

## WHAT'S NEW

Page numbers below are from the new catalogue

### SALCOMBE

Available from: 9 November 2023

SALCOMBE | PEARL OAK  
45-PL0-001 PAGE 38

SALCOMBE | SANDORA OAK  
45-SD0-001 PAGE 40

SALCOMBE | RIVIERO OAK  
45-RV0-001 PAGE 43

SALCOMBE | HEADLAND OAK  
45-HD0-001 PAGE 43



### CHEPSTOW

Available from: 9 November 2023

CHEPSTOW | FLAXEN OAK  
65-RAW-001 PAGE 91

CHEPSTOW | SHALE OAK  
65-RFO-001 PAGE 91

CHEPSTOW | SILVERGLADE OAK  
65-RWS-001 PAGE 92



### BERKELEY

Available from: 27 November 2023

BERKELEY | ARCHWAY OAK  
38-BDB-001 PAGE 102



## WHAT'S BEEN IMPROVED



From this to this



Throughout the next 12 months, you will see products with...

- Tighter Grading Parameters
- Upgraded Finish
- Improved Character

The following products have been improved so much that you can no longer fit the old and the new together.

The old will be discontinued on 1 October 2023. Available dates for new are below.

Page numbers below are from the new catalogue.

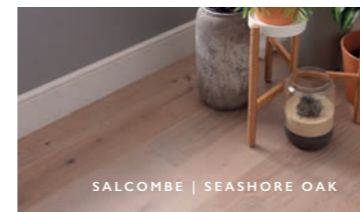
### SALCOMBE

Available from: 9 November 2023

SALCOMBE | SEASHORE OAK  
45-WDG-013 PAGE 38

SALCOMBE | DUNE OAK  
45-WGR-016 PAGE 40

SALCOMBE | NATURAL OAK  
45-WGO-000 PAGE 41



### CHEPSTOW

Available from: 9 November 2023

CHEPSTOW | WASHED OAK 190MM  
65-RWA-001 PAGE 92

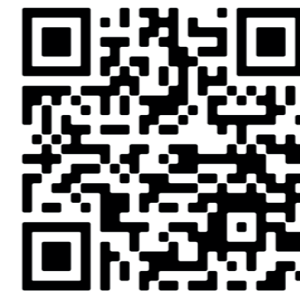
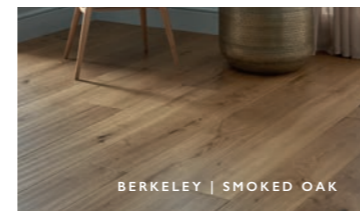
CHEPSTOW | WASHED OAK 240MM  
65-RWA-002 PAGE 92



### BERKELEY

Available from: 9 November 2023

BERKELEY | SMOKED OAK  
38-BOS-003 PAGE 102



SCAN THE QR CODE TO WATCH THE RANGE LAUNCH FILM!

84 PRODUCTS  
245 IMPROVEMENTS

## NO PRICE INCREASE!

No prices are going up!  
Price drops on multiple ranges as of 1 October 2023:

- 22% price drop on Design Panels
- 18% price drop on Salcombe
- 7% price drop on Lynton
- 2% price drop on York



## NEW 2023 CATALOGUE

- Bigger images and more roomsets than ever before, giving even more inspiration to your customer.
- Improved processes and finishes on pages 12 - 17, making it easier for you to guide your customer to their perfect floor.
- Get information faster, with all the technical info found in once place under images on product pages.



Need more catalogues?  
Give us a call and we'll arrange.

## CRITICAL DATES



21ST SEPTEMBER 2023

Your new catalogues arrive



1ST OCTOBER 2023

All changes go live to the market place:

- New reduced pricing
- All changes to catalogue
- Discontinued products



25TH SEPTEMBER 2023

Your new price lists will be sent via email



## WHAT'S GONE

Products discontinued from 1 October 2023.  
Remove any samples of these products from your displays.

- 45-WAW-020 Salcombe Chalked Oak
- 45-WAB-014 Salcombe Moonbeam Oak
- 45-WAC-017 Salcombe Shadow Oak
- 45-WOU-003 Salcombe Natural Oak 3 Strip
- 65-SOG-001 Chipstow Sawn Grey Oak
- 65-POC-001 Chipstow Planed Cocoa Oak
- 38-BMC-001 Berkeley Century Pine
- Clarence Style Design Panels
- Gatcombe Style Design Panels
- Sandingham Style Design Panels with Bevel
- Stairpro

## POS

Our intention is to get the new products into your showrooms quickly and efficiently.

What you can expect:

1. Contact from your regional manager
2. Plan of your showroom agreed with you
3. Point of Sale samples ordered and delivered



## WOODPECKER Academy

The Woodpecker Academy is live!

Everything you need to know to be successful with wood flooring and Woodpecker in one place.

Start your learning journey today.

Scan the QR code to make a start.



## YOUR 2023 SURVEY

What can we do better?

Scan the QR code to give us your view and contribute to the future.  
Your voice matters.

