

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



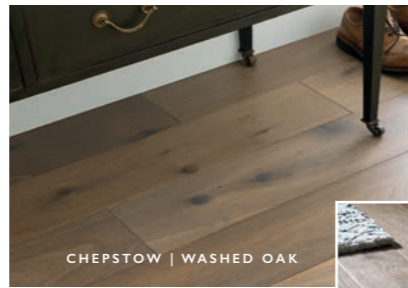
WOODPECKER TRADE

Available from: 1 October 2023
Pallet quantities only

INNOVATE | FOSSIL OAK
83-HOZ-010

INNOVATE | DUSTY OAK
83-HOZ-011

WHAT'S BEEN IMPROVED



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

- Tighter Grading Parameters
- Upgraded Finish
- Improved Character



From this to this

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.

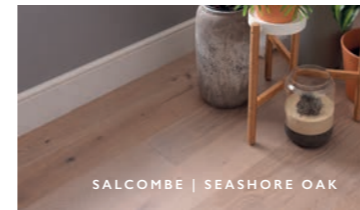
SALCOMBE

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

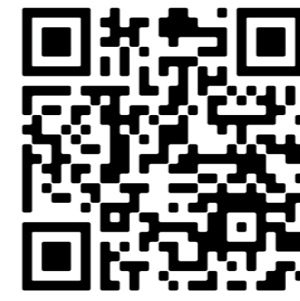
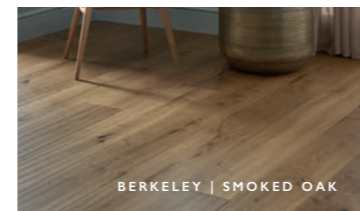
CHEPSTOW | WASHED OAK 240MM
65-RWA-002 PAGE 92



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

SUSTAINABILITY PROMISE

Carbon Negative by 2030

- Progress we've made in 2023:
- Saved over 700 tonnes of packaging
 - Changed car fleet policy to hybrid or electric
 - Plastic tubs - all at least 50% recycled materials
 - Awarded Green Growth Pledge
 - Undergoing accreditation for ISO14064



A sustainability journey you can be proud to be part of.

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.



YOUR SHOWROOM SAMPLES

Your Area Sales Manager will bring the new samples when they next visit.

