



TED TODD



JOURNAL

THE GREEN ISSUE

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GREEN ON GREEN

Our newfound love and appreciation for nature continued this year, as did the popularity of green tones in interior design.

It's easy to understand why as green symbolises freshness, prosperity, growth and energy. Natural, earthy tones like sage and olive have emerged as the most popular.

These muted greens are comforting, serene and are proven to help people feel calmer, as they mimic the feeling of being surrounded by nature.

Pair with natural or raw materials to create a soothing, calming sanctuary. Plus, green looks great against any shade of wood flooring – whether you choose a pale, white-toned herringbone or dark rich planks.

Underpin the symbolism of your green colour palette with some strong eco credentials and select products that are not only good for you, but also good for the planet to create the ultimate green on green interior!



Sebastian Cox

CARBON NEGATIVE FOOTPRINT

Wood is a natural product that helps keep the balance of carbon dioxide in check. Trees absorb CO² which is broken down to release only oxygen back into the atmosphere.

Because of this timber acts like a carbon sponge and locks away carbon even when it's cut down, meaning it continues to help slow global warming when it's turned into a natural wood floor or beautifully hand-crafted piece of wood furniture.



Sandbank Herringbone, Create®, image c/o Spitfire Homes

KITCHENS

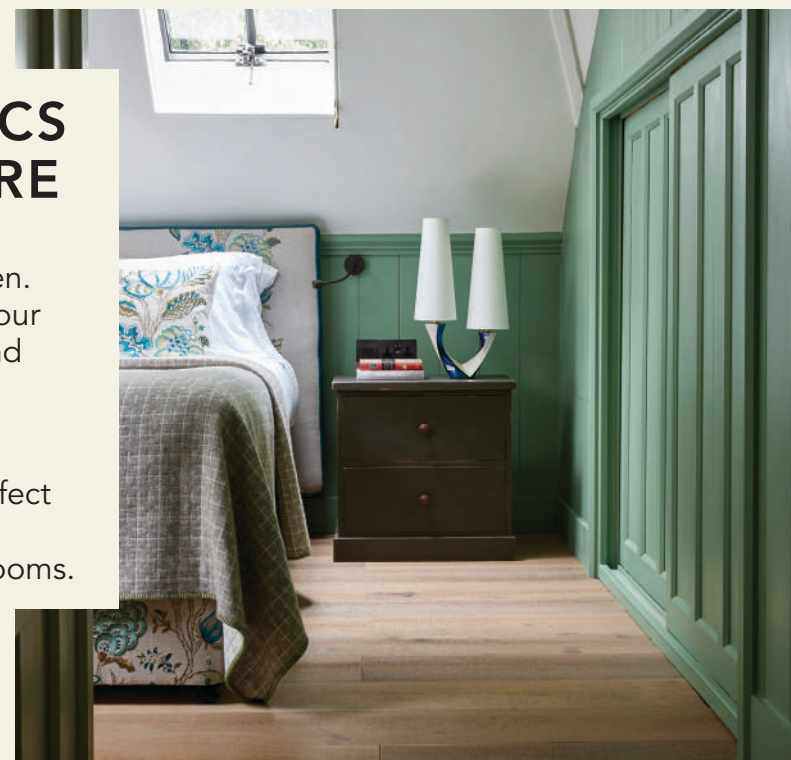
Green has become the most Instagramable shade for kitchen cabinetry. Pair with gold or brass fittings and accessories and set against simple surfaces like wood or stone.

Popular shades in the kitchen are brighter and more invigorating, like emerald, forest, or jade. Or opt for a grey-green if dark shades are too bold.

PAINTS, FABRICS AND FURNITURE

Don't be afraid of painting walls (and even ceilings) green. As green tones are found in our natural environment you'll find there is one to complement every colour palette.

Sage and olive tones are perfect for relaxation areas like living rooms, bedrooms and bathrooms.



Carrick Plank, Crafted Textures, image c/o Hotel Endsleigh



Passion Vine, A celebration of the National Trust by Sanderson

GREENERY

The quickest and easiest way to add greenery to a scheme is by using plants.

Whether it's a potted plant or a vase on your kitchen island, hallway console table or in the window, choose foliage with leaves of different shades to decorate your interior or hang plants for an alternative biophilic look.



Green 07, Lick



A LIFE CYCLE APPROACH

Thinking about a product from its origin to its conclusion takes into consideration not only its production and consumption but also its full life cycle. Consideration should also be given to what happens at the end of its life as waste is also a major part of environmental sustainability.

Our floors are built for a lifetime of use, and you can extend the life of your wood floor by opting for a minimum 4mm wear layer. This means you can reduce your environmental impact as your wood floor can be sanded and refinished when the time comes. It's also good to know that when they do come to the end of their life, they could be reused for another purpose or fully recycled.

Lean more tedtodd.co.uk/journal

CERTIFIED WOODS

Schemes like FSC™ and PEFC help to preserve forests globally to prevent deforestation and protect biodiversity, which ultimately helps to fight climate change.

We have been FSC™ certified for 24 years and our certification has been renewed successfully every 5 years since.

We'll never charge extra for FSC™ or PEFC certification. It comes as standard with a Ted Todd floor, and always will.

tedtodd.co.uk/certified-wood



Husk Herringbone, Warehouse

SUSTAINABILITY BEGINS WITH RESTORATION

HASELEY MANOR

Hatton, Warwickshire

Spitfire Homes & PMC Flooring Ltd

Sandbank Herringbone, Create®

Haseley Manor is an impressive example of grand Victorian craftsmanship. Built in 1878, this historic Grade II listed building has been sympathetically transformed into a stunning selection of high-specification apartments. The careful consideration that has been given to every detail of this development has elegantly restored the grand splendour of the buildings original features, whilst delivering the bespoke blend of Spitfire Homes' signature style.

To read more visit tedtodd.co.uk/projects



Order your free wood floor samples today



Haseley Manor, images c/o Spitfire Homes

SUSTAINABLE INTERIORS: KELLING DESIGNS

Like us, Kelling Designs strive to respect the environment and incorporate sustainable principles into their everyday practices and projects.

They also positively encourage dialogue and discussion within the industry to help create a harmonious relationship between the love of design and our natural world – Kelling Designs, we salute you!

kellingdesigns.com

We caught up with Emma Deterding, Founder and Creative Director of Kelling Designs to talk about the importance of sustainability in interior design.

With more and more companies placing sustainability at the heart of their business, what does the word sustainable mean to you?

For me it means hope, that at long last we may all recognise that we have to reuse. Gone are the days when we rip out entire houses and brand-new kitchens. We must learn to alter, adapt and be flexible, whether it's through using sustainably sourced materials, or reusing and upcycling existing and second-hand pieces to give them a new lease of life.

How do you think designers can be more sustainable?

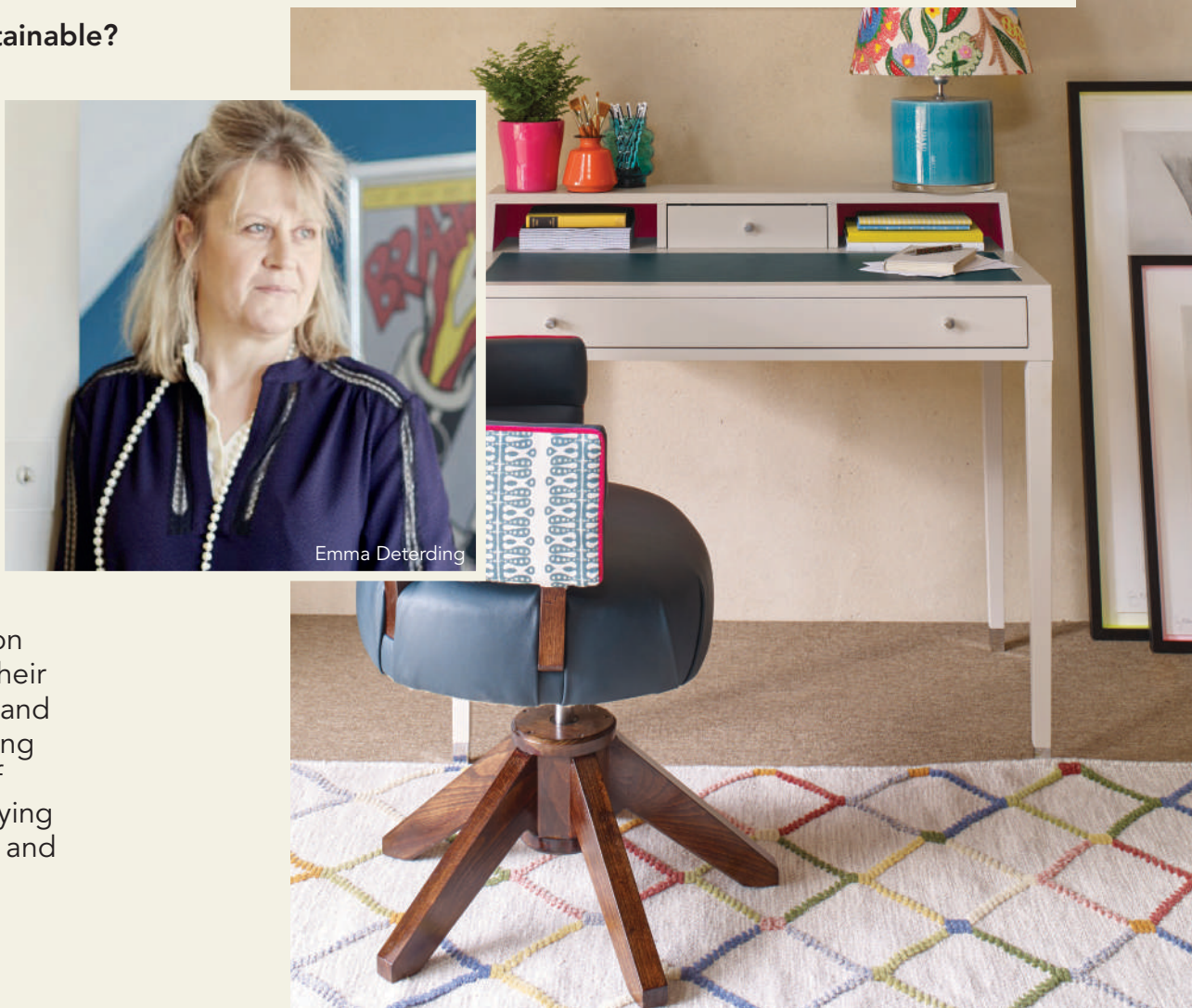
I have long been a proponent of car boot sales, Etsy and upcycling and very rarely do we do a job without reusing clients existing furniture. We have had some real triumphs, taking tatty old pieces, restoring, reupholstering, repainting, and adjusting. This is the way it should be moving forward as the quality and craftsmanship of older furniture is amazing – it just takes a little bit of creativity, vision, and determination.

Do you think there is anything that could be done to speed up change in the interior design industry?

It's obviously difficult as this is an industry built on the new, with hundreds of companies deriving their livelihood from selling new. But more emphasis and effort needs to be put into these companies being more environmentally conscious. The amount of packaging and plastic at the end of jobs is terrifying and we all need to work on how best to change and adapt this practice.



“
Sustainable design is a trend and a lifestyle that is going from strength to strength and is something that everyone should factor into their design schemes.
”



Emma Deterding

We wondered if you'd mind sharing with us what the last product was that you bought for yourself or a client? And we wondered if sustainability or the environment played a part in your purchasing choice?

The last items we bought were from Julian Chichester. We work closely with Julian Chichester on many projects, and we know that they provide the quality that will last for many years – buy once and buy well. They have a strong sustainability policy which is improving every year. Buy once, buy well!

There may still be a long way to go to save the planet, but we'd love to know what Kelling Designs have planned for the next steps of your sustainability journey?

In 2019 we employed 2 interns with an interest in sustainability to invest in our journey. Consequently, we have all learnt a lot and our trip has begun. Like everything, this is a global effort, and we all need to adjust our thinking and attitudes to how we design and decorate houses. My hope is that with encouragement, people will learn and adapt to use the precious resources more carefully in the future.

This is the second edition of our spotlight series featuring Kelling Designs.

To read the first, visit tedtodd.co.uk/journal

Images c/o Kelling Designs



GREEN MATTERS

OUR QUEST TO BECOME EVEN MORE SUSTAINABLE CONTINUES...

- All our standard plastic buckets of adhesives now come in 100% recycled, eco-friendly plastic packaging.
- We are working hard to offer you even more certified floors - currently 90% of our product offering is officially certified by either FSC™ or PEFC but we are striving to get this to 100%.
- In the future we hope to heat our factories with wood waste generated in our own manufacturing processes.

For an upcoming blog we'd love to hear from you about the ways you're living a more sustainable life, at home or through your work. If you'd like to get involved, email marketing@tedtodd.co.uk



Fleece Chevron, Warehouse

THE FUTURE OF GREEN



CABI HEADQUARTERS

Wallingford, Oxfordshire

Scott Brownrigg

Creech Plank, Project

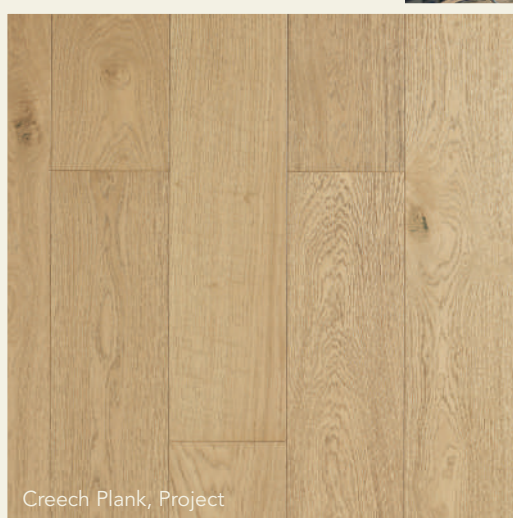
The Scott Brownrigg-designed headquarters for international not-for-profit organisation, CABI, was successfully completed in 2020. CABI apply scientific expertise to solve problems in agriculture and the environment. This low energy building offers a two-storey office space that successfully integrates an experimental bio-diverse landscape with a new collaborative flexible working environment.

At the heart of this project is CABI's commitment to protecting the environment. The design is highly energy efficient with detailed strategies for materials, orientation and structures that includes a careful selection of materials for the building fabric, which will reduce the energy consumption to embrace the aim of low carbon use in operation.

Designed with passive sustainability as a priority, the building is positioned to minimise solar gains by orientating it East-West and will provide shade in the summer and allow sunlight in the winter. Situated in an Area of Outstanding Natural Beauty this remarkable building really is the evolution of sustainable design.

Images c/o Hundven Clements

To read more visit tedtodd.co.uk/projects



Creech Plank, Project



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For commercial
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