



HANDCRAFTED

Freedom
— FLOORING —
WOODEN FLOORS



Engineered French Oak (special colour)

WELCOME

“Each time we walk into a room, we ask ourselves what would we be happy with? How can our hand-crafted timber floors transform this space? This willingness to create long lasting value for clients keeps us at the top of our industry.”

Phil Rowe and Brenda Boyer – Owners

You'll be getting the personal attention of Phil and Brenda, the owners – who have between them over 25 years worth of knowledge in the industry, and who take pride in treating every home or project as if it were their very own.

Freedom Flooring has been installing floors in award winning homes and commercial projects since 2004, so you can be sure you are dealing with a trusted and premier vendor who are the top of their game in the timber flooring industry.

So who will be working on your project? A team of 18 talented

and professional specialists from around the world will be at your service from start to finish. Our team pride themselves on providing our customers with a service of unrivalled quality – they are all handpicked and professionally developed to continue to be the best in the business.

People say timber flooring is the first thing people comment on when they walk into a new home, renovation or commercial project. Timber is a wise choice that can completely transform spaces, so we know you'll be satisfied about your decision.

There are many options though – so we aim to guide you every step of the way to help make the right choices for you and your project.

We invite you to have a look through this brochure to get an idea of what type of timber you'd like, read some comments from happy customers and have a look at their amazing projects. More in depth information and gorgeous pictures are available on our website www.freedomflooring.co.nz. Phil, Brenda and the amazing team at Freedom Flooring look forward to working with you.



WHAT IS YOUR VISION?

While shag pile carpet may never enjoy a meaningful resurgence, timber is a timeless choice for life and it will always be in fashion. The best thing is that when you tire of the look or colour – you may simply choose to sand it back and treat it differently, which makes timber the most sustainable flooring product.

When you have decided on a timber floor, you will be faced with many options such as type of timber, finish and colour. American Oak or Tawa? Polyurethane or oil? If you have no idea what you are after, we can provide you with samples, photos and ideas to help to get you closer to your ideal result.

If you know exactly what you want we can help you achieve that goal, no matter what degree of difficulty the project may present – Freedom Flooring love a great challenge!

American Oak Parquet in herringbone pattern, stained

“Deciding between engineered or solid wood flooring can be difficult for any home owner or project manager. Certainly, there is something to be said for both choices. Which is the best choice for you?”



CHOOSING SOLID TIMBER

With solid timber, after years of hard wear in any environment, a simple re-sand and re-coat will bring your floor back to its original condition. Because of the depth and solidity that a traditional solid timber floor has to offer, it can be re-sanded many times. Depending on the timber, you can even change the ‘look’ of it with the multiple colouring options that are available. This is why it is said that solid timber is a sustainable source that will outlast your own lifetime in your home. It is this very reason that it’s usually an instant advantage when it comes to selling your home or project. To view a small selection of our timbers and colouring options please see “Renovating or New?” on the last page of this brochure.



CHOOSING AN ENGINEERED TIMBER

Unlike a solid timber floor, ‘pre finished’ or engineered timber is as it sounds, finished when it leaves the factory. These floors are usually a 4-6mm engineered timber veneer glued to a 10mm ply backing. A high wearing clear finish is applied at the factory. Or, we can supply you with what is called an ‘unfinished’ engineered board, that gives you the freedom to choose how it’s sanded, coloured and coated. The dimensional stability means there is less need to accommodate for seasonal movement and humidity when installing with a reduced acclimatization period. Engineered flooring can be applied directly to sub floors with underfloor heating. Freedom Flooring supply high quality engineered flooring, as we like our customers to be happy with their choice for many years to come.



Ferrari Showroom (American Oak)



Saatchi & Saatchi Head Office (Blonded Kauri)



Speights Ale House (Rimu)

“Freedom Flooring worked extremely hard to achieve our vision for Trelise Cooper Kids, we have no problem recommending them to anyone.”

Trelise Cooper

“We have worked with Freedom Flooring on the Grand Hotel project for the last two years. Their quality of finish and overall service to us on a difficult project has been outstanding. I would have no hesitation in recommending Freedom Flooring for all types of timber flooring installation.”

*Gary Lucey, Project Manager
Naylor Love Construction*

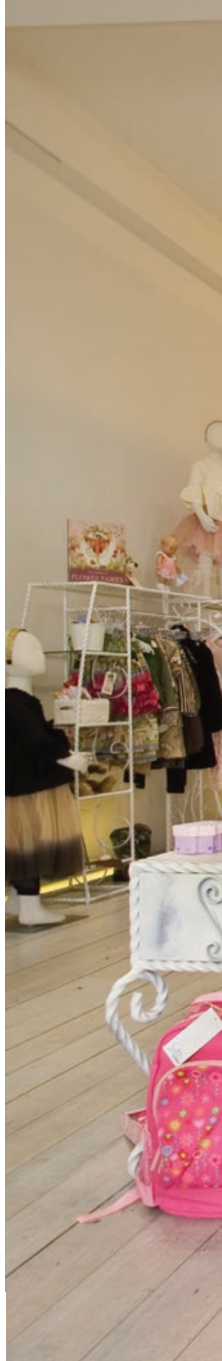
COMMERCIAL FLOORING

Create the perfect look in Timber for any setting – retail, offices, showrooms, dance or sports halls, hotels, museums and restaurants.

Timber flooring stands up to the heaviest traffic, withstands the toughest conditions, and provides the ease of cleaning commercial cleaners need to get the job done, and fast!

Commercial buildings will get a lot of traffic, so wooden flooring always wins when it comes to longevity. Whether you're an architect, designer or company owner - if outstanding is your goal, we have your solution.

Freedom Flooring will work around your trading hours. You can be sure we can produce maximum benefits for minimum disruption to the building. No job is too big for Freedom Flooring, and our expertise and technical knowledge on the performance of timber for commercial use is second to none.





Trelise Cooper (New Tasmanian Oak, beaten with chains and special finish)



American Oak (natural)



Solid French Oak (stained)



Solid American Oak (white oil)



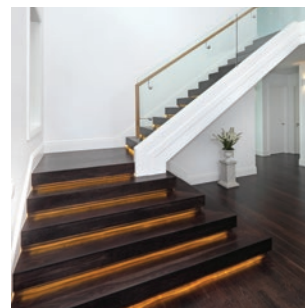
Solid American Oak (stained)



American Oak (dark stain)



**Solid American Oak
(white stain)**



**Solid American Oak
(ebony stain)**

STAIRCASES

Spiral, curved, L shaped, straight, or light them up like a Christmas tree! Timber staircases for us are a thing of beauty and often attract comments from friends and visitors as they can be objects of grandeur.

Staircases provide a way to travel from one floor to another in a home or commercial building and therefore receive a high amount of foot traffic throughout the year. Timber should be the material of choice for designers and homeowners seeking internal staircases of strength, beauty and durability.

You have a wide choice of finishes available to you for timber staircases. People may choose to do a contrasting staircase to their timber floor or they may like to match it in. These days – the way you light your staircase should be a consideration as many lighting effects can be added around, under and inside balustrades and stair nosings. There are also a variety of options available when it comes to finishing the sides and also the stair nosings. You're only limited by your imagination when it comes to stairs!



Solid American Oak Parquet (natural)

PARQUET

In 1684, a new type of flooring was introduced in Versailles, France. This flooring was made by hand cutting small pieces of various coloured hardwoods into geometric shapes using squares, triangles, and lozenges. The word Parquet was given for creating and installing wooden flooring this way.

Initially, the level of skill and artistry required to make Parquet made it extremely expensive and it would appear only in the homes of the most affluent and royal families. Now - although time and great artistic skill is still required to lay it - the abundance of wood products combined with the latest technology makes Parquet more affordable than it's ever been.

Parquet is now available in both solid and engineered form making it available for a wide range of applications. The three dimensional nature of Parquet works in every environment, from rustic to the most modern decor. There has been a huge resurgence in the popularity of Parquet with the most common forms being Herringbone and the Chevron pattern. Freedom Flooring pride themselves on being the front runners in New Zealand in the craft of Parquet.

There's no doubt that these floors are quite simply, works of art.



Solid American Oak Parquet (stained)



French Oak Engineered (oiled)



French Oak Engineered (oiled)

OUR CUSTOMERS



American Oak Prime (natural)

PERCIVAL BUILDERS WHITIANGA

"Freedom Flooring is our first choice for all timber flooring work. Phil and his team are responsive to our needs, are professional in all aspects of their business, do not compromise on quality of workmanship and deliver the "Wow factor" every time."

Rod Percival



American Oak (stained, special colour)

ANDY BLYTH PROPERTY DEVELOPER

"Freedom Flooring's customer service, planning, installation, finishing and attention to detail is extremely well executed finishing on time and on budget and beautiful timber floors. Freedom Flooring's passion to deliver a great customer experience and expertise with timber flooring makes it all too easy. Freedom Flooring's people, products and services exceed our expectations. Thank you."

Andy Blyth, Developer – VillaVilla Ltd



Engineered European Oak (stained, special colour)

STEVE GREGG

"Freedom Flooring is our chosen supplier for timber flooring, they deliver high quality service and top quality floors, but most of all - they have integrity and respect for our projects and their time-frames."

Steve Gregg – Builder



American Oak Rustic (natural)



American Oak Prime (natural)



American Oak Rustic (natural)

505 CONSTRUCTION

"Freedom Flooring exceeded our expectations on this project. We highly regard their work and recommend them without hesitation."

Adrian Rowan – 505 Construction

JALCON HOMES

"We think Freedom Flooring is just amazing. Their timber flooring is all class and well worth the investment... Great communication, great people to deal with. Jalcon Homes are all about high quality. Our clients love the colour range and styles available that helps them personalise their home to suit them."

Julie Cooper – Jalcon Homes

AARON McCURDY

"We wanted the 'Million Dollar looks' but without the million dollar budget, Phil then advised on the types of wood, and wood finishes for the look we wanted. The end result was exactly what we had visualized and the whole process was made easy with good communication, great workmanship and friendly, reliable staff."

Aaron McCurdy – Home owner

A rectangular sample of Kauri wood, showing a light tan color with a straight, fine-grained texture.

KAURI

A rectangular sample of Matai wood, showing a medium brown color with a straight, medium-grained texture.

MATAI

A rectangular sample of Rimu wood, showing a medium brown color with a wavy, medium-grained texture.

RIMU

RENOVATING OR NEW?

I AM BUILDING NEW, AND I HAVE NO IDEA WHAT I WANT!

Well, that's where we come in – if you look to the next page, you'll see a selection of Freedom colour timbers, and some of our most popular timber choices. There are also more in our showroom. If you would like a sample of any of these delivered when we come to do our flooring plan, just give the office a bell on 09 448 5728 or email at: info@freedomflooring.co.nz and request your samples to be delivered to you.

I AM RENOVATING, CAN I MATCH NEW TIMBER WITH MY EXISTING FLOOR?

The short answer is, yes. We can match-in your timber if you are building an extension or wish to have part of an older floor replaced. Most of the time, these timbers usually involve Matai, Rimu or Kauri. Many people do not realize all of these timbers can still be purchased therefore you do not always need to pull up an older floor – how convenient!



100 year old Matai stitched into new Matai



Saligna



Kwila



American Walnut



Pililarus



American Heart Maple



Rosewood



Yaka



Jarrah



American Oak – Prime Grade



American Oak – Rustic Grade



French Oak



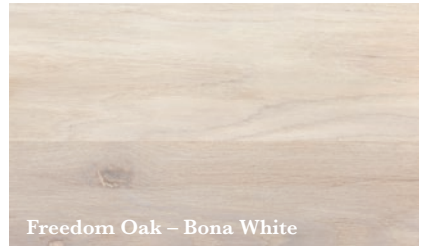
Tasmanian Oak



Freedom Oak – Truffle



Freedom Oak – Graphite



Freedom Oak – Bona White



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