

# Style Timber



## SITUATION:

Target market identified that they would pay more for premium apartments with timber flooring.

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**DEVELOPER:** Frasers Property.

## PRODUCTS USED:



Moschino oak



Pebble Grey

## APARTMENTS, TERRACES & TOWNHOUSES AT ED.SQUARE, EDMONDSON PARK

When developing their latest project, Ed.Square at Edmondson Park, Frasers Property wanted something to make their development stand above the rest and deliver a more premium finish. The idea to complete their apartments, terraces and townhouses with timber flooring came about, the only question was, would potential purchasers pay more for this premium product?

To properly assess the viability of timber flooring in their development, instead of just the standard tiles and carpet, Frasers Property conducted market research. During these focus groups, it was identified that potential purchases would be happy to pay a premium for timber flooring as opposed to tiles. With this insight, Frasers Property enlisted Style Timber to provide the timber flooring for all apartments, terraces and townhouses at Ed. Square.

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*"When the architect approached us, they had actually been looking at using timber-look tiles. They asked us if we could produce timber boards in their existing colour palette and their required budget and we were happy to produce customised boards for this project. One thing that we really pride ourselves on is our desire to go above and beyond what our clients require, and are open to customisation for whatever our clients need."*

- Tilly Cefai, Style Timber

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*"As the architects for the Edmondson Park town centre we worked with Frasers on the selection of materials for the apartment interiors based on our three interior looks— 'modern white', 'urban black' and 'natural earth' In reviewing floor finishes we had all the typical options for apartments but one of the drivers for our client was they hadn't done a timber floor on a project before. This was a great opportunity as we felt a timber floor gave the warmth we were after and the timeless finish. The Style Timber range had a range of timber board widths, a number of colours to choose from and they were also able to produce two new colours to meet our existing colour schemes."*

**- HDR Architects**

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To match the colour schemes of the new development, Style Timber developed two new colours: Pebble Grey and Moschino.

The selected boards are 190 wide, which is the perfect fit for apartment living and small spaces. They're wide enough to actually make the space look bigger but also small enough so that they don't look out of proportion.



Buyers at Ed. Square are given the option of what flooring they prefer: timber, tiles or carpet. The results of the focus group showed that approximately 70% preferred timber flooring, even if it costs a little more. Now, timber flooring is an upgrade option to all purchasers at Ed. Square.

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*"The timber adds to the quality of the finishes. Frasers have spared nothing to make this project as inspiring, beautiful, well finished as any project you would see anywhere in Sydney. The timber complements these finishes. "*

**- Tilly Cefai, Style Timber**

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#### **STYLE NOTE:**

In apartment living, designers tend to instinctively go with light flooring for many reasons such as a small space, contemporary finishes, clean lines, brightness. However, darker floors can still create a slightly more sophisticated space, while still being contemporary with the option of using clean and minimal lines in furnishings, and sometimes allowing for greater options when styling, without making a space look smaller.



#### **ABOUT STYLE TIMBER**

At Style Timber Floor, we are committed to exceptional craftsmanship and uncompromising quality. Working closely with not only the brightest and best architects and designers locally but also with International suppliers, and using state of the art manufacturing, we are proud to have developed our new range of European Oak, American Oak, American Walnut, Hickory, American Ash and Teak. We pride ourselves on our large range of widths, length, strength and stability, our designs (including both 45 and 30 degree angles for chevron and the widest board widths in Herringbone), our wear layer from 2 to 6mm and our customised colours, sizes, finishes and substrates. Keeping with our one project, one team philosophy, we are delighted to offer a Turnkey Service Solution – timbers for multiple applications, from floor, walls and ceilings, to joinery – all seamlessly integrated and managed.

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