

# PROJECT INSPIRATION GUIDE





# Welcome to the **FLOORCRAFT** Project Inspiration Guide

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## Our Project Inspiration Guide

Welcome to the FLOORCRAFT Project Inspiration Guide, we are delighted that you have taken some time to consider your project carefully and are privileged to help with that process.

At FLOORCRAFT we understand that today's choices in flooring are more varied than ever and making a decision on the correct flooring styles, finishes and installation options, is a difficult process. Product innovation is clearly blurring the lines between many flooring categories, and the raw materials used to create different types of modern designer floors include recycled bottles, bamboo, sugar cane and tropical white sands, of course all of these products are blended into different processes, but it does rather ignite the imagination!

The end result of this innovation is you the customer have a fantastic verity of choice and here at FLOORCRAFT we have the ideas and products that can fit any budget and room styling. So maybe with a little bit of our help we can guide you or inspire you to move that one step closer to your perfectly floored room.





## Luxury Flooring with Flair

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**If you're looking for a premier quality floor, finished by real craftsmen with impeccable attention to detail, look no further.**

Floorcraft is a family run business with over 56 years experience installing hardwood and laminate flooring, carpets, PVCs and vinyl floors to business and to private homes. Our knowledge, professionalism and quality of service are second to none.

People choose us not just because our floors are beautiful and timelessly elegant. They choose us because we give them:

### **Choice**

We provide top quality brands in many styles and finishes, to suit any taste and circumstance.

### **Practicality**

Our floors are hardwearing and easy to clean.

### **Energy efficiency**

Our floors have excellent thermal insulation properties.

### **Traditional craftsmanship**

we are experts in installation and wooden floor restoration.

### **Excellent customer service**

We prefer to use our own in-house expertise rather than subcontract.

We tailor our services to fit your environment, your vision and your price range. So whatever floor covering you're looking for, we can help and whatever sub floor issues you have, we can resolve them. You don't need to call anyone else, as we really are a one shop stop for everything flooring.

Over the next few pages we are delighted to introduce a small selection of the ranges we stock and install, our hope is that we can help to get your creative ideas flowing, then perhaps we can come and see you for a free no obligation design meeting to discuss your flooring project.



## Amtico Signature Collection



### The original Luxury Vinyl Tile

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Amtico are the only LVT (luxury Vinyl Tile) Company who design and manufacture all their products in the UK, Coventry.

Their commitment to innovation means that they are at the leading edge of design and manufacture, they are in fact the only company who produce all their products from pure PVC rather than recycled. This gives exceptional wear out capabilities, because of this the Signature range carries a market leading lifetime warranty.

The signature collection gives an expansive range of wood strip and stone effect tile as well as abstracts such as Glint Orb and Fiber. It also offers the customer the option to order a truly bespoke floor as every wood plank, tile or abstract can be cut in a variety of different patterns, such as, herringbone block, basket weave, key weave and many others.

You honestly won't find a more innovative, well manufactured, hard wearing floor covering, anywhere else in the LVT market.

At Floorcraft we hold the full range of Signature and abstracts.





When it comes to range, products and innovation, Amtico is way out in front, with something to suit even the most wacky tastes.



**a** amtico  
spacia

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A unique understanding of design and the flooring market inspired Amtico's design experts to develop the revolutionary brand Spacia .

# Amtico Spacia Collection



## Amtico Spacia Collection

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A simple, stylish flooring collection suitable for your every living space. An exciting choice of style, colour and texture available across 89 wood, stone and abstract products. Designed for busy lives, Amtico Spacia is a high performance yet gorgeous, comfortable surface underfoot.

Amtico Spacia is suitable for all areas within the home and comes with a 25 year transferable guarantee against wear out.





# Karndean Design Flooring Collection



## Karndean Luxury Flooring

Karndean specialises in manufacturing vinyl tiles and wood strip planks; these are made using a laminating process of several layers to create a very durable and tough product with wear warranties up to 20 years. A foil printed with an image of timber or stone is laid on a PVC backing layer, laminated on top are two PVC layers. This is known as an LVT product (luxury Vinyl Tile). They are extremely durable, tough and water resistant.

Karndean products can be fitted in any direction and laid in pretty much any pattern, from straight laid, laid to angles with a border to brick bonded, and tiles can be laid with or without design strips.

The wood strips can also be laid in any pattern; most commonly they are laid at 90 degrees or 45 degrees without design strips, but design strips can be incorporated to give a more contemporary feel.

Karndean's range is huge, whatever your taste, style or circumstances we can guarantee that Karndean will stock something that you'll like.





**Karndean**  
Designflooring

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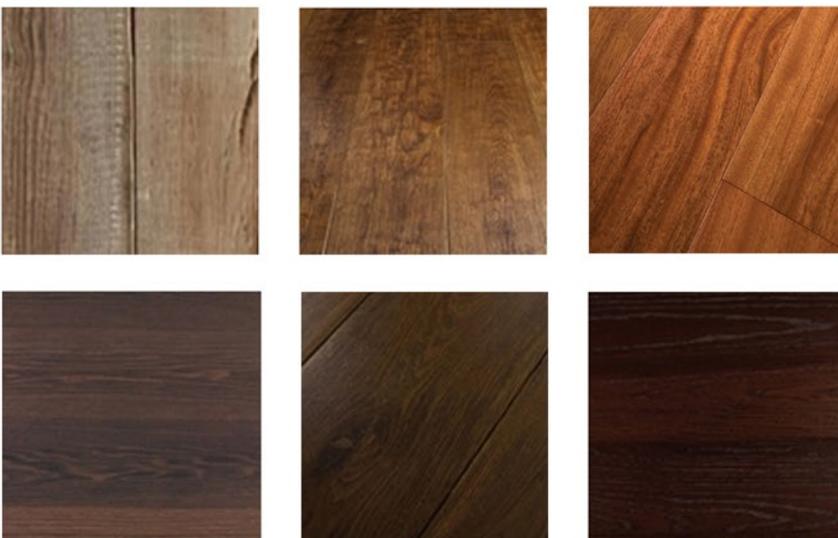
In 1973, Karndean started life as a small family business. Now it is one of the world's most renowned and respected luxury flooring companies. To this day they remain family owned.



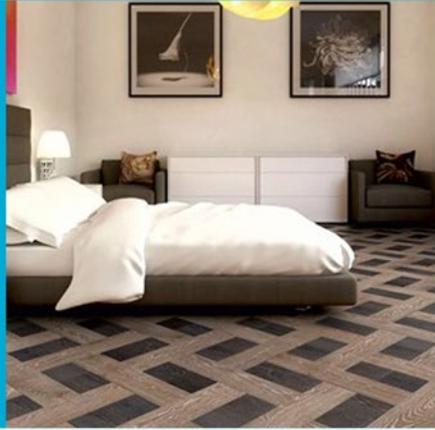
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Ted Todd is Great Britain's leading name in premium quality hardwood floors. Providing a huge range of Tropical hard woods, Tiger Wood, everything oak and more!

The magnificent and unique appearance of Ted Todd Hardwood Floors is created with the culmination of nature and our cutting edge technology. Features including grain pattern, medullary rays, knots, colour variation and unique markings are affected by nature and provide each floor with a unique personality, which cannot be recreated.



# Ted Todd Collection



**TED TODD**

Hardwood Floors

# CRUCIAL TRADING



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Crucial Trading are people with a passion for creating natural floorcoverings that are a design statement in their own right.

# Crucial Trading Collection



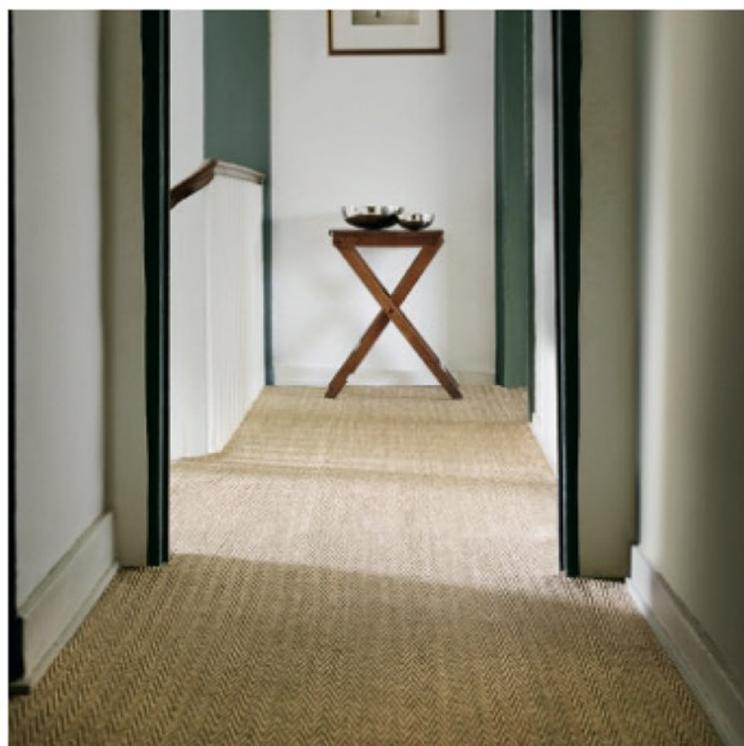
## Crucial Trading Collection

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Crucial Trading believe the natural beauty of their floorcoverings, flooring, rugs and carpets breathe life and warmth into any room.

Their obsessive attention to detail and uncompromising desire for quality can be seen in all of their floorcoverings, from the bold stripes of Audrey to the chunky texture of Masai.

Unlike other products for your home, Crucial Tradings natural floor-coverings offer a sensory experience, from softening the sound to scenting the air and, of course, the pleasure that comes from feeling their materials underfoot is definitely one you should try for yourself.





## V4 Wood Flooring Collection



## V4 Wood Flooring

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From the traditional and timeless elegance of the solid collection to the technologically advanced engineered floors, the V4 Wood Flooring Collections emphasis is always on providing beautiful and durable flooring solutions to meet modern requirements.

V4 are committed to the environment and always look for new ways to lessen the impact the flooring industry has on the environment.

FLOORCRAFT recommended them as wood replaces carbon-hungry alternatives like plastic, metal ceramics and concretes, which require a large amount of energy during production.

The production of wood is highly energy-efficient, giving wood products a lower carbon footprint. - They also look great!





**V 4**

WOODFLOORING

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V4 Wood Flooring is a luxury product to bring out the vibrance and elegance of any household room. In a variety of shades.



FLOORCRAFT are proud to durable and stylish carpets



partner with a wide range of  
brands

## Give your toes a treat...

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From the luxury of Jacarandra and Ryalux to the natural collection from Kersaint Cobb, we stock a variety of styles in all shades of the colour spectrum. A quality carpet will add character to your home, be it modern striped carpets or traditional patterns the choice is very seldom limited.

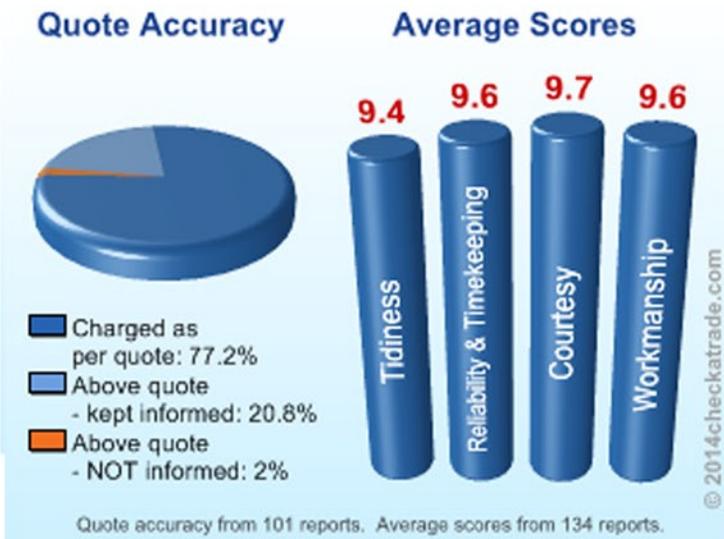
A hardwearing and easy to clean carpet is the ideal option for a busy family home. Use it as your living room carpet because it has stain resistant properties that will increase its longevity.

Alternatively, why not give your toes a treat and sink your feet into a sumptuous and soft carpet upstairs?

Whatever your preference on style, colour and feel we have samples of all the floors we stock in our showroom, alternatively why not book an appointment for one of our Style Consultants to visit you and give their thoughts and expertise on the best foot for your project.

# What Our Customers Think

Find us on  
**Checkatrade.com**



## Lay Amtico flooring in kitchen and hallway.

Very professionally and tidily completed work. Also very impressed with the information provided prior to the work that ensured I had fully prepared that area of work.

Customer in Farnborough, 7 January 2014

## Wooden floor sanding and restoration in two different rooms.

The work was done extremely well, just as quoted, and in the time scale given, by a courteous, professional team using what appeared to be brand new machinery. We are well pleased with an excellent job. Thank you!

Customer in Alton, 16 December 2013



## Sanded and laquered five finger parquet flooring in lounge

After finding Floorcraft on Checkatrade we went to the show room which has a mass stock of quality flooring on display to cater for all price ranges.

The estimate was done there and then pending a confirmation although was really quick and pricing was excellent.

On week of fitting all flooring has been fitted to a high standard and the house was left tidy afterwards.

Would highly recommend Floorcraft and will use again in the future. Thanks Gavin and all at Floorcraft!

Customer in Fleet, 5 July 2013

### **Parquet sand and finish, wood floors installed, carpets laid.**

Gavin at Floorcraft (Farnborough) Ltd was really good at getting us reasonable quotes, fitting us in quickly and organizing 3 different types of flooring to be done.

Also the best thing is that he knows everyone, so he also got us a plumber to come out on short notice and an electrician. I would highly recommend.

**Customer in Fleet, 22 November 2013**

### **Hanging of internal doors, build of understairs unit, new stair rail and glass panels.**

We had a very specific set of requirements but needed advice and guidance on our planned design for the under stairs storage unit.

Not only were Floorcraft able to do the fitting very well they were also very much part of the design process which used their carpentry skills to ensure a successful end result. They always arrived promptly, left very little mess given the work involved and communicated well where necessary.

We are very pleased with the end results and can highly recommend them.

**Customer in Fleet, 28 November 2013**

### **Wooden flooring.**

Fantastic job. Extremely happy with the finishing product.

**Customer in Woking, 3 January 2014**

### **Sanding and lacquering floor boards.**

They did a good job on floor boards which had layers and layers of carpet glue, bitumen and tile cement on them. The floor came up really well but it took 1 extra day than they thought, even with their hi-tech sanding equipment.

They charged me a bit more than the quote but nowhere near 1 extra days labour for 2 men. We were prepared for lots of dust but there was next to none as their equipment sucked it all up as it was produced.

**Customer in Farnham, 1 September 2013**

### **Amtico on sitting room floor.**

Excellent from start to finish and Gavin is a great chap. Very helpful and the final bill came in less than the original estimate! Russell's work was to a high standard and again really nice guy. Very pleased and happy to recommend.

**Customer in Farnborough, 22 April 2013**

### **Amtico flooring with underfloor heating in kitchen, dining room and conservatory.**

Delighted with our new floor. Work involved removing a wall and old flooring and replacing with new amtico flooring with underfloor heating.

All work completed to a very high standard while we were on holiday. Gavin co-ordinated with the electrician for us and kept us informed via phone while we were away. Highly recommended.

**Customer in Farnborough, 15 October 2012**



## You can find us at:

Floorcraft Limited  
Marsh Farm  
Bowling Alley  
Crandall  
Farnham,  
Surrey  
GU10 5RJ

## Give us a call:

T: 01252 763 788  
info@floorcraftgroup.co.uk

## We are open:

Monday: 9am-5pm  
Tuesday: 9am-5pm  
Wednesday: 9am-5pm  
Thursday: 9am-5pm  
Friday: 9am-5pm  
Saturday: 10am-4pm  
Sunday: Closed



# ORCRAFT

Beautiful Floors



uk.com

Tel: 01252 763 788



We Are  
**OPEN**



# COME VISIT OUR SHOWROOM



Floorcraft, Marsh Farm, Bowling Alley,  
Crandall, Farnham, Surrey, GU10 5RJ

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01252 763 788