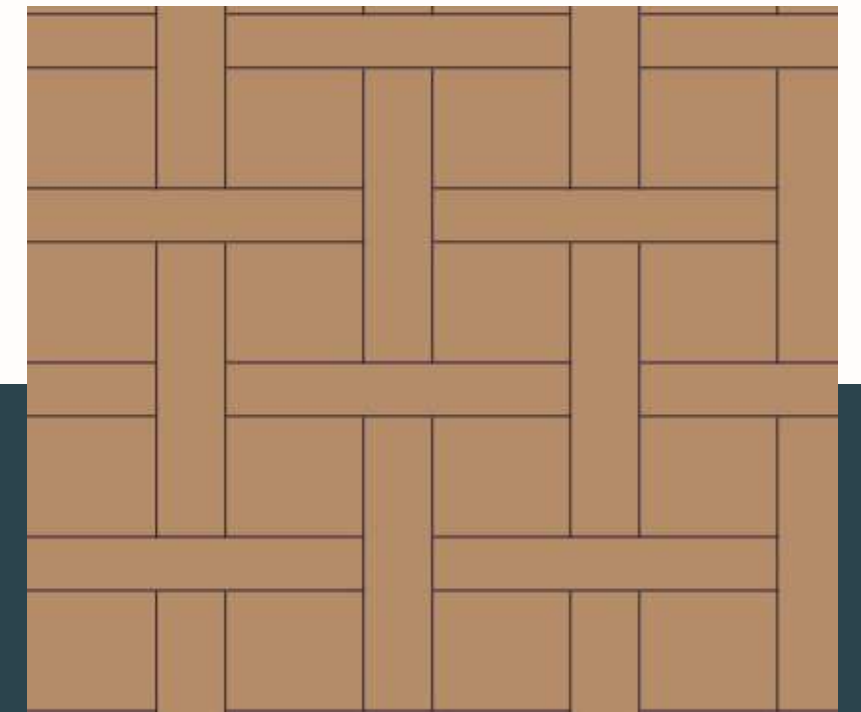
180mm = 180x180mm squares & 450x90mm staves

All pieces come with bevels on all 4 sides as standard but can be square edged to be coloured on site for a more traditional look.

140mm



180mm



GRADES

Our European Oak floors come in a choice of 3 standard grades.

Character - otherwise known as rustic A/B grade, this option has plenty of knots and natural features for a more traditional appearance.

Rustic A+ - this grade is not commonly available in the flooring market and is perfect for those who want some knots and natural character but with a generally cleaner appearance.

Prime - sometimes referred to as select grade, this option only allows occasional very small knots and therefore, presents a very clean and contemporary style.



Character

* Shown above with WF152 Antique Colour

Unlimited sound & cracked knots,
Dead knot holes up to 35mm allowed.
Sapwood allowed limited to 30% of the width,
Limited small bark pockets allowed.
End splits up to 100mm allowed, limited to
20% of volume.
Natural colour variation allowed including
heartwood.



Rustic A+

* Shown above with WF210 Smoked Oak

Sound & cracked knots up to 35mm allowed,
Dead knots up to 20mm allowed.
No sap or end splits.
Natural colour variation allowed.



Prime

* Shown above with WF251 Double White Grey

Pin knots and occasional small knots up to 15mm
allowed.
No sap or end splits.
Natural colour variation allowed.



TEXTURES

One of the best ways to individualise your floor and make it truly special is to tailor it with a specialist texture to the surface.

We offer a choice of 5 different textures which can also be mixed and matched.





BRUSHING

The brushing process removes part of the soft grain of the timber. This creates more texture on the board and accentuates the colour of the grain.



BANDSAWING

This texture creates regular bandsaw marks across the face of the flooring at reasonably consistent intervals. These marks grab the colour applied and create an industrial / old look.



TUMBLING

Using a custom built machine, we tumble the boards to create damage to the edges and face of the boards. The resulting finish means the flooring looks very old, distressed and worn.



TORN FACE

When planing the face of our flooring we deliberately apply a blunt blade resulting in some grain tear in unique patches, this creates an older look with distinct colour patches.



HAND EASED EDGE

Manually applied board by board, we sand the edges of the boards to a random degree to leave irregular joint between the boards giving it a more authentic feel. This texture works particularly well when combined with tumbling.

COLOURS

As standard we offer a range of 22 beautiful colours to suit and compliment every style of room design.

We have light, airy whites and pale greys for more contemporary styled rooms.

Natural to dark browns for more classic styling.

Dark greys to black for a modern twist on traditional colour tones.

Whilst we are confident this range should suit your colour requirements if you have seen an alternative colour which will suit your floor better, which is not covered by our range, please let us know and we can look to match it*

*(a minimum order quantity will be required for this service)

Please remember as wood is a natural product there will be some natural colour variation within every floor.



CLEAR OILED

Product shown:

European Oak

220x21mm

Character grade

Bandsawn

Product code: WF111

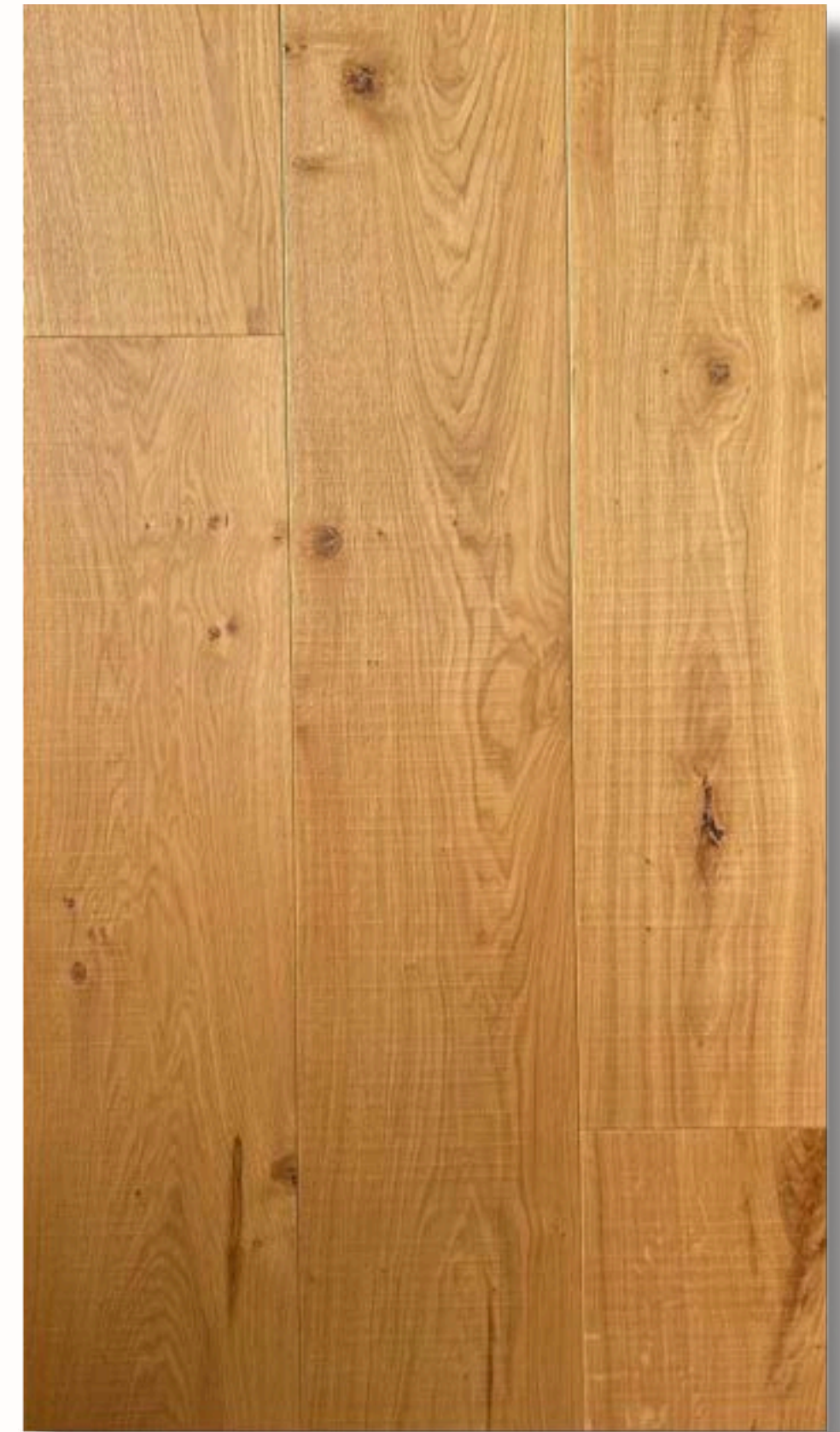
Other textures in this colour:

Brushed = WF110

Tumbled = WF112

Torn Face = WF113

Hand Eased Edge = WF114



SUBTLE WHITE

Product shown:
European Oak
180x21mm
Prime grade
Brushed
Product code: WF130

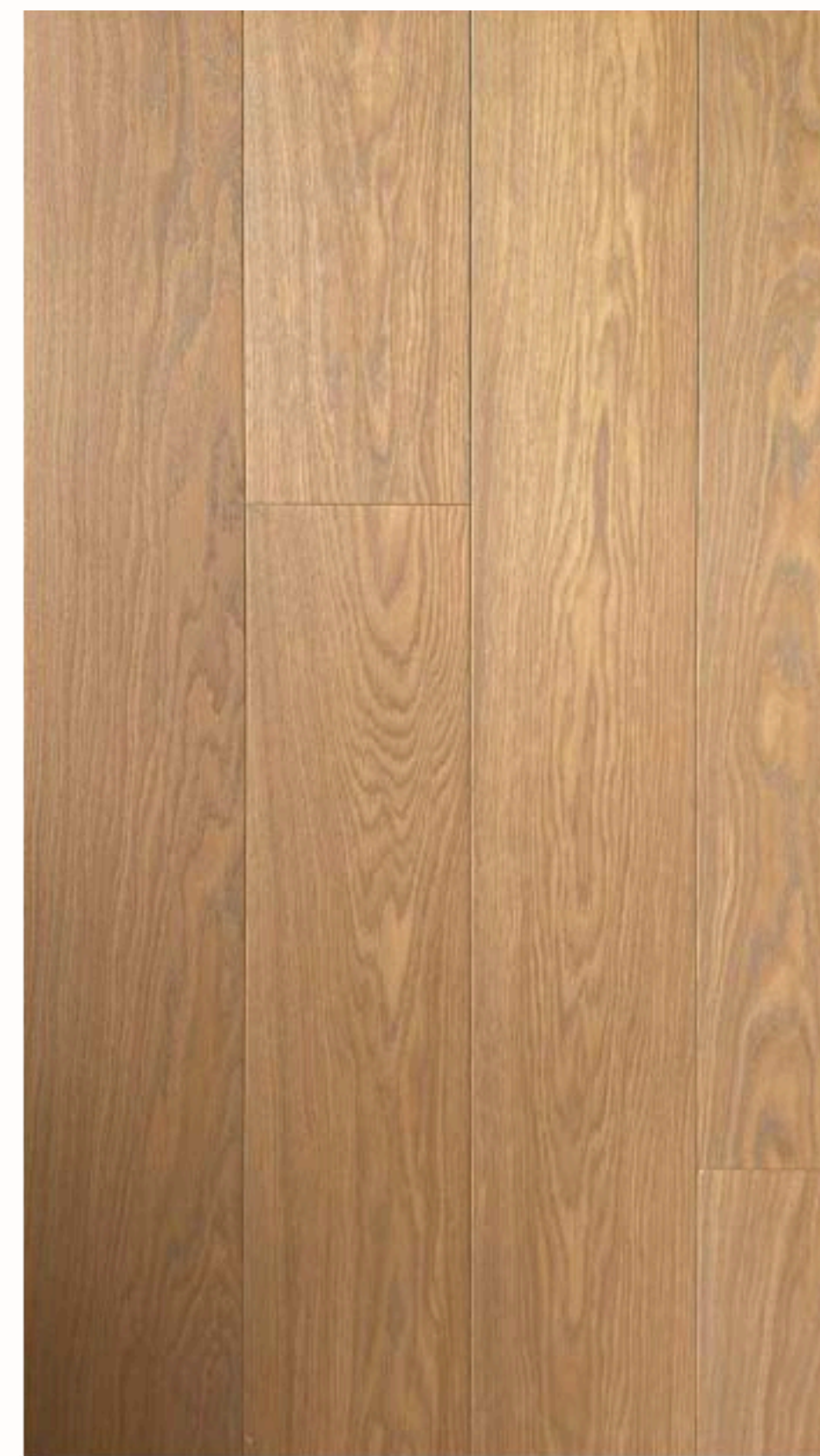
Other textures in this colour:
Bandsawn = WF131
Tumbled = WF132
Torn Face = WF133
Hand Eased Edge = WF134



GREY

Product shown:
European Oak
180x21mm
Prime grade
Brushed
Product code: WF140

Other textures in this colour:
Bandsawn = WF141
Tumbled = WF142
Torn Face = WF143
Hand Eased Edge = WF144



ANTIQUE

Product shown:
European Oak
260x21mm
Character grade
Tumbled
Product code: WF152

Other textures in this colour:
Brushed = WF150
Bandsawn = WF151
Torn Face = WF153
Hand Eased Edge = WF154



CREAM

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF170

Other textures in this colour:
Bandsawn = WF171
Tumbled = WF172
Torn Face = WF173
Hand Eased Edge = WF174



GOLDEN OAK

Product shown:
European Oak
220x21mm
Character grade
Torn Face
Product code: WF183

Other textures in this colour:
Brushed = WF180
Bandsawn = WF181
Tumbled = WF182
Hand Eased Edge = WF184



WHITE/GREY

Product shown:
European Oak
180x21mm
Rustic A+ grade
Brushed
Product code: WF190

Other textures in this colour:
Bandsawn = WF191
Tumbled = WF192
Torn face = WF193
Hand Eased Edge = WF194



BLACK

Product shown:
European Oak
220x21mm
Character grade
Torn face
Product code: WF203

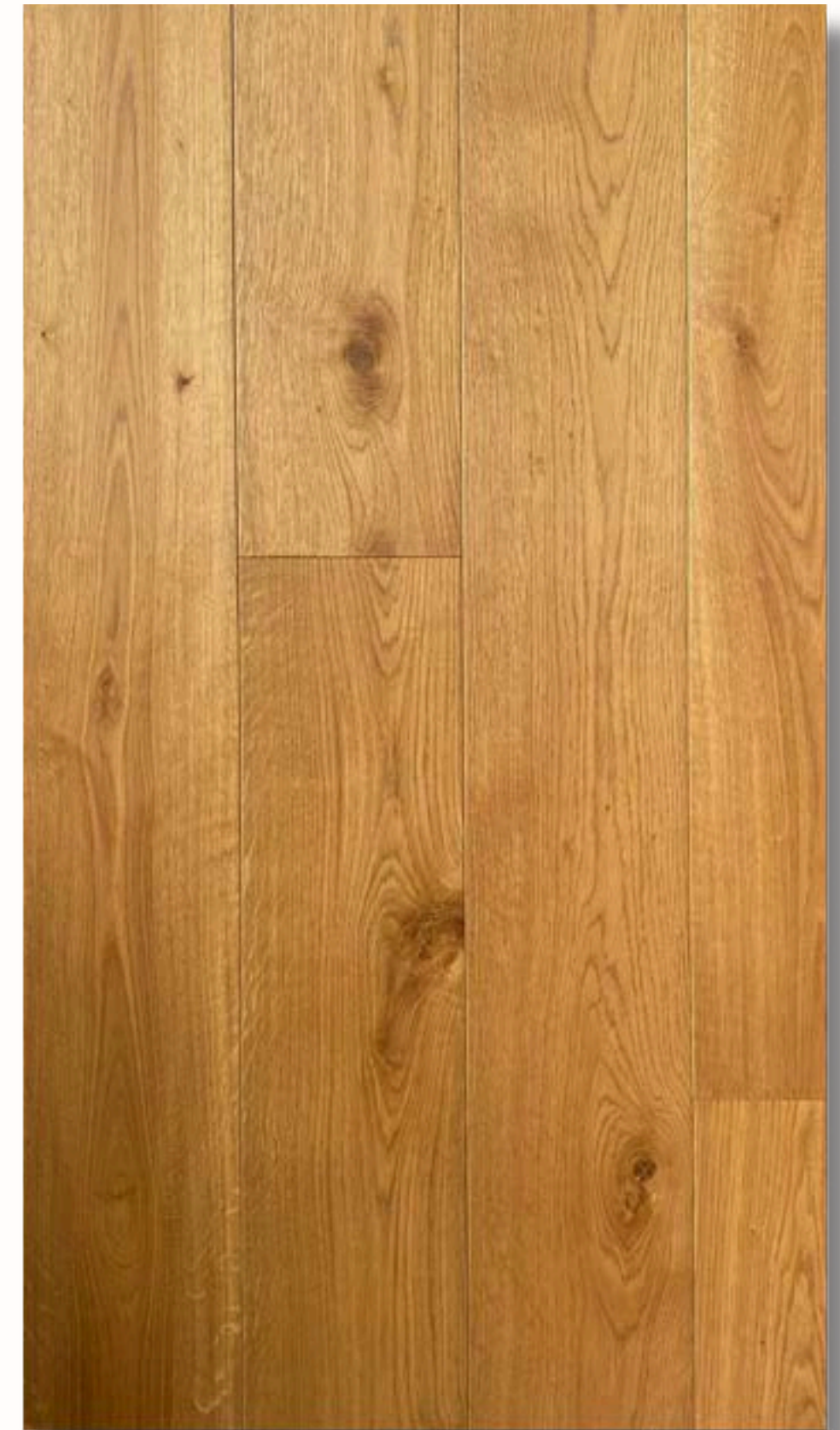
Other textures in this colour:
Brushed = WF200
Bandsawn = WF201
Tumbled = WF202
Hand Eased Edge = WF204



SMOKED OAK

Product shown:
European Oak
180x21mm
Rustic A+ grade
Brushed
Product code: WF210

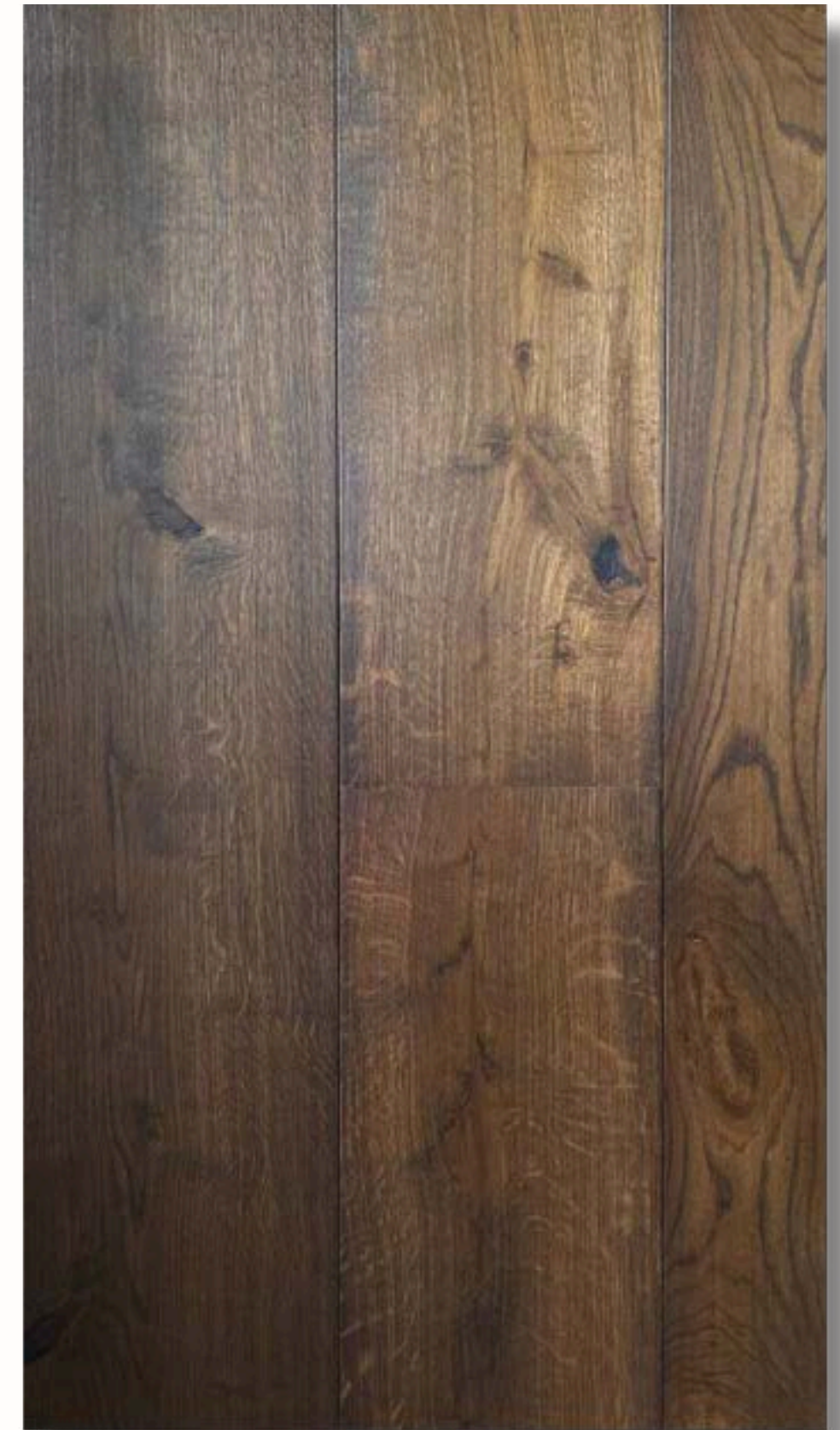
Other textures in this colour:
Bandsawn = WF211
Tumbled = WF212
Torn face = WF213
Hand Eased Edge = WF214



BLACK 50

Product shown:
European Oak
260x21mm
Character grade
Brushed
Product code: WF220

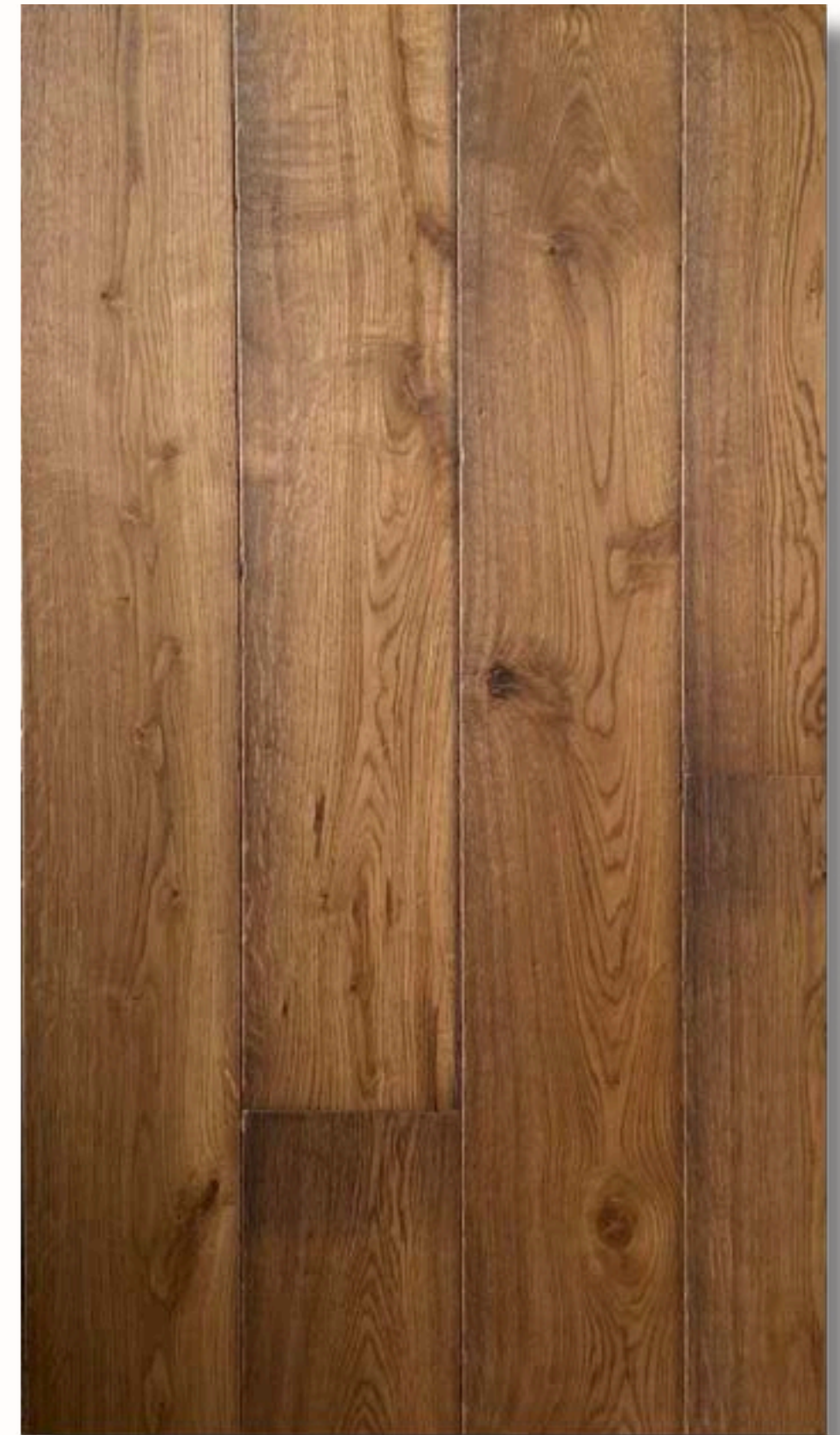
Other textures in this colour:
Bandsawn = WF221
Tumbled = WF222
Torn face = WF223
Hand Eased Edge = WF224



SMOKED ANTIQUE

Product shown:
European Oak
180x21mm
Character grade
Tumbled
Product code: WF232

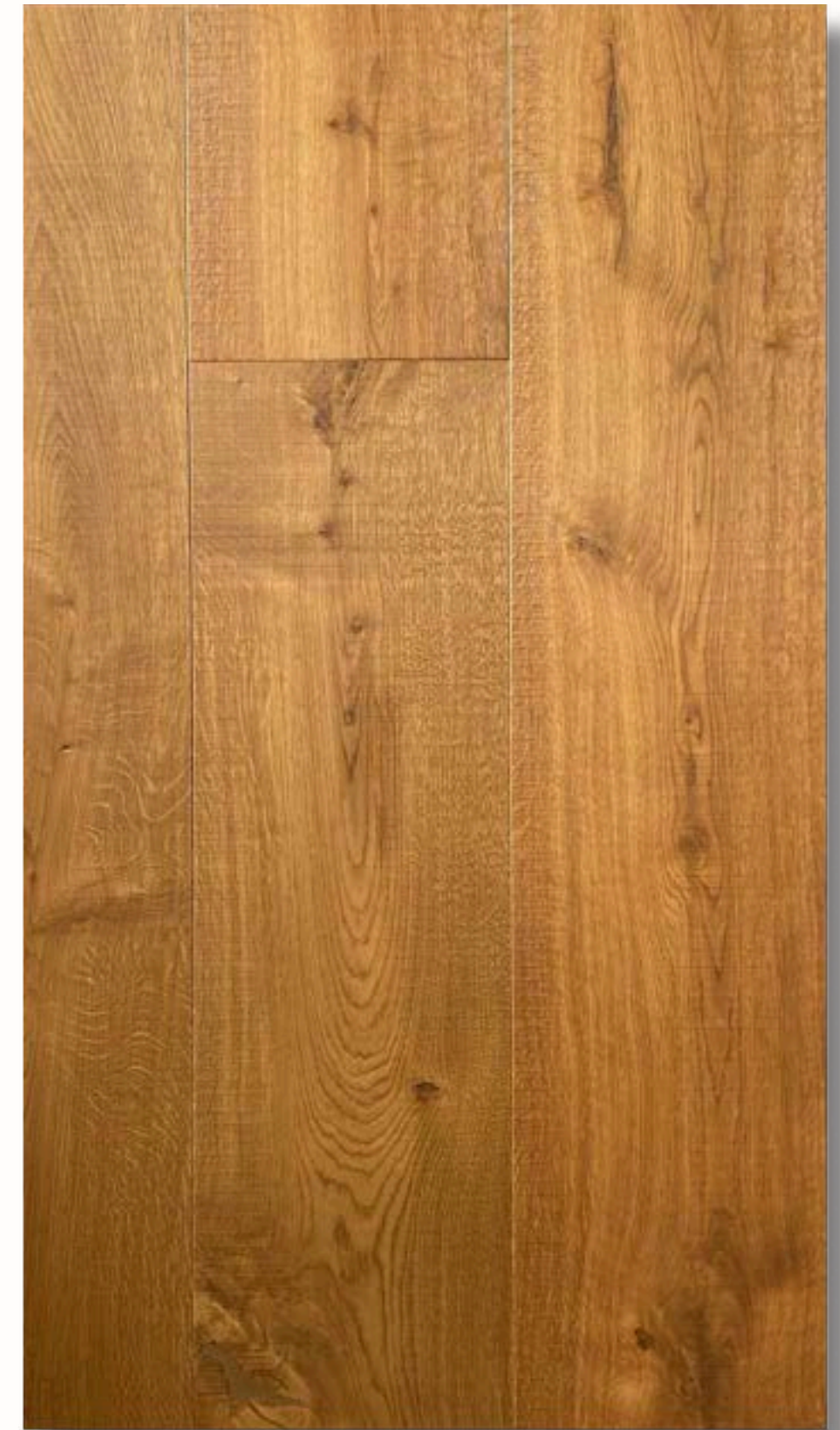
Other textures in this colour:
Brushed = WF230
Bandsawn = WF231
Torn face = WF233
Hand Eased Edge = WF234



SMOKED GOLD

Product shown:
European Oak
260x21mm
Character grade
Bandsawn
Product code: WF241

Other textures in this colour:
Brushed = WF240
Tumbled = WF242
Torn face = WF243
Hand Eased Edge = WF244



DOUBLE WHITE GREY

Product shown:
European Oak
220x21mm
Prime grade
Bandsawn
Product code: WF251

Other textures in this colour:
Brushed = WF250
Tumbled = WF252
Torn face = WF253
Hand Eased Edge = WF254



HAZY SMOKE

Product shown:
European Oak
260x21mm
Character grade
Brushed
Product code: WF260

Other textures in this colour:
Bandsawn = WF261
Tumbled = WF262
Torn face = WF263
Hand Eased Edge = WF264



DOUBLE WHITE

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF270

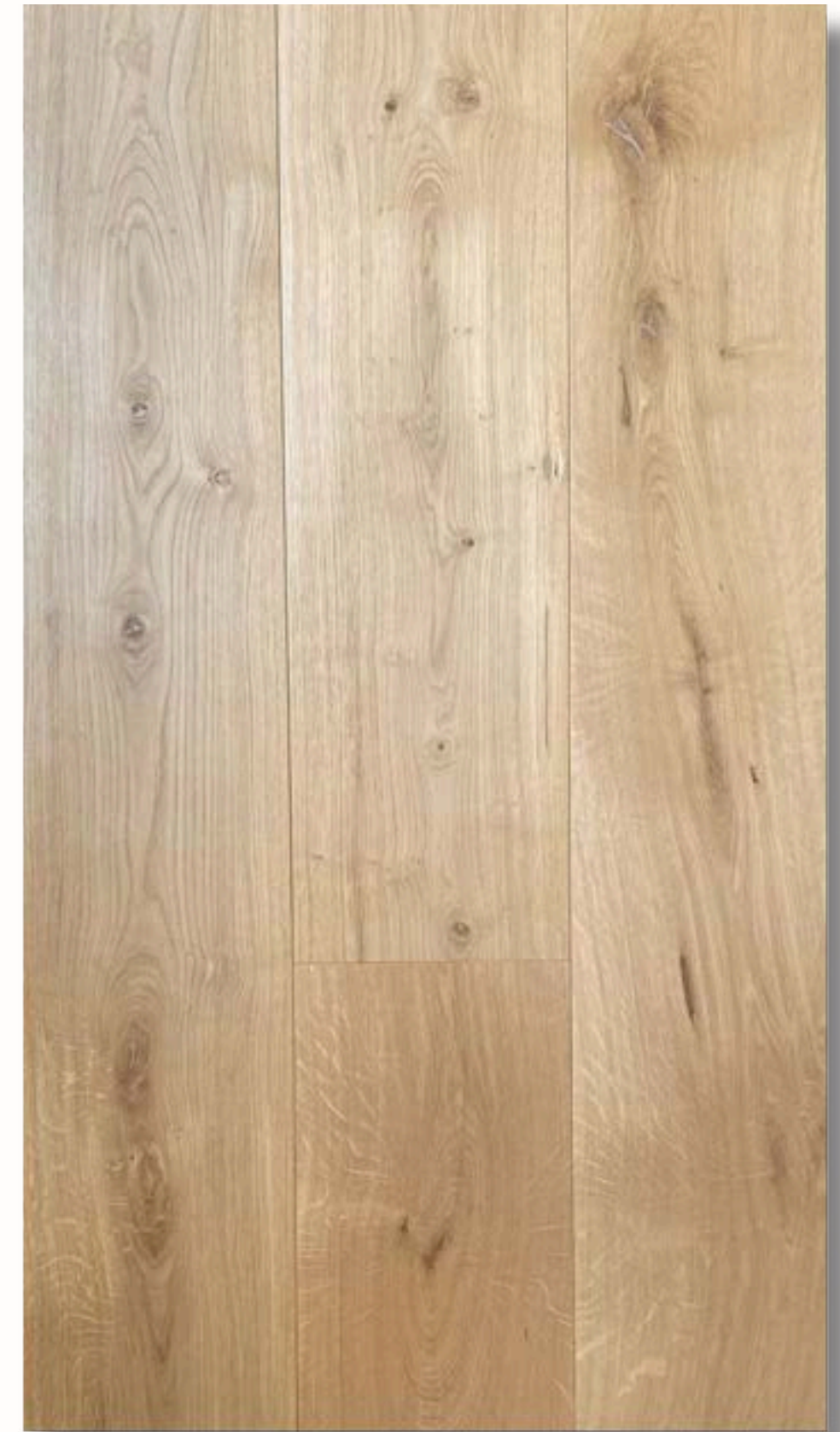
Other textures in this colour:
Bandsawn = WF271
Tumbled = WF272
Torn face = WF273
Hand Eased Edge = WF274



UNFINISHED LOOK

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF280

Other textures in this colour:
Bandsawn = WF281
Tumbled = WF282
Torn face = WF283
Hand Eased Edge = WF284



LIGHT SMOKED SUBTLE GREY

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF290

Other textures in this colour:
Bandsawn = WF291
Tumbled = WF292
Torn face = WF293
Hand Eased Edge = WF294



LIGHT SMOKED GREY

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF300

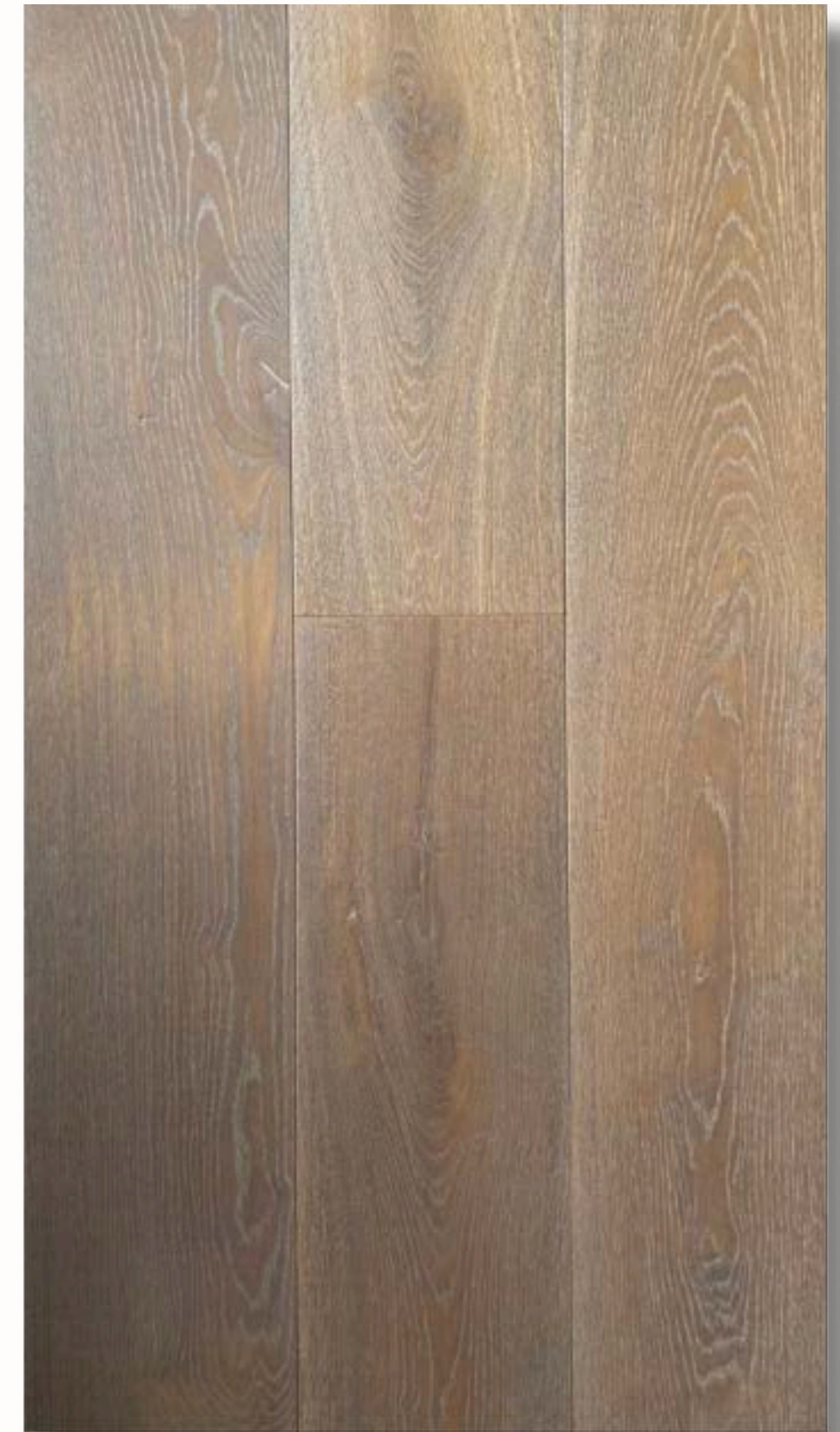
Other textures in this colour:
Bandsawn = WF301
Tumbled = WF302
Torn face = WF303
Hand Eased Edge = WF304



DARK SMOKED WHITE/GREY

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF310

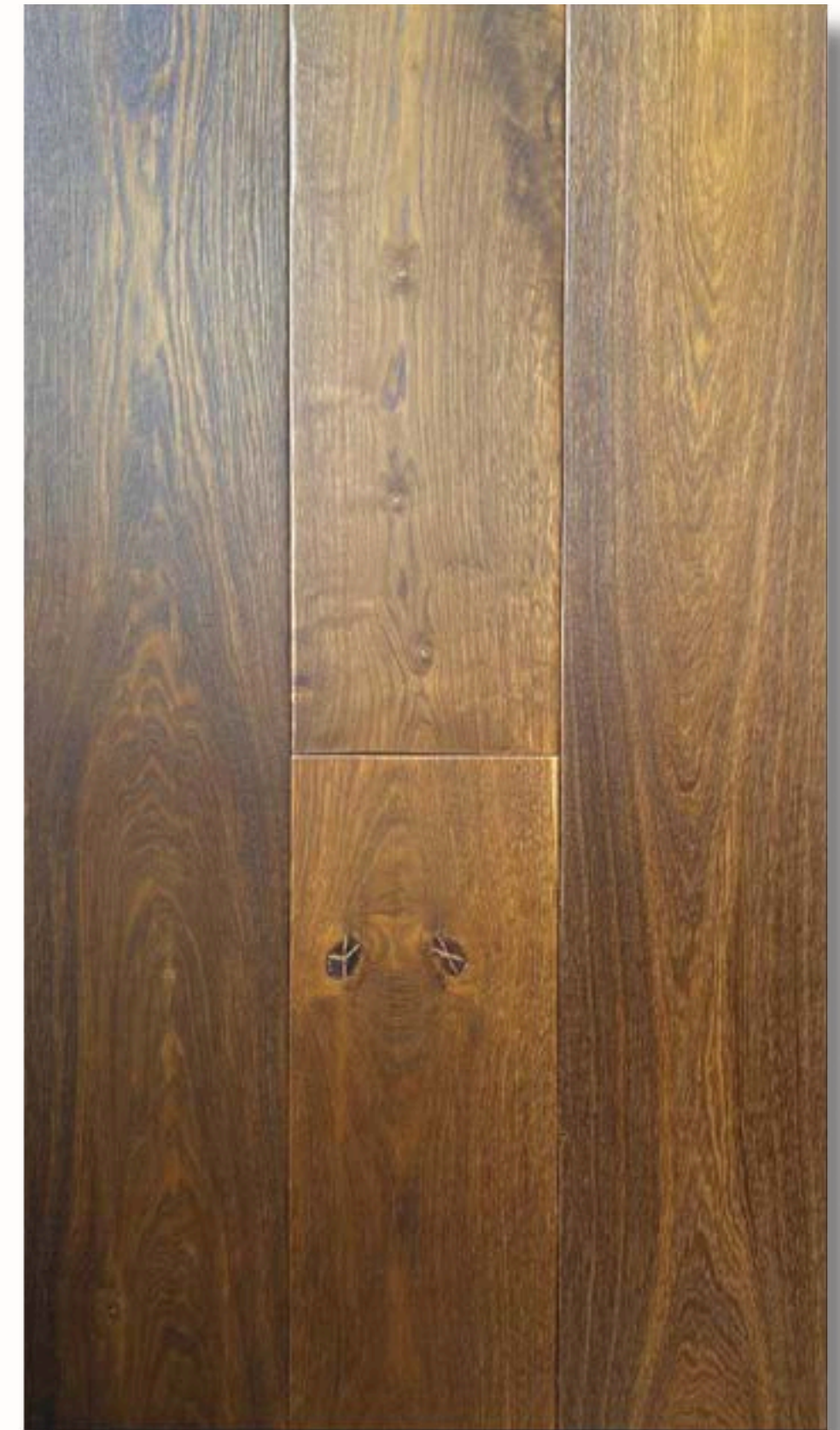
Other textures in this colour:
Bandsawn = WF311
Tumbled = WF312
Torn face = WF313
Hand Eased Edge = WF314



DARK SMOKED

Product shown:
European Oak
220x21mm
Character grade
Hand Eased Edge
Product code: WF324

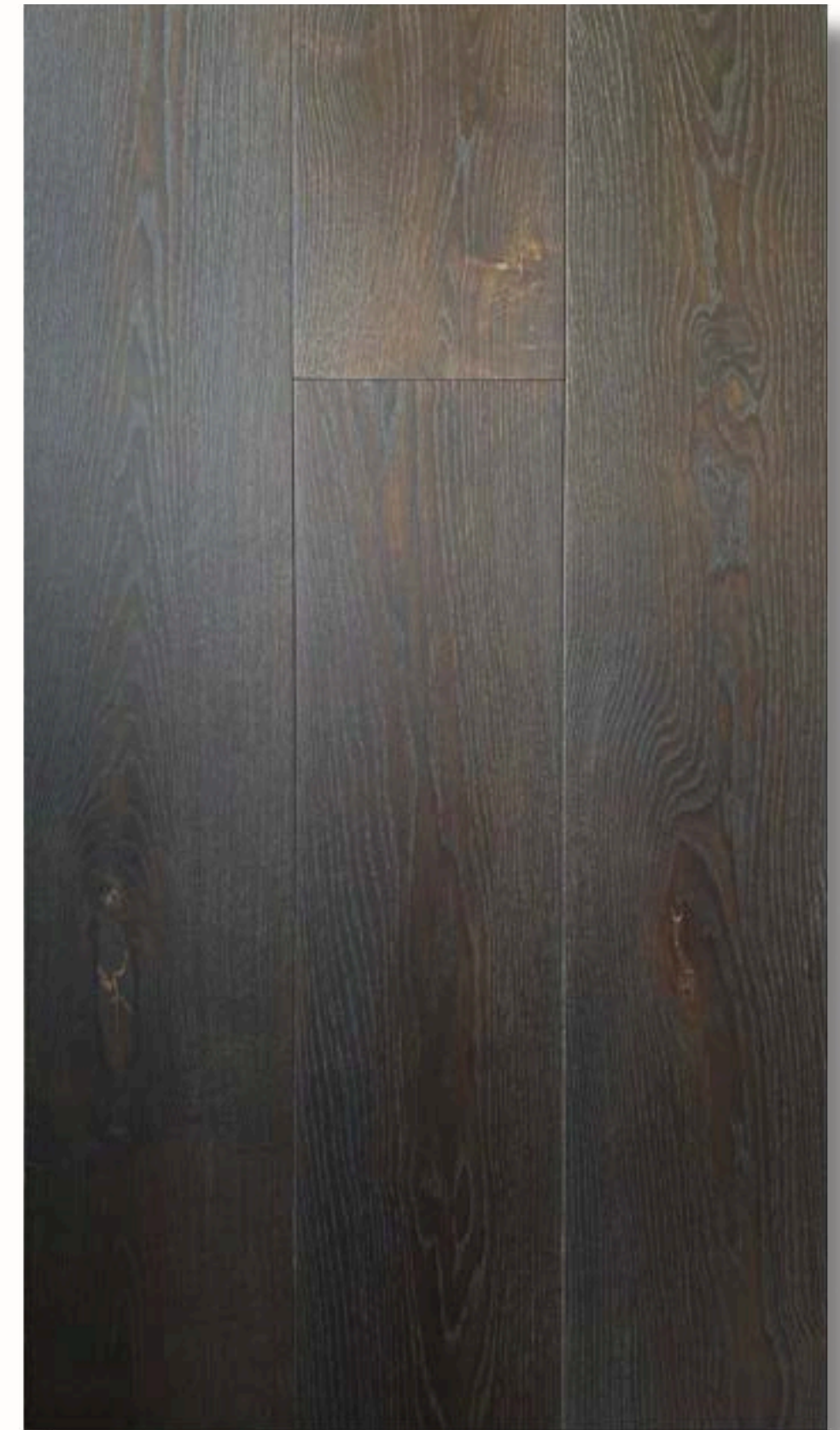
Other textures in this colour:
Brushed = WF320
Bandsawn = WF321
Tumbled = WF322
Torn face = WF323



TORCHED GREY

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF330

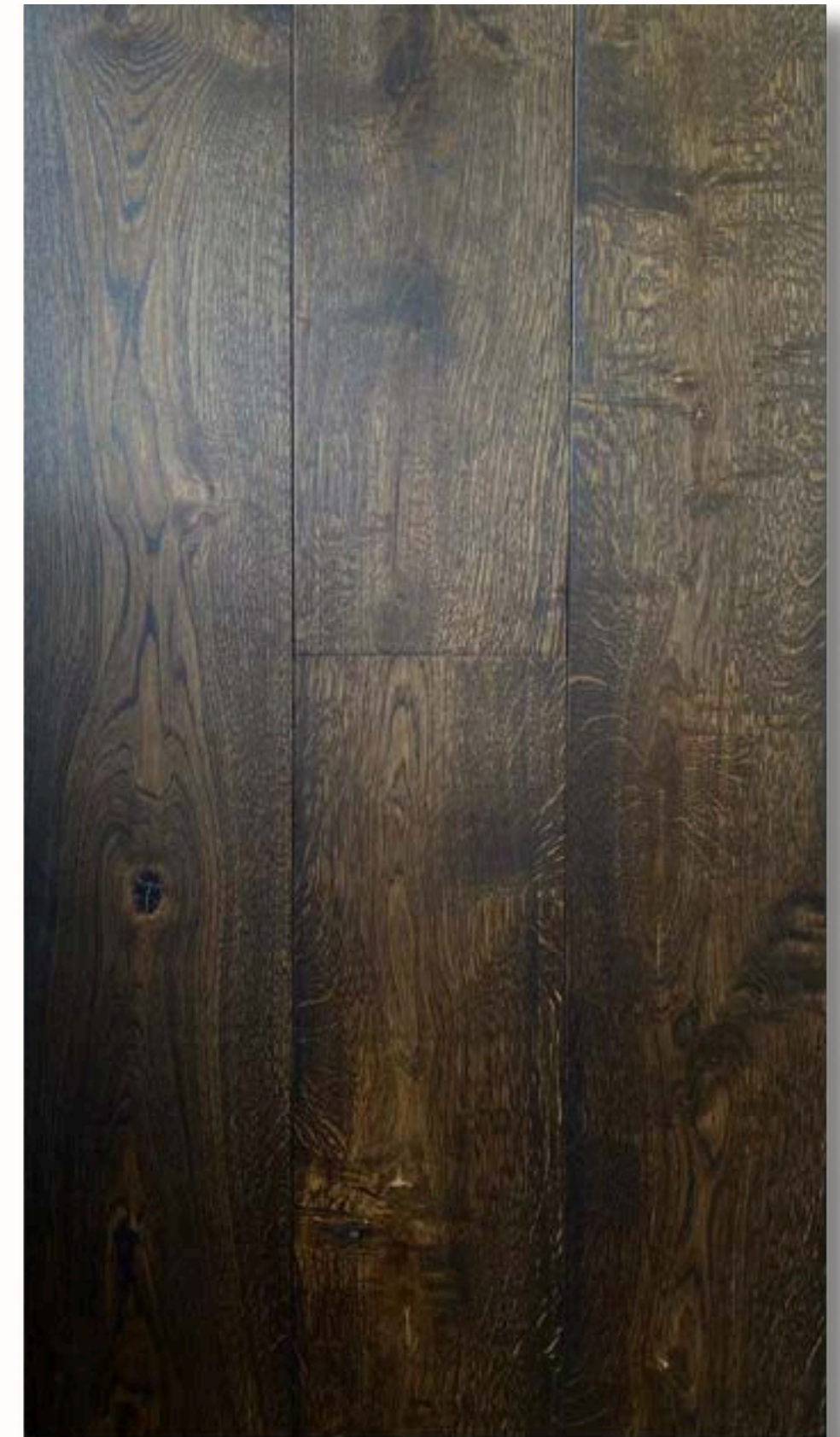
Other textures in this colour:
Bandsawn = WF331
Tumbled = WF332
Torn face = WF333
Hand Eased Edge = WF334



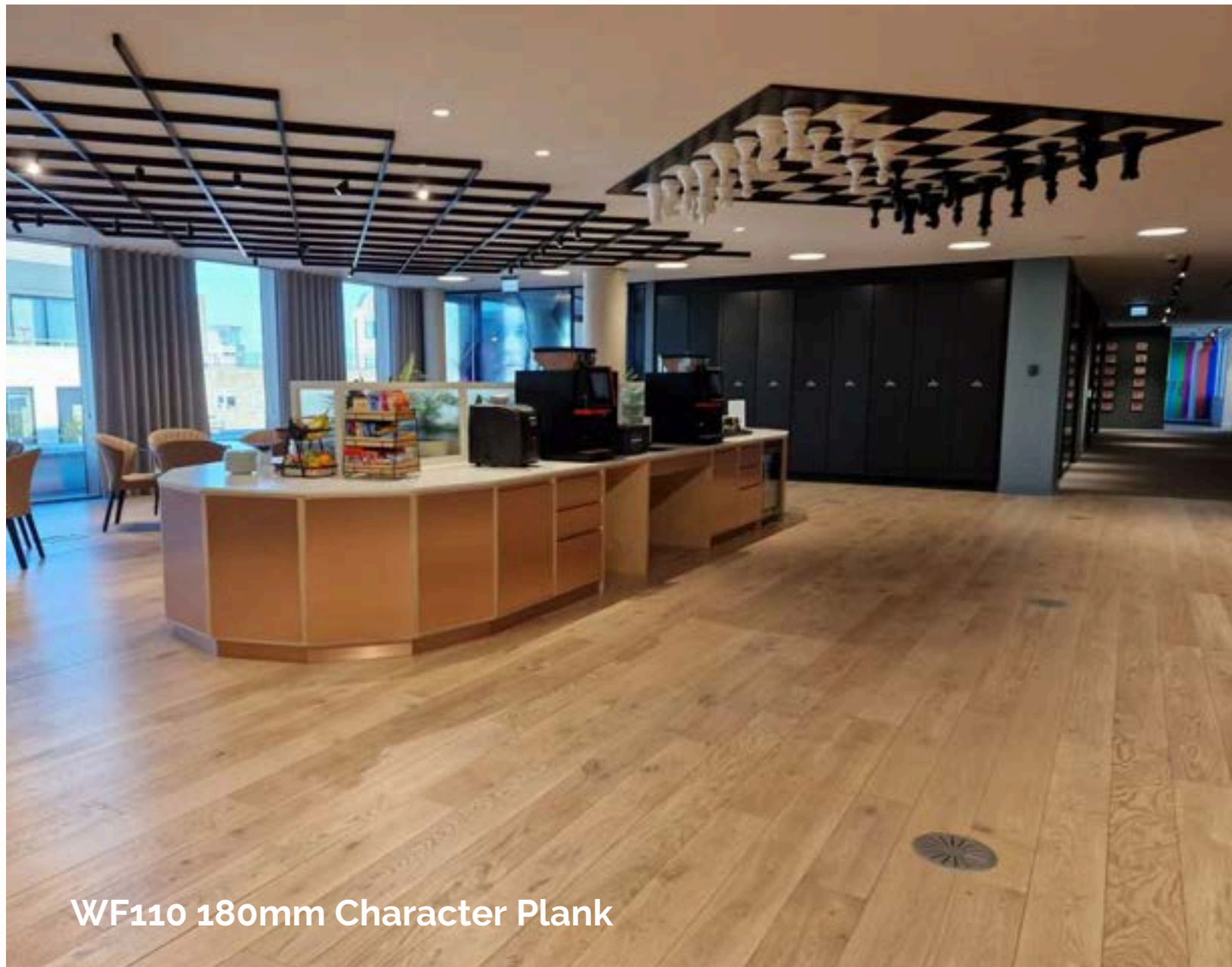
TORCHED BLACK

Product shown:
European Oak
220x21mm
Character grade
Brushed
Product code: WF340

Other textures in this colour:
Bandsawn = WF341
Tumbled = WF342
Torn face = WF343
Hand Eased Edge = WF344



GALLERY



GALLERY



WF310 700x140mm character Herringbone



WF270 220mm Character Plank

SAWMILL

The heart of our floors is the beautiful oak wood sourced from Ukraine.

We are passionate that our raw material continues to be supplied from our Ukrainian sawmill ensuring that our flooring is made from the highest quality oak, and safeguarding the livelihoods of our Ukrainian friends and colleagues.

Although our range offers a variety of wood species, in most cases we use European oak. We have carefully selected oak from all over Europe, but our commitment to quality has led us to favour a consistent source from Ukraine. Oak from Ukraine not only has the best colour consistency and beauty, but also meets our sustainability goals.

Our Ukrainian partnership ensures a regular and sustainable supply of European oak, which differentiates us from large producers with different sources across Europe and ensures great colour and quality.



WHY OUR FLOORING?



Far Eastern Manufactured

Short Lengths, Lots of Black Filler,
Lots of Colour Variation.

Can be Thinner Top Layers,
Harder to Maintain.

Unqualified Raw Material Sources,
Shipped Very Long Distances From Country of
Manufacture.

Larger Maintenance Cost,
Limited Property Enhancement.



Our Product Range

Authentic, Timeless Beauty, Longer lengths,
Accurate Grading.

Enduring, Time-Tested Durability
High Quality Durable Finishes,

Sustainable, Eco-Friendly Choice, Smaller
Carbon Footprint.

Long-Term Investment,
Potentially Increased Property Value,
Ability to Refinish Many Times.



Laminate / LVT

Imitation, Short-lived Visual Appeal.

Shorter Lifespan, Prone to Wear and Tear.

Synthetic Materials,
Environmental Concerns.

Larger Preparation Cost,
Short-Term Solution

CONTACT US



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