



WOOD
FLOORING

TRADE ACCOUNT

2024

WWW.JFJWOODFLOORING.CO.UK



ABOUT US

45 YEARS EXPERIENCE

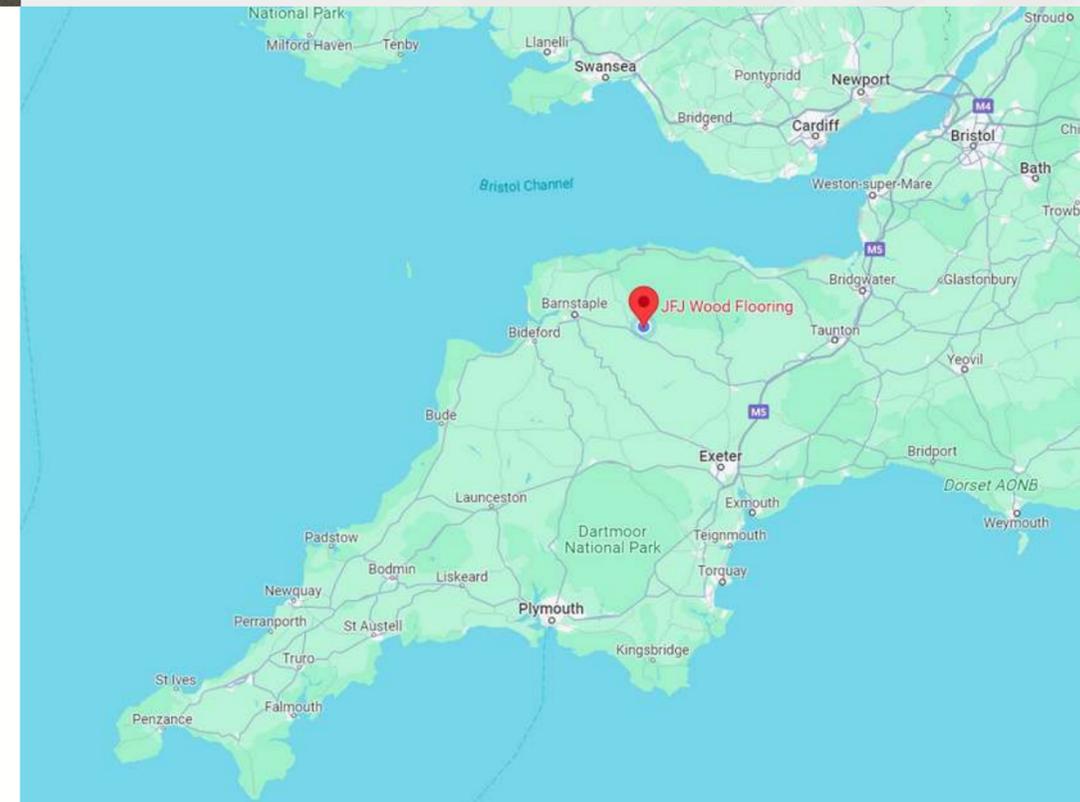
JFJ Wood Flooring is a trading name of JF Joinery (SW) Ltd. We are a long established family run business and our family date back as far as 1853 in the timber and flooring industry. JF Joinery has been one of the most trusted Devon based joinery suppliers for over 45 years and have been supplying high quality flooring options for the past 20 years.

FAMILY RUN BUSINESS

JFJ is owned and ran by a Father & Son team. John Fanthorpe, the founder of JF Joinery, started his joinery business in 1978. John began shipping flooring throughout the UK in the early 2000's and Tom (John's Son) joined the business to specialise in the flooring department in 2011.

LOCATED IN NORTH DEVON

Our workshop and showroom is located on the edge of Exmoor in the village of North Molton, North Devon. We supply flooring throughout the whole of the UK with fast delivery times - next day / same day deliveries often available.



WHY CHOOSE US?

VALUE FOR MONEY

We have always offered unbeatable value for money and we're confident our prices will be extremely competitive when compared like for like.

QUALITY

We have always acknowledged that sustainability in repeat business hinges on the foundation of quality. Our products serve as direct reflections of our values and business ethos, and we are confident that you will find them equally fitting for your own standards.

RELIABLE SUPPLY

The floorboards we offer are stocked in the UK with fast lead times. Stock can be allocated to you in advance and we can arrange delivery to site, on a day of your choice.



61%

of our orders are through repeat business or recommendations.



97%

of our online Google reviews are **5 star**.



YOUR BUSINESS, YOUR APPROACH.

Building a long standing business relationship that suits your requirements.

Several of our longstanding trade customer relationships extend beyond **four decades**. Throughout this period we have observed that various companies have their own preferences in managing their flooring orders. In the following sections, we have delineated these approaches for your consideration, enabling you to identify the most suitable approach for you & your business. Ultimately, we're happy to work with you in a manner that aligns with your preferences and requirements.

RECOMMENDATION ONLY

Several trade customers opt to delegate decision-making and flooring procurement to their clients. Their primary objective is not to profit from materials but to confidently endorse our services, assured in the knowledge that they will be installing a superior-quality product.

01

HANDS-OFF APPROACH

5% TRADE DISCOUNT

Some trade clients wish for us to interact directly with their customer and provide any quotations at list prices. Simultaneously, our trade client purchases goods from us, and we invoice with a 5% trade discount applied.

In order for this to work seamlessly, communication between us and our trade clients is important.

02

BUSINESS TO BUSINESS

5% TRADE DISCOUNT

YOU CHOOSE YOUR MARGIN

Under this arrangement, we liaise directly with our trade client, who in turn manages interactions with their customer. A 5% trade discount is factored into the order, and the trade customer supplies the flooring to the end user at a price of their discretion.

03



EXAMPLES OF POPULAR FLOORBOARDS.

When dealing with JFJ Wood Flooring, your point of contact will be a member of our small and dedicated team. It's likely that, in time, you'll get familiar with a selection of boards which suit most of your customers flooring requirements. This being said, you can always reach out to us via phone or email to discuss your specific project and we'd be happy to see what we can offer.

For now, here are some examples of a few of our most popular options.....





'SUPREME' 220MM X 21MM

One of the highest spec engineered oak floorboards on the market. Stunning long and wide French Oak boards made up of a thick 6mm solid strip wear layer, based on a high quality multi-laminate plywood core. Unfinished, ready for a treatment of your / your clients choice to be applied on site.

The knots featured within this range contain a unique sawdust based filler which has a brown and granular appearance, blending beautifully into the surrounding timber.

UNFINISHED ENGINEERED OAK

We offer wood flooring in all finishing options including unfinished, pre-oiled and pre-lacquered. However over the years unfinished boards have proven to be very popular with our trade clientele.

Unfinished floors are versatile and can be treated on site to the colour and sheen level of your / your clients choice. Historically, this has proven effective, as our trade clients have only had to gain familiarity with a small selection of boards but by utilising various finishes, they're able to present a wide verity of styles and colours.

Moreover the boards can be treated on site with a high quality finish that's suitable for indented environment.

'SUPREME' 220MM X 21MM

UNTREATED, 6MM WEAR LAYER, 2 SIDED BEVEL, T&G ALL ROUND, SUITABLE FOR UFH, STRUCTURAL.

'CLASSIC' 220MM X 15MM

UNTREATED, 4MM WEAR LAYER, 2 SIDED BEVEL, T&G ALL ROUND, SUITABLE FOR UFH.

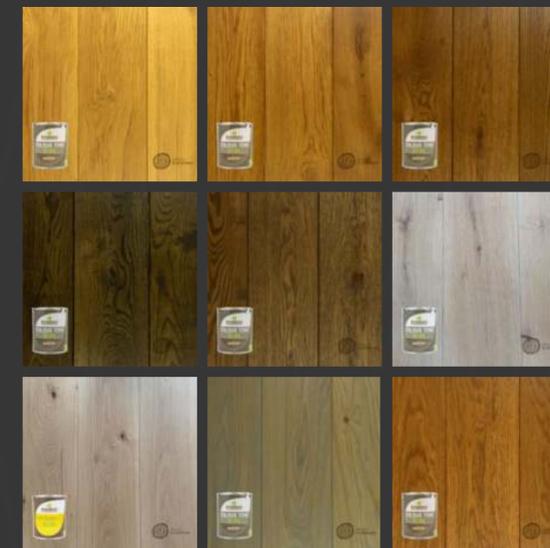
'CLASSIC' 220MM X 15MM

A thinner version of the 'Supreme' 220mm x 21mm (see above). Despite being thinner this board is still based on a high quality and dense hardwood ply which provides the highest levels of strength and stability. Suitable for underfloor heating and a solid floor underfoot.

The 'Classic' 220mm features a solid 4mm layer of French oak on it's top surface and contains the same unique filler as the 'Supreme' 220mm.



TREATEX® COLOUR TONE EXAMPLES



EXAMPLES OF
POPULAR
FLOORBOARDS



'LUNDY' 190MM X 20MM UNTREATED

The 'Lundy' 190mm x 20mm engineered oak is the most popular choice in the distressed Lundy range. This boards comes 20mm thick with a 6mm solid oak wear layer, making it one of the thickest floorboards we offer.

This boards is supplied unfinished allowing you to finish on site with a colour / treatment of your choice. The floor featured in the image to the left showcases the popular Clear Matt Treatex Hardwax oil finish, yet the rustic nature of this floor offers the opportunity to achieve a diverse array of stunning finishes.

DISTRESSED ENGINEERED OAK

We offer a range of 'distressed' engineered oak flooring, known as the 'Lundy' range. These boards are brushed which produced a tactile textured finish. The oak is a very rustic grade which includes knots, splits and an abundance of natural features.

A distressed engineered oak floor allows you to capture the character reminiscent of old reclaimed floorboards, while provided high levels of stability and reliability. Particularly important when installing over underfloor heating.

The distressed 'Lundy' range is available in both pre-oiled and untreated, which allows you to apply a colour / finish of your choice on site once the boards are installed.

'LUNDY' 190MM X 20MM UNTREATED

UNTREATED, DISTRESSED & RUSTIC GRADE, 6MM WEAR LAYER, 4 SIDED BEVEL, T&G ALL ROUND, SUITABLE FOR UFH.

'LUNDY ANTIQUE BLACK' 220MM X 15MM

We also offer the 'Lundy' range in pre-oiled options such as the 'Lundy Antique Black' shown here. This board is supplied in a 220mm wide plank and 15mm thick.

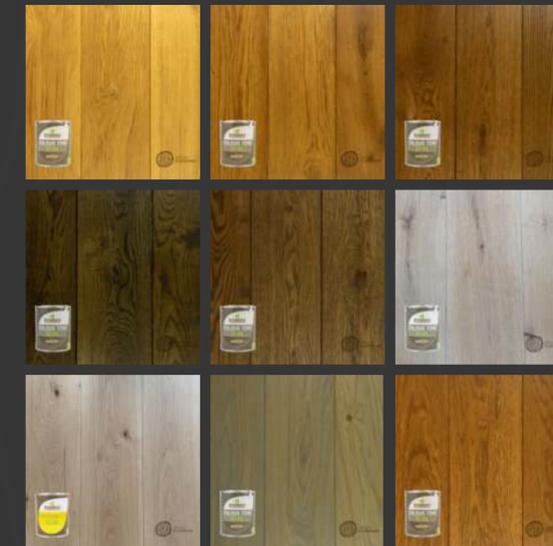
Like all of our engineered oak floors, this board is supplied with a multi-laminate plywood core making it one of the most stable floors on the market.

'LUNDY ANTIQUE BLACK' 220MM X 15MM

PRE-OILED, 4MM WEAR LAYER, 4 SIDED BEVEL, T&G ALL ROUND, SUITABLE FOR UFH



TREATEX® COLOUR TONE EXAMPLES



EXAMPLES OF
POPULAR
FLOORBOARDS



'SUPREME' 190MM X 21MM ENGINEERED WALNUT

LACQUERED, 6MM WEAR LAYER, 2 SIDED BEVEL, T&G ALL ROUND, SUITABLE FOR UFH, STRUCTURAL.

'SUPREME' 190MM X 21MM ENGINEERED WALNUT

Our 21mm thick 'Supreme' range is also available in an American Black Walnut option.

The 'Supreme' 190mm Walnut is a 21mm thick board with a 6mm solid wear layer making it one of the highest spec engineered walnut floors available.

The boards come pre-treated with a satin lacquer which provides a soft sheen and enhances the natural beauty of the stunning North American timber.

ENGINEERED WALNUT FLOORING

American Black Walnut is a popular choice of timber for those looking for a stylish darker wooden floor. The key feature of Walnut is it's dark lustrous tones and beautiful unique grain patterning. Although paler timbers, such as Oak, can be stained to a similar colour, the unique characterises within real Walnut cannot be replicated.

Most of our Walnut flooring sales have been longer and wider straight plank floorboards as these are the best at showcasing the timbers natural beauty. However we can also supply walnut in smaller planks and herringbone parquet on request.

'SERENITY' 190MM X 20MM ENGINEERED WALNUT

The 190mm x 20mm 'Serenity' is a popular for those looking for a high spec, but more affordable, walnut option.

The 'Serenity' is very similar in it's appearance to the 'Supreme' however these 20mm thick boards consist of a thinner, 4mm, wear layer.

The boards are T&G all around with a multi-laminate plywood core.

'SERENITY' 190MM X 20MM ENGINEERED WALNUT

LACQUERED, 4MM WEAR LAYER, 2 SIDED BEVEL, T&G ALL ROUND, SUITABLE FOR UFH.



EXAMPLES OF
POPULAR
FLOORBOARDS



'REVERIE' HERRINGBONE 90MM X 18MM UNTREATED

The 'Reverie' 90mm x 18mm Herringbone is another versatile untreated board. Like any untreated floor this can be finished on site to the colour and finish of your choice.

This board is 18mm thick overall with a 4mm solid oak wear layer and multi-laminate plywood core. Tongue and grooved all round and a bevel on all 4 sides.

A stable engineered oak board in a traditional timeless Herringbone style. Also available in Prime grade, Brushed, Oiled, and Lacquered.

'REVERIE' HERRINGBONE 90MM X 18MM UNTREATED

UNTREATED, NATURAL GRADE, 4MM WEAR LAYER, 4 SIDED BEVEL, T&G ALL ROUND, SUITABLE FOR UFH.

'NATURA' HERRINGBONE LVT FLOORING

The 'Natura' is the most popular colour within the LVT Herringbone range we offer. A pale oak colour which suits both traditional and contemporary properties.

In total, we currently offer 5 colours within our LVT Herringbone range. These boards are 6.5mm thick overall, have a 0.5mm wear layer and all come with a built in underlay (no need for any additional glues or underlays).

'NATURA' HERRINGBONE LVT FLOORING

126MM WIDE X 6.5MM THICK X 630MM LONG, ULTRA MATT SHEEN, BUILT IN UNDERLAY, CLICK & LOCK FIT.



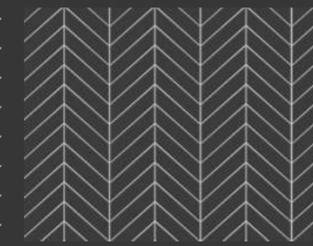
PARQUET FLOORING

Herringbone has come back into popularity in recent years. We offer numerous boards in both Engineered Oak & Luxury Vinyl Tile (LVT) in a Herringbone pattern, 2 of which we have shown here to the left.

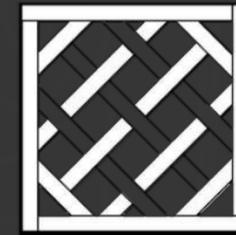
We can also offer parquet in **Versailles Tiles** and **Chevron** style.



Herringbone



Chevron



Versailles Tiles

EXAMPLES OF
POPULAR
FLOORBOARDS



SPC MATT SHEEN 'ESSENCE'

Our Stone Plastic Composite (SPC) 'Essence' is one of the most natural looking LVT products. A timeless light oak colour with a matt finish and subtle textured surface creates an authentic oak feel. The SPC Matt Sheen collection also boasts broad dimensions, measuring 228mm in width and 1800mm in length, further helping to mirror the grandeur of real oak planks.

LVT FLOORING

Luxury Vinyl Tile (LVT) flooring, sometimes referred to as Rigid Core flooring, is rapidly increasing in popularity due to its attractive appearance, water resistance, durability, and ease of installation.

Our range consist of Wood Plastic Composite (WPC) and Stone Plastic Composite (SPC). WPC and SPC refer to the materials used within the core of the board. Stone Plastic Composite boards are made up of calcium carbonate (limestone), PVC and plasticisers which results in a very dense floorboard that offers unmatched levels of water resistance. Wood Plastic Composite planks consists of wood flour and plasticisers. Generally speaking the choice between these 2 constructions comes down to aesthetics, rather than technical specifications - which size, style and colour suits the property best.

SPC MATT SHEEN - 'ESSENCE'

228MM WIDE X 6.5MM THICK X 1800MM LONG. ULTRA MATT SHEEN.

SPC - 'ACORN OAK'

The 'Acorn Oak' is available in both WPC and SPC flooring and stands out as our most favored color/style option. We attribute much of the Acorn Oak's popularity to its versatile aesthetic appeal. Featuring numerous knots and distinctive features, the board is well-suited for those seeking a rustic look. Simultaneously, the pale oak finish, with white accents running through the grain, lends itself seamlessly to more modern interiors. These boards encompass a spectrum of colors including white, black, beige, and various shades of brown, making them adaptable to rooms with other timber elements. The diverse color palette allows the boards to complement different wood tones within a room, creating a harmonious and visually appealing flooring solution.

SPC - 'ACORN OAK'

228MM WIDE X 6.5MM THICK X 1524M LONG



Key features include:

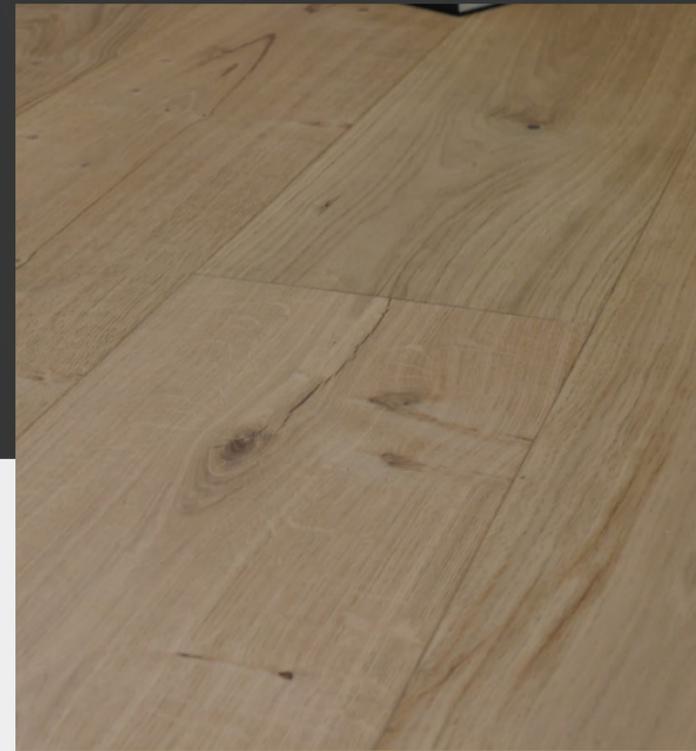
- Built in underlay - no need for any additional glues / underlays for installation.
- Long and wide boards available.
- Very matt finishes available.
- Extremely water resistant.
- Many different colours and styles available.
- 5Gi Click lock system.
- Very durable.
- Easy to clean.
- Suitable to be used over most UFH systems.
- Great for all rooms in the property, including kitchens and bathrooms.

EXAMPLES OF
POPULAR
FLOORBOARDS

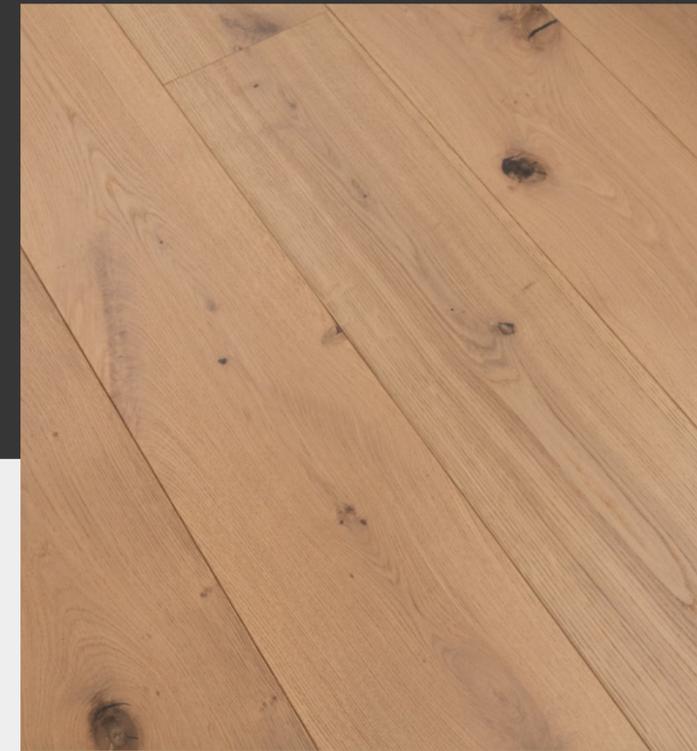
and more....



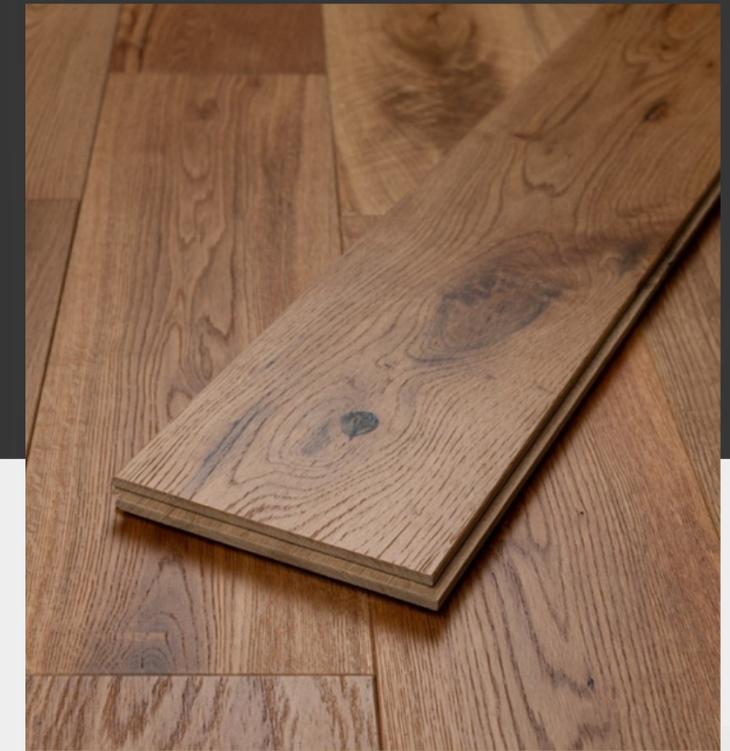
PRIME GRADE



INVISIBLE LACQUER



EXTRA WIDE
(UP TO 300MM)



SOLID OAK

**OVER 150
FLOORBOARDS
AVAILABLE**

We aim to build a trusted and long standing relationship with our valued trade clients. By delivering a personal and unparalleled service, offering high quality products, and reliable supply, we hope to be the company of choice and save you the time of "shopping around" for your clients LVT & wood flooring requirements.



**THANKS FOR READING AND WE
LOOK FORWARD TO THE
OPPORTUNITY TO WORK WITH
YOU.**

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