



TED TODD

WELCOME BACK TO STORES



We're so pleased that as of Monday 12th April you can open your doors to homeowners again.

Welcome to our quarterly marketing activity round up, which gives an overview of all the marketing activity we've done so far this year to drive demand with Ted Todd.

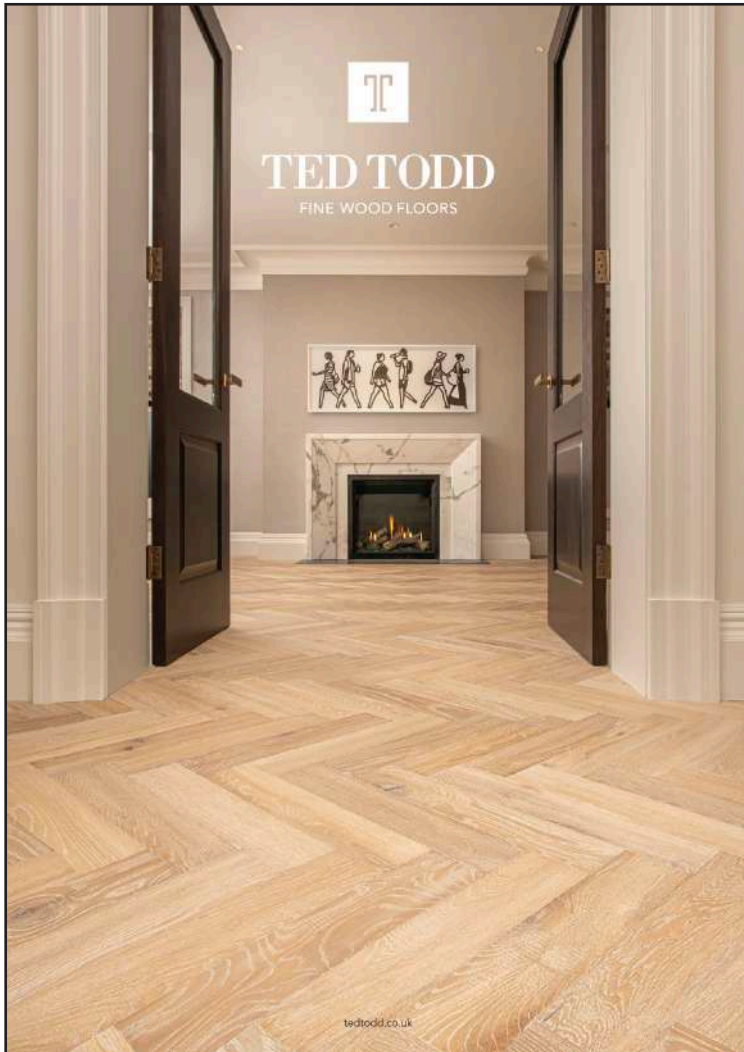
Although the past year has been tough for businesses around the world, we have worked hard to expand both our product offering and our expertise ready for the lifting of lockdown restrictions.

With a growing Sales and Marketing Team, Ted Todd are fully prepared to support you and your customers throughout 2021.

As the Residential world works towards opening up again, we continue to push boundaries, reimagine the wood flooring industry and inspire our customers across the world.

If you would like any help or support please do not hesitate to contact us at marketing@tedtodd.co.uk.

CONSUMER BROCHURE



◀ On the w/c 19th April you will receive an advanced copy of our brochure, presented in a presentation box.

You can then get in touch with your account manager to order more copies to display in your showroom.

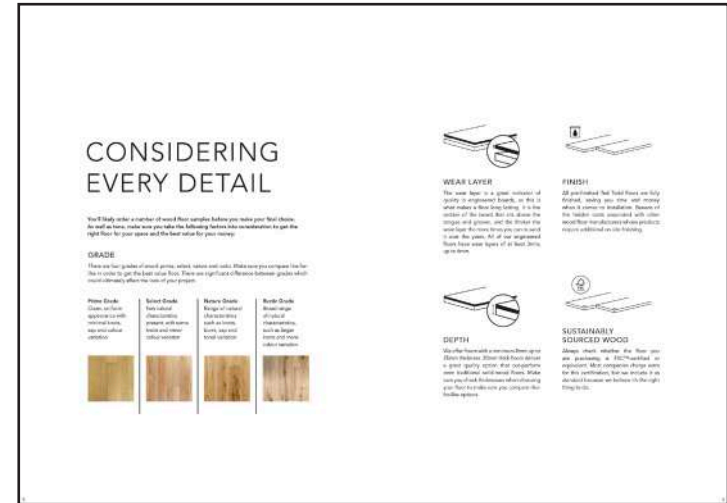
Brand new, market leading oversized brochure.

Image led – full bleed images to inspire and show our floors to their full potential.

Printed from sustainable materials and designed to keep, share or be recycled when you have enjoyed reading it.

Full bleed roomshots. ▶

Informative and visual.



CONSUMER BROCHURE

Summary pages with full product info and swatches.

CRAFTED TEXTURES

COOMBE
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

HECTHA
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

DAWLEY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

DAWLEY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

JAMBELEY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

LAWRENCE
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

WARTLEY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

FINCH
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

STANBIS
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

STANBIS
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

ARTLEY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

ARTLEY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

ARPEL
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

ARPEL
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

ATTREHAN
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

ATTREHAN
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

STONOR
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

STONOR
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

HALLBY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

HALLBY
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

MILLBRO
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

MILLBRO
Engineered Hardwood Oak Plank
Breadth: 190mm (7 1/2")
Depth: 15mm (5/8")
Weight: 10kg/m²

CONSTRUCTION

All of the floors within the Crafted Textures collection are engineered. Our engineered floors are made from layered sections of solid wood. Each layer runs in a different direction to ensure durability and stability, reducing the wood's natural tendency to expand and contract. This makes it the perfect choice for underfloor heating, colder homes and rooms above ground level. The top layer of an engineered board is known as the wear layer and ranges from 2mm to 6mm.

2 PLY 15MM
Two layers hardwood wear layer
Breadth: 190mm (7 1/2")
Weight: 10kg/m²

All 15mm options can be used as wall cladding.

2 PLY 20MM
Two layers hardwood wear layer
Breadth: 190mm (7 1/2")
Weight: 14kg/m²

Certification explanation chart.

VISIT US ACROSS THE UK

VISIT ONE OF OUR RETAIL PARTNERS

We work with partners throughout the country who can help and fit your floor. Many of our partners have Ted Todd showrooms, which means you can see many of our collections on display. Our showrooms can also give you expert advice on which Ted Todd floor is perfect for you. To find your nearest partner, visit: teddod.co.uk

VISIT OUR TED TODD DESIGN CENTRE

Browse our floors on a large scale at our Design Centre.

Our Chevening Design Centre
18 Chevening Grove, Wickham, Weymouth, Dorset, DT98 3RD
01929 282300
Open 8 days a week

Our London Design Centre
79 Margaret Street, Fitzrovia, London, W1W 8TA
020 1415 5700
Open 8 days a week

IMAGE CREDITS

Pages 36 & 38, 98, 100
Photos: Pictorial Archive
Images courtesy of Eastwood Homes

Pages 39, 41, 101
Photo: David Laing
Image courtesy of David Laing

Pages 12, 31, 34, 35, 44
Photo: Andrew
Image courtesy of London & Stone

Pages 45, 46, 47
Photo: London House
Image courtesy of Anthony Mills and Thomas Bailey

Pages 36, 37
Photo: Tomlinson
Image courtesy of Tomlinson

Pages 46, 47
Photo: West End Design
Image courtesy of West End Design and James Pearson

Pages 12, 58
Photo: Pictorial Archive
Image courtesy of Pictorial Archive

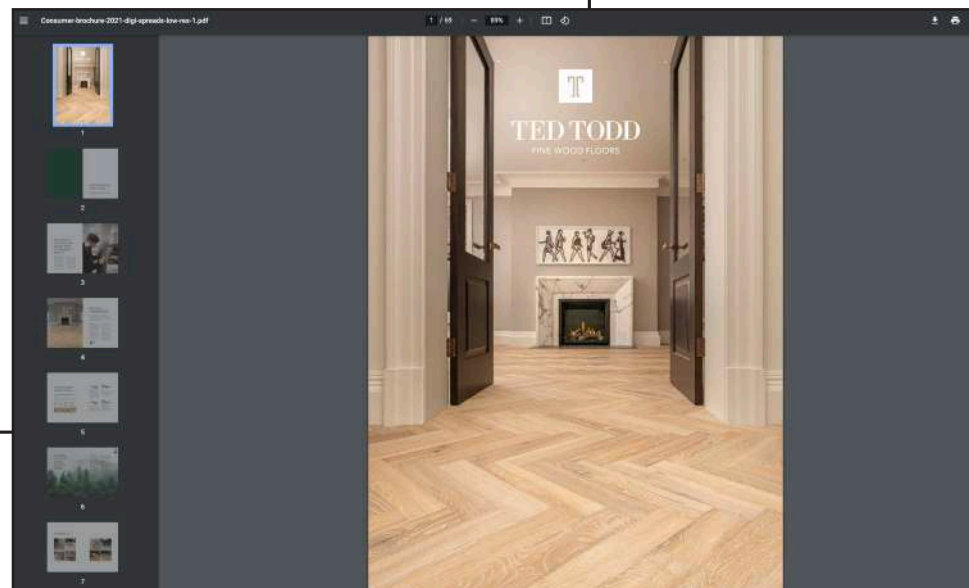
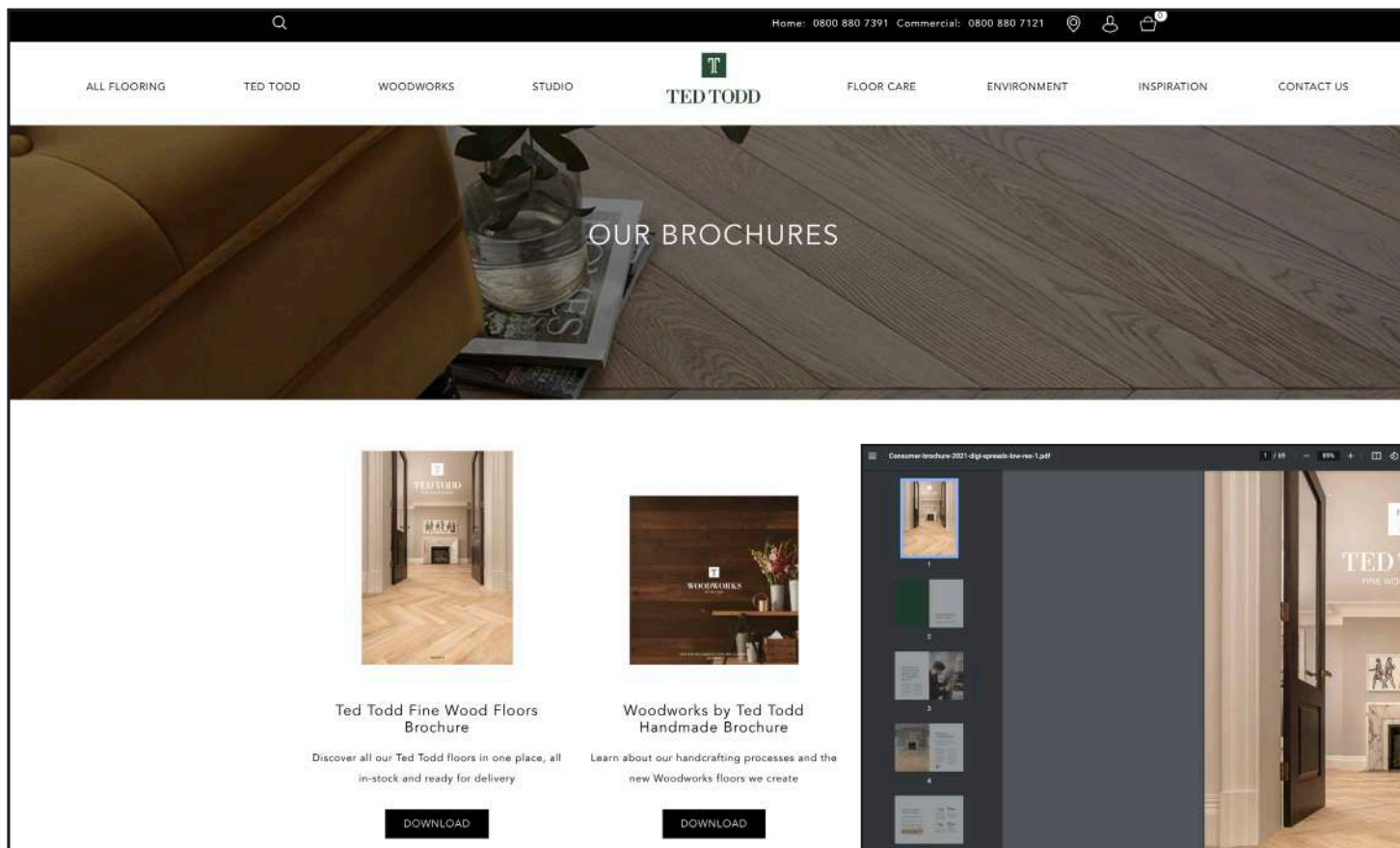
Pages 41, 101
Photo: Pictorial Archive
Image courtesy of Pictorial Archive

Pages 42, 43
Photo: Pictorial Archive
Image courtesy of Pictorial Archive

COLLECTION	CERTIFICATION				
	FSC	PEFC	UKTR	sofi FREE	GREENGUARD
CRAFTED TEXTURES	✓		✓	✓	✓
CREATE*		✓	✓	✓	✓
SPECIALIST WOODS	✓		✓	✓	✓
WAREHOUSE	✓		✓	✓	✓
STRADA	✓		✓	✓	✓
PROJECT	✓		✓	✓	✓
CLASSIC NATURALS	✓		✓	✓	✓
CLASSIC TONES	✓		✓	✓	✓

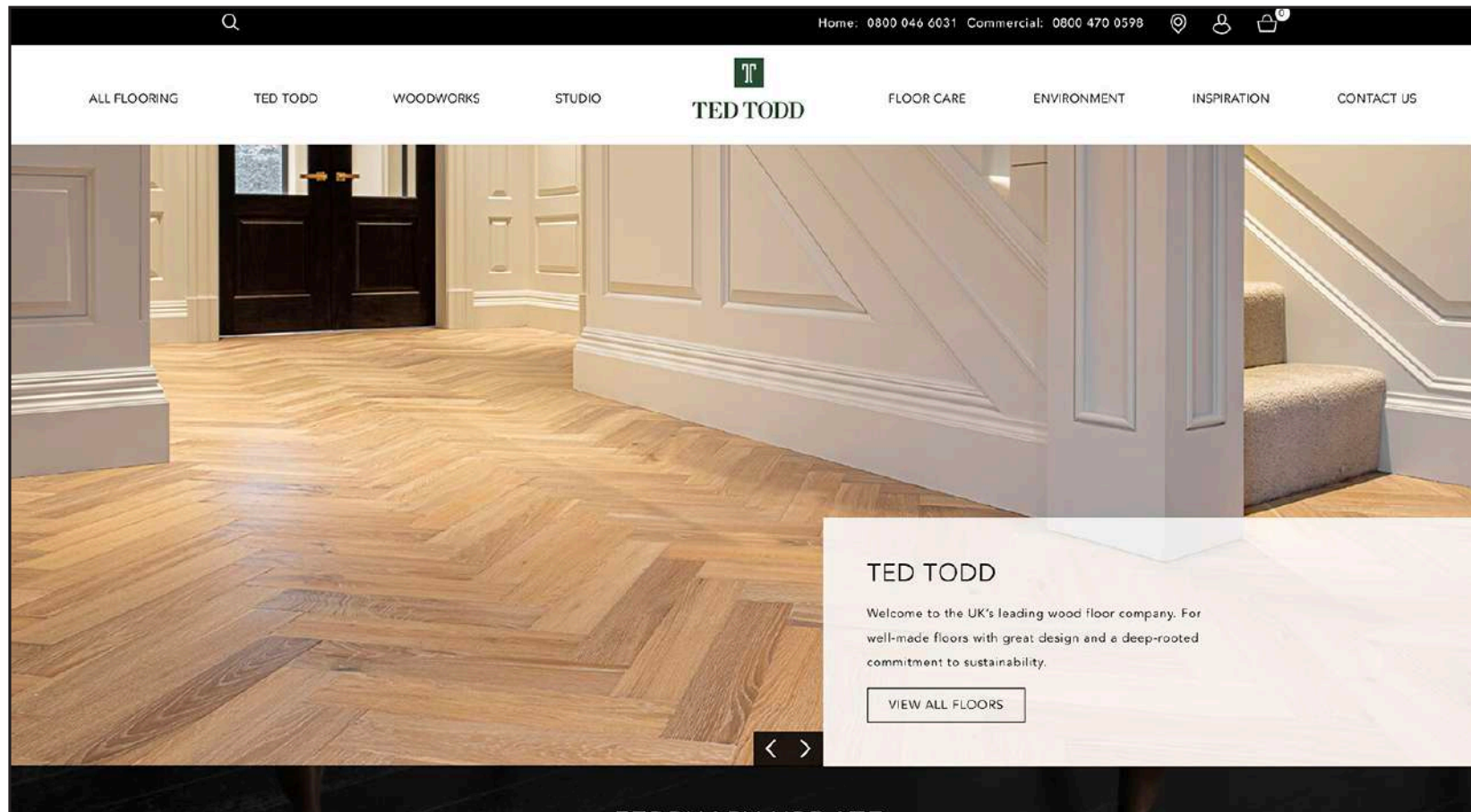
*A good proportion of the board is made from recycled material.
*A good proportion of the board is made from recycled material.
UK registration for timber products.
All of our floors are made from responsibly sourced materials.
All of our floors are made from responsibly sourced materials.

CONSUMER BROCHURE AVAILABLE TO DOWNLOAD



▲ Consumer brochure uploaded onto website and available for viewing or downloading.

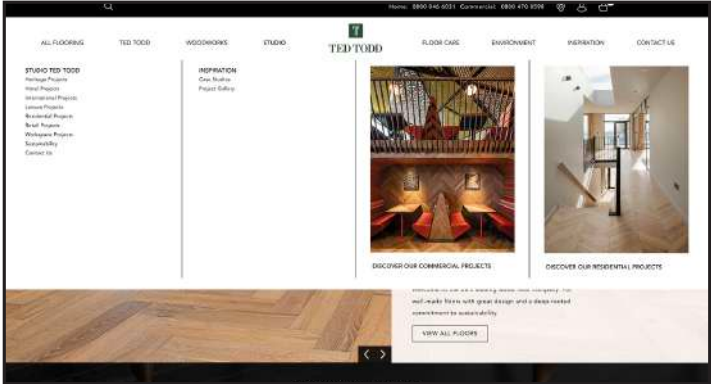
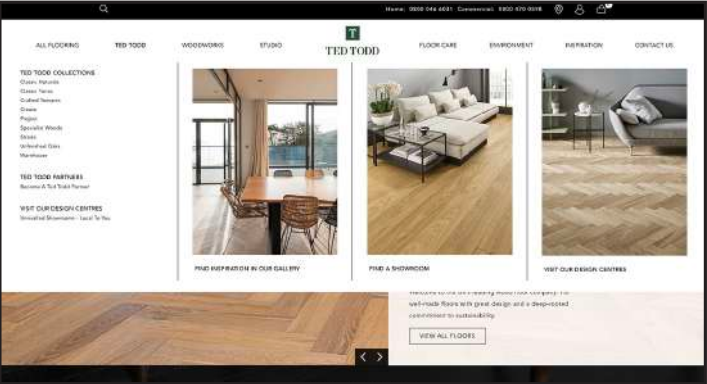
NEW MENU/NAVIGATION ON WEBSITE



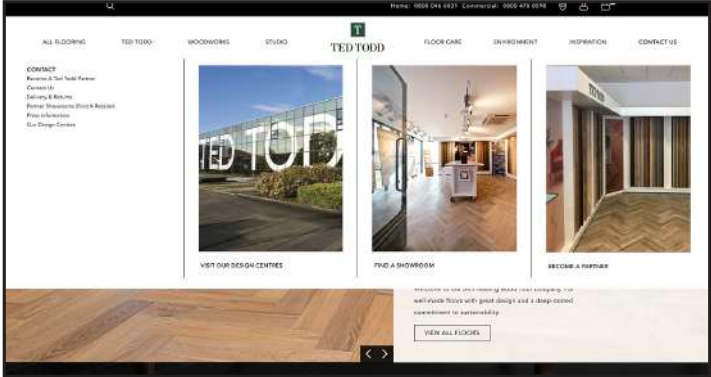
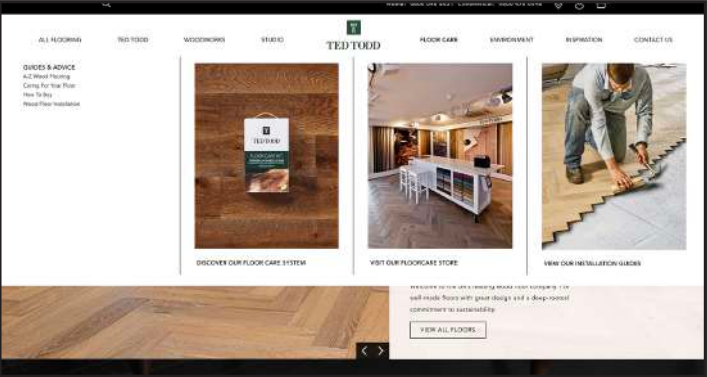
▲
Menu has been updated with new content and new design including images with links.



NEW MENU/NAVIGATION ON WEBSITE

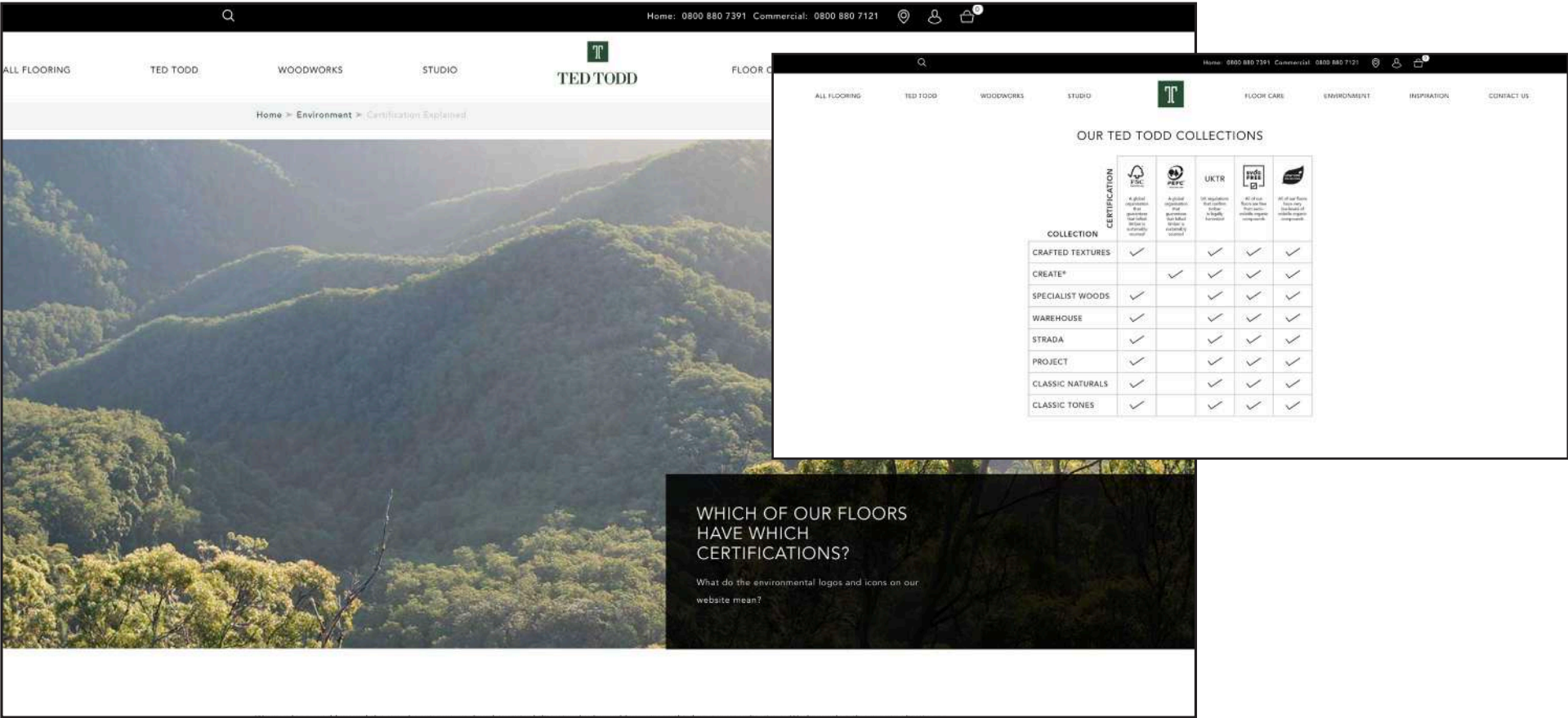


Each drop down has relevant images and links to pages.





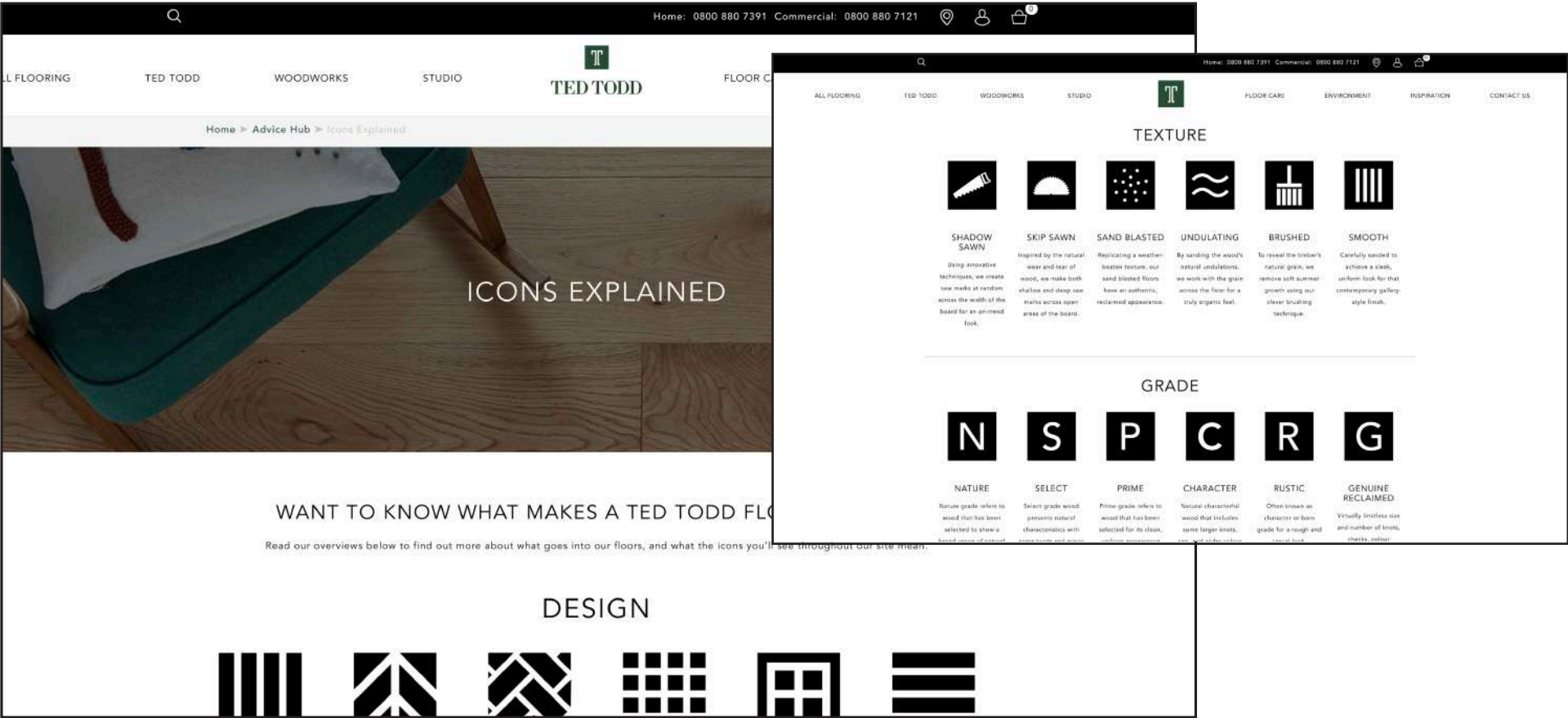
CERTIFICATIONS EXPLAINED WEB PAGE



▲ Certifications explained web page created to view comparison chart. For Ted Todd and Woodworks.

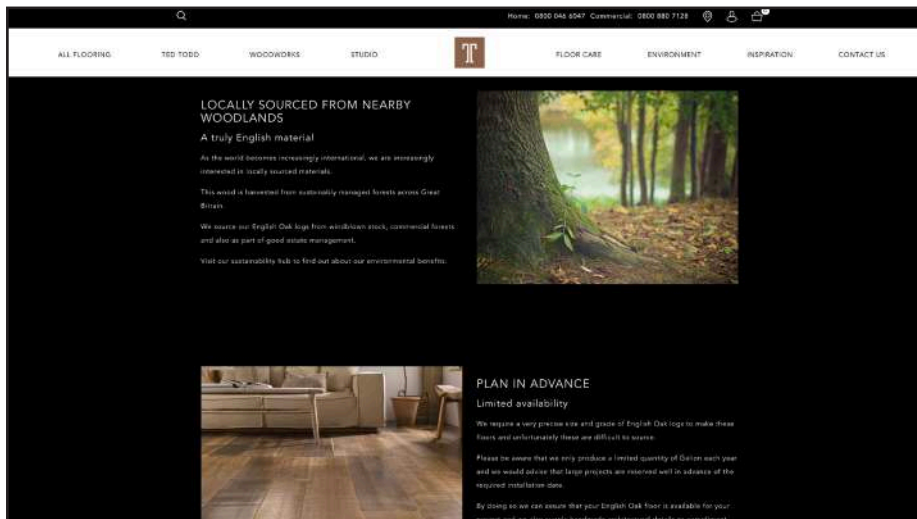
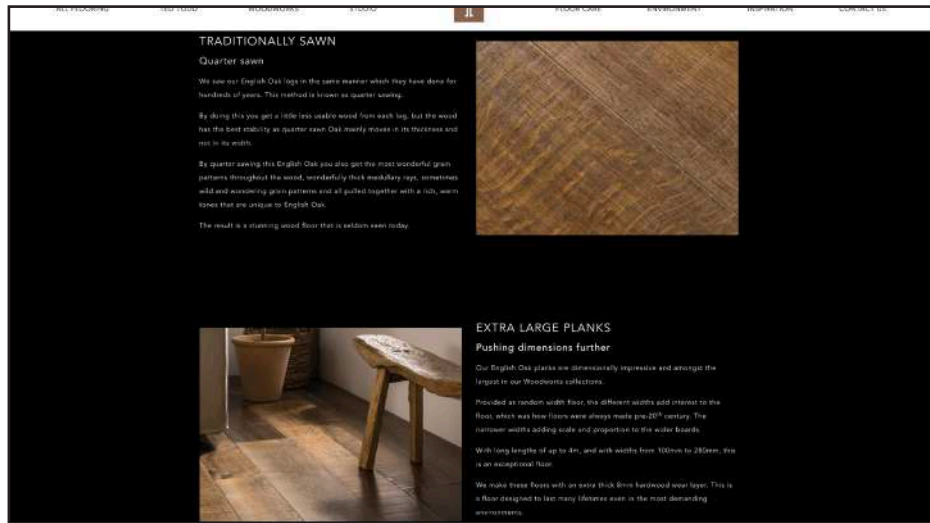
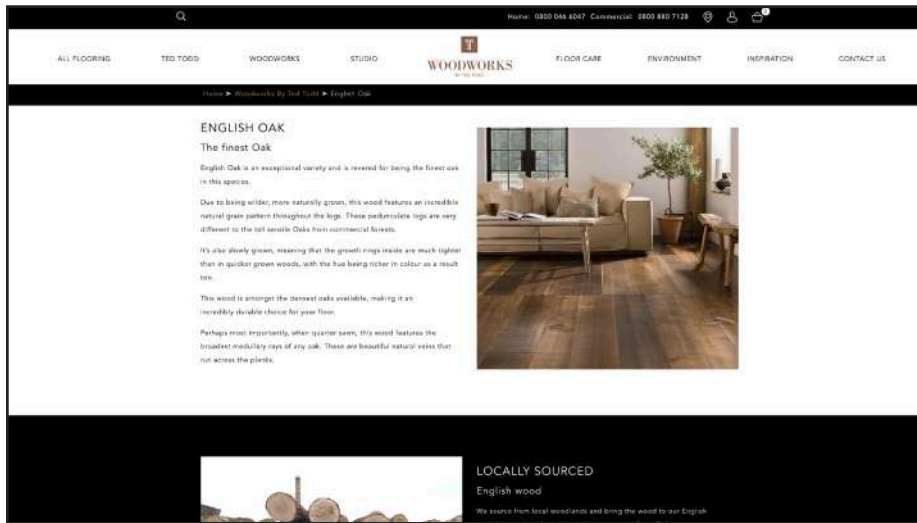


ICONS EXPLAINED WEB PAGE



▲ All icon explanations viewable on the website and split into their categories.

ENGLISH OAK WEB PAGE

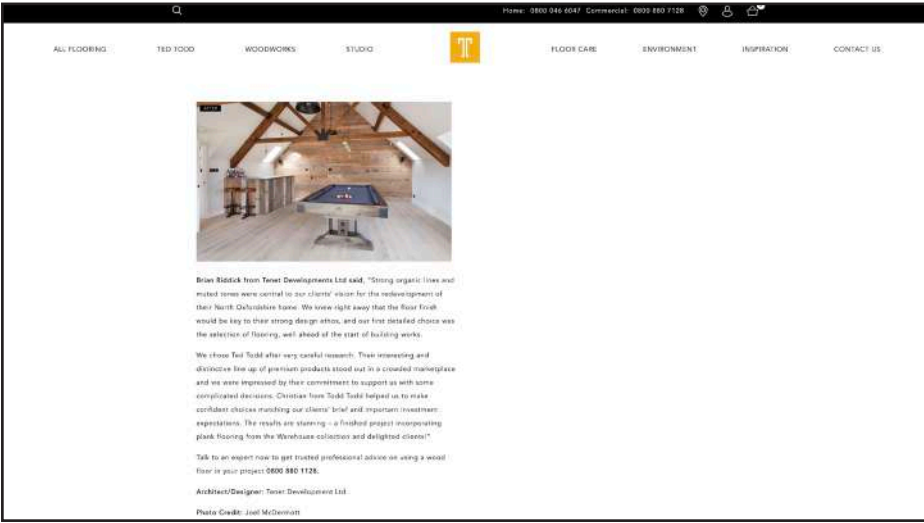
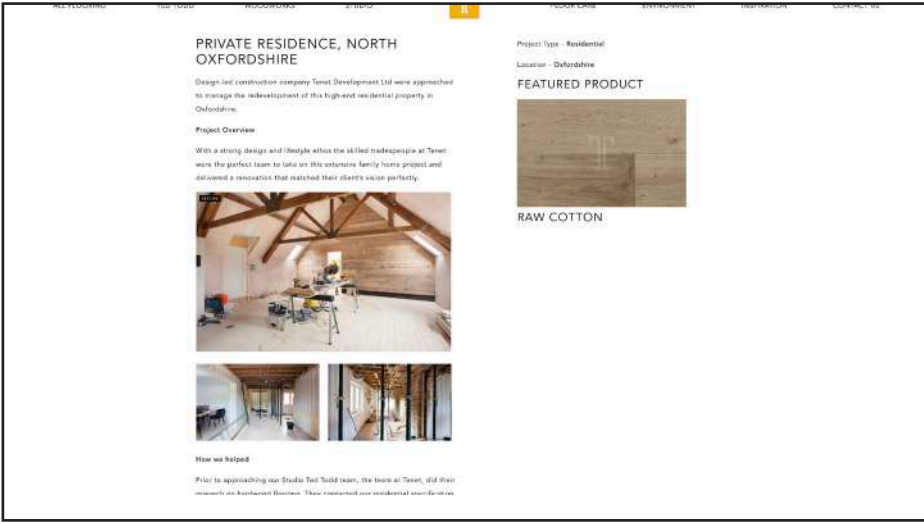
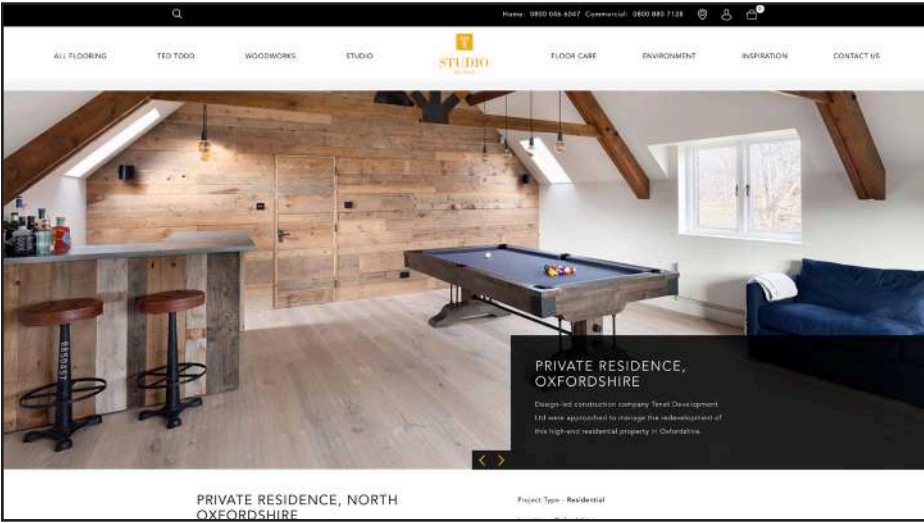


▲ A woodworks web page talking about our English Oak.

These pages keep content fresh and are good for SEO to help more homeowners to find us. By showing our experience and expertise it also creates trust signals so that homeowners feel confident that we are the best choice for their home.



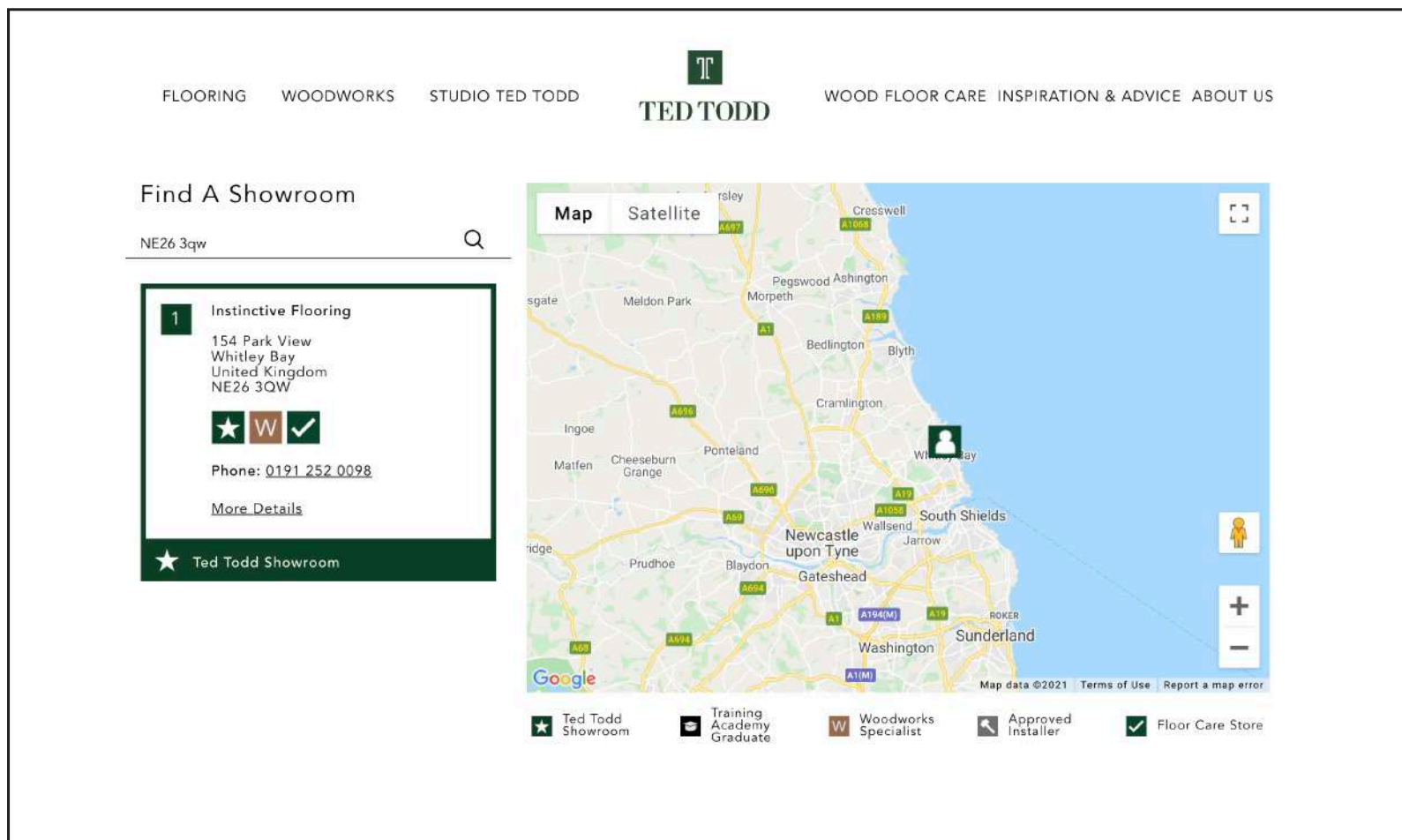
CASE STUDY UPLOADED TO WEB



▲ Private residence web page created.

These pages keep content fresh and are good for SEO to help more homeowners to find us. By showing our experience and expertise it also creates trust signals so that homeowners feel confident that we are the best choice for their home.

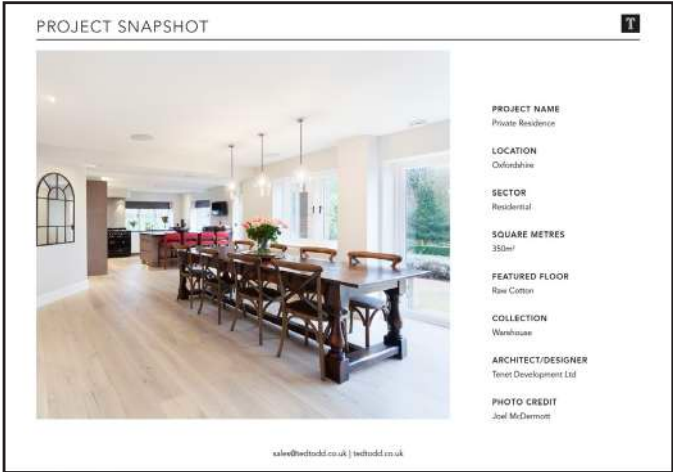
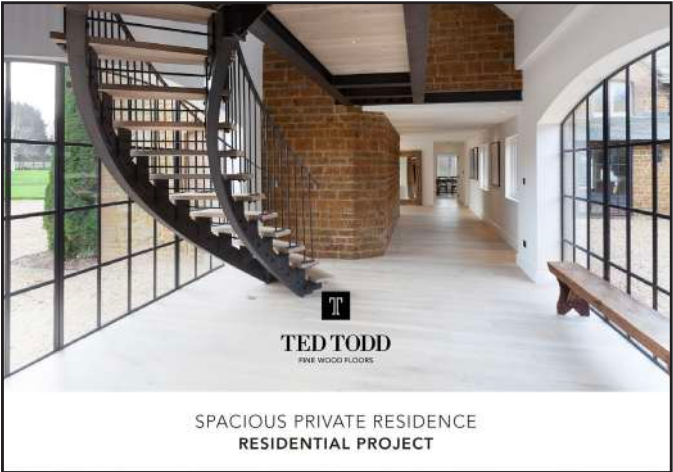
FIND A RETAILER UPDATE



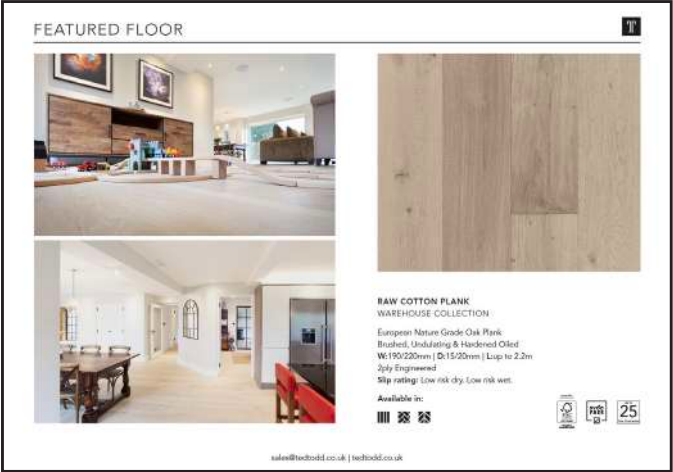
▲ We know how important the Find a Retailer map on our website is in driving customers to your stores. Therefore we continue to make improvements to its functionality, with further updates to follow.



CASE STUDY PDF

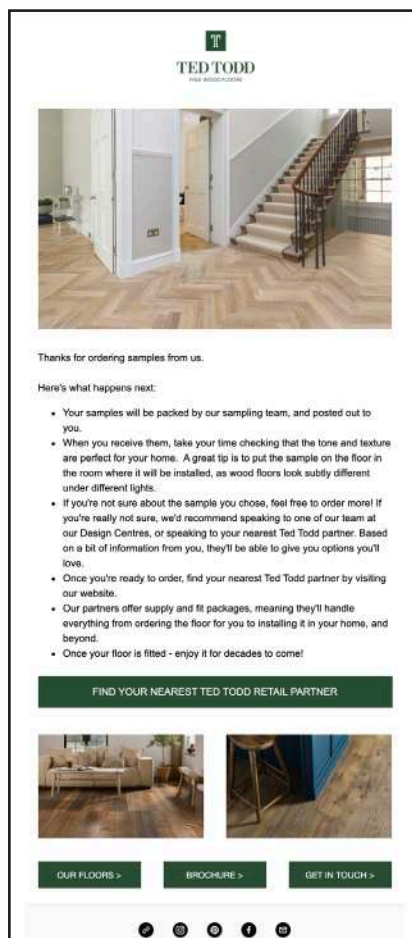


◀ Case study produced for private residence in Oxfordshire.

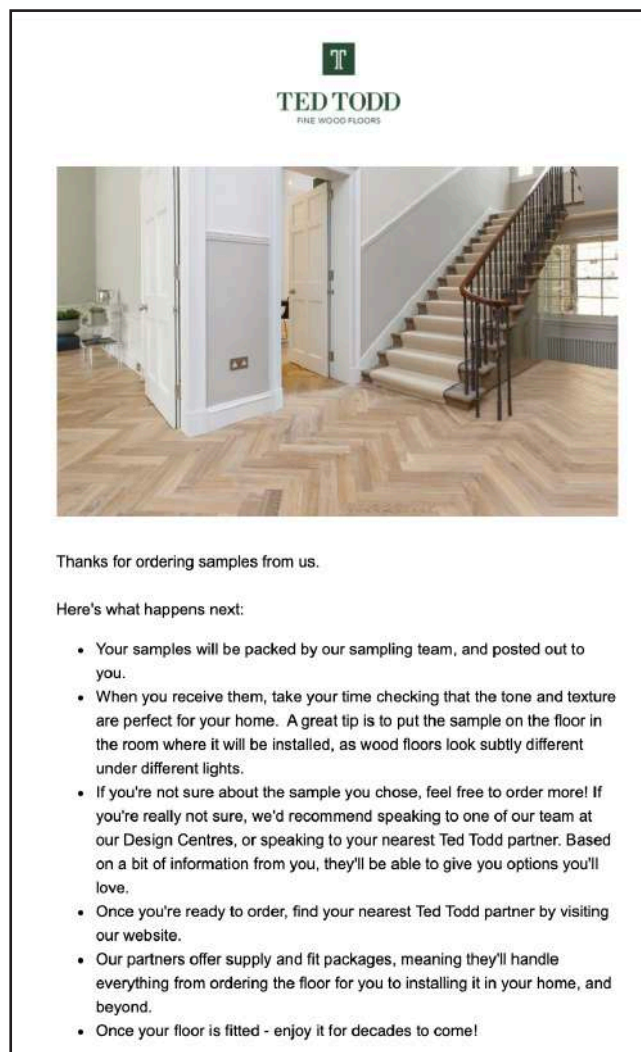


◀ This template will be used for future case studies.

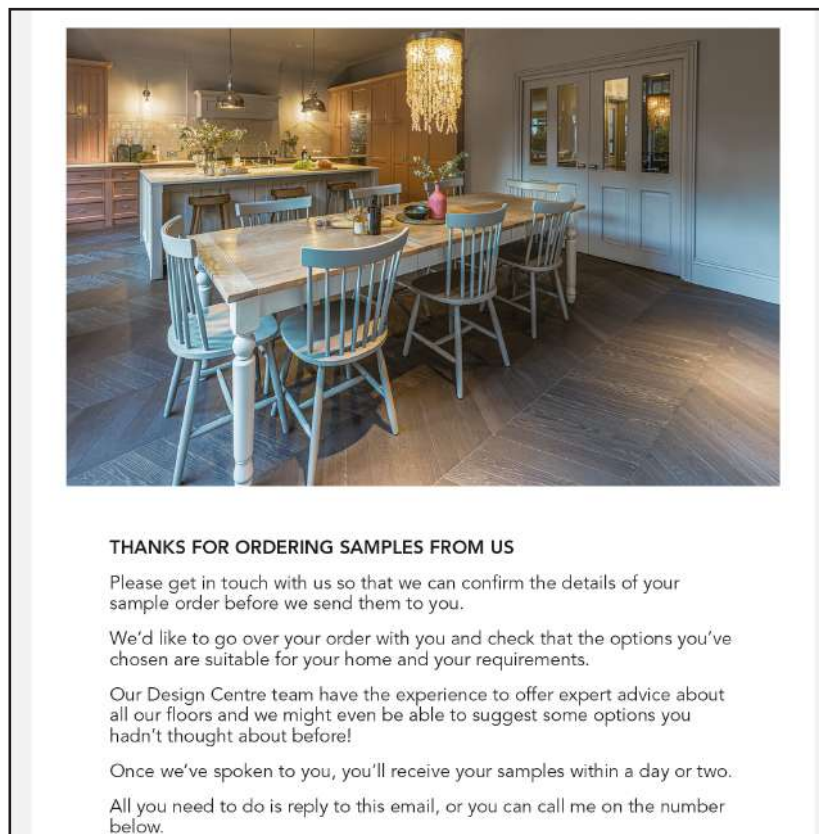
SAMPLE FOLLOW UP EMAILS



▲
Emails sent out weekly to all customers who ordered samples.



SAMPLE FOLLOW UP EMAIL



▲
Email created to be sent out to follow up on sample orders.

SUPERWIDE CAMPAIGN

WOODWORKS
NEW IN: GOING SUPERWIDE IN 2021

WIDE PLANK INNOVATORS

We hope you all caught our new Superwide Supplement last week as we've enjoyed sharing our latest innovations with you. Our Superwide collection includes new cleaner grading and slowly cured finishes, but we've also been crafting with new wood species.

Using American Black Walnut and the beautiful Douglas Fir, Woodworks by Ted Todd have created Nimbus and Egret, both sourced from sustainably managed forests, available in up to 16" planks, and carefully created to last a lifetime.

[CLICK HERE TO DOWNLOAD OUR SUPERWIDE SUPPLEMENT](#)

New Superwide Walnut - Nimbus

Now to our Superwide collection this winter is our new Walnut floor, Nimbus.

Grown in the Northern and Eastern regions of the USA, this wood experiences bright sunshine and harsh winters. The natural weathering contributes to the texture and grain pattern differences within the wood.

We've engineered the Walnut into wide planks in our Cheyenne workshop, with long lengths available too. The boards are finished with a Naked Skin Lacquer for a more natural feel.

NEW SUPERWIDE WALNUT

Superwide Walnut collection this winter is our new Nimbus and Egret.

Grown in the Northern and Eastern regions of the USA, this wood experiences bright sunshine and harsh winters. The natural weathering contributes to the texture and grain pattern differences within the wood.

We've engineered the Walnut into wide planks in our Cheyenne workshop, with long lengths available too. The boards are finished with a Naked Skin Lacquer for a more natural feel.

Order all the samples of our Superwide Walnut by calling 01924 288 899

SUPERWIDE OAK

Available in a variety of finishes and styles, Superwide Oak is a new addition to our Superwide collection. It's a clean, modern look with a subtle grain.

Call Ted Todd on 01924 288 899 for more information on our Superwide collection.

Now see the collection of all our Superwide products.

WIDE PLANK INNOVATORS

Woodworks by Ted Todd have been creating wide plank floors since 1992.

NEW SAMPLE BOXES

WOODWORKS BY TED TODD

HEALTHY INDOORS

SOURCED FROM WELL MANAGED FORESTS

In order to focus on upselling our Woodworks floors we launched a campaign focusing on our Superwide Collection.

Superwide campaign (Feb 3rd – March 3rd) now complete:

- 9 out of the top 10 February Woodworks samples were Superwide
- 35.3% increase in Superwide web traffic

Campaign consisted of a physical mail out to both the UK and US. Followed up with an email campaign to entire commercial and Woodworks database. Updated the email footer for all Ted Todd staff. Updated website with download links and banners. Social posts across all platforms linking to relevant Superwide pages.

TED TODD WALLPAPER



Ted Todd wallpaper is now available for our partners to add to their showrooms. We have great feedback so far from our customers that have had it installed. If you are interested, please get in touch with your account manager.



PR - FEATURES

mojo planner

A remodelled bathroom

THE CLIENT
 Dan Smith, 32, who works as a marketing executive, wanted to renovate his bathroom with his wife and two children. The couple have recently moved to a new house in the area and wanted to create a space that is both modern and functional. One of the things they wanted to do was to create a space that is both modern and functional.

THE SPACE
 The couple plan to include space for a bathtub, toilet, shower, vanity and a bidet. The new bathroom will be a mix of modern and traditional styles. The couple plan to include space for a bathtub, toilet, shower, vanity and a bidet.

THE SOLUTION

THE BRIEF

1. The client wanted a modern bathroom with a bathtub, toilet, shower, vanity and a bidet.
2. The client wanted a modern bathroom with a bathtub, toilet, shower, vanity and a bidet.
3. The client wanted a modern bathroom with a bathtub, toilet, shower, vanity and a bidet.

THE MOODBOARD

THE BUDGET
 £25,000 including installation

THE DESIGNER
 Mark Knightley is the director and co-owner of The Design Solutions and Bathrooms in Cambridge and Newmarket.

THE SOLUTION

The client wanted a modern bathroom with a bathtub, toilet, shower, vanity and a bidet. The new bathroom will be a mix of modern and traditional styles. The couple plan to include space for a bathtub, toilet, shower, vanity and a bidet.

▲ KBB
 Featuring Almond plank.

shopping | list

the place to relax and read

Create a space in your home to curl up and be calm

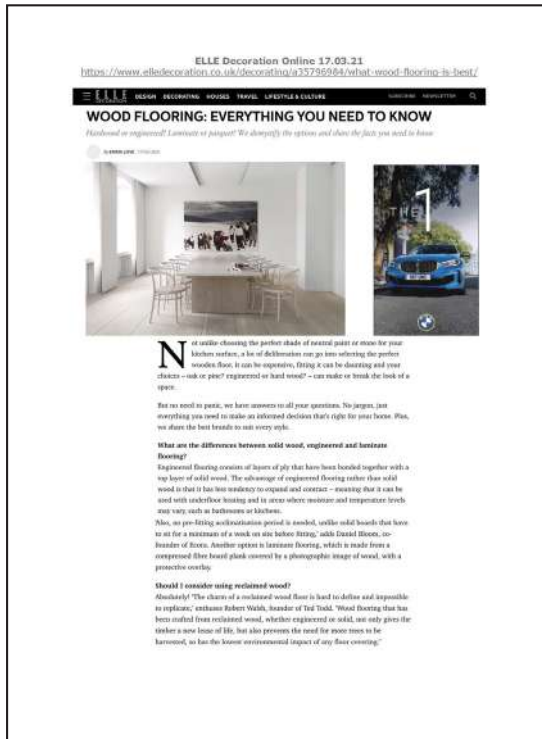
1. Acolit FLOOR LAMP in matt black, £30, atrolighting.com
 2. Shaped grey VASE by Housa Ducha, from £6, trevora.com
 3. Fiber FLOWER POT by Bruce Cappelen, from £40 for a set of four, amara.com
 4. Joli STOOL by Frederica Furukawa, £75, skandium.com
 5. Liana THROW in lavender, £25, stockist.com
 6. Pride and Prejudice NOOK, £40, gloucestershire.com
 7. Natural knitted RUG by Nanni, nanni.com
 8. Silbo CANDLESTICK by Børge Rodin, £40, nanni.com
 9. Lovers metal mesh TABLE LAMP, £30, habitat.co.uk
 10. Sibel CHAIR in oak by Muuto, £35, modernliving.co.uk
 11. In Between TABLE in white oiled oak, £95, atrolighting.com
 12. Gert ARMCHAIR in oak by Muuto, £35, modernliving.co.uk
 13. Distressed Oak Arton FLOORING, from £40 per sq m, tehdodd.co.uk
 14. Devlin EVO Vase 100 KOP, by Tradition, from £250, atrolighting.co.uk

118

119

▲ Enki.
 Featuring Arnon herringbone.

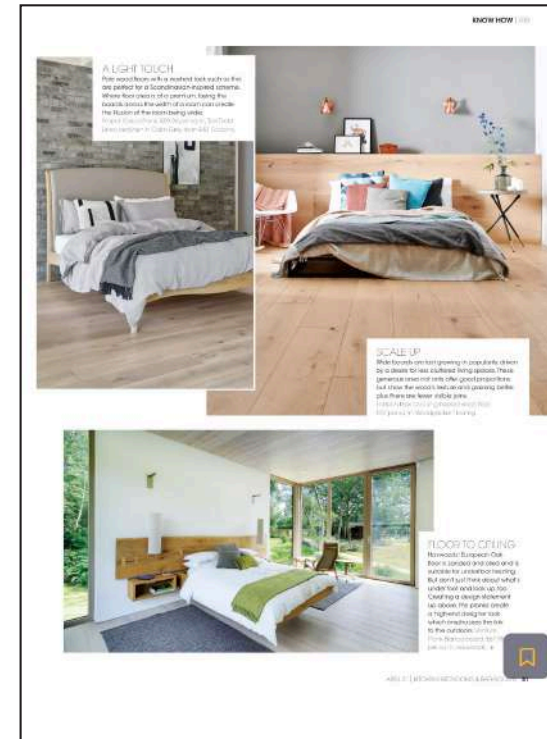
PR - FEATURES



▲ Elle Decoration online
Featuring Lead plank.



▲ Homes & Gardens online
Featuring quote from Robert Walsh.




▲ KBB
Featuring Calico plank.

SOCIAL MEDIA - FACEBOOK

Ted Todd Fine Wood Floors
29 March at 14:00 · 🌐

Are you considering using reclaimed wood in your home? Our founder Robert Walsh shares his thoughts on the subject in this recent ELLE DECORATION article all about choosing a wood floor for your project <https://www.elledecoration.co.uk/.../what-wood-flooring-is-b-.../>




ELLEDECORATION.CO.UK
Wood flooring: how to choose and what you need to know...
Hardwood or engineered? Laminate or parquet? We demystify the optio...

👍 3

👍 Like 💬 Comment ➦ Share

Ted Todd Fine Wood Floors
27 March at 08:38 · 🌐

In this recent Homes & Gardens Magazine online article about designs and inspiration to decorate and furnish your space stylishly, our founder Robert Walsh talks about what wall cladding can bring to your bedroom scheme <https://www.homesandgardens.com/.../deco.../bedroom-ideas-223507>




HOMESANDGARDENS.COM
Bedroom ideas – designs and inspiration to decorate and furnish your space stylishly

👍 2

👍 Like 💬 Comment ➦ Share

Ted Todd Fine Wood Floors
25 March at 09:01 · 🌐

Our Unfinished Oaks floor Arnon was featured in last month's Enki Magazine, in a feature about creating a calm space in your home... To find out more about Arnon and discover how this smooth, neutral-toned floor could bring an element of serenity to your scheme visit <http://bit.ly/31aEnTC>.



the place to
relax and read
Create a space in your home to rest up and be calm

Ted Todd Fine Wood Floors
24 March at 04:11 · 🌐

We've had a lot of love for Galion recently so wanted to show off this wonderful shot of it!


Respecting the heritage of old English Oak floors used in some of England's historic country houses, Galion is an understated yet luxurious new wood floor.

Creating new wood floors that emulate the look of an antique floor is no mean feat, but we believe that in Galion, our craftsmen have achieved a signature look that is authentic, traditional and true to Antique Oak floors. ... See more



Ted Todd Fine Wood Floors
19 March at 09:40 · 🌐

We've been featured in this month's issue of KBB magazine! Take a look at our Calico planks, from our Project collection, in this bedroom shot. Find out more about Calico here: <https://bit.ly/3s3Q0rq>



Ted Todd Fine Wood Floors
16 March at 04:02 · 🌐

Shaker style kitchens and herringbone floors are both styles that have endured for centuries, but the neutral palette used here keeps it light and contemporary.

This kitchen is also a perfect example of how parquet works in an L shaped space.

Do you have a parquet floor in your home?... See more



👍 5 3 sha


👍 Like 💬 Comment ➦ Share

Ted Todd Fine Wood Floors is in South Kensington.
10 March at 03:45 · 🌐

How stunning is this shot of this one bedroom apartment in South Kensington!

Designed by Staffan Tollgard, this is understated luxury at its abso best.

Follow us on Instagram for more!... See more





👍 3

👍 Like 💬 Comment ➦ Sha

Ted Todd Fine Wood Floors
5 March · 🌐

MODERN, SPACIOUS & PRACTICAL
Explore the redevelopment of this extensive family home

Our commercial team were approached by design-led construction company Tenet Development Ltd to find the perfect floor for this high-end residential property in Oxfordshire.... See more

Facebook posts



SOCIAL MEDIA - LINKEDIN

Ted Todd Fine Wood Floors
649 followers
2w

Our Unfinished Oaks floor Arnon was featured in last month's *enki* magazine, in a feature about creating a calm space in your home...

To find out more about Arnon and discover how this smooth, neutral-toned floor could bring an element of serenity to your scheme visit <http://bit.ly/31aEntC>

12 Likes

Ted Todd Fine Wood Floors
649 followers
2w

We're very pleased to have been featured in this month's issue of *Kitchens Bedrooms and Bathrooms Magazine!* Take a look at our Calico planks, from our Project collection, shown here in this lovely bedroom shot.

Find out more about Calico here: <https://bit.ly/3s3Q0rq>

14 Likes

Like Comment Share

Studio Ted Todd
42 followers
1mo

MODERN, SPACIOUS & PRACTICAL
Explore the redevelopment of this extensive family home

...see more

Woodworks By Ted Todd
33 followers
1w

Did you know Woodworks operate in the US too?

Based in New York, we are on hand to help with all things wood flooring. From antique and reclaimed flooring, to brand new innovations and even furniture, we'd love to help you find the perfect fit for your upcoming projects.

Thanks to [Woodworking Network](#) for the latest feature!

<https://lnkd.in/dqFKUik>

#design #furniture #architecture #interiordesign #flooring

Reclaimed wood specialist enters U.S. flooring market
woodworkingnetwork.com • 2 min read

5

Woodworks By Ted Todd
33 followers
1w

Robert Walsh
Founder at Ted Todd
1w • Edited

Old Vodka Oak Vats revealing a little bit about their past. Just spotted their identification numbers and aren't they just great.

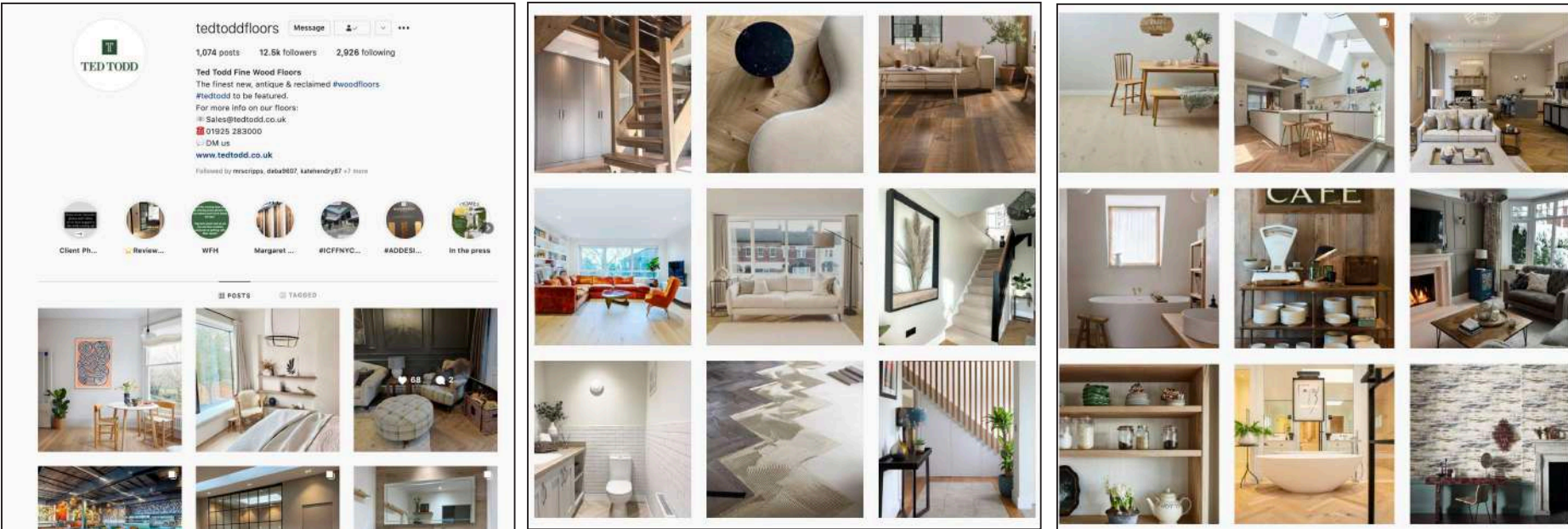
...see more

Woodworks By Ted Todd
33 followers
3w • Edited

To preserve remaining forests, new Teak has become a controlled timber. As a result of it no longer being freely available, it's become increasingly more difficult to obtain, making it one of the rarest species of wood in th

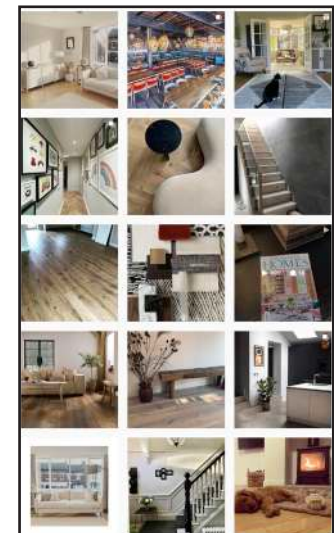
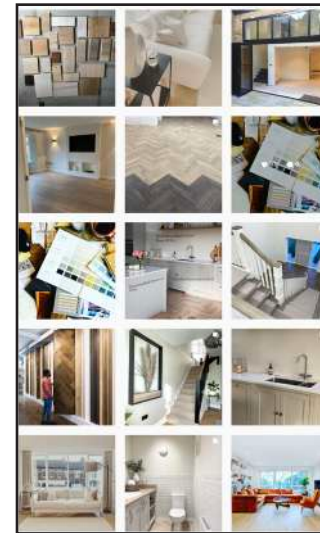
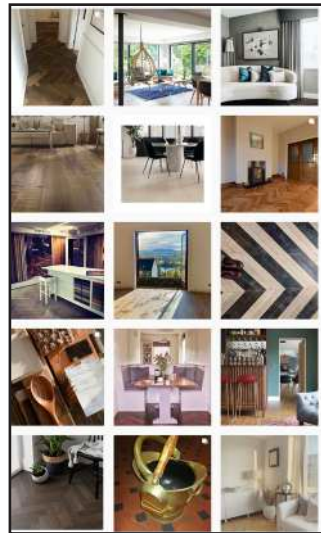
...see more

SOCIAL MEDIA - INSTAGRAM



Instagram posts.

SOCIAL MEDIA - INSTAGRAM TAGGED PHOTOS



▲
Just some of the instagram images
we have been tagged in over the
last month.

HOW WE CAN HELP YOU

TED TODD PARTNER PORTAL

CLICK HERE
TO DOWNLOAD
YOUR MARCH
2020 PRICE LIST



We have a dedicated marketing portal that you can use. It is accessed by going to 'partner.tedtodd.co.uk' and contains all of our marketing images, swatch images, logos, brand guidelines and useful documents such as installation guides.

These marketing materials can help you with content for your website, social media and print advertising so is well worth having a look through.

If you would like access to our portal and don't have a log in yet, please contact your account manager.

Using the Ted Todd Retail Partner Portal, you will be able to

- Keep your stores details up to date
- Order brochures
- Order samples
- Order clearance stock
- Access important training guides
- Download marketing tools, logos and images



COMING SOON



- Refreshed find a retailer map
- New and improved partner portal to access our marketing materials
- Brand new Woodworks brochure
- New edition of the Journal, our ever popular newsletter, which has been posted this week and you should receive shortly.

Thank you all so much for your continued support, we look forward to another successful year with you.

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[@tedtoddfloors](https://www.instagram.com/tedtoddfloors)

