

TIMBERWISE

# Floor for life

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Timberwise

# We make flooring for your life

We are proud to be part of your everyday life. We are there to carry your daily comings and goings – small steps, rustle of cherished paws, clatter of party heels, the hushed shuffle of slippers. It is a matter of honour for us to produce safe, premium-quality flooring that stands the test of everyday life and is manufactured in our home country of Finland.

We do not offer the cheapest flooring on the market, as our materials and quality need to be the very best. The Timberwise factory has invested in producing durable floors right from the start – floors that are ready to share your life and daily humdrum for decades to come. They forgive the wildest dance moves – with some tender loving care, they simply shine on. Treated properly, our flooring is part of your life for decades – hopefully the rest of your life.

Ingredients for good living include some play, dance and rest, trusting it is all supported with finesse and strength. Not only is Timberwise flooring a stunning, durable choice, but can be relied on with peace of mind. A toddler is safe to crawl and even have a taste without concern. We are an eco-friendly, non-toxic partner for your daily life.

Our factory in Loimaa, Finland, is happy and proud to be manufacturing flooring with such a unique quality that it is exported as far as China. We are honoured to be your partner for life.

# A family affair

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It's all abuzz at the Timberwise factory set amid a landscape of fields in Loimaa, western Finland. A high frequency press and tongue and groove machine are hard at work, while sprinklers on the ceiling spurt water into the air to ensure perfect humidity levels. Here, wood and optimal conditions play a starring role. They are a matter of honour for the 26 pairs of hands at the factory and ten in charge of sales and administration, all striving to produce the best flooring in the world.

The journey began over twenty years ago when Markku Mäkitalo acquired a former welding factory in the Puujalkala area of Loimaa. His company Puujalkalan Puu and pursuit for outstanding quality were born. In 1999, the company changed its name to Timberwise and systematic branding began.

Floor For Life is crafted in good hands – it could even be called a family affair. Markku's daughter Laura Lankinen is the company's brand director, son Jaakko Mäkitalo is in charge of sales in Finland's capital area, and daughter Anu is a board member of parent company Cartem Oy. 69-year-old double retiree Markku continues to show up at the Timberwise factory nearly every day. The siblings and their father do not step on each other's toes too often, though.

"We don't admit to arguing, but do sometimes talk in capital letters," father Markku laughs.

Markku's continued involvement in a number of areas like finances can cause some words – sometimes the children feel he could take a step back. But in the end, everyone is pleased to be working together.

"He never forced us to get involved in the company. We are here purely from our own free will and passion for the industry," summarizes Laura.

Former professional golfer Jaakko is the latest family member to join the company. When in 2018 golf became a smaller part in his life, he was faced with the question of what to do next. The prospect of working for someone else did not feel like an option.

"Dad seemed rather pleased when I shared my thoughts about joining Timberwise. With Anu as a board member and our mother having an important role in ensuring everything runs smoothly on the home front, practically the whole family is involved in the company," Jaakko explains.

The company's roots are still firmly planted in Loimaa's soil, and most of the employees are locals. The office and factory windows offer sweeping views across woodlands and fields – local countryside at its best. From this rural setting, flooring is shipped

to countries like Norway and Sweden and all the way to China and Korea. At 60 per cent, exports continue to make up the largest share of company turnover. And business is on a constant, steady rise.

The story that began at a former welding factory more than two decades ago is just getting stronger.

"It's a business, but as a family-owned company there's often a strong emotional charge. My first grandchild worked part-time at the factory last winter. Seeing her busy at work made me emotional," Markku explains.







# Unique and full of life

*The home has been decorated with practicality in mind but with great feeling. According to the motto, signs of life and patina are allowed, and there's no need to sweat the small stuff.*

WRITTEN BY JUTTA RISSANEN

Fifteen years ago, we left the urban jungle of the capital city behind and relocated to the countryside. We decided to fulfil our dream of a wooden house with a garden in the middle of clean nature. We could still pop into the city for some fun when we fancied.

We wanted our home to reflect what we had seen and experienced. Over the years, our style had been influenced by work and holiday trips abroad among different cultures. We were especially impressed with the Andalusian earthy style, wooden architecture on the east coast of the United States, the flair with which Danes blend old, new and self-made pieces, and we've even added a dash of rugged, rustic French style.

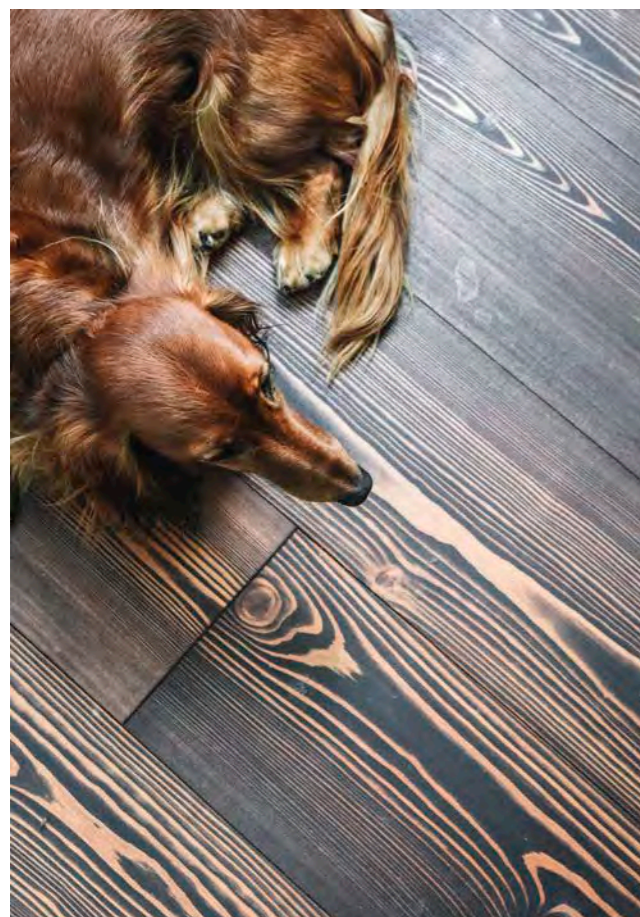
We were after a home that would tantalise all the senses. Our decisions were limited to a budget, but we weren't ready to compromise on every aspect, such as the flooring; as one of the most prominent and solid elements in a home, it pretty much sets the scene.

We knew we wanted fairly dark floorboards. We closed our ears to any other options despite the seller's best attempts to convince us how practical they would be with dogs in the house. But other materials would simply not age as beautifully and receive a lovely, soft patina with each passing year. If sandblasted timber floors would have been on offer at the time, we would have gone for them. But we trusted that our relaxed lifestyle would bring the right amount of wear over time. We wanted to add floorboards throughout the home, including the kitchen. The only areas that were tiled were the mud room, wet areas and utility room.

Our constructor showed us an example of Timberwise oil-waxed Siberian Larch plank parquet in the colour cognac. It was love at first sight! In addition to looks, our decision was sealed by the fact that it was made in Finland with ecological production methods – no toxic adhesives released into indoor air. We suffer from allergies and know what surfaces with

adhesives can cause. Our floor is also where our prey-driven dachshunds get to play, and there was no way we wanted the floor to cause havoc to their sense of smell.

The construction was completed. We made ourselves at home and led a carefree existence for more than a decade. Even the number of dogs quadrupled from two to eight. We would march straight inside with our shoes on, gravel would end up inside and leave its imprints on the floor under the jute rugs, and dogs running in circles scratched the floor. We mainly treated the floor by vacuuming and washing. We didn't open the tin of wax once in the first decade. The floor received exactly the type of wear we were after, although a little too much in some areas perhaps.



When the kitchen began to look a little worse for wear, we decided to start renovating one area at a time. It made sense to renew the floor at the same time, as our taste and style had evolved towards a paler feel over the years.

Sanding and lightening the floor with Osmo Color wax oil worked wonders. The result was fresh, light, vibrant and modern. We opted for a translucent white shade that still revealed some woodgrain and patina. Sanding and filling got rid of the deepest grooves, while the rest remained testament of a life well lived. After going for a lighter colour, we've also taken more care of the floor, as any dirt can be seen more easily

than before. Since the update two years ago, we recently added another layer of wax. The rest of the rooms that still have dark flooring are next in line for an overhaul.

Over the years, our house has become a warm and cosy home for us and an easy-going place for our friends to get together. The sound of laughter fills the place, and at weekends we often socialise long into the night. Our home is decorated with feeling and is full of life, and like its owners has a bohemian flair.

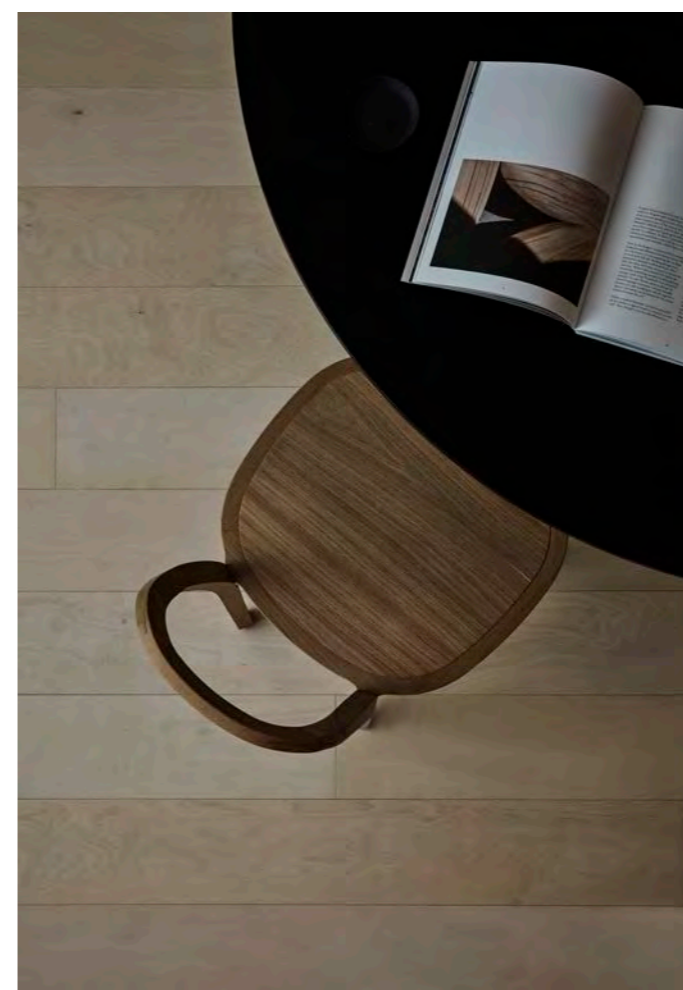


# 20 years of floor celebration!

*Timberwise proudly presents its 20th anniversary products  
- Larch 270 mm, Birch and Old Vintage.*



LARCH 270 MM NORDIC



BIRCH WHITE WAX OILED





OAK OLD VINTAGE MOONSTONE



# Take care of your Floor For Life

*Timberwise flooring is manufactured to be passed on from one generation to the next – a well-made floor stays in good condition for decades to come. Here are some tips and instructions for looking after your Floor For Life:*

## 1 GOOD INDOOR AIR QUALITY

Flooring stays in optimal condition in indoor air with a relative humidity of 40-60% and temperature between +18 and +24 C°. Adequate ventilation in the summer and using a humidifier in the winter are advisable.

## 2 DOORMATS TO SHIELD

Prevent gravel and dust from getting onto the floor by placing doormats on both sides of the front door.

## 3 PROTECT FROM MOISTURE

A water-repellent mat in the hallway protects the floor from excess moisture and water damage.

## 4 CLEAN PROPERLY

Regular vacuuming and mopping prevent dirt from sticking to the floor.

## 5 RIGHT AMOUNT OF WATER

When using a mop, avoid getting the floor too wet. The floor should be dry within a minute of mopping.

## 6 SUITABLE DETERGENT

Avoid using strong detergents that will harm the wax oil or lacquer finish.

## 7 RIGHT AMOUNT OF DETERGENT

Avoid using excess amounts of detergent to prevent a layer that collects dirt from forming on the surface of the floor.

## 8 CLEAN IMMEDIATELY

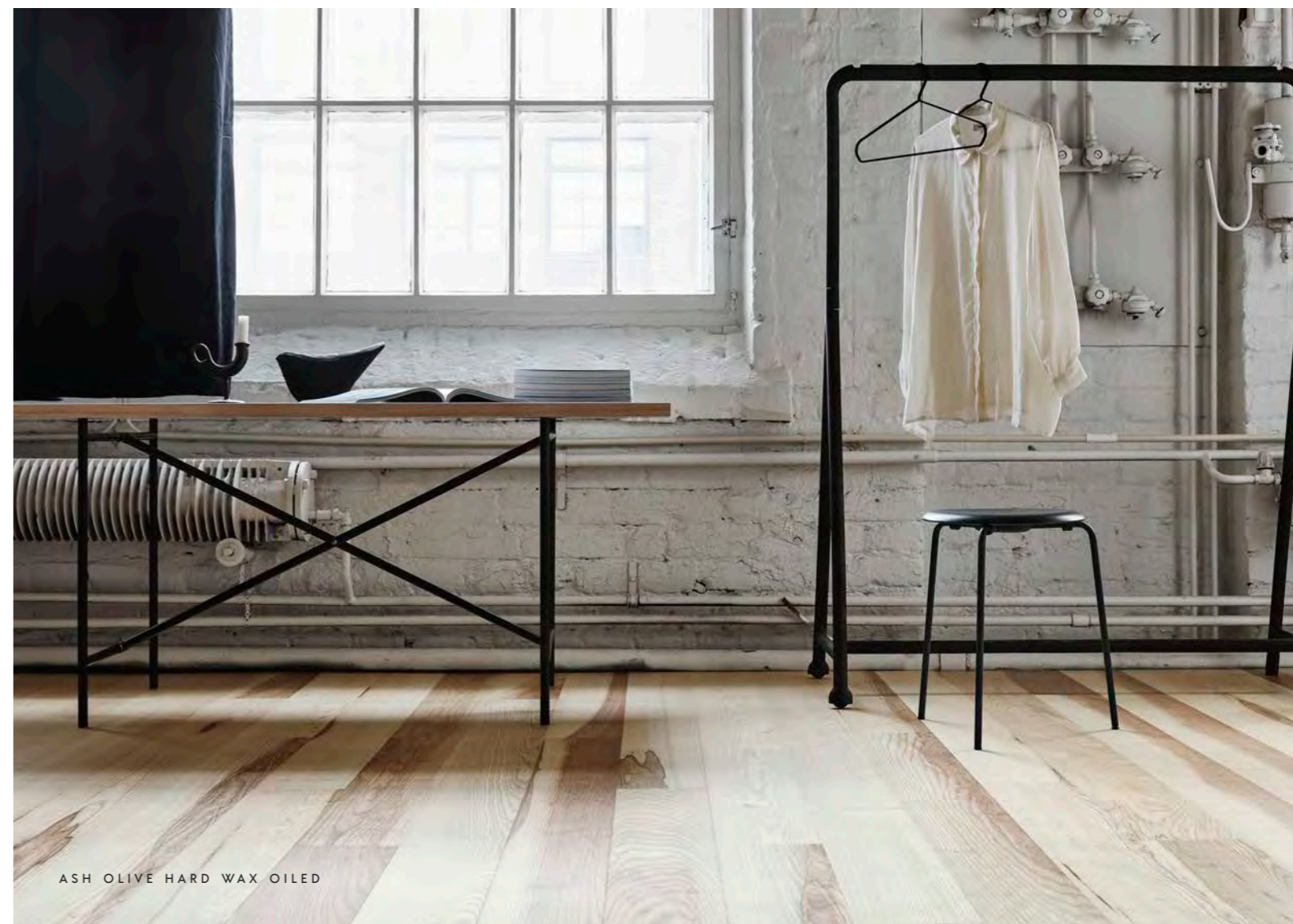
Remove any visible stains as soon as possible.

## 9 PROTECT WITH PADS

Attach felt pads to the bottom of furniture to avoid scratches.

## 10 PREVENT SUN DAMAGE

Wooden floors react to UV light, which gradually turns them a deeper shade. To even out the process, rearrange the furniture and rugs on a regular basis.



### NEED TO TREAT A SCRATCH?

- Clean the scratched area with a small, soft brush (a toothbrush works well) to remove any dust or dirt.
- Uncoloured floor: Treat the scratched area with a clear wax oil for instance using a cotton bud.
- Colour-treated floor: Treat the scratched area with Osmo Color wood wax oil in a suitable shade for instance with a cotton bud. Note that as colour changes over time, the tone of the treated area may differ from the rest of the floor.
- Leave for 2-3 minutes before wiping off excess wax oil from the scratched area.
- Allow to dry for about 24 hours and then treat the scratched area with a clear wax oil.
- Leave to dry for at least 12 hours.

### WANT TO GET RID OF A STAIN?

- For fruit, berry, juice, dairy, soft drink, wine, coffee, tea or urine stains, use a synthetic detergent.
- For grease, oil, tar, pitch, chocolate and shoe stains, use white spirit.
- For pen, ink, lipstick and office chemical stains, use methylated spirit.
- For blood stains, use cold water.

# Forest booze stash

Long before the manufacture of floors began in Puujalkala, Loimaa, another type of stash was hidden in the woods. Take a group of resourceful lads, a bottle of Koskenkorva booze, and a firm intention to take some sips in peace and quiet. The boys hid the bottle in a patch of soft undergrowth pointed out by Markku. At the time, they had no idea how significant the very same spot would be two decades later. Today, the forest is the stage for Markku Mäkitalo's business – Timberwise factory that produces Floor For Life. The bottle itself became empty and deserted due to natural causes.



DEEP IN THE WOODS

INGREDIENTS:

- 6 cl Koskenkorva (juniper-infused)
- 2 cl lime cordial
- rosemary sprig
- 2 cl spruce sprout syrup (Macu)
- 2 bar spoonfuls frozen lingonberries

METHOD:

stir

TO GARNISH:

- birch bark,
- lingonberries, bilberries,
- edible flowers

GLASS:

cocktail glass



UNDER THE SPRUCE TREE

INGREDIENTS:

- half a lime
- 3 cl spruce sprout syrup
- 1 cl lime cordial
- 3 fresh raspberries
- 2 bar spoonfuls lingonberries
- rosemary sprig
- 2 cl egg white or 3 cl chickpea liquid

METHOD:

crush and shake

TO GARNISH:

- winter herbs and
- edible flowers

GLASS:

snifter glass



To celebrate the anniversary of Timberwise and the joyful history of its home forest, here are two tantalizing recipes; one for a Koskenkorva-based and one for a non-alcoholic drink. The recipes are by internationally acclaimed bartender Greta Grönholm from Loimaa. Cheers!



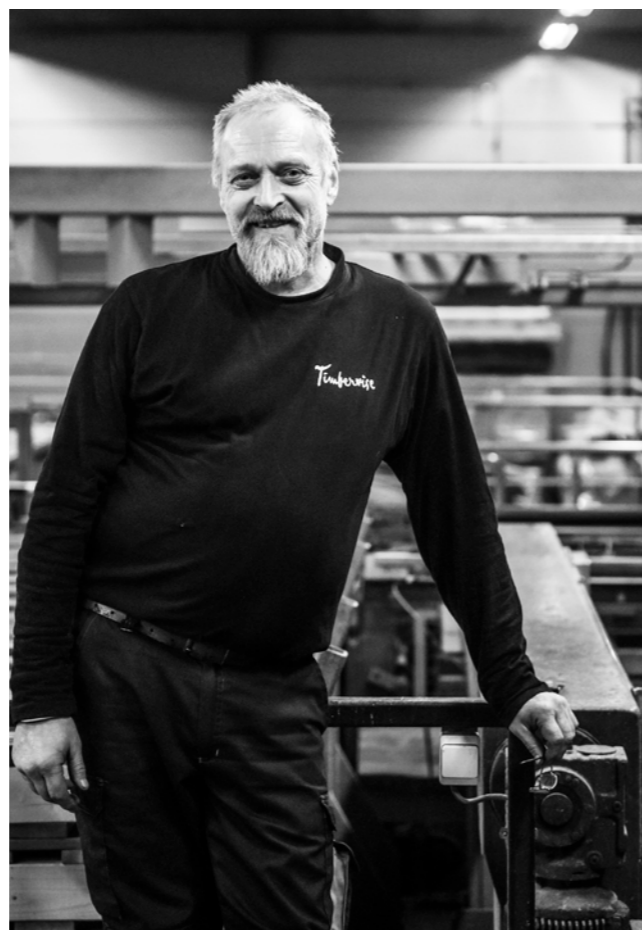
OAK DESIGN FLOOR ARGYLE MADE FROM KOLMIO PIECE

MAKERS

# Floor makers

*Timberwise quality is the result of a meticulous production process in the hands of many professionals. They, the floor makers, are passionate about their work – a marriage of wood and solid expertise. Here, we meet three of the total of 26 floor makers at the Timberwise factory:  
Seppo from the bandsaw line,  
Niko from the molding line  
and Päivi from the spraying line.*

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## SEPPO POHJONEN

BANDSAW LINE

I enjoy working with oak. It has an even quality and glides under the blade in a unique way. If the quality of the wood doesn't meet our standards, I raise it immediately. At best, working with oak is like a dance.

I don't mind the noise. Wearing my hearing protectors makes me feel like I'm in a world of my own. I'm in constant motion. You have to be watchful with a bandsaw to make sure everything runs smoothly. I like to keep myself busy rather than stay still. I'm constantly crafting something also at home. I don't really know how to just be.

I take it easy at the weekends. I guess I'm a typical Finnish man, as the best way for me to relax is in the sauna, followed by a couple of beers.



## NIKO MYLLYMÄKI

MOLDING LINE

My work requires total concentration, as things happen all the time. The importance of being present is one of the reasons I like it. Wood is an appealing material, soft and solid at the same time. It's enjoyable to mold.

I enjoy my work because I get to do it by myself. At my workstation, a good finish is only down to me. I've been working here for about ten years. In that time, it's become routine and I've felt bored at times, but those are passing moments that have disappeared when I get on with the job.

In my free time, I enjoy heading to the forest with my dog. Nature offers a perfect balance to factory work.



## PÄIVI LEHTINEN

SPRAYING LINE

I took part in a course here twenty years ago when Timberwise was still Puujalkalan puu. That's when I began to practice molding. After the course, I was offered a job. I managed to get hooked right from the beginning.

I've changed positions inside the factory several times over the years. My work has ranged from the calibration and grading line to final quality control. I enjoy working on the spraying line. It's independent and I see the results immediately. Working with different colours and types of wood makes it nice and varied. It forces me to think about how to proceed next. Variety is the main reason I enjoy what I do so much. It cannot be done on autopilot but takes dedication.

After my work is done, I spend time at home with my three kids, husband and dog, or enjoy my favourite hobby, aerial yoga. During the day, I take good care of wood and finishes, while at yoga I focus on looking after myself.

# Only the best for a healthy home

*Sometimes there's more to choosing a floor than looks and longevity.  
It can be a matter of health.*

An old 1920s apartment in a wooden building in Helsinki went through a complete overhaul. In this case, there was more to the renovation than choosing the right tones and pretty materials; health issues in Maria Saivosalmi's family determined what went on. The whole family suffered from adverse health effects resulting from moisture problems, which set its own strict requirements on what type of flooring to choose. The family opted for Timberwise, which they knew would be emission-free.

"Ensuring clean indoor air was the main criterion when we chose our flooring. Timberwise flooring contains no formaldehyde in adhesives or surface treatments, and nontoxicity was a top requirement for us. We also fell for the appearance of the wax oiled ash parquet."

## ADHESIVE-FREE FINISH

Family Saivosalmi did not want adhesives to be used in the installation at all, opting for a floating floor instead. In practice, this means that instead of gluing the boards to the underlay, they are attached together with tongue and groove, leaving the floor "floating" as it were. Living in an apartment building, the family wanted to add soundproofing under the floor. Under-floor heating was installed at the same time.

"Flooring plays a huge role, as it forms such a large surface in a home. Under-floor heating sets its own limitations on what type of flooring to choose, as heat tends to release even more emissions into the air."

## METICULOUS WORK BECOMES MODEL EXAMPLE

The renovation was a success, and the family's project has since been an in-

spiration for others who are refurbishing old wooden houses.

"We examined materials on a large scale, investigating toxicity all the way down to wall and floor insulation. Adequate ventilation was another important factor for our renovation."

Life with the new floor ran smoothly. The pale looks felt pleasing to the eye and above all: the whole family felt well again. Since then, the family moved to Maria's spouse's native country Lithuania, and the floor is now making a new family happy.

"Choosing a product that is good in every way is important to me. Above all it has to be emission-free, but classic looks, durability and quality were other key features that came together in Timberwise flooring."



*It is a matter of importance to us that our flooring does not release anything harmful into indoor air. Our parquet contains no added formaldehyde – a well-known eye and respiratory tract irritant. Formaldehyde has also been linked to asthma and allergy symptoms – yet another reason to make sure it is not emitted into the air we breathe at home.*

*We are proud to say that Timberwise was the first parquet manufacturer in the world to give up the use of formaldehyde-containing adhesives in its entire production. We are also the only parquet manufacturer to be awarded the Allergy Label of Finland's Allergy and Asthma Federation.*

# Harri Koskinen, designer of Timberwise Design Parquet

*"I enjoy what I do so much that tend to forget I'm at work."*

Timberwise got in touch with designer Harri Koskinen on an important mission. The company wanted to breathe new life into pieces of parquet left over from production – perfectly good material just too short for plank parquet. Koskinen was ready to jump to the challenge. In his design, shorter pieces became not only an advantage but the prerequisite for a stylish finish. The range of Timberwise Design Parquet was born.

At first, surplus pieces were used, which were a perfect match for their new purpose. And look what happened – customers received the fresh, classic range with open arms, and surplus pieces were no longer enough to meet needs. Timberwise decided to invest in the new method by acquiring a CNC machining centre. Now smaller pieces are manufactured specifically with the Design Parquet in mind.

WHAT WAS YOUR INSPIRATION FOR THE DESIGN PARQUET RANGE?

Right from the start, the thought of surplus material from floor production receiving a new, beautiful life of its own felt appealing. This ecological aspect is meaningful to me.

I began to sketch and reflect on the pixelated world the pieces brought along with them. I wanted to create a harmonious pattern from the outlines of the pieces, at times even resulting in a three-dimensional impression. The flooring can be laid in a number of different patterns – the options that are shown just scratch the surface of the countless possibilities. Customers can create flooring according to their wishes for a bespoke finish.



OAK DESIGN FLOOR VIISTO



#### WHAT TYPES OF HOMES DOES THE DESIGN PARQUET SUIT?

It is right for anyone after high-quality, durable flooring. In my view, its timeless quality makes it suitable for homes from different periods – it will look just as good in a contemporary home or old stone house.

#### WHAT SPARKS YOUR IDEAS?

My best ideas stem from conversations, reflection and sketching. When taking on new work, careful preparation is extra important. I think about the classic qualities of the product and principles that go into manufacture that might stem from production requirements.

#### HOW DO YOU NOURISH YOUR CREATIVITY?

A curious mind is a source of creativity. I work for many different types of clients, each with their individual needs and wishes. I apply ideas and thoughts diversely. Almost any situation can kindle a good idea.

I feel my work takes creativity as well as a logical mind. It is strongly established on an understanding of materials and the restrictions and potential involved in different production methods.

I enjoy what I do so much that I never feel I need leisure time just to counterbalance it. Likewise, I don't feel I shouldn't work long days. My office has a great three-member team, and we mainly stick to normal working hours, though. Problem-solving, ideation and sketching are so rewarding that I often forget I'm at work.

# Durability for public spaces

*Our floors are not just for private use. They are widely used in public spaces all over the world. The solid structure, durable glue seams and stunning appearance makes them perfect for professional premises ranging from restaurants and hotels to offices and stores. Below are some examples of public spaces with Timberwise flooring.*

## FINLAND

- **Restaurant Bronda**, Helsinki – Oak Design floor Herringbone hard wax oiled
- **Restaurant Vinkkeli**, Helsinki – Oak Design floor Herringbone Cognac
- **Restaurant Ventuno**, Helsinki – Oak Design floor ChevBone and tailored Twice tables from parquet
- **Restaurant & Venue Loimiranta**, Loimaa – Oak Design floor Chevron Husky matte lacquered and Oak Titan matte lacquered
- **Balmuir Brand Store**, Helsinki – Oak Design floor Herringbone Grey hard wax oiled
- **Golla store Stockmann & Golla store Iso Omena**, Helsinki & Espoo – Ash White matte lacquered
- **Samuji store**, Kämp Galleria Garden, Helsinki – Larch Natural Nordic hard wax oiled
- **Helsinki-Vantaa Airport**, Terminal 2, gate 27, WDFG store Fashion Collection – Oak Smoked matte lacquered
- **Arabia Store**, Helsinki – Ash white wax oiled
- **Haawe Boutique Apart Hotel**, Rovaniemi – various Timberwise floors and TXT Design wall in hotel rooms
- **Lapland Hotels Bulevardi**, Helsinki – Oak Eben in suites
- **Boutique Hotel F6**, Helsinki – Oak Silver hard wax oiled
- **Solo Sokos Hotel Paviljonki**, Jyväskylä – Oak flooring in hotel rooms
- **Bo LKV offices**, Helsinki, Lahti, Jyväskylä – Oak flooring in various tones
- **Fjord advertising agency**, Helsinki, Finland – Oak flooring
- **International clothing brand flagship stores**, Helsinki, Turku, Finland – Oak SkyWhite wax oiled



## ABROAD

- **Artek – Vitra** showroom and office, Tokyo, Japan
- **TechMatrix HQ**, Tokyo, Japan
- **Cool Magic SHU'S store**, Tokyo, Japan
- **Cassina Inx. furniture and interior design store**, Osaka, Japan
- **Balmuir brand store**, Stockholm, Sweden
- **Scenario Interior Architect office**, Oslo, Norway
- **Flagship stores of international clothing brands** in 36 countries all over the world
- **Hotel Viceroy Yas Island**, Abu Dhabi, United Arab Emirates
- **Library of King Abdulaziz Center for World Culture Project**, Dhahran, Saudi-Arabia